

Voting members: Jason Bailey, Chris Cox, Brian Housh, Kevin McGruder, Marilan Moir, Michael Slaughter, Corrie Van Ausdal

Ex-Officio: *Johnnie Burns, Jeannamarie Cox*

Staff: *Lisa Abel*

Absent: *Carmen Brown, Amy Magnus, Jane Fernandes, Terri Holden*

1. **Call Meeting to Order, Meeting Agenda Review/Approval** (Housh) 4:38 pm

2. **President's Report** (Housh)

- a. Miami Valley Regional Planning Commission review of our "Yellow Springs is Open for Business" materials will be held on May 7, 3-4:30, rooms A-B of the Bryan Center. Housh is also inviting AMP, Dayton Development Coalition, Dayton Business Journal, Greene County Economic Development department, and others. The event will launch a draft version of our marketing powerpoint presentation, possibly a brief video, and we may have a draft story map ready by then as well. Goal of the session: get feedback on our initiatives, how we're marketing, etc. Opportunity for YS leaders to interact with regional leaders. **The regular YSDC board meeting will begin at 4:30 that afternoon, in rooms A-B of the Bryan Center. Board members: suggest any printed materials that should be offered at this event; also recommend others who should be invited.**
- b. At the May YSDC meeting, Housh asks that we discuss how we align our goals with state, federal, regional goals. Can Housh provide these wider goals ahead of time? In addition, **YSDC members are asked to respond to these questions (homework for all):**
 - Why is YSDC valuable to you and your organization?
 - Why are you at the table?
 - Why would your organization help fund YSDC or a paid position?
 - Can you relate that to other community goals, priorities, values, benefits?
 - Tax and other revenues, users of services?
 - Types of economic development that fit our communities?
 - What other infrastructure or improvements do we need?
 - What are other needs that complement economic development?
- c. A question raised previously is how can YSDC have a stronger connection with Antioch College? McGruder will ask Jane Fernandes to attend the networking meeting on May 7.

3. **Nominating Committee** (McGruder)

Community at-large position: Alex Roland is a candidate, expressed interest, and is concerned with potential conflict of interest with the community solar project. Alex Klug is also interested, is currently Environmental Commission chair for the Village, and also works with regional nonprofits. Next step for nominating committee is to engage with each nominee and come back to the board with a recommendation.

4. Treasurer's Report (Van Ausdal)

- a. March 2024 financials: Reports were ready today, but not in time for today's meeting. No dues payments have been received per invoices sent. YSCF will email Van Ausdal as these are received (dues requested from VYS, Twp, schools, YSCF, Chamber). At least \$17,000 is available for this year and does not include \$95,000 of the grant/gift fund.
- b. Bailey asked if the grant/gift funds can be moved into a low risk 5% interest fund; at least move some over for the next 6-12 months.

Housh moved, Bailey seconded that Van Ausdal work with YSCF to explore investing a portion of the grant/gift funds to a higher investment fund for short term, low risk gains.

Motion passed 7-0.

5. Consent Agenda

Van Ausdal moved, Bailey seconded adopting the following:

- a. To accept the Treasurer's report as presented at today's meeting
- b. To accept the minutes of the March 5, 2024 YSDC meeting
- c. To accept the minutes of the 3/21/24 executive committee meeting

Motion passed 7-0.

6. Staff Report (Abel)

- a. Marketing/ video

The economic development presentation is becoming three products: a video, a powerpoint presentation, and a story map (website using a GIS-linked map of Yellow Springs to identify and learn more about local economic development, etc.).

Powerpoint

Team: Slaughter, Guenther, Abel

Ready for audience review: 4/5/24

Left to do: Tweak visuals; add a few section/ explanation slides (words); reduce file size for sharing; share via Google drive

Story map

Team: Housh, consultant, Abel

Ready for audience review: 5/3/24

Left to do: Contact consultants (Rails to Trails, Greene County GIS); links to websites; tool bar development; GIS map – interactive

Here is the YS-Clifton Connector Story Map, which we are using as a model for a 'Marketing Yellow Springs' version:

<https://storymaps.arcgis.com/stories/9b266d1f497b4f258f69a0991011dfce>

Video

Team: Brown, Housh, Guenther, Abel

Ready for audience review: 6/14/24

Left to do: Finalize script; film and collect B-roll; set up and film interviews; edit

Slaughter walked through the marketing presentation. Animations need to be synched with the Apple version (they don't work the same in powerpoint). The presentation is ready for larger audience review and launch and will be presented on May 7 (reference president's report, above). What other materials should accompany this? 30 copies of 365 brochure, relocation and Downtown business guide/brochures, YSDC brochure, etc.

Additional comments, ideas for presentation, video:

- Feature other attractions: Sports, comedy & music club, etc.
 - New school facility plans; emphasis on theater.
 - Add link for all the links – like a link to YSDC site.
 - Also fold links and features into the storymap.
 - Measure traffic to the presentation, links, etc.
 - Add info about infrastructure and police department; fire & rescue (Miami Twp).
 - Emphasize emergency and utility response times.
 - Check township and YS News sites for photos.
- b. Van Ausdal received an email for YSDC regarding Leadership Dayton's interest in meeting with YSDC the afternoon of May 8, 2024. Those present thought it could be a good opportunity to also involve the Chamber, a local restaurant, etc. Presenters from YSDC of our new marketing materials are tentatively Housh and Abel, with Bailey as an alternate.
- c. 2024 staffing
Draft of position from 2023 was circulated for board feedback. An updated position description will be provided to the board for the May 7 meeting.
- Key requirements: Show up and represent YSDC & our economic development needs as one voice. Be at the table with regional economic development partners. Ability to work with C-level individuals.
 - How to fund: Money will dictate the quality of candidates. Position will require availability during the day, evenings, possibly some weekends. Propose \$50,000 for 20-30 hour week, or \$30/hour.

7. New Business (Housh)

- a. C. Cox – DeWine has brought manufacturing to the state. Have we reached out to him for identifying economic support for YS? Housh – yes, we need to align with state goals and has had conversations with DeWine.
- b. Van Ausdal – Has been looking at businesses for sale in Ohio. Found 3-4 manufacturing plants for sale now; described as “could be moved.” These are smaller enterprises, potential to go and get them, looking for an owner.

8. Meeting Adjournment

Housh moved, Moir seconded to adjourn the meeting at 6:00 pm.

Motion passed 7-0.

YSDC Community Feedback and Response Document

#	Mtg Date	From	Question/ Comment	YSDC Response

YSDC Guidance for Community Feedback

1. Any community guest to the meeting must be identified when they arrive (sign in if in person, on-screen name if via Zoom).
2. Community guests are responsible for muting their audio (if Zoom) upon arrival. They are then responsible for unmuting themselves if they want to participate in the community comments session. (Find Zoom training links here: <https://www.yscf.org/zoom-support/>).
3. Community comments session will be identified on the YSCF agenda, which will be made available at YSDC.org prior to scheduled meetings.
4. Community guests must signify their interest in participating in the community comments session when it comes up. Via Zoom, they may raise their hand (action icon) or show a raised hand with video on, or write a note to chat. In person, they may raise their hand.
5. Chair will recognize one speaker at a time. Each speaker gets one 2-minute interval to make a comment or ask a question. Board VP is the timekeeper.
6. Response from YSDC:
 - a. If an immediate and factual response can be provided, and in consideration of time constraints, the board chair or their designee will respond.
 - b. Otherwise, the comment or question, along with a response from YSDC, will be provided as an addendum to the agenda of the next regularly scheduled YSDC meeting.