

**Minutes for Meeting 1/7/25, 4:30-6:00PM**  
**In person meeting, Miami Township conference room**

**Voting members present:** Lisa Abel, Jason Bailey, Johnny Burns, Jeannamarie Cox, Trish Gustafson, Terri Holden, Brian Housh, Joanne Lakomski, Kevin McGruder, Marilan Morlin, Rebecca Potter, Phillip O'Rourke, Cory van Ausdal, Michael Slaughter  
**Guest:** Meg Leatherman, Mark Harr, Dorothy Bouquet, Richard Zopf

**Absent:**

**Invited:** YS News reporter

**1. Call Meeting to Order, Meeting Agenda Review/Approval** (Housh, 10 min)

- a. Board president Housh called the meeting to order at 4:30pm
- b. Brian recognized Lisa's work as Executive Director by presenting her with flowers.
- c. Noted that we'll have a letter to clarify goals
- d. Joanne noted that she brought a process called RACI to clarify

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

- a. Update on planning and econ development coordinator (Meg)
  - i. The position was posted, and 17 applicants responded; they will narrow to 5 to interview
  - ii. Discussed the expectations of YSDC for the position
  - iii. Interviews will most likely take place the week of 1/13; would like them to start a few weeks after that
  - iv. Jason asked whether Meg will become more involved in econ dev; Brian noted that her new title is Director of Planning and Economic Development; she said that she will get more involved in econ dev along with the new person; Johnny indicated that the staff would be very involved with YSDC, possibly taking minutes, etc.
  - v. Brian suggested that Lisa discuss her tasks in the past;
    1. she noted that the goals on the description are much more important than taking minutes; she suggested that public relations is an important role to represent the Village.
    2. Working with partners to seek new business relationships of businesses coming to the region;
    3. Work on the financial incentives to attract and retain businesses;
    4. Speaking with Alison Moody and the CBE
    5. She can follow up on the other tasks e.g. notices in the paper, etc.
    6. Brian noted that we had requested someone from YSDC be a part of the interview process;

7. Jason reminded how we got to this position after the person who backed out;
8. Phillip will changing the focus from marketing to public relations could affect the candidate pool; Meg noted that the description that the Village put out didn't have an emphasis on marketing. He noted that we have an opportunity to really craft the job.
9. Lisa asked for clarification re what Meg will do vs what the new person will do; Meg suggested that the details will depend on who is hired. She doesn't have local econ dev experience (but has experience in other areas)

b. Goals for 2025 (Lisa)

- i. Reviewed the 3 goals
- ii. Brian noted that we want to continue the annual regional outreach meeting that we had in May 2024; would like us to play a role in business retention twice a year
- iii. Jason said he'd like to have a conversation regarding our limited infrastructure (bathrooms, parking, etc.) to support tourism; some are 100% tourism, and some are locally focused; we make it difficult for people to spend money here; Brian mentioned Springsfest and the challenges the producer had; Rebecca noted that we have to be careful in that some places that have expanded parking have reported other negative effects;
- iv. Rebecca: we should keep renewal energy, particularly solar in the goal list; also internet connectivity, and other 21<sup>st</sup> century infrastructure needs; mentioned USDA grant to develop cultural centers.
- v. Phillips noted that related to bathrooms we have to look at what it takes to do that, and set the priorities for our goals. Implementation can happen through a subcommittee. Lisa noted that we lost track of the fact that the staff should use the YSDC Board to move initiatives forward.
- vi. Cory- we lost a plan to get ourselves funded; that should still be on there;
- vii. Jeannamarie suggested making tourism a separate goal or we won't prioritize it.
- viii. Michael suggested pulling out wifi as a goal
- ix. Joanne suggested reframing tourism since YS is attractive to people is there something else there? Phillip noted the "YS experience" is something to be considered as an umbrella consideration.

