



**POWELL DEVELOPMENT CORPORATION
MEETING MINUTES
MARCH 28, 2023**

CALL TO ORDER/ROLL CALL

Chairman Jim Hrivnak called the March 28, 2023, Powell Development Corporation Meeting to order at 7:00 p.m. Members in attendance included Jim Hrivnak and Ryan Herchenroether. Staff in attendance were Jeffrey Tyler, Assistant City Manager/Community Development Director and Nancy Stanfill, Accountant. Andrew White, City Manager arrived after the meeting began.

SPECIAL PRESENTATION

Alex Tranmer of Camoin Associates gave a presentation on the draft Economic Development Strategy.

She began by providing four meeting objectives:

1. Review strategy framework – goal areas and strategies.
2. Examine the organizational structure – the “how”.
3. Exam the strategy – the “what”.
4. PDC feedback (tonight/through end of week).

Further, Ms. Tranmer spoke about the vision, pointing out the word evolution and how the City is revolving. There is a lot of opportunity within the City. It is important to retain the City's characteristic and also what the next chapter may look like and the resources and staff needed to get there.

She then spoke of the structure of recommendations, specifically, the goal area, which captures major themes and subjects involved in Powell's economic development. Strategy, this describes the actions to achieve Powell's economic development vision. Priority actions, which describes the next steps for the City in each strategy.

She spoke of five goal areas:

1. Align land use to achieve economic development goals.
2. Support growing industries and related opportunities.
3. Enhance the City of Powell's vibrancy and sense of place.
4. Expand city capacity and capability.
5. Expand the Powell Development Corporation's role capacity.

Dan Gundersen of Camoin Associates discussed the idea of strategy without execution is all for not as you need to make it happen. Further, he discussed goal areas with City capacity and capabilities:

1. Expand the City's economic and community development capabilities through staffing/resources.
2. Continuously promote the City's economic development vision and the role that business and community member can play in the vision.
3. Offer periodic forums for planning boards / staff to discuss further of the City.
4. Monitor capacity of infrastructure and services as new projects are proposed to the City.
5. Develop and implement Community Reinvestment Area.
6. Continue to look for opportunities to collaborate on economic development and land use with surrounding townships and the county.

Mr. Gundersen spoke of a dedicated Economic Development position and advised the City needs a member of City staff dedicated to economic development who can devote a portion of their time to support the Powell Development Corporation (PDC) in implementing the City's economic development strategy.

Additionally, Mr. Gundersen stated the City has already created the option for the PDC to be funded through a portion of the City's income tax – one use of those funds may be to support some or all of the salary of an additional economic development position.

The core responsibilities of this position should include the following:

- Serves as a point person for addressing economic development issues and encouraging a business-friendly climate.
- Assist City leadership with executing community based economic development strategies.
- Advance the goals and objectives of the PDC.
- Develop collaborative partnerships with local, regional and state-based private, public and institutional stakeholders.
- Establish business outreach expansion and retention programming.
- Support planning and public improvements throughout the City.
- Market business development opportunities.

Mr. Gundersen continued by discussing the goal areas to enhance the Powell Development Corporation:

1. Add capacity for economic development activity.
2. Take a more active approach to marketing Powell.
3. Help execute strategic plan and develop an ability to advance real estate priorities.

Further, he discussed the core responsibilities of the PDC:

- Set the strategic direction of the PDC.
- Allocate funds and resources.
- Manage the PDS's assets.
- Help advise the new Economic Development Director.

Mr. Gundersen spoke of short-term goals (0-2 years) medium term goals (2-5 years) and long-term goals (5+years)

Short term

1. Develop operations plan, budget proposals.
2. Enhance Committee's professional expertise/capacity
 - Finance
 - Real estate
 - Community and economic development
 - Legal
3. Marketing, promotion of City and PDC.
4. Assist in site selection, acquisition, demolition, construction planning, and assembly of parcels.

Medium term

1. Provide an increasing level of support to City across economic development functions.
2. Standardize due diligence process and procedures.
3. Targeted grantmaking loans, and hard asset equity investments.
4. Develop loan servicing and technical capacity.

