



MINUTES

CITY OF NEW ALBANY COMMUNITY IMPROVEMENT CORPORATION

Monday, April 27, 2020

The New Albany Community Improvement Corporation met at City Hall, in New Albany, Ohio, on Monday, April 27, 2020. President Philip Smith called the meeting to order at 1:02 p.m.

Present:

CIC Board: Philip Smith, Ron Davies, Colleen Briscoe, Jim Baron, Everett Gallagher, Joe Stefanov, Jennifer Chrysler, Bethany Staats

Absent: Sloan Spalding

Guests: Jackie Russell, Mike Barker, Angela Hobart, Neil Collins

Minutes

Motion by Gallagher to accept the meeting minutes from the January 22, 2020 annual meeting and January 22, 2020 regular meeting. Seconded by Baron. Motion approved.

Economic Development Plan Update

Chrysler provided an update in regards to the Economic Development Plan. The city received three responses to the request for proposal. Chrysler indicated that a group of four individuals used a scorecard to rate the proposals, which resulted in a tie of 2 to 2 between Tipp Strategies and Camoin 310. Since we had worked with Camoin 310 in the past, Chrysler and Stefanov were able to have the deliverables and scope revised and modified. The scope was revised to remove all in person review, meetings, and community tour. Additionally, Tipp did not realize how small of a community New Albany was which resulted in a large cost difference between the two companies. Camoin 310 was selected and had begun initial evaluation of the community.

Briscoe indicated that she did not see it spelled out in the proposal for Camoin 310 to evaluate the impact of economic development on the community. Chrysler responded that the plan is running parallel with the Engage New Albany strategic plan which includes an economic impact study which is being conducted by Tishler Bisce. Briscoe responded that she would like to see one set of recommendations which encompasses both the Engage New Albany plan and the Economic Development Plan Update.



Smith asked how we are able to bridge this to ensure that they are considered in the recommendations. Additionally, Smith asked how we should consider fiscal impacts on community within the industry cluster review. Stefanov responded that this can be clarified in writing as the answer should be two dimensional. Briscoe added that she would like to have the environmental impact as well as the contributions made to community engagement. Chrysler responded that with this plan we are confirming industry clusters since they were very broad in the original economic development plan, and not evaluating each site based on location or environmental impacts. Joe agreed with Chrysler's statement. Baron asked the next steps. Chrysler indicated that Camoin 310 would do research in regards to the city, and at such time that there was recommendations or portions of the plan to be reviewed we would come back to the CIC.

Mission Statement

Smith indicated that the CIC has never had a mission statement. Gallagher asked how the mission statement aligns with Council creating the CIC. Briscoe added that the proposed mission statement looked pretty good from her memory. Chrysler added that she was not sure and would go back through minutes to ensure it matched the beliefs of City Council. She indicated it would be back on the agenda for a vote at the next CIC meeting.

Innovate New Albany Leases

Chrysler discussed Innovate rent as it relates to the governor's mandated shutdown, she indicated that in order to defer rents the CIC needs to make a formal motion. Baron asked if extending rent to the end of lease or end of the year, whichever is first, is enough time for residents. Stefanov responded yes, this is our own first step. Briscoe moved to defer rents due to COVID-19 if requested by a tenant with the due date of the end of the contract or end of the year, whichever comes first. Seconded by Baron. Motion approved.

Contract for Results Marketing

Chrysler introduced the Results Marketing contract agenda item and opened up the discussion for questions. Smith asked if the Results Marketing contract went up in cost since Collins will be combining with the Buckeye Interactive contract. Chrysler responded that based on the last meeting discussion it has become difficult to coordinate both contracts. She added that we needed coordination in deliverables and something that was easier to manage for both Hobart and Collins. Additionally, she noted that Buckeye Interactive wanted to increase their contractor by \$20,000. Chrysler indicated that Collins will take on more in this new role including managing the contract for web-design and services and printing materials. Collins added that the key items which have been added to the contract are consulting opportunities monthly, \$500 in postage, social media interface, and additional events since they have become virtual with COVID. Collins also said that he does see himself contracting with a freelancer to help design virtual content.




Smith asked how Collins recommend evaluating the execution and metrics of the contract. Collins indicated he will work the city staff to create and finalize this. Baron asked how we make sure that there are no surprises at the end of the year. Should benchmarking be quarterly. Collins indicated he will monitor his progress year to date and establish any new key metrics needed as well as how we are trending within the incubator community. Baron had no follow-up comments. Baron motioned for approval of the Results Marketing contract. Seconded by Briscoe. Motion Passed.

Other Business


Chrysler gave an update in regards to COVID. This update including an uptick in business at American Regent and that some of the manufacturing companies have increased work while others have changed their products to create PPE such as facemasks. She also added at the new Rose Run parking is open.

Adjourn:

Motion to adjourn (2:00 p.m.) by Gallagher. Seconded by Baron. Motion approved.



Secretary, CIC Board of Trustees



Date