



BOARD OF TRUSTEES MEETING
Wednesday, March 13, 2024
8:30 a.m.
Municipal Building
655 Blacklick St., Groveport OH 43125
Council Chambers

MINUTES

I. CALL TO ORDER

Mr. Pickett called the Board of Trustees of the Groveport Community Improvement Corporation meeting to order at 8:34 a.m.

Staff present: Mindy Kay, Michael Loges

*Trustees Present: Grube, Dildine, Pickett, Land, Finegan, Strunk, Poirier
Trustees Absent: Beidler, Hilbert*

Ex-Officio Board Members Present: King

II. MISSION OF THE COMMUNITY IMPROVEMENT CORPORATION

The Groveport Community Improvement Corporation was formed to advance, encourage, and promote the industrial, economic, commercial and civic development of Groveport that will improve the normal growth, employment opportunities, and stability of employment in existing industry. The Groveport CIC also works to advance the industrial and commercial life of the community and to stabilize the general economy of the area by advancing programs and providing assistance to projects.

III. APPROVAL OF MEETING MINUTES – MARCH 13, 2024

Mr. Pickett asked for any additions, deletions, alterations, or corrections to the previously circulated minutes from March 13, 2024 meeting. Hearing none, the minutes stand approved as submitted.

IV. PLANNED DISCUSSION

1. Trustee Election

- A. Elected Officials of the City of Groveport (Min. 3; varying terms)
 1. Ed Dildine – City Council
 2. Jean Ann Hilbert – City Council
 3. Patrick Pickett – Planning & Zoning Commission

4. Michael Poirier – Chief Building Official
- B. Appointed Officials of the City of Groveport (Min. 4; varying terms)
 1. Jim Beidler – Community/Business Representative
 2. Jeff Finegan – Community/Business Representative
 3. Alec Land – Community/Business Representative
 4. Ben Strunk – Community/Business Representative
- C. Groveport-Madison Local School District (Min. 1; 1-year term)
 1. Jamie Grube – GMLSD Representative

Ex-Officio (Min. 2; 1-year term)

2. BJ King – City Administrator
3. Michael Loges – Dept. of Development (as appointed by City Administrator)

Mr. Pickett proposed that we continue the previous slate and asked for a motion to nominate the previous slate of Board Members. Dr Land made a motion, seconded by Mr. Dildine. All in favor stated AYE. None Opposed. Motion Carried.

Mr. Pickett asked for a motion to elect the previous slate of Board Members. Mr. Dildine made a motion, seconded by Mr. Grube. All in favor stated AYE. None Opposed. Motion Carried.

2. Officer Elections
 - A. President
 - B. Vice President
 - C. Secretary/Treasurer

Mr. Pickett asked for a motion to reelect himself as President, reelect Mr. Dildine as Vice President, and to elect Mr. Loges as Secretary Treasurer. Mr. Grube made a motion, seconded by Mr. Strunk. All in favor stated AYE. None Opposed. Motion Carried.

3. Financial Reports – Jason Carr

Dr. Land made a motion, seconded by Mr. Dildine, to approve the Financial Report as submitted. All in favor stated AYE. None Opposed. Motion carried

4. Commercial Development Activity (Rarey's Port/Wert's Grove) – BJ King
5. Marketing & Promotion of Groveport – Michael Loges

Mr. Loges stated that one of the main functions of the CIC is to promote Groveport as a community in which to do business and invest. For a number of years our marketing efforts have targeted publications such as Columbus Business First, Columbus CEO Magazine, and Columbus Monthly. He explained that the imagery of those paid advertisements really focused solely on the potential redevelopment of some sites downtown, including Rarey's Port and Wert's Grove. He said we have an opportunity to pivot toward the availability of development sites and exalting the companies who have already chosen to invest in Groveport, with the aim to modernize our marketing message. He went into further detail about how we can update our marketing to attract more distribution centers and bring in better paying jobs. He went on to speak about getting better imagery for our historic downtown area, finalizing better imagery and promoting the City's current investments. He said he has hopes for entering into a contract with local digital marketing agency Choptank Agency in the next month or so. Mr. Pickett asked if the contract would be with the City and Choptank or with the CIC and Choptank. Mr. Loges specified that the City would be entering the

contract, however he would like to work with the CIC in promoting the downtown area on copy and imagery. Mr. Loges then spoke about investigating national publication through Conway, a company who does research for industrial site selection teams and real estate professionals. He then explained his expectation of placing ads in Site Selection Magazine, a national publication for site selectors, by the end of this year.

6. Downtown Signage – Michael Loges

Mr. Loges opened the topic for discussion and asked for any input on previous efforts and discussions about downtown signage. Mr. Dildine stated that the signage was put in as part of the City's marketing study and that the previous Development Director had put some designs together on his own. He said there is very little signage in town to point out our attractions and that signage had been talked about but didn't really go anywhere. Dr. Land added that he doesn't think our problem is with signage, but with the development of residential housing. He, the Committee, and staff discussed residential housing development and the development study of area C at length. Mr. Dildine pointed out that some time ago there were another three or four phases in Founder's Bend and Elmont Place. FEMA had changed the floodplain and many developers pulled out because it was going to cost them three times as much. Dr. Land expressed the need to grow our community through housing. The topic of issues with attracting residential housing developers was further discussed at length. The discussion moved back to signage and its function, location, and aesthetic, as well as parking signage and the City's problem with lack of parking.

7. Promotion of Community Activities – Michael Loges

Mr. Loges stated that, to his understanding, we've used the CIC as the financial vehicle for some community events in the past. He stated there doesn't seem to be an appetite to use the CIC in such a way now. Mr. Dildine explained that the CIC was only used if the event was related to economic development but most of the festivals go through the Trees and Decorations Committee. Dr. Land commented that the loss of the Lion's Club has been a detriment to the community, as it used to be in charge of things such as the Halloween parade, and that it is an entirely different flavor since Groveport has taken it over. He noted the absence of civic involvement. Mr. Pickett stated it's hard to get volunteers from such organizations. Mr. Dildine added that our Community Affairs Director reaches out to every organization for volunteers and there aren't a lot of them who seem to want to give back. Mr. Pickett said it makes sense that we focus on development related community activities. Mr. Loges spoke on clean up and beautification efforts and mentioned activities such as litter pick up. Mr. Dildine suggested coordinating with Community Affairs and Mr. Finegan added that local businesses may be willing to sponsor these efforts.

V. OTHER BUSINESS

VI. ADJOURNMENT

Dr. Land made a motion, seconded by Mr. Strunk, to adjourn. All in favor stated AYE. None Opposed. Motion carried

Michael Loges
Secretary/Treasurer

Mindy Kay
Clerk of Council/Recording Secretary