Long term

1. Manage solid real estate portfolio and related investment on behalf of the City.
2. Proactive and strategic resources and development progress.

Jordan Hensley of Camoin Associates discussed strategies.

Land Use and Economic Development

1. Target the redevelopment of aging and underutilized properties.
2. Leverage land assembly and infill development opportunities.
3. Integrate residential options and mix-used development into downtown development.

Support Growing Industries and Related Opportunities

1. Work with Delaware County, One Columbus, workforce development, and other partners to prepare the workforce for in-demand occupations.
2. Leverage partnerships and workforce training opportunities.
3. Evaluate and monitor Powell's housing market.

Enhancing Vibrancy of Downtown

1. Work towards scaling amenities that match the character of Powell.
2. Diversify grant and loan portfolio and business offerings.
3. Continue to develop downtown Powell's unique community atmosphere.

Alex Tranmer spoke of the next steps with the draft

- March 28 - April 3: Feedback on strategies
- April 12: Full strategy draft
- April 12-April 18: City/PDC final draft review
- April 25: Final site visit and strategy launch with City Council

There was discussion on having a Special Meeting to discuss the draft on April 17, 2023.

REPORT OF THE PRESIDENT

None

REPORT OF THE TREASURER

- Financial Reports – February 2023**
- Invoices**
- Appropriation for the EV Charging Station**

MOTION: Chairman Hrivnak moved to approve appropriation for the EV Charging Station in the amount of \$17,000.00. Andrew White seconded the motion.

MOTION: Chairman Hrivnak amended his previous motion to assign this appropriation to an increased contingency expense currently at \$10,000.00 to \$27,000.00 for the EV Charging Station. Andrew White seconded the motion.

VOTE: Y 3 N 0 (None) AB 0 (None)

Appropriation assigned to an increased contingency expense for the EV Charging Station in the amount of \$27,000.00 was approved with a vote of 3-0-0.

MOTION: Chairman Hrivnak moved to approve an appropriation in the amount of \$2,000.00 for land tax for acquired properties. Ryan Herchenroether seconded.

VOTE: Y 3 N 0 (None) AB 0 (None)

Appropriation in the amount of \$2,000.00 for land tax for acquired properties approved with a vote of 3-0-0.

MOTION: Chairman Hrivnak moved to approve Invoice 19785 to Camoin Associates in the amount of \$17,196.60. Ryan Herchenroether seconded the motion.

VOTE: Y 3 N 0 (None) AB 0 (None)

Invoice 19785 in the amount of \$17,196.60 to Camoin Associates approved with a vote of 3-0-0.

MOTION: Chairman Hrivnak moved to authorize the appropriate board members to complete the form to apply for an account with Star Ohio. Andrew White seconded the motion.

VOTE: Y 3 N 0 (None) AB 0 (None)

Authorization for complete the form to apply for an account with Star Ohio approved with a vote of 3-0-0.

CITY COUNCIL / COMMISSION / COMMITTEE REPORTS

- a. City Council Report
- b. Planning and Zoning Commission

Update on open and pending City development projects

OLD BUSINESS

- a. Powell Development Corporation Logo
- b. Powell Development Corporation Funding from City Council
- c. Other Old Business

NEW BUSINESS

- a. 44 Liberty Street – Building Status
- b. Other New Business

OTHER BUSINESS

- a. Website Review and Update Plan
- b. Powell Development Corporation Records Retention Plan
 - i. Status, Member Access and City ID's - Staff to report
- c. Plan a Powell Development Corporation 2023 Goal Setting Meeting

FUTURE BUSINESS

Next scheduled Powell Development Corporation Meeting – April 25, 2023, at 7:00 p.m.

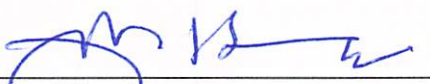
ADJOURNMENT

Chairman Hrivnak moved to adjourn.

Motion to adjourn was passed by consensus.

Meeting adjourned at 8:28 p.m.

MINUTES APPROVED: APRIL 25, 2023



Jim Hrivnak,
Chair

4-25-23

Date



Amy Deere
City Clerk

4-27-23

Date

