

**ECONOMIC DEVELOPMENT CORPORATION  
OF WAYNE COUNTY, INDIANA  
Board Meeting Minutes  
Monday, February 7, 2022**

**BOARD MEMBERS PRESENT:** Cenova, Frame, King, Salazar, Tanner, Templin, Turner, Zaleski

**BOARD MEMBERS VIRTUAL:** Fennimore, Robinson

**BOARD MEMBERS ABSENT:** Bolser, Johnson

**STAFF PRESENT:** Shaffer, Doty, Fisher, Lindsey, Mitchell

**GUESTS PRESENT:** Sowers, George – EDC Counsel  
Butters, MaryAnne – Wayne County Commissioner  
Saunders, Gary – Wayne County Council  
Fields, Beth – City of Richmond  
Snow, Dave – City of Richmond  
McLane, Brenda – Hometown Media Group  
Emery, Millie – Hometown Media Group  
DeLaPaz, Ed – Main Street Richmond  
Newton, Beth – Main Street Richmond

**I. CALL TO ORDER**

Board Chair Jim King called the meeting of the Board of Directors of the Economic Development Corporation of Wayne County, Indiana to order at 4:02 p.m. on Monday February 7, 2022.

**II. APPROVAL OF MINUTES**

King stated the minutes from the January 10, 2022, board meeting are on pages 2-5. No corrections are noted.  
*Motion to approve January 10, 2022 minutes as presented by Zaleski, second by Salazar. Roll call. Motion carried.*

**III. TREASURER'S REPORT**

**a. January 2022 Financial Reports**

Zaleski reported the EDC is under budget MTD and YTD by \$4,622.27. Zaleski stated items of note for January include: 1367 Employee Health Insurance is over by \$4,051.53 and 1369 Disability Insurance is over by \$164.68 these are due to making 2 insurance payments in January, 1368 Unemployment Tax is over in January, this charge will decrease over the next few months and will eventually drop off once we have met the annual requirement; 2249 In-House Supplies is over by \$29.58; 3373 Programming & Consultation is over by \$59.89 and will even out next month, and 3392 Advertising and PR is over \$1,156.85 due to annual membership fees paid in January, this will even out by next month.

*Motion to approve the January 2022 financials as presented by Frame, second by Turner. Roll call.  
Motion carried.*

**IV. CHAIR'S REPORT**

- King reported the Executive Committee met and discussed the Board Member Responsibilities. Shaffer stated we have not had a formal document of responsibilities for our board members and felt it is necessary to create guidelines. Shaffer stated this document is open for discussion if anyone has suggestions or comments. Sowers suggested we incorporate the full attendance policy in this document including the virtual attendance. Shaffer reported she would update the Board Member Responsibilities with the addition of the attendance line to read, maintain 75% monthly board meeting attendance in

accordance with the Policy for Participation in Board Meetings by Electronic Means. She will include the updated document in her Board Meeting Summary email tomorrow morning.

King asked board members for a motion to approve the board member responsibilities.

*Motion to approve the Board Member Responsibilities with the addition of the virtual attendance requirements included by Tanner, second by Salazar. Roll call. Motion carried.*

## **V. EDC STAFF REPORTS**

King stated we would forego oral Staff Reports due to the length of the agenda. Tanner complimented Doty on her work with Reid Health on Home in Wayne.

## **VI. Other Business**

### **a. MakeMyMove**

Shaffer reported Mayor Snow and Beth Fields are present to discuss the remote worker incentive program with the board. Snow and Fields shared a document with the board which listed the profile of remote workers we are trying to attract, incentives offered, statistics and case study information including ROI of a recruit. After reviewing the program and answering questions Mayor Snow made a formal request for the EDC to contribute \$20,000 from the Consolidated EDIT Fund to the MakeMyMove program. This will match \$20,000 contributions from the city and the county that will unlock a \$60,000 match from the IEDC to develop our incentive recruitment package and webpage. Additional funding is being raised for the incentives that will be paid to remote workers, but we may see a request for additional Consolidated EDIT funds later to help fund that piece of the scope of work. The program's goal is to have 20 relocations. Shaffer reported that we have unobligated funds available which will cover this contribution.

*Motion to approve \$20,000 contribution from the Consolidated EDIT fund to the MakeMyMove program as presented by Frame, second by Cenova. Roll call. Motion carried.*

### **b. IronGate Creative Branding and Website Strategy Proposal**

Shaffer reported the Marketing Committee approved IronGate Creative Branding and Website Strategy Proposal to bring to the board. Doty explained our path from where we began with Home in Wayne (HiW) to where we are currently with the IronGate proposal. Doty shared with the group how we need a more formal program to continue to expand our HiW Brand and website strategy and to move forward in talent recruitment and marketing strategy. The website will be beneficial to local human resources and plant managers as they can direct their recruits to our website to learn more about Wayne County and the surrounding areas. Shaffer said this will set a solid foundation for us to move forward with additional HiW marketing efforts.

*Motion by Templin, second by Tanner to approve IronGate Proposal for \$22,000 out of Operating Budget. Roll call. Motion carried.*

### **c. Strategic Plan Update**

Valerie reported the EDC kicked off the Strategic Plan in May 2020 and adopted it in December 2020. Shaffer shared details on our strategic plan and reviewed the four goals for the plan which include Alignment, Targeted Growth, Quality of Place and Talent. She shared details related to progress for each strategy, and the work that still needs completed. She will discuss with the executive committee prioritization for 2022 strategies.

#### **New Annual Meeting Date**

Shaffer stated our Annual Meeting date has been changed to May 9, 2022, from 11:30 a.m. – 1:00 p.m.

## **VII. ADJOURNMENT**

King adjourned the meeting at 5:21 p.m.

**NEXT BOARD MEETING – Monday March 7, 2022, at 4:00 p.m.**

**Roll Call Vote Tracking: 02-07-22 EDC Board Meeting**

<b>Agenda Items</b>					
<b>Board Member</b>	<b>Minutes</b>	<b>Financials</b>	<b>Board Member Responsibilities</b>	<b>MakeMyMove</b>	<b>IronGate Creative Branding &amp; Website Strategy Proposal</b>
Bolser					
Cenova	Y	Y	Y	2nd	Y
Fennimore	Y	Y	Y	Y	Y
Frame	Y	1st	Y	1st	Y
Johnson					
King	Y	Y	Y	Y	Y
Robinson	Y	Y	Y	Y	Y
Salazar	2nd	Y	2nd	Y	Y
Tanner	Y	Y	1st	Y	Y
Templin	Y	Y	Y	Y	1st
Turner	Y	2nd	Y	Y	2nd
Zaleski	1st	Y	Y	Y	Y

<b>Key</b>
1st - motion made
2nd - motion seconded
Y - yes vote
N - no vote
A - abstained
Blank indicates absence