

**ECONOMIC DEVELOPMENT CORPORATION
OF WAYNE COUNTY, INDIANA
Board Meeting Minutes
Monday, March 4, 2013**

BOARD MEMBERS PRESENT: Cohen, Elzemeyer, Green, Guiley, Hackman, Meredith, Robinson, Warner, Witte

BOARD MEMBERS ABSENT: Ahaus, Clark, Smith

STAFF PRESENT: Shaffer, Doty, Geres, Hutchison

GUESTS PRESENT: Burns, Denny – Wayne County Commissioner
Groth, Norene – Wayne Bank & Trust
Oler, Ron – Richmond City Council
Plasterer, Jeff – Wayne County Council
Ronald, Louise – Palladium-Item
Soukup, Mark – Wayne Bank & Trust
Sowers, George – Attorney for EDC

CALL TO ORDER

Board Chair Robinson 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, March 4, 2013, in the Richmond Room at Earlham College in Richmond, Indiana.

APPROVAL OF MINUTES

Robinson stated the minutes from the February 4th, 2013 board meeting were on pages 2 - 4 of the board packet and allowed time for the board to review them. *Motion by Witte, second by Hackman to approve the minutes from the February 4th, 2013 monthly Board of Directors meeting. Motion carried.*

TREASURER'S REPORT

Elzemeyer reported the treasurer's report could be found on page 5 of the board packet. He reported the EDC was under budget \$21,520.33 for the month of February. He reported the main item to consider was the \$6,100 from the county in the contingencies line item. This is for a contract not yet paid and is shown as money coming in. This will show as an expense once paid. He reported the YTD summary could be found on page 10. He pointed out that legal services was ahead of schedule and is working to catch up, and pointed out the utility payment reimbursement for the electrical service on the billboard at the GIP. He said there was nothing out of the ordinary to report. Elzemeyer ran through the account summary as of February 28, 2013: Operating - \$121,934.07, Silver Eagle - \$76,947.44, Discretionary - \$65,305.38, Grant Administration - \$6,466.23, and Escrow - \$5,012.21. *Motion by Guiley, second by Cohen to approve the February financial statement as presented. Motion carried.*

EDC STAFF REPORT

Geres – Geres reported she had contacted the cleaning service about reducing the monthly rate after losing space to Wayne Bank and was able to negotiate a 38% reduction in fees. This included them coming once per week rather than twice. Hackman questioned what the 38% amounted to. Geres stated the new rate is \$108 per month, down from \$175 per month, roughly an \$800 yearly savings. Shaffer added this was the best rate possible, that we could not request any RFP's for the service because we had to use who the bank uses for security purposes.

Doty – Doty reported the website update is to be completed by Irongate Creative by mid-March. She reported they will also be working on a one page brochure to market the MIP Phase II. This page could be used as a stand alone piece or could be added to the factbook and/or electronic factbook. She is also looking into creating a hard copy folder to leave behind after site visits with a die-cut space for business cards. She also noted that social

media continues to go well and Google analytics show numbers are still up. Shaffer added that in-house marketing efforts will include creating a one piece page to handout to businesses at BR&E visits explaining the new criteria for EDIT grants, available programs and incentives, and our compliance procedure. Robinson asked if anyone had any feedback and Doty reported she could use more 'ask the EDC' questions. Doty said if you hear of any questions concerning the EDC to submit them to her and they would always be anonymous. Robinson stated this was a good way to get the dialogue going.

Shaffer – Shaffer reported pages 13 & 14 were the project spreadsheets and they had been cleaned up. The BR&E spreadsheet is up to date and she'd possibly add a column in the future with the business name to report after the project was complete. She had Geres review the attraction spreadsheet with data from IEDC's database and removed 20+ dead, closed, or inactive projects. She reported there were 2 attraction projects in February and one currently. She had Geres review parameters requested against available buildings and had 5 properties to submit for this project. She stated the company showed a high interest in Richmond.

Shaffer reported she had launched a formal Business Retention & Expansion (BR&E) program – visiting 1 company a week. She's made 10 visits to-date with existing companies and 3 more are on the calendar. Geres had been setting these meetings up and Renee's been accompanying her to see how those meetings are conducted and what questions are being asked. Eventually they will split-up, doubling their efforts, each visiting 1 company a week.

