



100 Dayton Street, Yellow Springs, Ohio 45387

YSDC@YSDC.org

www.YSDC.org

Board Meeting Agenda
Tuesday, April 1, 2025 | 4:30–6:00 PM
Miami Township Conference Room

Voting Members: Will Foster (President), Brian Housh (Vice President), Kevin McGruder (Secretary), Marilan Moir (Treasurer), Joanne Lakomski, Lisa Abel, Trish Gustafson, Rebecca Potter, Michael Slaughter, Steve Wirrig

Ex-Officio: *Johnnie Burns, Jeannamarie Cox, Jane Fernandes, Terri Holden, Phillip O'Rourke*

Staff: *Meg Leatherman, Aaron Arellano*

Invited: *YS News Reporter*

Guests: Emily Ferhrman Cory (Dayton Photonics Systems, LLC), Rob Houk, Tyler Rupert, (photographer), Lisa Conn, Tennyson Love, John Steven Rupert

1. Call to Order / Agenda Review & Approval (Foster), 4:32pm
2. Treasurer's Report (Moir)
 - a. Statement of Activity: Marilan noted that she isn't quite sure about the various fees and when they are charged; Lisa suggested that she speak with Jeannamarie; Marilan noted that dues invoices will go out next week;
 - b. Statement of Financial Position- Marilan noted that the increase in assets is due to the Solar Fund interest; Brian noted that he had recent meetings regarding lowering expenses
3. Consent Agenda (Foster)

Motion: Lisa offered a motion to approve the consent agenda; Marilan seconded the motion to:

 - a. To accept the Treasurer's report as presented at today's meeting
 - b. To accept the minutes of YSDC March 4, 2025 meeting
4. President's Report (Foster)
 - a. Will reviewed materials that were distributed to the Board
 - President Values Statement
 - He explained the changes in the order of the sections compared to the past sections of the agenda, the new sections, and what he anticipated being discussed in each section;
 - Will directed attention the Expanded Section Descriptions and explained the purpose, noting that submission forms will be used for certain topics such as Vision Forward and Develop Local Pitches,

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Emerging Opportunities, and Community Feedback. He noted that some forms have yet to be approved.

- Brian noted a concern that the Develop Local agenda item not overlap with the work of the Chamber. Will affirmed the need for Philip and him to work together to clarify what each organization is offering.
- Will reviewed the Strategic Initiatives Overview; he noted that if a goal is for YSDC to be a regional economic development powerhouse, we will need assets and action to carry this out.
- Will reviewed six proposed Strategic Goals.

Will noted that the Strategic Goals document will be sent out to everyone for comments before the next meeting. Meg noted that the goals document has a good balance to keep YSDC moving forward. Lisa asked where action related to a crisis that needs immediate attention, e.g. a company leaving town in a few months would be addressed. Will suggested that there are spaces in the meeting to bring those things forward with as much clarity regarding the problem as possible, and suggested that it could go under Strategic Initiatives section.

5. Director's Report (Leatherman)/ 6. Strategic Initiatives & Ideas (All)

- a. Meg reported that she is training Aaron into the position and working on Business First relationship. We will get the CRM program along with the membership. Has heard that Nook Overland is looking to expand (currently at Millworks) and are looking at building a 10,000 sqft building near the bike path. Realtor Alison has a CBE prospect. Aaron noted that if anyone has Business First questions they should direct them to him.
- b. Downtown subcommittee: Meg noted that they will move forward. Lisa noted that there has been quite a bit of activity around downtown businesses that are experiencing business challenges in the post-COVID environment. The goal is how to make downtown more vibrant and appealing. There was discussion of a targeted marketing campaign to specific markets that we think would travel to YS multiple times per year. Philip noted that Will's framework's itemization of task is helpful in understanding what needs to be done, and that he has received strong responses from businesses. Aaron asked if most of the struggling businesses are part of the Chamber. Philip estimated that 33% are members. Aaron expressed an interest in encouraging businesses to join the Chamber. Will noted he would like to join the next Chamber meeting.

6. Vision Forward

- a. Terri Holden asked whether the Education infrastructure is part of the YSDC's consideration of economic development needs.

7. Develop Local

- a. Tyler Rupert, Seer Consulting: (Tennyson Love, Brittany___, John Steven Rupert) software development; started in 2024; Past clients, Springs Motel, WSU; discussed challenges such as the fact that software is so new that it is difficult to get knowledgeable engineers to help; would note X hours per month; introductions with AI knowledgeable people; partnerships; Will asked him to describe the type of company he has and its scalability; Tyler noted that proprietary tech could result in the company being fully automated with 10-15 jobs, and up to \$5 million in revenue; Johnnie asked where located: in his house and at Wright State; answering a question from Aaron asked about Tyler expressed an interest in doing demonstrations; Will suggested internships with area students will be one way to onboard prospective future employees. Will noted that he had provided mentoring to Tyler.
- b. Emily Fehrman Cory, Dayton Photonics Systems, LLC, Fiberless Optics; creating access to the internet with technology. Building units in Dayton. THEIA wireless fiber optics using eye safe lasers; uses licensed patented technology; has angel investors who are working with them to deploy in Dayton. Has two test links installed one more to go at Wright Bro bicycle shop. She noted that her company partners with local community first and Broadband Ohio office at an introductory price in exchange for sharing performance data and user feedback. Emily explained that the company has an office in Kettering on Wyck Road, and has investors through Wireless Investors Capital. Steve asked about the comparative advantage over the Potonics system compared to satellite, noting that Starlink is ½ the cost of what the worst internet provider is providing. In response to a question from Emily noted that fiber optic installation cost is \$100,000 per mile on average up to \$1 million/mile for urban areas; she noted that THEIA can cover over a mile priced similar to fiber optic. Time savings on installation is dramatic, with one-week installation vs 60 days. She noted that the system has no interference with other signals, at a cost of \$50K per unit. She noted that the system requires a clear line of site. In response to a question from Rob Houk regarding the company's customers; Emily noted that it is a mix of internet service providers, secure private network, and manufacturing plants;
- c. Lisa Crum, Miami Valley Small Business Development Center (SBDC) noted that they offer free help to small businesses that are starting, planning, struggling. She explained that they have a staff of five, including people with expertise in marketing and finance, and maintain an ongoing relationship with the businesses. She offered to come to Yellow Springs once a month for sessions, and noted that they have webinars and other programs.

8. Emerging Opportunities

9. Community Feedback-

- a. Rob Houk, one of the owners of the Yellow Springs Bakery observed that the

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investments by Dave Chappelle and the Bob Baldwin estate property sales are impacting the community; He noted that new owners want more rent whether they renovate or not. He suggested that YSDC can play a role in shaping what happens in downtown with so much commercial property on the market at one time.

10. Adjournment (Foster). 6:11pm {motion?; second?}

DRAFT