- x. Rebecca would like to see ways to connect the young people and the businesses, particularly those who aren't college bound.
- xi. Marilan suggested according the Don Hollister, a study of revenue sources in YS suggested that tourism wasn't high. Jason noted that tourism provides vitality to the town. Jason, threats to the local economy come from the big players which if they leave has a big impact. Marilan offered to work with Jason on reaching out to the big companies. We should support the YS Film Festival, potential e.g. Sundance. Doesn't seem like it was supported enthusiastically locally in its second year.
- xii. Rebecca suggested also reaching out to YS News.
- xiii. Phillip- organizations need to determine how they will do things.
- xiv. Johnny- need to touch each business at least twice a year to retain businesses. Word of mouth re support can attract other businesses. Goal to be better organized, with people who are committed. Raise excitement in the town among leaders. Help leaders get their message out.
- xv. Brian asked Meg for feedback
  - 1. Increasing living wage jobs: need data on existing jobs;
  - 2. Strategic partners: attend meetings right away;
  - 3. Space and infrastructure: a lot of crossover with the Village; consulting with area businesses on their needs; CBE sale a Village goal. Infill is the most controversial type of development e.g. the Windsor property (height, traffic, etc.).
  - 4. Tourism- evaluate existing parking conditions and look at it in the latter part of the year
  - 5. Renewable energy- moving forward with Lawson Place solar project;
  - 6. Existing business: assign people to reach out;
- xvi. Brian noted that the Senior Center got funding for a shuttle van and would consider expanding that if they have funding.
- xvii. Meg asked about the different areas for the Chamber; Phillip said that there is overlap, but their services are for members.
- xviii. Brian said he will take responsibility for refining the goals document.

### **3. Treasurer's Report (Van Ausdal)**

- a. We continue to operate at a loss, noted past suggestions to address this.
- b. We have \$82,000 of Energy funds invested with a guaranteed 4% return from the YSCF and use those gains for operating
- c. 2024 actual expenses were \$11,300
- d. Rebecca asked about accounting; Cory 990 and JC the state filing; JC all of the accounting will be done by YSCF as part of their sponsor fee. Will be

significantly lower than the \$5,500 budgeted. Corrie but we would still have a loss of -\$1,500. We're planning for an audit in '25 or '26. Lisa said she isn't sure which year depending on the state. Corrie noted that an advantage of having the foundation handle the accounting is that it doesn't require our intervention. Explained that she reaches out the bookkeeper. \$2,000 allocated for legal fees wasn't used in 2024. Website is Bing Design, but doesn't seem like things have not been updated.

Corrie made a motion to approve the draft budget seconded by Jason  
Joanne approve the budget in the red? JB- the accounting fees will be lower; we could raise the member fees; BH need to consider where we can cut costs. Corrie- we have funds in our accounts to cover this. JC- maybe add to the motion that after June we will look to close the gap. Unanimously

#### **4. Consent Agenda**

- a. Minutes- move by Joanne, seconded by Trish

#### **5. Community Business**

- a. Joanne distributed the RACI planning matrix
- b. Jason reported that he attended the Yellow Springs Community Foundation's governance training and it was wonderful, an all-around refresher.
- c. Brian will be going to the regional economic forum at Wright State with Meg
- d. Corrie will tour the Dayton biodigester on Thursday (how sausage gets unmade)

#### **6. Community Feedback:**

- a. Mark- public affairs might be the more appropriate term rather than public relations; what jobs in YS would pay \$50K, \$100K, and \$200K steep pyramid. Make sure the data is post-COVID and incorporates inflation. Are we responding to the activist voices or the quieter parts of the community? Marilan- or responding to the planning documents. All the same people go to community forums- a small sliver of the community.
- b. Dorothy Bouquet- community member: main industry of YS is tourism; feels that beautification is important on the front and back of the buildings. Think about the support of artists. School board- Brewery and YSHS prepared planters in a partnership. .

#### **7. Agenda Planning**

- a. Letter: Jason provided background on YSDC's history and the School Board discussion [Terri left the meeting at the beginning of this discussion]; described Amy's absences from; Rebecca asked for clarification of whether she should include the letter in the School Board packet. Lisa- we need to speak for YSDC. It would be helpful to have a conversation with the School Board members. Kevin suggested that it is important to clarify the type of housing that we were

discussing. Brian the letter could make it seem like we're weighing in. Rebecca asked if anyone had shared the letter with Terri. Joanne suggested noting instead that housing is not a 2025 goal.

Trish made a motion to send the letter, and Jason provided a second

Trish, Jason, Kevin, Phillip, Marilan, Rebecca, Michael=yes; Joanne, Corrie, Brian=no

## **8. Meeting Adjournment**

6:20pm JL- motion to adjourn