Shaffer reported on the strategic plan, saying that after talking with the board and elected officials, the contract is being revised to state the EDC is to develop a strategic plan for the corporation rather than a county wide comprehensive plan. After speaking with several consultants, she has come to realize the term 'strategic plan' means many different things to many different people, so she is developing a scope of services to better identify the goals and objectives of such a strategic plan for the corporation. She is also including a budget, as she has also learned the fees to develop such a plan can range anywhere from \$25,000 to \$100,000. She will prepare a draft to submit to the board and elected officials to make sure everyone is agreeing on the goals and objectives of the strategic plan. She also reported most consultants she spoke to said they could provide a list of the data needed and we would work in-house on obtaining the data to further reduce the costs of the development of the strategic plan. Hackman questioned the timing of things and Cohen asked if he was expressing concern of not meeting the deadline as outlined in the EDC contract. Hackman replied yes. Denny Burns, Wayne County Commissioner liaison, pointed out the September 1, 2013 deadline is for that of a preliminary plan only. The board questioned Burns if it would be a problem if the date is not met, and Burns replied, "No it would not."

Shaffer reported the EDC had partnered with Smith Dairy and the Indiana Clean Cities Coalition to offer a workshop on the benefits of Compressed Natural Gas (CNG.) There were 50 some participants including elected officials, utility providers, truck fleet operators, potential investors, environmentalists and service providers. After the workshop she toured potential CNG sites with potential investors. The next step will be to compile information and send to the companies that were not able to attend. If we cannot solidify the demand for a public CNG fueling station, Smith Dairy will move forward with a private one for just their use. Meredith pointed out the need for such a station, stating he has a vehicle that uses CNG and the closest fueling station to Richmond is either Indianapolis, Indiana to the west or Columbus, Ohio to the east. Meredith suggested companies look into purchasing government owned CNG automobiles they auction off after a few years use for just a fraction of the price of new ones.

COMMITTEE REPORTS

B. Finance – Committee chair Elzemeyer reported the finance committee met on February 21st, 2013 and reviewed the GL and February financial report and went over the same things discussed in the treasurer's report. He reported the committee discussed the financial/accounting services and that Alaina would work to do more in-house which should cut down on those expenses. The committee also signed cards for the newly opened Wayne

Bank Grant Administration savings account, discussed the change in cleaning service fees, and discussed issues with server space and potential expenses involved with that.

C. Executive – Robinson reported the executive committee also met on February 21st, 2013. The committee discussed the ratification of First Merchant’s Trust 403(b) resolution. First Merchant’s had sent a new document to ratify at the next board meeting changing the language from ‘profit sharing’ contribution to ‘non-elective’ contribution. Also discussed were the EDIT grant qualifications. Shaffer had met with the commissioners along with Cohen, Elzemeyer, and Green to discuss creating an EDIT grant qualification policy and all were in favoring of moving forward with the policy presented. A few changes were made to the policy presented at February’s board meeting. Bullet one now reads, “Organization is creating or retaining, a minimum of 8 full-time equivalent jobs.” The word retaining was added and 8 was changed from 10. Bullet three now reads, “Training grant requests fund programs that provide employees with certifications...” The word ‘employees’ replaces ‘Wayne County residents.’ Also presented was the final revision of the compliance form. From the copy presented at February’s board meeting, items 1 and 2 asking for names of employees were removed because of concerns of privacy issues. For existing projects, the compliance form will ask for 1. a copy of the W-3 form for the year immediately preceding the grant application and 2. a copy of the W-3 form for all years subsequent to the grant approval. For new projects, item 1 will be incorporated into the EDIT application, and the compliance form will only request the W-3 form for all years subsequent to the grant approval. Also discussed was the skills gap event to be held on March 7th, 2013 from 11:30 am to 2:00 pm. This is an initiative started by Ivy Tech, modeling after a program in Lafayette, Indiana, to fill the gap employers are seeing in skill sets of the available workforce. Lastly, Valerie had provided the committee with an update on the strategic plan. Robinson stated the committee would next meet on March 21, 2013.

