

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

BOARD MEMBERS PRESENT: Bolser, Cenova, Fennimore, Frame, King, Salazar, Tanner, Turner, Zaleski

BOARD MEMBERS VIRTUAL: Johnson, Robinson

BOARD MEMBERS ABSENT: Templin

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

GUESTS PRESENT: Sowers, George – EDC Counsel
Butters, MaryAnne – Wayne County Commissioner
Saunders, Gary – Wayne County Council
Emery, Millie – Hometown Media Group
Crist, Duane – Indiana American Water

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 4:00 p.m. on March 7, 2022.

II. APPROVAL OF MINUTES

King stated the minutes from the February 7, 2022, board meeting are on pages 2-4. No corrections were noted. *Motion to approve February 7, 2022, minutes as presented by Tanner, second by Zaleski. Roll call. Motion carried.*

III. TREASURER'S REPORT

a. 2022 February Financial Reports

Zaleski reported the EDC is under budget MTD by \$16,230.80 and YTD by \$20,853.07. Items of note for February are 1348 Temporary Help is over by \$4.33 for month; 1368 Unemployment Tax is over for the month by \$41.17; 3371 Rent-Equipment is over by \$43.41 due to Postage Meter's quarterly fee being paid in February, and 3372 Public Education Training is over \$166.67 for the month due to the EDC sponsoring lunch for the Chamber of Commerce's Career Fair. All overages should even out by the end of the year. *Motion to approve the February 2022 financials as presented by Frame, second by Salazar. Roll call. Motion carried.*

IV. Chair's Report

a. Executive Committee Report

King stated Shaffer shared details on our Strategic Plan Update in our Executive Committee meeting, and King asked Shaffer if she would like to discuss details. Shaffer stated she will include our 2022 Strategic Plan Priorities in her board recap email. King reported the Executive Committee reviewed and approved three EDIT Compliance documents. The approvals included Primex Fabrication and Design, Suncall America Compliance #2, and Perpetual Recycling Solutions Compliance #2. King reported the committee discussed a new CRM program for the EDC, which Shaffer will discuss during this meeting.

V. EDC STAFF REPORTS

Fisher - Fisher reported she completed financial duties including payroll, banking, payables & receivables. Fisher submitted the 2nd invoice for READI program administration to be paid from Consolidated EDIT fund and submitted claims to Wayne County for Elder Beerman property. Fisher also attended the virtual International IEDC Webinar on Strategies for Creative Financing.

Lindsey - Lindsey reported she is still training with Fisher. Lindsey stated she was taking an online class with the University of Oklahoma's Economic Development Institute and just finished her final report last week. She attended the INvets introduction virtual meeting with Shaffer and has made several connections with employers and INvets.

Doty – Doty reported she created the second EDC newsletter, and we have had good response with click throughs. Doty encouraged the group to read and share the newest story in the HiW newsletter regarding Cope Environmental Center's Living Building Challenge. She said this is proof we can have excellent skillsets in a smaller community like Wayne County. We had our onboarding meeting with IronGate Creative and discussed how we need to approach different audiences for HiW branding. Doty thanked Salazar for her participation in the IronGate onboarding discussions. Through our meetings with Reid's recruiting staff, we discovered the most frequently asked questions from their recruits are regarding location (proximity to major metros) and cost of living. Doty stated we recognize the importance of the work we are doing on our website, and one area is to focus on the items we learned from Reid. She stated the Midwest Industrial Park (MIP) billboards will be designed to reflect this information. Doty thanked Tanner again for assisting us in making the connections with Reid's recruiting staff and that we will have a HiW ad on the Richmond Jazz baseball calendar for the 2022 season.

Mitchell – Mitchell reported Taconic's request was approved by the Industrial Park Committee to build a new barrier building at their location in the Gateway Industrial Park (GIP). She then reviewed our Industrial Park committee's 2022 project priorities with the group. Shaffer stated the obstacles in GIP/MIP are the water and sewer projects then stated potential occupants will not commit to a site until utilities are available.

Shaffer – Shaffer reported there were no new attraction projects in February. One of our challenges is that we do not currently have industrial buildings on the market, therefore we are unable to respond to most requests for existing buildings. Shaffer reported we have good news with Project Topper; who is RAMCO Supply and has been approved for a zoning change at their SR 1 location and is now looking into incentives with us and the IEDC. RAMCO will be making an estimated \$2M investment and plans to create 15 positions. Project Rollercoaster is working with us and IEDC and is projected to be a \$2M investment, and Project Thankful remains active. Shaffer reported the READI program is progressing. They had a great meeting with IEDC, and all eight counties were present to discuss their projects and we were pleased with the information we heard. Shaffer said the regional project team needs to find a fair and equitable way of dispersing funds and we need to invest in all counties. She then stated the Eastern Indiana Regional Planning Commission's Comprehensive Economic Development Strategy (CEDS) will be conducting a community forum on March 15 from 4:30 – 6:30 p.m. at the Kuhlman Center and she encourages the board members to attend and give their input. Lastly, she stated that Trevor Friedeberg is the new President/CEO for East Central Indiana Regional Partnership.

VI. Other Business

a. Executive Pulse CRM Proposal

Shaffer reported we have been exploring options for a CRM (Customer Relationship Management) software program and we are seeking approval to move forward with Executive Pulse. She reviewed the proposal and stated the Executive Pulse system will help us track the leads that come through our office, along with tracking investments and maintaining contacts. This CRM software will also assist us in Business Retention and Expansion, general contact management, and is compatible with Outlook. Shaffer said Executive Pulse offers pre-defined reports, customizable fields and Cloud storage and all staff members will have access to the system. Executive Pulse is actively working with 9,000 other companies and has 24/7 Technical Support available. Lindsey stated our intern is currently updating our Outlook contacts in anticipation of implementation of the Executive Pulse CRM software. Shaffer stated this CRM system also offers a mobile app so you can access data when out of the office. Executive Pulse has offered to break-out the CRM license fee of \$8,200 over the first two years at a rate of \$4,100 for each year. The total expense for year one is \$5,137.50, year two is \$5,437.50, and year three totals \$2,715.00, which will be our ongoing annual fee. Shaffer reported we are currently using excel spreadsheets, Outlook folders with sub-folders to track information on our potential leads. She stated we also store documents on the Cloud which everyone can access. Lindsey stated this is a great program

to track meetings, BR&E information moving forward, and it will be able to track employment numbers and data. She said we are also able to import existing information into this software program. Shaffer shared that our budget is \$4,768.00 for the year which means we will be \$369.50 short but can transfer from another line item if the contract is approved.

Motion by Turner, second by Bolser to allow Shaffer to enter into a 3-year agreement with Executive Pulse to provide a CRM software program to the EDC of Wayne County. Roll call. Motion carried

VII. ADJOURNMENT

King adjourned the meeting at 4:45 p.m.

NEXT BOARD MEETING – Monday April 4, 2022, at 4:00 p.m.

Roll Call Vote Tracking: 03-07-22 EDC Board Meeting

Agenda Items			
Board Member	Minutes	Financials	Executive Pulse CRM Proposal
Bolser	Y	Y	2nd
Cenova	Y	Y	Y
Fennimore	Y	Y	Y
Frame	Y	1st	Y
Johnson	Y	Y	Y
King	Y	Y	Y
Robinson	Y	Y	Y
Salazar	Y	2nd	Y
Tanner	1st	Y	Y
Templin			
Turner	Y	Y	1st
Zaleski	2nd	Y	Y

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