



100 Dayton Street, Yellow Springs, Ohio 45387

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www.YSDC.org

Board Meeting Minutes
Tuesday, July 2, 2025 | 4:30–6:00 PM
Miami Township Conference Room

Board Members Present: Lisa Abel, Johnnie Burns, Jeannamarie Cox, Will Foster, Brian Housh, Joanne Lacomski, Phillip O'Rourke, Rebecca Potter, Michael Slaughter

Board Members Absent: Trish Gustafson, Terri Holden, Marilan Moir

Staff Present: Aaron Arellano, Meg Leatherman,

Guests Present: NA

1. Call to Order/Agenda Review & Approval

Will called the meeting to order at 4:31pm. In response to his question regarding suggestions for changes to the agenda, there were no suggestions made.

2. President's Report

Will suggested a few considerations for each of the three areas

(Marketing/Branding/Messaging; Community Event; Bringing Business Pathway) noting that a project and a plan should be developed for implementing each. He explained that his team is available to assist with the marketing materials developed on a volunteer basis. He indicated that he would identify support for the Community Event, and indicated that he is interested in identifying a fractional team to assist with the Bringing Business Pathway focus. Will explained that he is interested in providing some funds for an internship or externship to move things along.

Lisa suggested for Marketing/Branding/Messaging involving Allison Moody and Phillip O'Rourke and someone from the Village team in discussions. Meg noted that nothing would be launched without YSDC Board approval, and that for each of the three projects, the Village staff would prepare materials for the Board for feedback, and then go through iterations based on the feedback. Will asked Meg to lead the next part of the discussion.

3. Director's Report

Marketing/Branding Messaging- Review of past material

Meg noted the staff reviewed the existing Village marketing video produced by Ben Guenther who noted that he is beginning to work on the new one which will take several months to complete. Brian noted that a committee worked with Ben on the first video. Johnnie explained that he will need to speak with Ben's direct supervisor to determine Ben's availability to complete the new video.

Business First update

Aaron explained that in June he spoke with Brianna Wolf of Business First who suggested a November presentation by him and others to discuss what Yellow Springs has to offer to their audience of people representing other municipalities. Aaron explained that 30 to 35 people attend Business First meetings. He noted that Business First staff has prepared an agreement. Meg explained that the Village has to enter into an agreement with Business First to get access to the Business First software, and that the attorney for the Village attorney is reviewing draft agreement.

Regional Emerging Businesses

Aaron noted the following regional business developments:

- Union Township: United Alloy is undertaking a \$38 million expansion
- Xenia: Miguel's Tacos of Yellow Springs, opened a new space in Xenia at the end of June, and is also moving into the Emerge restaurant space in Xenia;
- Harrison Township: a DG Market will be opening on North Dixie Drive
- Hamilton: Tide Pool Arts Center has opened in the downtown area
- Fairfield: A second Wawa has opened on Dixie Highway

In response to a question from Brian regarding the focus of the updates, Aaron noted that he is looking at the trends with businesses within one hour of Yellow Springs. Will noted that a 2023-2024 study of Ohio public universities, concluded that they create \$4.60 of economic activity for each dollar of state funds invested. He noted the Entrepreneur Center has generated economic impact of \$1 billion since its inception and announced that he will be leaving the center on July 20th. Meg noted that staff will also look at what companies are leaving the area. Rebecca volunteered to provide information on University of Dayton's plans if staff is interested in trends in education. Meg agreed that this information is important as well as information related to Central State University and Wilberforce University.

Develop Local

- a. It was noted that Rain Brothers was scheduled to make a presentation, but they had a job nearby, so they could not attend;
- b. There was a discussion of inviting representatives from the following businesses in the future: Xylem, Cresco, Tweedle Dee's,
- c. It was noted that Bootleg Bagels is moving to Dayton. Will asked if someone from the Village can reach out to them to understand their reasons for leaving. Meg agreed to do so.
- d. Rebecca noted that the schools are interested in the economy being vibrant. They adjusted their cap for out of district enrollment in anticipation of lower local enrollment. It was agreed that hearing from residents who are in their 20s would be good to help us understand what is needed to retain younger people as residents.

Phillip suggested that we consider the answers to the following questions: why are the businesses in the YSDC meeting? Maybe we develop a value metric. What do we do with the information we get? What can we do? Marilan suggested each business has a different reason for how it might be valuable for them. Michael asked are the business that are struggling reaching out to the Chamber? Phillip explained that some are. Michael noted that we have many contractors in town that we could speak with as well e.g. landscaping. Lisa noted that she has been meeting with a small group to determine how to get ownership and use of downtown buildings. There will likely be a role for YSDC in this initiative. Many downtown business owners are older. Kevin noted mentioned the Senior Center which will be selling their building when their new building is completed.

4. New Business Announcements

The following new businesses were noted:

- Tesaret Books in Epic Books location
- Tik's Thai opening on Dayton Street near Corry
- Studio Uncommon opened in Millworks
- Nook Overland has changed their brand to Lark Overland
- Liebling will open in the Spirted Goat location with coffee and antiques at the end of the year;

Will asked Phillip to highlight a trip he made. Phillip noted that he conducted a business blitz with Will's team and Yellow Springs Chamber of Commerce members and went to Heaven on Earth Emporium. Throughout the day they had people go to buy things there. Phillip said he likes such events not being publicized, and that the blitz was really appreciated by the owner.

5. Treasurer's Report

Meg reviewed the May Statement of Activity and the Statement of Financial Position.

6. Consent Agenda

- a. Joanne made a motion to accept the financial report, which was seconded by Brian, and was affirmed unanimously.
- b. The following corrections to the June minutes were requested: Joanne noted that Jeannamarie was not at the June meeting, and that Rebecca was incorrectly listed as ex-officio. It was noted that Terri and Will were not at the June meeting. Will made a motion to accept the minutes with the corrections, which was seconded by Brian and passed unanimously motion.

7. Community Feedback

- a. Kevin noted that Antioch's June 28th Commencement was well-attended and that the commencement speaker Bishop William Barber gave an inspiring address. He noted that most likely at the August meeting he will share information on several campus initiatives that have economic development components.
- b. Joanne noted that the first phase of Yellow Springs Home Inc.'s Cascades development will have a ground breaking on Thursday, July 24th. Kevin noted that he is on the Home, Inc. Board and explained that the first phase has 8 rental apartments for people over 55, and the next two phases will add an additional 14 apartments. He explained that the fourth phase will be 10 single-family townhouses for all ages on Marshal Street.
- c. Johnnie encouraged the Board members to visit Short Street noting that flowers will be planted soon. He also encouraged the members to get the YS Connect app.
- d. It was noted that the new marquee for the Little Art Theater will be installed in the coming weeks;
- e. Philip noted that the July 4th parade will take place at 12 noon, followed by fireworks at Gaunt Park after sundown, and a midnight swim at \$5 per person. He expressed appreciation to for 4th of July celebration funding from the Yellow Springs Community Foundation, US Bank and others.

8. Adjournment

Will offered a motion to adjourn, which was seconded by Joanne, and approved unanimously at 5:54pm

Kevin McGruder 7/30/25