

**ECONOMIC DEVELOPMENT CORPORATION
OF WAYNE COUNTY, INDIANA
Board Meeting Minutes
Monday, August 4, 2014**

BOARD MEMBERS PRESENT: Cohen, Barrett, Elzemeyer, Guiley, Hackman, Meredith, Upchurch, Warner, Witte
BOARD MEMBERS ABSENT: Clark, Green, Quigg
STAFF PRESENT: Shaffer, Geres
STAFF ABSENT: Doty
GUESTS PRESENT: Burns, Denny – Wayne County Commissioner
Oler, Ron – Richmond Common Council
Plasterer, Jeff – Wayne County Council
Ronald, Louise – Palladium-Item
Sowers, George – Attorney for EDC

CALL TO ORDER

Board Chair Cohen called the meeting of the Board of Directors of the Economic Development Corporation of Wayne County, Indiana to order at 4:01 p.m. on Monday, August 4th, 2014, in the EDC board room.

APPROVAL OF MINUTES

Cohen stated the minutes from the June 2nd board meeting were on pages 2 - 4 of the board packet and allowed time for the board to review them. *Motion by Hackman, second by Barrett to approve the June 2nd, 2014 minutes as presented. Motion carried.*

TREASURER'S REPORT

Elzemeyer reported the EDC was under budget \$3,707.68 for the month of June, under budget \$4,240.00 for the month of July, and under budget \$57,292.97 YTD. He reported many of the items reported over budget for the month were set to catch themselves up before years end. *Motion by Barrett, second by Witte to approve the June and July 2014 financial statement as presented. Motion carried.*

Due to the large number of marketing projects in the pipeline, Shaffer reported on upcoming activities and a marketing budget that was created to track commitments and associated costs. Here is a summary of the marketing activity tracker and budget: She reported DOT Foods had been using the GIP billboard for the past two years and reimbursing the EDC for utilities but now we'd be taking it back over to promote our workforce; the 'For Sale' sign at Phase II of the MIP was complete and referred to the snapshot of the sign on page 19 of the board packet; she'd like to continue the BrightSide campaign and a revised MOU was later on the agenda; and that the EDC budgeted \$2,000 for factory shoots at \$500 per shoot which lasts about 2-3 hours. She reported they recently shot Perpetual Recycling Solutions and those photos would be used for the Plastics News campaign. She reported on the GIP brochure, replicating the one made for MIP, that was in the works; reported on the Ady Voltedge contract that was later on the agenda; reported on the Webster Consulting food-processing sales trip that is being organized by IMPA; reported the plastics news placement should be ready by the next month or so; and finally reported on the International Manufacturing and Technology Show in Chicago that she'd be attending with members of Energize-ECI where they'd be pulling funds to host a reception with the German-American Chamber of Commerce and creating a food processing map.

EDC STAFF REPORT

Geres – Geres reported her full staff report could be found on page 10 of the board packet and highlighted on the IMPA Mystery Shopper review. She reminded the board that last year she and Doty had attended the review because Shaffer was out of town. She reported last year's mystery project was Project Overflow and was submitted by IMPA, but this year's was submitted through the IEDC which made it harder to determine it was the mystery project. This year's project was Project Roar. She reported her and Shaffer met with Steve Weitzner and Jessica Base of Silverlode Consulting who gave

them tips and ideas to improve upon their proposals and showed the board the report they had compiled. Lastly she reported on attending an IMPA sponsored networking dinner with Steve, Jessica, and other IMPA served LEDO's.

Shaffer –Shaffer reported Doty was in Chicago to finish the last of her Certified Work Ready Community training where she will be reporting on her progress to the ACT officials. Shaffer stated her full staff report could be found on pages 20-21 of the board packet and updated the board on current projects. She reported 3 new attraction projects were initiated in July including Project Sas, Recovery, and Blue. She reported on continued interest from Project Canada Dry. She reported on BRE projects: 1407 – a local plant manager came to her with an opportunity for expansion within the company that she is helping to create a proposal for, 1401 – a local company looking at a \$16 million investment & 8 new jobs, and 1403 – another local company with a possible expansion. Last she reported she'd be on vacation from Wednesday, August 6, 2014 to Wednesday, August 13, 2014 and to contact Doty or Geres while she is out.

