

Wyandot County Office of Economic Development

BOARD MEETING MINUTES Monday, January 14, 2019

Attendees: John Barnes, Brian Barr, Lisa Bricely, Rick Ekleberry, Duane Frey, Doug Frisch, Frank Gibson, Greg Moon, Jennifer Rathburn, Lyneen Reinschell, Jenny Romich, Steve Seitz, Elaine Tschanen, Tim Vaughn, Laurie Vent, Paul Wagner, Gary Ward, Matt Wood

Meeting Called to Order: President John Barnes

Approval of Meeting Minutes: Motion to Approve September 10, 2018 Minutes: Laurie Vent; Second: Tim Vaughn; Minutes Approved

Financial Budget Update: Gary Ward reported that most of the annual dues have been paid and the expenses for the year remained about the same. Motion to Approve Financial report: Rick Ekleberry; Second: Paul Wagner; Financials were accepted

WCOED Director's Update

Old Business

- Project Updates
 - Community Opportunity
 - There are currently 152 job postings and 135 Crawford and Wyandot County businesses registered on the site, 1,104 high school students registered, and 372 job seekers.
 - The online marketing push has recently been completed that delivered 250,000 ads to targeted audiences in the surrounding county zip codes which has caused an uptick in web traffic.
 - The Career Readiness class instructors for Upper Schools have been signing up all of their students.
 - Carey Schools are currently working with some of the high school DECA students and English teachers to get all Juniors and Seniors into the system which should be done by the last week of January.
 - Mohawk High School guidance counselors have been getting students registered on an individual basis
 - Laurie Vent reported that the students seemed interested but just have not had enough interaction yet.
 - Greg mentioned that the program pushes career jobs and not jobs that high school students would be interested in while they were in school.
 - Wyandot Employment Task Force
 - The Employment Task Force partnering with the Wyandot Chamber of Commerce continues efforts to establish workforce needs of local businesses.

- This group consisting of HR professionals, company leaders, educational and community partners has worked over the past 5 months to establish a structure and primary themes that they will focus on including: communication, education, attraction, and retention.
 - Last week this group formalized goals, measurable outcomes, and action items under each of these theme areas and will continue work towards those items creating a more positive local workforce development picture.
 - The meetings for 2019 have been set for the 3rd Wednesday of each month at 8:15 a.m. at The First Citizens National Bank in Upper Sandusky if anyone is interested in joining this task force.
 - North Central Ohio Region Industry Manufacturers Workforce Alliance
 - To our local workforce development efforts, Greg presented the development and progress of our local Wyandot Employment Task Force at a December meeting of our regional North Central Ohio Manufacturers Workforce Alliance at the Cardington Yutaka plant. It was a good opportunity to get the word out about some creative steps WCOED is taking here in Wyandot County.
 - Daycare
 - The Wyandot Employment Task Force under its Retention and Attraction themes also identified daycare as a local barrier that Wyandot County has.
 - Right around the same time members of the Task Force were considering this issue, there were other local businesses identifying the lack of a local licensed daycare facility as being detrimental to their employee base.
 - Over the past several months, Greg has had multiple discussions with these area businesses and owners of facilities where a potential daycare could be housed as well as some daycare providers.
 - John Barnes said they have been working with someone who is very interested in furthering this project and they are talking to the Wyandot County Home as well.
 - Greg said these were also issues that the strategic planning committee had discussed earlier.
 - Project Lead Tracking
 - Since our September meeting there were 9 new leads for existing buildings, and 3 new site leads.
 - For all of 2018, there were 38 leads for existing buildings and 9 new site leads which is up from previous years.
 - The annual average square footage for existing buildings was 110,800 SF, and the average acreage for sites was 94 (when excluding one site lead that was for 1,000 acres).

New Business

- 2019 Budget
 - Gary Ward reported that there were no major changes for 2019.
 - Income was up about \$10,000 this year because of new memberships
 - Expenses were about \$1,000 less than budgeted
 - WCOED showed a small profit, however he said we were not in this to make a profit

