

**ECONOMIC DEVELOPMENT CORPORATION  
OF WAYNE COUNTY, INDIANA  
Board Meeting Minutes  
Monday, April 2, 2018**

**BOARD MEMBERS PRESENT:** Frame, Golden, Jackson, Leisure, Russell, Salazar, Templin, Warner, Witte, Yaeger

**BOARD MEMBERS ABSENT:** Barrett, Parker

**STAFF PRESENT:** Shaffer, Doty, Mitchell, Geres

**GUESTS PRESENT:** Burns, Denny – Wayne County Commissioner  
McClain, Brenda – Hometown Media Group  
Oler, Ron – Richmond Common Council  
Plasterer, Jeff – Wayne County Council  
Sowers, George – EDC Attorney

**CALL TO ORDER**

Board Chair Frame called the meeting of the Board of Directors of the Economic Development Corporation of Wayne County, Indiana to order at 4:04 p.m. on Monday, April 2, 2018 in the EDC board room.

**APPROVAL OF MINUTES**

Frame stated the minutes from the January 8, 2018 board meeting were on pages 2-3 of the board packet. *Motion by Witte, second by Russel to approve the February 5, 2018 minutes as presented. Motion carried.*

**TREASURER'S REPORT**

**A. February and March 2018 Financial Report**

In the absence of Parker, Warner provided the treasury report. He reported on being under budget \$46,795.17 for the month of February and \$47,203.26 YTD as of 2/28/18. He reported on being under budget \$9,326.69 for the month of March and \$56,529.95 YTD. He reviewed the line items over budget for the month and year. *Motion by Frame, second by Leisure to approve the February 2018 financials. Motion carried. Motion by Jackson, second by Golden to approve the March 2018 financials. Motion carried.*

**B. Approval of Proposed Transfers / Copier Purchase**

Warner reported the EDC needed to purchase a copier as their older one of ten years broke and Office Shop cannot fix it as there are no parts. The total cost of the copier is \$5,240. The EDC is requesting a transfer of \$4,800 from 3374 Rent-Building & Structures to 4440 Office Equipment and \$440 from 3320 Contractual/Professional to 4440 Office Equipment to cover the expense of the copier. *Motion by Yaeger and second by Witte to approve the transfer and copier purchase. Motion carried.*

**COMMITTEE REPORTS**

**A. Executive** – Frame reported the committee met on February 22<sup>nd</sup> and reviewed an audit from Wolverine Worldwide, reviewed three compliance reports, and discussed the Janesville Acoustics closure. He reported the committee also met on March 27<sup>th</sup> and heard a presentation from Steve Borchers about the Forward Wayne County initiative, reviewed five compliance reports, talked about Home in Wayne and the EDC annual meeting.

- B. Industrial Park** – Warner reported the committee met on February 22<sup>nd</sup> and were provided updates on WWRSD, Gaar Jackson Road, and site planning for MIP Phase I. The committee did not meet in March.
- C. Marketing and Communication** – Doty reported that Phil Quinn is the chair of the committee, but she would be providing the updates to the board. She reported the committee met on February 7 where Irongate Creative provided a detailed presentation on Phase II of Home in Wayne. She reported the committee would be meeting again this coming Wednesday on April 4<sup>th</sup>, 2018.

## **EDC STAFF REPORT**

**Geres** – Geres reported working on the annual meeting and noted the change of the date and venue to Monday, May 14, 2018 at 11:30 am at Lingle Hall. She reported being very busy with project leads and RFIs and responding to 10 of them in February and March, updating the sites and buildings database, updating the Midwest Industrial Park brochure, cross-training Sarah Mitchell, working with the intern, participating in job fairs, and relinquishing the GIS liaison responsibility to Sarah who has more of an interest in GIS.

**Black** – Spring intern Michael Black reported he was an Earlham student in his senior year and was spending half of his time interning with the Wayne County Area Chamber of Commerce and the other half with the EDC of Wayne County. He reported working on soil reports for each site location, office organization by scanning older files so they can be viewed digitally, researching data on climate, housing, jobs, salaries, etc, working on a higher education piece and researching majors, degrees, and enrollment, and working on invoices and accounts payable.