COMMITTEE REPORTS

- A. Finance** – Elzemeyer reported the committee met on July 24th, reviewed the June and July financials and recommended them to the board for approval, reviewed the marketing budget, received information on digital advertising, and received an update that the audit was in process and would be reported on at the next finance committee.
- B. Executive** – Cohen reported the committee met on July 24 and discussed the following topics: the policy on education concept that the EDC is working with the Wayne County Area Chamber of Commerce to establish, the office lease that Shaffer, Upchurch and Geres looked at three of Chris Hardie's properties downtown and all but one might work depending on what Sowers finds out about the ADA compliance, the CNG project is still in the pipeline, the proposed RP&L rate increase, Energize-ECI's progress now that Mindy Kenworthy is on board, project updates, and the Raising the BAR event that has been canceled but Shaffer will still meet with a small group of alumni.
- C. Industrial Park** – Warner reported the committee met on June 26th where they reviewed and discussed the digital maps that Guntz created of potential industrial sites. He reported the committee did not meet in July, but Alaina had created and distributed a ranking sheet for committee members to rank each potential site in regards to topography, rail availability, utility proximity, acreage, and proximity to the interstate. He stated the deadline to return this to Alaina was Friday, August 15. The results will be tabulated and shared at the next IP meeting.
- D. Marketing and Communications** – Guiley reported the committee didn't meet in July due to lack of attendance but he did provide a report of marketing items including the marketing budget, IEDA sponsorship, Ady Voltedge contract, new GIP billboard, and the BrightSide MOU.

OTHER BUSINESS

A. BrightSide MOU

Shaffer reported the revised MOU for the BrightSide campaign could be found on page 25 of the board packet. She reported this campaign was brought back to life about 6-7 months ago on a trial basis and had been received very well since then – reaching about 400-450 viewers each issue. Changes to this new MOU include reducing the number of stories from 3 every 2 weeks to 1 per week marketed by an e-blast every two weeks. The stories are priced at \$250 each which includes Bennett's research, writing, editing, photography, and uploads to WordPress. The EDC will continue to support Bennett's work by giving accessing to our photographs, providing story leads, introducing different angles on stories, and providing contacts. Shaffer reported this is needed as a resource to spread positivity throughout the county to counteract the negative talk. *Motion by Upchurch, second by Guiley to approve the BrightSide MOU as presented. Motion carried.*

B. Ady Voltedge Contract

Shaffer reported it had been several years since the last website audit and it is recommended to have one done every 5 years. The audit will include looking to make sure the most relevant data is easy to locate, that the right county data and regional data is provided, recommendations for more descriptions that will help bring us up in web searches, recommendations on key words to use and where they should go, and better organization of navigational panes. The recommendations will be made in writing for the staff to execute and most changes can be made in-house. The cost for the audit is \$5,000 by the firm who completed our strategic plan, Ady Voltedge. Hackman had questioned if other firms or pricing had been researched. Shaffer stated she did not put out an RFP for this process,

but had talked with colleagues who recently had a website audit conducted and she verified that \$5,000 is reasonable. Shaffer stated she felt comfortable in using Ady Voltedge based on their familiarity with the EDC and our community. She stated they originally quoted her \$7,500 but was able to buy it down to \$5,000 by removing the 3 hours of consulting time and review of the plastics page. *Motion by Witte, second by Warner to approve the Ady Voltedge contract as presented. Motion carried.*

ADJOURNMENT

Cohen adjourned the meeting at 4:37 p.m.

NEXT BOARD MEETING –Monday, September 8th, 2014, at EDC of Wayne County, Richmond, Indiana at 4:00 p.m.