

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

Ex-Officio: *Johnnie Burns, Jeannamarie Cox*

Staff: *Lisa Abel*

Guests: *Meg Leatherman, Sam Eckenrode, Reilly Dixon*

Absent: *Jane Fernandes, Terri Holden*

1. **Call Meeting to Order, Meeting Agenda Review** (Housh)
 - a. Housh called the meeting to order at 4:32, and added a new item under New Business - brainstorm economic development plan per Council request.
 - b. Gustafson moved, Slaughter seconded a motion to accept Lisa Abel's resignation as YSDC's volunteer director, effective August 9, 2024.

Motion passed 7-0 (Van Ausdal, Bailey arrived late)

2. President's Report (Housh)

Deferred due to addition in New Business

3. Nominating Committee (McGruder)

- a. Community at-large position: The committee recommend that Lisa Abel fill the community at-large position until at least Q1 2025. This will help with overlap and transition of the new director to be hired. Other potential nominees that the committee spoke with have been notified that this board position is filled. Magnus encouraged the committee to consider recruiting paid or volunteer staff to help with additional tasks. Van Ausdal and Bailey arrived at 4:40.

McGruder moved, Van Ausdal seconded that Lisa Abel fill the community at-large board position until at least Q1 2025.

Motion passed 9-0

- b. Abel noted that the bylaws permit the executive director of the Chamber to join the YSDC board as an ex-officio member. Abel will extend an invitation to Phillip O'Rourke.

4. Treasurer's report (Van Ausdal)

- a. Van Ausdal reviewed the financials thru May 2024, and noted that due to YSDC's early in the month meetings, financial statements will generally be presented a month behind. She noted that most of the activity lately has been for website activities, and 50% of the DOE prize funds have been invested as low risk at 4-5% rate of return.
- b. Van Ausdal reported that \$1000 in dues payments are still outstanding and she will follow up with the respective parties.

- c. 2024 draft budget was included in the meeting packet. Van Ausdal noted that it is not 100% accurate, but probably within +/- 5% of what was distributed. Certain sections are highlighted as contingent on receiving sponsorships for the part time executive director position.

5. Consent Agenda

Motion: Bailey moved, C. Cox seconded adopting the following:

- a. To accept the Treasurer's report as presented at today's meeting
- b. To approve the 2024 budget
- c. To accept the minutes of YSDC meeting 6/4/24
- d. To accept the executive committee minutes of 6/7/24 and 6/24/24

Motion passed 9-0

6. Staff Report (Abel)

- a. 2024 staffing – Abel attended Township and Village Council meetings in June and July to request funding of YSDC's part-time executive director position. Slaughter was very helpful at the second Council meeting by describing in more detail how supplier networks can be contacted and attracted to the Village, including the timeline that we are working with. Next steps: Put together a response to an economic plan as requested by Village Council for their July 15 meeting; then put together requested financial information as requested by the Township for their August 5 meeting.
- b. Community solar project – Abel is preparing to submit a proposal for Phase 2 funding of the DOE prize (up to \$200,000) and the team is taking the approach to use whatever funds are available, including new funds, to install microgrid solar power at lower income, multi-family locations. This work will serve to work out a lot of questions, concerns, and details that can later be applied to a larger, community solar installation. Several partner organizations to YSDC will be asked to provide a letter of support soon.
- c. Marketing/ video – The powerpoint presentation and video are nearly completed, with a few more additions in the works. Housh is taking the lead to develop a story map. Materials will need to be uploaded to the web and linked to several sites and social medial platforms. Slaughter has contacted Intel and is planning for a meeting with representatives in Yellow Springs in August-September. Honda/LG will be contacted soon to set up a similar meeting.

7. New Business (Housh)

- a. Plan outline requested from Village Council
 - i. Brainstorm document requested by Council. Discussion from last month well captured and will be converted into ORC plan as requested by Council. Speaks a lot to development plan of YSDC.
 - a) Per ORC, YSDC and the Village should work together to develop an economic development plan. This could also be a separate or joint effort with the Township. If Council wanted this plan developed and YSDC was not formed, they would need to

commission someone to create the plan. Use examples from other Ohio municipalities when drafting the plan.

