

ECONOMIC DEVELOPMENT COMMITTEE
City of Germantown
November 16, 2023
Meeting Minutes

Members Present: Heidi Grant, Tom Winning, Mark Heistand, Bryce Henson

Also Present: Will Parsons, Community Relations Manager; Pat Higgins, Economic Development and City Grant Writer; Keith Brane, Planning Consultant; Judy Gilleland, City Manager; Lynette Dinkler, City Attorney; Mary Crockett, Downtown Manager; Kelli Novak, Clerk of Courts

Visitors: Horton Hobbs; Greater Springfield Partnership

The meeting was called to order by Tom W at 9:04 am

Approval of the minutes

Tom W motioned to approve the minutes from the July meeting, this motion was unanimously approved.

Welcome to Bryce Henson

Chairperson Tom W welcomed Bryce Henson to the committee. Tom then went around the room and introduced the other members and those present to Bryce.

The Greater Springfield Partnership – Horton Hobbs

Pat H has been speaking with many different cities, inquiring as to how they handle their public/private partnerships. She spoke with Horton Hobbs, VP of Economic Development for the Greater Springfield Partnership, who agreed to speak with the EDC about how their organization functions.

The primary entity within the Partnership is the Chamber of Commerce, which is membership driven. The Chamber does some policy advocacy, which is done in conjunction with the Greater Dayton Chamber. The Greater Springfield Convention and Visitors Bureau is also under their purview. So, there is 1 president over the Chamber of Commerce, the CVB, and the CIC. These entities represent a partnership between the City of Springfield and Clark County. All 9 employees that work for the partnership have their salaries paid by a combination of the 3 entities. The CIC remains board driven to this day. For a while it was the de facto Economic Development arm of the City of Springfield and Greene County, though nowadays the city also has their own ED committee.

In 2009, the GSP created a 501©3 in order to pursue federal funds. At the time of creation, the founding documents of the CIC were blended with the new 501©3.

In 2019, concerns were raised that there were not enough private funds as they did not want the GSP to be considered a direct agent of the government. So, they hired a firm to perform a long-term fundraising campaign. They ended up raising \$4 million (mostly over Zoom). Currently, the GSP is now a 60/40 split between private and public (the reverse of 4 years ago). Before the big fundraiser, most of the private funds came from businesses and industries in the area. Also some support from private and community foundations. The campaign was done by Convergent Nonprofit Solutions. Horton does not recommend starting with a capital campaign, though there have been some that did.

Horton recommended starting with government partners. To begin, the committee needs to decide what is trying to be accomplished, and from there look at what vehicle would be best suited to assist with this. Horton also recommended starting with small projects to generate wins and establish a positive track record. He also emphasized that having other government entities at the table is critical.

The GSP's relationship with the Greater Dayton Chamber of Commerce is mostly in regard to policy advocacy. The GSP also works occasionally with the Dayton Development Coalition. Horton stressed that, because there are economic development entities/jurisdictions in every county, it is important to make sure that all the actors in a given location are aligned and working together.

In terms of fundraising, the GSP shares to what specific projects funds will be going so that current and potential donors know how their gifts will be spent. The boundary for their CIC is Clarke County.

Recommendations for the EDC to consider:

- Joining the Dayton Development Coalition
- Joining Main St program through Heritage Ohio
- Make sure you have a shared agenda with partnering organizations whenever possible

Linette shared that legal expenses should not be too great if the city were to create a 501©3 or similar entity.

Development of Subcommittees

Judy G shared the list of different projects for consideration. They are listed below:

- **Restaurants/Streeterys** – to work with/help coordinate among downtown restaurants. Facilitate Streeterys.
- **Murals** – established – identify appropriate mural sites, criteria for murals, work with building owners to get easements for murals, research and obtain funding sources.
- **Farmers' Market** – determine best site, day, time for Market, recruit vendors. Possibly add music and food trucks for an event feel.
- **Building Codes** – to work with architect and business owners to facilitate code issue resolution.
- **CIC/CDC** – determine best mechanism (CIC, CDC, Community Fund, etc) for receiving public/private funds, work with attorney to create mechanism, determine who should serve on CIC Board. CIC Board will ultimately determine what types of items/projects will be funded. Works hand in hand with fundraising committee below.....questions on what are we raising funds for.....building renovations? Small business assistance? Downtown events? Downtown infrastructure? Pool of funds for joint acquisition of buildings? Etc.
- **Fundraising** – create funding participation categories/levels, determine who best to conduct fundraising for downtown efforts.
- **Wayfinding Signs** - downtown signage.
- **Ribbon Cutting** – group who regularly attends ribbon cuttings.
- **Advertising/Social Media** - help advertise downtown events.
- **Event Coordinating** – coordinate downtown events to avoid conflicts with street closures, scheduling issues, etc.
- **Real Estate** – assist with information on possible buildings for sale, work with Kathleen Norris initiating activity.
- **Business Recruitment** – identify and recruit downtown businesses, work with Kathleen Norris.
- **Community Awards** – establish criteria, and create awards for downtown businesses.
- **Metro Parks Coordination** – coordinate marketing and activities with Metroparks.
- **Downtown Infrastructure** – long term committee to identify street, sidewalk, alley, street scape, lighting, traffic needs and to establish plan to fund consultants and improvements

Judy then asked if we wanted to pick priorities/select some to get started on. She stressed that staff cannot do all of them, so will need EDC and possibly community participation.

Tom W suggested that 3 or 4 should be selected to begin with. Mark H added that it may be best to start with items that are more visible to the public. Bryce suggested lumping some items together when possible to make the list more manageable. Pat then suggested that the EDC members list what their top priorities are, to be reviewed at a later date.

Some of the initiatives are already in progress, and Judy shared that she would like to see a point person set for each. There was then a discussion about how the wayfinding signs will be paid for (i.e. that all businesses, both those in the Chamber of Commerce and not, can pay to be on them).

Downtown Manager Update

Mary C shared that she knows there needs to be interplay between the downtown and the rest of the town, as well as that she currently has a lot of projects she is working on.

Miscellaneous

There will be a sendoff for the football team at 4:30 PM on Friday. Because of this, Pink Friday (initiative by downtown shop owners) has been extended to Saturday as well.

December Meeting

The December EDC meeting will be held at the usual time.

The meeting was adjourned at 10:38 am