



**POWELL DEVELOPMENT CORPORATION
MEETING MINUTES
APRIL 25, 2023**

CALL TO ORDER/ROLL CALL

Chairman Jim Hrivnak called the April 25, 2023 Powell Development Corporation Meeting to order at 7:00 p.m. Members in attendance included Jim Hrivnak, Nicole Scott, Brian Lorenz and Andrew White. Ryan Herchenroether was absent. City Council in attendance included Jon Bennehoof, Mayor Daniel Swartwout, Heather Karr and Tom Counts. Staff in attendance included Jeffrey Tyler, Assistant City Manager/Community Development Director; Rosa Ocheltree, Finance Director; Claudia Husak, Planning Director; and Mallory Sribanditmongkol, Strategic Communications Officer.

PRESENTATION

Camoin Associates - Powell's Economic Development Strategy

Alex Tranmer and Jordan Boege gave their presentation.

Ms. Tranmer began by discussing the phases that go along with the strategy:

1. Research, Analysis and Stakeholder Input
2. Economic Development Program Assessment
3. Economic Development Strategy

Ms. Tranmer discussed five goal areas in the strategy:

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

Mr. Boege spoke of the Action Plan within the five goal areas in the strategy:

Goal (1) – Align land use to achieve economic development goals

1. Target the redevelopment of aging and underutilized properties.
2. Leverage land assembly and infill development opportunities.
3. Encourage mixed-use and higher density development in the Downtown District.

Goal (2) – Support growing industries and related opportunities

1. Work to retain and attract business that fit with the growth in the regional economy and Powell's current and future workforce.
2. Leverage partnerships that prepare the regional workforce to support businesses in Powell.
3. Evaluate and monitor Powell's housing market.

Goal (3) – Enhance Powell's vibrancy and sense of place

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

Goal (4) – Expand City capacity and capability

1. Expand the City's economic and community development capabilities through staffing and resources.
2. Continuously promote the City's economic development vision and the role that businesses or community members can play in it.
3. Offer periodic forums for Planning Boards/Staff to discuss the future of the City.
4. Monitor the 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.

Goal (5) - Enhance Powell Development Corporation capacity

1. Add capacity for economic development activity.
2. Take a more active approach in marketing Powell.
3. Execute the economic development strategy and develop the ability to advance real estate priorities.

Ms. Tranmer stated as the City grows in scale, so do the responsibilities within the realm of economic development. To harness the City's vision, proactively address opportunities, and tackle challenges head-on, the economic and community development resources must be adequately supported. Even with a strong vision and community support, acting on the strategy to achieve the vision will be difficult if the City cannot implement it. Retaining a full-time Economic and Community Development staff person is critical for the City to actively pursue its economic development goals.

Chairman Hrivnak stated that so far, economic development has been reactive, meaning if a developer came to the City stating we want to build this, the City would answer, yes, and would help them through it. He added we want to convert economic development to be proactive, and we want to decide what we want in the City. Due to this, we need a full-time staff member to help with the PDC and City Council, because neither can get this accomplished alone.

Councilmember Bennehoof stated a city this size should have an Economic Development Director and should have a seat at the table of the PDC.

Councilmember Counts said the City Staff currently wears many hats, and if it can be decreased, it would be significant. We need to add to our manpower so Staff could be proactive in what they are doing. Adding this position is no surprise, the bigger issue is finding the right person to fill this position.

Mr. Tyler advised that other areas are aware Powell is doing this Economic Development Strategy and the word is out regionally, and all await the outcome. He spoke of housing as a regional asset not as an individual asset and said it is very hard for a community to take on the spectrum of housing necessary to fill the gaps. Affordable housing or workforce housing may not resonate with our community but would resonate with our community as we are a part of the Greater Whole.

Board member White asked if it made sense because of the interplay between PDC and City Council, to have a formal action of a legislative adoption of the strategy by the PDC that would be concurrent with legislation of City Council?

Mayor Swartwout stated how well this goes, almost hand in hand, with City Council Goals which were set last year. He also stated he felt very positive with the strategy as presented.

APPROVAL OF MINUTES

- a. **Approval of Powell Development Corporation Meeting Minutes of March 28, 2023**

[PDC Minutes 03282023.pdf](#)

MOTION: Andrew D White moved to approve the Powell Development Corporation Meeting Minutes of March 28, 2023. Jim Hrivnak seconded the motion.

VOTE: Y 2 N 0 (None) AB 2 (Brian Lorenz, Andrew D White)

Powell Development Corporation Meeting Minutes of March 28, 2023 were approved with a vote of 2-0-2.

- b. **Approval of Powell Development Corporation Special Meeting Minutes of April 17, 2023**

[PDC Minutes Special Meeting 04.17.2023.pdf](#)

MOTION: Jim Hrivnak moved to approve the Powell Development Corporation Special Meeting Minutes of April 17, 2023. Brian Lorenz seconded the motion.

VOTE: Y 3 N 0 (None) AB 1 (Brian Lorenz)

Powell Development Corporation Special Meeting Minutes of April 17, 2023 were approved with a vote of 3-0-1.

REPORT OF THE PRESIDENT

None

REPORT OF THE TREASURER

a. Financial Reports - March 2023

[03.31.2023 Mar Monthly Report Packet.pdf](#)

b. Invoices

1. [Camoin #19844.pdf](#)
2. [Camoin Invoice Tracking Mar 2023.pdf](#)
3. [EVunited Inv. No. 1588.pdf](#)
4. [2023-0006 PDC.pdf](#)

MOTION: Nicole Scott moved to approve Invoice #19844 to Camoin Associates in the amount of \$8,598.30. Jim Hrivnak seconded the motion.

VOTE: Y 4 N 0 (None) AB 0 (None)

Invoice #19844 to Camoin Associates is approved with a vote of 4-0-0.

MOTION: Jim Hrivnak moved to approve Invoice #1588 to EVunited in the amount of \$16,854.00. Brian Lorenz seconded the motion.

VOTE: Y 4 N 0 (None) AB 0 (None)

Invoice #1588 to EVunited in the amount of \$16,854.00 was approved with a vote of 4-0-0.

MOTION: Jim Hrivnak moved to approve Invoice #2023-0006 to the City of Powell for 47 Hall Street – Tesla Electric Charger Usage in the amount of \$776.67 in addition to Murphy Park – Electric Charger Usage in the amount of (474.78), bringing the total amount due to \$302.09. Brian Lorenz seconded the motion.

VOTE: Y 4 N 0 (None) AB 0 (None)

Invoice #2023-0006 to the City of Powell in the amount of \$302.09 was approved with a vote of 4-0-0.

CITY COUNCIL / COMMISSION / COMMITTEE REPORTS

City Council Report

OLD BUSINESS

None

NEW BUSINESS

None

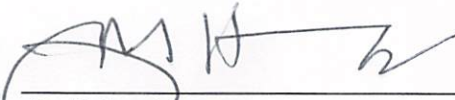
FUTURE BUSINESS

Next scheduled Powell Development Corporation Meeting - May 23, 2023 at 7:00 p.m.

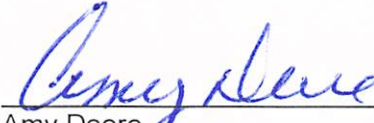
ADJOURNMENT

Meeting was adjourned by consensus at 8:55 p.m.

MINUTES APPROVED: MAY 23, 2023

 5/23/23

Date
Jim Hrivnak,
Chair

 5/30/23

Date
Amy Deere,
City Clerk