OTHER BUSINESS

A. Ratification of First Merchant’s Trust 403(b) Resolution

Shaffer reported First Merchant’s had provided a new resolution changing the language from ‘profit sharing’ contribution to ‘non-elective’ contribution. *Motion by Guiley, second by Green to ratify the previous resolution with the one presented. Motion carried.*

B. Discussion on Proposed EDIT Grant Qualification Policy

Shaffer reported the proposed EDIT grant qualification policy could be found on page 16. She had met with the commissioners along with Cohen, Elzemeyer, and Green to discuss creating an EDIT grant qualification policy and all were in favoring of moving forward with the policy presented. A few changes were made to the policy presented at February’s board meeting. Bullet one now reads, “Organization is creating or retaining, a minimum of 8 full-time equivalent jobs.” The word retaining was added and 8 was changed from 10. Bullet three now reads, “Training grant requests fund programs that provide employees with certifications...” The word ‘employees’ replaces ‘Wayne County residents.’ Witte questioned whether to add a minimum wage for existing jobs retained. Hackman stated a lower paying job is better than no job. Meredith questioned the \$500,000 minimum investment, stating it was a salty figure that would keep the lower end guys out. Shaffer reminded him companies need to meet only 3 out of the 4 qualifications. Witte also pointed out the minimum investment number was chosen after reviewing past grants and that these were only ‘soft’ guidelines. Shaffer stated these were only basic guidelines to work with. Ron Oler, Richmond City Council liaison, suggested using language such as ‘50% above the minimum wage,’ as they do in their tax abatement ordinance, rather than a dollar amount to avoid having to change the policy as wages increase. Warner suggested replacing the wording ‘meet 3 out of the 4 conditions’ with ‘applications should *generally* meet the following conditions.’ The board discussed changing the term ‘policy’ to ‘guideline’ and the implications of that. Cohen asked the real purpose in creating such a policy and Burns spoke up and said, “Me!” He stated the commissioners were looking for guidelines to test for consistency and fairness in approving EDIT grants and had asked Shaffer to come up with some sort of guidelines. He said the commissioners and board were coming from two different places – that as commissioners, they are the gatekeepers of taxpayers’ money. Shaffer added it was important to establish guidelines to prohibit requests for infrastructure to keep funds intact for job creation. Shaffer

stated the dialogue was good, and after such a lengthy discussion on the topic, it was decided to keep the conversation going until the next board meeting. Shaffer stated she would run it through the executive committee, send out an email with revisions, and requested for suggestions to be emailed to her.

C. EDC Contract

Sowers reported on the proposed amended contract, stating Geres had provided the board with a marked up copy of the contract outlining the changes. Sowers went over the changes requested by the EDC: section 1A on page 20 of the board packet – ‘comprehensive plan for the economic development of the county’ changed to ‘strategic plan for the corporation;’ section 1C on same page – language ‘corporation shall be primarily responsible for the development of such a preliminary comprehensive economic development plan’ removed and language ‘in developing its preliminary strategic plan, the Corporation shall contact other entities in Wayne County which affect economic development for the purpose of gathering those entities’ strategic plans and initiatives to insure that all facets of economic development are addressed in its strategic plan’ added. Also added in this section is a list of those entities to be included but not limited to. This language was added after discussing the goals and objectives of such a desired plan with Jeff Plasterer and Peter Zaleski at the January executive committee meeting. Sowers stated the commissioners accepted and approved those amendments and had provided amendments of their own: section after 5G – language was added stating the board may vote to vacate or reduce the number of appointments made by a municipal entity that does not fully contribute 50% of its EDIT funds. *Motion by Green, second by Witte to approve the amended contract as presented. Motion carried.* Sowers distributed copies to be signed.

ADJOURNMENT

Robinson thanked everyone for attending and adjourned the meeting at 4:43 p.m.

**NEXT BOARD MEETING – 4:00 p.m. on Monday, April 1, 2013,
Ivy Tech Community College, McDaniel Hall, Room 1147/1148, Richmond, Indiana 47374**