**Mitchell** – Mitchell reported working with the Wayne County Area Chamber of Commerce's Business Education Committee on the high school job fairs where there were 40 booths, 250 students attending at RHS, and another 400 expected at Northeastern. She met with each of the 40 companies at the job fair and talked to them about Hoosier Opportunity and Home in Wayne. She reported also attending job fairs at Ivy Tech and the Boys and Girls Club. She reported on meeting with Valerie and Vicki DeMao on the Lily application and CIS funding, attending BRE visits with Valerie, working with Jeff Plasterer on the stellar grant for the East Indiana Regional Planning Commission, that she also has joined. She worked on the relocation of the tornado siren in the Midwest Industrial Park. She attended GIS training for the new Arc GIS Pro.

**Doty** – Doty reported working on an article about Home in Wayne and Hoosier Opportunity for the Wayne County Area Chamber of Commerce's monthly publication. She reported on spending time with Sarah to review her responsibilities with her. She worked on an end-of-year eblast to promote Hoosier Opportunity and the fact that the site is getting visitors, with 77,000 to the site to date. She posted a new Brightside story about Earlham's EPIC advantage program, started the annual report, met with Tracie Upchurch and Valerie about the concierge program, ordered promotional materials for Hoosier Opportunity for the job fairs, and met with the partners of Hoosier Opportunity to discuss strategy.

**Shaffer** – Shaffer reported on the ECI Livability ad that everyone had a copy of at their seat. This is a publication produced by the regional ED group, East Central Indiana Regional Partnership (ECIRP), to showcase the quality of life in the region. Shaffer reported Richmond was highlighted on page 55 and the ad shared with the Wayne County Area Chamber of Commerce and Wayne County Tourism Bureau was on page 14. Shaffer reported being very busy with business development, responding to 10 leads from direct sources, IEDC and ECIRP, and hosting one site visit. She attended seven BRE visits with Sarah, visited with the Western Wayne School District and the Excel Center. She continues to work on

workforce development initiatives and shared the barriers she is experiencing with WorkKeys testing, which is one variable in our ACT Work Ready Community initiative. ACT has made significant changes and WorkOne can no longer administer and proctor the testing. She is looking into the EDC becoming the administrator. The other barrier is the price of the tests. It was originally \$24/student for those under 18 years old to test and that has been raised to \$43/student. Lastly, she reported on joining the Indiana Economic Development Association (IEDA) Board of Directors.

## **OTHER BUSINESS**

### **A. Home in Wayne**

Renee reported on the Holiday – Home in Wayne micro-campaign:

- creation of the homeinwayne.com website
- creation of the Instagram account for use of the #homeinwayne populated with content from the community, 127 followers, 204 uses of #homeinwayne
- posters, coasters, and table tents to 20+ restaurants and bars (coasters reordered for spring with spring colors)
- billboard in the Gateway Industrial Park
- direct mail to 992 empty nesters
- featured in the RHS alumni newsletter
- radio ads on G101.3 and Kicks96
- ad in the ECI Livability magazine

She reported on Google Analytics for the website:

- 338 users
- 473 sessions
- 2.28 minutes, average time spent
- 337 new visitors, 772 returning visitors
- visitors from communities of Richmond, Indianapolis (30), Hagerstown (11)
- visitors from top 3 states of Kentucky (60), Illinois (30), and Ohio (15)
- visitors to pages: joy (146), work (146), dwell (144), live (127), learn (103), and launch (102)

She reported the marketing committee would be meeting this coming Wednesday to discuss the next phase of the Home in Wayne campaign.

## **ADJOURNMENT**

Frame adjourned the meeting at 5:01 p.m.

**NEXT BOARD MEETING – Annual Meeting**  
**Monday, May 14, 2018 at Lingle Hall, Richmond, Indiana at 11:30 am**