



MINUTES

CITY OF NEW ALBANY
COMMUNITY IMPROVEMENT CORPORATION

Thursday, September 19, 2024

CALL TO ORDER:

Community Improvement Corporation President Philip Smith called to order the Community Improvement Corporation (CIC) meeting of September 19, 2024, at 9:01 a.m. at the New Albany Village Hall, 99 West Main Street, New Albany, Ohio. Staff attending were Sara Zeigler, Jackie Russell, Morgan Joeright, Jeremy Gray, and Alex Klosterman.

ROLL CALL:

The following CIC Members answered Roll Call:

- Member Colleen Briscoe P
Member Marlene Brisk P
Member Jennifer Chrysler P
Secretary Ron Davies A
Treasurer Everett Gallagher P
Amit Greenshtein P (arrived at 9:08)
Member Matt Shull P
President Philip Smith P
City Manager Joe Stefanov P

Guests: Neil Collins, Logan Kaim, David Moser

Gallagher moved and Smith seconded to excuse Davies from the meeting. The CIC approved the motion with seven yes votes and none opposed.

ACTION ON MINUTES:

Smith moved and Briscoe seconded to adopt the August 1, 2024 Regular Meeting minutes. The CIC approved the motion with six yes votes, one abstention, and none opposed.

INNOVATE NEW ALBANY WEBSITE CONTRACT:

Chrysler explained that the contract to update the Innovate New Albany (Innovate) website to reflect the new partnership with Brick House Blue was not put out to bid, but could be at the request of the CIC. The project was not bid because the city recently completed an RFI process with Buckeye Innovation, Werth, and an Innovate New Albany tenant company. Josh Poland, chief communications and marketing officer, conducted interviews, reviewed proposals, and identified Buckeye Innovation as providing the best value. Furthermore, Collins' onsite leader contract permits Collins to contract with Buckeye Innovation for web hosting and design surrounding TIGER Talks, email signups, and other functions. If the CIC utilized a new web designer, the CIC would need to modify the existing contract with Buckeye Innovation to ensure they could coordinate functionality with the new designer. Smith and Gallagher agreed that this was an appropriate course of action.

Smith asked and Chrysler responded that this being more of a city-wide marketing effort than a CIC initiative, Pentella Unlimited, which has previously managed economic development communications,

would be coordinating the overall strategy regarding website changes. Smith asked and Chrysler agreed to provide more detail about the new communications strategy at a future CIC meeting. Briscoe asked and Chrysler confirmed that in the future, designated CIC members could be referred to in contracts rather than “Innovate,” which collectively refers to Russell and Collins at this time. Brisk agreed that specific CIC members should hold contractual decision-making ability regarding Innovate.

Smith asked and Chrysler explained that the primary objective of the new contract with Buckeye Innovation is to redesign the existing Innovate webpage to reflect the partnership with Brick House Blue. Shull asked and Chrysler confirmed that the redesign will include a webpage for residents interested in becoming tenants at Brick House Blue. Brisk clarified and Chrysler confirmed that users would click through to the Brick House Blue website for any leasing information or to sign up for the waitlist. Brisk asked and Chrysler confirmed that Collins would remain the central point of contact for New Albany residents seeking resources or programming to help start a business.

Gallagher moved and Smith seconded to approve the Innovate New Albany website contract with Buckeye Innovation.

Greenshtein suggested that the Buckeye Innovation quote for \$35,000 was above the market rate for a website redesign of this scope. Greenshtein suggested that some companies might be able to complete the same scope of work for \$5,000.

Gallagher withdrew the motion to approve the Innovate New Albany website contract with Buckeye Innovation.

Chrysler shared that a \$5,000 quote is inconsistent with what the city has received in past proposals and summarized the course of discussion related to Buckeye Innovation before Greenshtein’s arrival. Chrysler added that in the city’s experience, Buckeye Innovation has consistently outperformed other companies in establishing new functionalities on city sites and providing active support to help Collins operate the Innovate website independently. Collins confirmed that one goal of the Buckeye Innovation contract is to establish user-friendly processes by which Collins could make future edits to the website himself when publishing articles, photos, TIGER Talks, office hours, and more. Smith suggested and Collins agreed that a freelance designer could almost always undercut a comprehensive contract like this one with an offer to complete the work, but acknowledged that freelancers typically did not have the resources to offer comprehensive support afterward.

Greenshtein requested additional time to research three or four alternative options and suggested a meeting with Collins in the coming week to discuss his findings. Chrysler asked and the CIC agreed that Poland should attend this meeting. Briscoe asked and Russell explained that November 1, 2024, was the target deadline for the redesign’s completion to allow one month of testing before going live on December 1, 2024, before tenants began moving into the space on December 15, 2024.

Gallagher moved and Stefanov seconded to table the Innovate New Albany website contract with Buckeye Innovation for consideration at the next CIC meeting. The CIC approved the motion with eight yes votes and none opposed.

Smith introduced new CIC member Amit Greenshtein. Greenshtein recounted personal experiences with Innovate. CIC members offered personal introductions.

INNOVATE NEW ALBANY ONSITE LEADER CONTRACT UPDATE:

Russell explained that the upcoming programmatic changes to Innovate as a result of the partnership with Brick House Blue would require updates to the Onsite Leader contract. Russell requested volunteers to

form a subcommittee to review said updates; Smith, Shull, Briscoe, and Brisk volunteered. Russell explained that she would contact the members separately to discuss meeting logistics.

PROPOSED UPDATES TO THE NEW ALBANY COMMUNITY IMPROVEMENT CORPORATION CODE OF REGULATIONS:

Klosterman introduced Logan Kaim and David Moser of Fishel Downey Albrecht & Riepenhoff LLP, attending in place of city law director Ben Albrecht. Klosterman summarized the code of regulations review process which resulted in the redlined version included in the meeting packets. The CIC reviewed the changes and made several semantic edits and minor changes to the content which Kaim and Moser agreed to implement and provide for the CIC's consideration at the next CIC meeting.

Briscoe moved and Stefanov seconded to table the proposed updates to the New Albany Community Improvement Corporation code of regulations. The CIC approved the motion with eight yes votes and none opposed.

OTHER BUSINESS:

a) Innovate New Albany construction update

Russell shared that the Brick House Blue at Innovate New Albany space is fully framed. Russell added that Brick House Blue has already leased one-third of the offices and will send contracts and begin collecting security deposits in the coming months. Russell reported that construction of the office spaces will be complete by December 15, 2024, to allow tenants to move in by December 31, 2024. Russell shared that increased material lead times may delay the completion of some cosmetic work around the café and the millwork surrounding the pub space. Klosterman agreed to forward weekly construction updates to the CIC.

Russell explained that several tenants have asked if they could take outdated city-owned furniture that is currently being used in the temporary space. Russell added that most of the furniture had been donated to the city and would have been slated for disposal following the move to Brick House Blue at Innovate New Albany. Smith commented and Russell confirmed that there is no inventory or assigned value for the furniture on the Innovate New Albany financial statements. Brisk suggested the city might save money by allowing the tenants to take the furniture with them as they vacate the space. Chrysler confirmed that the city would not return tenants' security deposits until they had moved out of the space.

b) Broadband update

Klosterman explained that Doug McCullough was still evaluating current broadband availability throughout the city and assembling a formal report of his findings for the CIC and city council.

The next CIC meeting was scheduled for October 4, 2024, at 9:00 a.m.

ADJOURNMENT:

Gallagher moved and Smith seconded to adjourn the meeting. The motion was approved and the meeting was adjourned at 10:08 a.m.



Secretary, CIC Board of Trustees

10/4/2024

Date

