

# MINUTES

## CITY OF NEW ALBANY COMMUNITY IMPROVEMENT CORPORATION

**Tuesday, December 20 2016**

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The New Albany Community Improvement Corporation met at City Hall, New Albany, Ohio, on Tuesday, December 20, 2016. President Rich Ramsey called the meeting to order at 3:58 p.m.

### **Present:**

CIC Board: Rich Ramsey, Ron Davies, Jim Baron, Sloan Spalding,  
Colleen Briscoe, Jennifer Chrysler

Absent: Philip Smith, Jerome Bahlmann, Joseph Stefanov

Guests: Angela Hobart, Chad Fuller

### **Minutes**

Motion by Baron to accept the minutes from the April 25, 2016 Regular meeting. Second by Chrysler. Motion approved.

### **Agenda Items**

#### **Review and Recommendations for Existing Contracts**

##### **Buckeye Interactive**

Chrysler provided an outline of Buckeye Interactive's contract. The design refresh includes feature testimonials. The content management and sharing are important with the weekly blog posts, publishing blog content on social media channels and the content calendar. Our strong content has been picked-up state wide. The annual contract is for \$30,000 a year but they did request an increase this year of \$6,000. We did go out for bid on the contract requesting bids from Madison & Fifth and AFS Web. AFS was not interested in providing a proposal and Madison & Fifth came in at \$30,750. I do not recommend the \$6,000 increase requested by Buckeye at this time – maybe we go back and review in six months.

Motion by Baron to approve Buckeye Interactive's contract for \$30,000 and review at the end of six months. Second by Briscoe.

### Results Marketing – Neil Collins

Chrysler explained Neil stepped up with events this year. The TIGER Talks have shown to be pulling a lot of interest. The pipeline of companies he has drawn in wanting space at Innovate and his willingness to work with REV1 have been great.

Spalding asked what the benchmarks were for measuring attendance. How do we know when we are saturated?

Chrysler explained we will come up with a way to measure – not sure what that will be how do you measure word of mouth?

Motion by Baron to approve Results Marketing contract for \$82,100. Second by Ramsey.

### Rev1 Ventures

Chrysler explained the Rev1 contract and the new renewal date for the contract. Bottom line it will be easier to keep track of if all contracts renew on the same date. She explained we started with Rev1 formerly Tech Columbus with a contract amount of \$100,000 a year. We are now contracting with them for \$25,000 a year. There have been significant changes over the past couple of years at Rev1 some good some not so good.

Spalding asked if we get a year-end report from Rev1.

Chrysler stated yes I will make sure we send it out. We leveraged our investment 4 to 1.

Spalding asked is the dividend tracked by the dollar amount invested.

Davies explained Rev1's business model.

Chrysler explained the relationship with Rev1 and the four companies that have prospered from the relationship.

Motion by Briscoe to approve the Rev1 Ventures contract. Second by Baron.

### **Program Update**

Fuller provided a financial summary.

Chrysler explained the spreadsheet and indicated it does not include income tax collected.

Ramsey asked how much income tax we expect to collect.

Fuller stated \$20,000 would be my best estimate.

Spalding asked who pays the contracts.

Chrysler responded the CIC from the ED Fund. The payout is \$125,000 a year with the Suites side going away next year.

**Update on the Move**

Chrysler updated the Board on the Platte move possibility showing the space plan. The Chamber is not part of the current plan and explained rent rates.

Baron asked if there would be parking problems and what happened to the Chamber.

Chrysler explained there is a parking deck across the street, we would have the old PD site and could reconfigure space behind the building. The Chamber demands are too high for us to accommodate. There are two things we need to think about moving forward 1) redevelopment for the city and 2) will the incubator be successful in this space.

Baron asked who comes up with a \$1,000,000.

Briscoe stated the ED Fund.

Fuller indicated he was not sure the ED Fund could be used due to geographic limitations.

Baron requested Chrysler go back to NACO and tell them help us make this deal work.

Chrysler explained we are still in discussions. We will bring in all the parties to discuss funding options. This Board will recommend a plan to Council.

**Adjourn:**

Motion to adjourn (5:16 p.m.) by Baron. Second by Briscoe. Motion approved.

  
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Secretary, CIC Board of Trustees

3/7/18  
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1/2/16

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