- b) Inputs to the plan could include documents created in the past 5-15 years, including comprehensive land use plan, housing study, former economic development plan, etc. Start with the minutes from our June meeting, where there is a lot information related to why we are here, what YSDC is doing, etc. From this, hold discussion with YSDC and Council to bring it to a full plan. Other documents to consider are Ohio workforce development plans and state strategic plan. Include explanations of how workforce development and housing fit into an economic development plan.
 - c) Besides the plan, there is the work after the plan – the deliverables of the plan, start producing. Make sure the time horizon is attainable – no more than 5 years out. Maybe even a shorter horizon, like 2 years – we are emphasizing what needs to be done right now as Intel, Honda/LG, Joby, etc. are just starting to set up shop in Ohio. Keep the work focused, not so broad that nothing gets done. At the same time, the focus needs to include potential for other job-producing businesses outside of Intel, Honda/LG, etc. Consider if there is work that YSDC board members can take on.
- ii. In addition, some council members want something different from ORC plan. Specifically, they are asking for info: what are we here for, what do we do, how will we interface with businesses, what are we considering for future, how will we approach that, how do we function?
 - a) Not addressed at this meeting.
 - iii. What are deliverables for the director position. More info about actual position, quality checks, proving that they are doing the work (how does this board ensure funds spent well, what oversight, etc.). ie is the money worth it.
 - a) Evaluation of the job will depend on measurable objectives (SMART goals) that the board appropriately prioritizes. Aspects of the director’s talents and competencies will be necessary to meet these objectives without constant oversight or micro-management (eg, self-motivated). Measurable objectives could include short term, easy wins: number of calls; number of leads or new contacts; relationships cultivated; materials created and distributed; activities and plans completed; projects completed; number of new jobs created; number of new businesses established; number of new suppliers/ sub-suppliers to Intel, Honda, others; growth in existing businesses (revenue, jobs); tax and utility impact; prevention of redundancies across organizations; documented and truly shared collaborative efforts; number of new work from home (taxed) residents...
 - b) Ongoing management and oversight of director: Request one-page updates to sponsors every quarter, with one-page or less monthly report to YSDC board. Report on results (ref SMART goals) and what’s next. Review progress, priorities, challenges, and receive feedback from executive committee. Communications from board in terms of performance should route through board president or designee. Protect

the director from project creep, political will, court of public opinion, etc. Give person enough direction and backing to get something done and reportable every three months. Should this board communicate with government entities/ sponsors and let director do the work?

- c) Specific tasks (ideas) – not on job description but could tie to SMART goals:
- Calendar of outreach activities, stakeholder and partner critical meetings or seminars
 - List of targets for marketing and economic development (eg, Intel, who else)
 - Organize and maintain marketing materials and their distribution
 - Organize and maintain board orientation materials
 - Maintain a calendar of tax levy schedules, amounts, expirations, voting periods
 - Coordinate levy timing between local taxing entities
 - Create and implement a marketing plan
 - Create and implement an economic development plan with government partners
 - Develop economic incentives for incoming businesses or those that grow by x%
 - Retention and growth of current businesses
 - Coordinate efforts with Chamber to prevent gaps and duplication
 - Maintain list of available commercial properties for build, sale, lease (Loopnet?)
 - Cultivate relationships with developers: Commercial, housing
 - Attend local and regional government and economic development meetings as needed – and coordinate with partner groups for who attends which meetings, how to share info, etc.
 - Coordinate and manage tasks that can be done by volunteers, contractors, board members

iv. Other concerns and comments

- a) Consider that the Village Manager will end up being heavily involved with the plan. And what happens if the township only lightly funds the position, or not at all? Are they still involved in the creation of the plan?
- b) Why is Council more focused on deliverables from this financial ask than from other groups who ask for and receive a lot more? “We haven’t produced much” seems hollow, as we’ve completed a property transfer and sale; created the only new marketing materials for the Village in years; attracted a \$100,000 prize for solar...
- c) What if the list contains more work than is possible and “pet projects” from sponsors do not get prioritized or funded – does this endanger future funding/ sponsorship? Overpromise and underdeliver? Or underpromise and overdeliver?
- d) What happens when we run out of land to put new businesses?

v. Actions - Housh, Abel

- a) Possibly create two drafts of a plan – plan based on what’s in it for our organizations
- b) Create list of deliverables with top three prioritized
- c) Other thoughts for item 7.a.ii. above: provide YSDC goals, mission, meeting protocols, agendas, maybe other Council members should attend one of our meetings, or there’s miscommunication regarding wording, syntax
- d) Will send plan to board for feedback; due to packets by 7/11
- e) Post position once get funding approved from Council
- f) Corrie to attend Township meeting of August 5 for renewal of funding request

b. Opportunity for board members and ex-officios to share relevant and pressing news

- i. Bailey – The YS Chamber hired Phillip O’Rourke as its part-time executive director. He will start attending YSDC meetings as an ex-officio.
- ii. Magnus - School board has reached a milestone in the new building design process. Core building scoped with contingency funds for wish list, including solar.
- iii. Moir - Who will attend meetings with Intel, etc.? Slaughter: we will need to decide who (ex-officios, Allison Moody, etc). Once meetings are set up, whoever is best for the situation. And there will be follow-up meetings and actions.

8. Community Feedback: See chart, next page.

9. Meeting Adjournment

Van Ausdal moved, Magnus seconded to adjourn the meeting at 6:00.

Motion passed 9-0.

YSDC Community Feedback and Response Document

#	Mtg Date	From	Question/ Comment	YSDC Response
1	7/2/24	Reilly Dixon, YS News	In the marketing Powerpoint, many images are from YS News. Hoping that the photo credits will be noted.	From Housh: These credits will be added before final materials are released.

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.