- Tim Vaughn made a motion to accept the proposed budget; second by Matt Wood; budget accepted.
- 2019 Officers
 - John Barnes has moved into the President position for 2019, and Paul Wagner will now be the Past President.
 - Greg thanked Paul for always being willing to help in any capacity he could to move this organization forward and devoting a lot of his time.
 - This year WCOED had three nominations for the position of Vice President. Rex Grasz received the most votes and will assume that position for 2019. Greg thanked the other candidates and hoped they would step into the VP position sometime in the future.
 - Gary Ward will remain Treasurer, and Doug Frisch will remain Secretary.
 - Greg thanked everyone for their willingness to serve, and for all who have provided leadership to this organization in past years.
- New Projects
 - Rail Development – Greg has been working with a local company hoping to add rail siding to receive raw material as well as ship finished product. This would include the installation of 3,000 feet of track and some new M&E to trans load materials. The expected project investment is roughly \$2.4 million.
 - Over the past couple months Greg helped pitch the project to the Ohio Rail Development Commission. Since there was not really any job creation tied to the project they offered some no interest financing but no grant dollars to help with the project.
 - Expansion – Another project in discussion over the past several months is the physical expansion of a local production facility to support its growing demand. The project would involve nearly 28,000 SF expansion and minimal job creation.
 - Greg put together some tax exemption analyses for the company and now the company seems to have put breaks on the potential project. They have gone as far as working with a contractor, having drawings put together, etc. so Greg hopes this moves forward again at some point soon.
 - Custom Glass Solutions – CGS was sold to an equity firm, Stellex Management (NY & London) now dropping its affiliation with Guardian. Upper Sandusky has now become the company headquarters as CGS also had locations in Worthington and Millbury, OH.
- Upper Sandusky Schools Business Advisory Council
 - Laurie Vent thanked those who were presenters at the Upper Sandusky High School Career classes. She thought that students enjoyed them and were very interested. She thought students seem to be aware of debts they may incur
 - She said that the manufacturing day with sophomores was good
 - They are currently working on an employer's panel and she will have more information on that at a later date.
 - They will continue to listen to WCOED members and implement their suggestions into the program
- Business in Focus Article
 - Over the past few months Greg has been working with Focus Media Group, the publisher of a few different industry publications including Business in Focus magazine. The publication has over 468,000 subscribers across North America, and an article on Wyandot County's Economic Development efforts will run in the February 2019 issue.

- Unlike other industry magazines that have approached WCOED, the BiF publication did not cost WCOED. Focus Media instead relies on WCOED providing the information for area businesses in certain business sectors that may have an interest in running advertisements in its magazine.
- Whether any of those businesses choose to advertise or not, the local article still gets published. The article will be shared next month.
- Business Retention & Expansion 2018 Report
 - The final 2018 BR&E report is now available on the WCOED website, and provides a narrative of the data collected through the 2018 questionnaire.
 - As has been the case in recent years, the results have wound up similar to the previous year. Some highlighted data of mention:
 - Top reasons businesses chose to locate and stay in Wyandot County: 1. Location; 2. Access to Customers; 3. Quality of Life
 - Top challenges: 1. Recruiting or retaining employees; 2. Expensive health insurance.
 - Average starting salaries for both skilled and unskilled positions remained fairly consistent to 2017 data.
 - Of the 35 businesses that actually completed the survey, the total project number of replacement employees (those needed due to expansion, retirements, etc.) over the next five years was nearly 900 people.
- Wyandot County Manufacturing Day
 - The annual Manufacturing Day took place in very late November and mid-December. Upper Sandusky schools were delayed on the original scheduled date, and the employers hosting those students were kind enough to reschedule.
 - This program was provided to all sophomores, or about 300 students, from Carey, Mohawk, and Upper Sandusky.
 - Some of the takeaway data from the pre- and post-tour surveys done with the students showed that:
 - Over half (51%) had never visited a manufacturing facility before
 - 65% said there were opportunities for college educated individuals in manufacturing prior to the tours compared to 97% afterward
 - 43% of students said they learned a lot or that it opened their eyes to new possibilities in manufacturing, while 40% found the tours somewhat interesting.
 - There was great feedback from school administrators, and said they would like to keep improving upon the format in the future. One thing discussed was the purchasing of some audio devices to better communicate with students on the tours. Many times there are 15+ kids and one tour guide in a noisy facility making it almost impossible for all to hear.
 - Greg is also working with Kalmbach Feeds to schedule additional tours in the spring for senior students so there is obviously interest in more opportunities to bring local youth out to our employers.

Miscellaneous Items

- Strategic Planning Committee
 - The strategic planning committee met just prior to this meeting where they set goals for 2019. One of the main focuses as being how to attract and retain workers in Wyandot County. John Barnes explained the thought of having a promotional video of Wyandot County
- Amplify Business Development Conference
 - Greg has been working with the Wyandot Chamber to again offer a local educational event for entrepreneurs, small businesses, and established businesses that includes resources for all.

- The Amplify Business Development Conference will be Monday, March 25 which will include 3 concurrent sessions and a luncheon speaker on topics such as; patents and intellectual property, business planning, business filings, small business funding, marketing, managing multi-generational staff, websites, and social media, and Google integration.
- Donation Requests
 - Greg occasionally receives donation requests from other organizations and recently received one from the Fantasy of Lights. He asked the members how they wanted to handle these requests.
 - It was decided that he can bring them before the executive board and each one would be decided on a case by case basis.

Updates from WCOED Members & Guests were shared

Motion to Adjourned: Rick Ekleberry; meeting adjourned

Next Meeting: Monday, March 11, 2019