



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

CALL TO ORDER/ROLL CALL

Chairman Jim Hrivnak called the July 25, 2023 Powell Development Corporation Meeting to order at 6:00 p.m. Members in attendance included Jim Hrivnak, Daniel Swartwout, Andrew White, and Nicole Scott. Also, in attendance were Council Members Tom Counts, Heather Karr, Christina Drummond, Finance Director Rosa Ocheltree, and Pam Miller from the Powell Chamber of Commerce.

APPROVAL OF MINUTES

Approval of Powell Development Corporation Meeting Minutes of June 27, 2023

Jim Hrivnak stated the vote coming out of Executive Session was not recorded in the minutes and the need to reflect that the committee came back out of Executive Session and then adjourned the meeting. Jim Hrivnak asked this amendment be made to the minutes and then approved at the next committee meeting.

MOTION: Jim Hrivnak moved to table the approval of the minutes until the next Powell Development Corporation Meeting. Dan Swartwout seconded the motion.

VOTE: Y 4 N 0 (None) AB 0

Powell Development Corporation Meeting Minutes of June 27, 2023 were tabled until the next meeting with a vote of 4-0-0.

REPORT OF THE PRESIDENT

Jim Hrivnak indicated they would discuss the Camoin report and do a deeper dive of the plan and projects. Jim Hrivnak also asked to discuss what was going on now in the City and how it relates to the overall plan of the City.

NEW BUSINESS

- a. Downtown Façade Improvement Grant Program

This is a new program brought by Jeff Tyler. Andrew White stated the program was attached to the packet. The program creates activity for the downtown area and the downtown TIFF. Rosa Ocheltree put \$150,000 in next year's budget for the program with a max amount of \$25,000 for

a project. There is flexibility for the properties that can be involved in the program.

Jim Hrivnak stated the program was designed to improve the façade of business and it is a matching program where they would pay half and the PDC would pay for the other half. It would be a win for both parties involved. The program discusses blighted properties and parking. Jim Hrivnak felt the program should be considered. The grant program has not been presented to City Council yet.

Jim Hrivnak asked for input on the program from other members. Andrew White stated he supported the initiative. Other Cities have similar programs and it could be effective in partnering certain entities on preserving some older buildings. Andrew White said they were receiving more interest from the public on availability of City resources. Dan Swartwout asked if the Downtown TIFF could be used with this program. Andrew White said business could along with the Downtown Housing fund for smaller scale projects. Dan Swartwout asked about "in-kind services" and if it was for services to the City or to the parcel and who would determine the value of the in-kind services. Jim Hrivnak said this was something that would need more discussion, along with parking. Dan Swartwout and offset of the \$25,000 max could be put in place if businesses used the TIFF program to have more business participate in the program. Dan Swartwout thought it was a program that should be pushed along with some changes to the details.

Nicole Scott asked if there was an aspect of this program in the Camoin study. Jim Hrivnak did not recall one. Andrew White stated the strategy did discuss the development of underutilized properties would fall under some of those aspects.

Christina Drummond thought to consider a cap of a single entity that may own multiple properties. Christina Drummond asked if the administration would be handled by the new Economic Development staff person or what the administration of the program would look like. Dan Swartwout thought it could be handled like the grant program during COVID where the PDC handled the applications and the approvals. Jim Hrivnak did not see it being an issue with input from the City.

Heather Karr asked if a business could also take advantage of the Community Reinvestment Area (CRA) and how it would interact and if there would be an offset. Andrew White thought it would be handled on a case by case basis. The CRA would take first position because it is a 15-year program. After the CRA expired, then there could be a TIFF allocation. Rosa Ocheltree stated she would be cautious to ensure whatever packages are provided do not exceed the max allowance in the program.

Tom Counts asked what is the assessment for the need of the blighted areas and where does the City want to go. Andrew White stated the program is targeting a storefront that needs to be spruced up. There is not a lot of it but the out parcels around areas could be effective. Andrew White stated the program would work with structures that are failed. Tom Counts would like for the City to explore to go beyond and look at what the City can do to create a better downtown façade for upgrades and to make it better.

Jim Hrivnak stated the program was something the City should pursue. The program could extend for a longer time frame. Tom Counts stated the downtown area is in its infancy and will grow and have the storefronts will be nicer. Jim Hrivnak thought there could be suggestions for the storefronts. Jim Hrivnak said they would take the suggestions and work on the program.

Jim Hrivnak wanted to add the Financial Report update to the meeting.

Rosa Ocheltree stated the total revenue was just shy of one million dollars and \$450,000 would be transferred from the General Fund. There is an additional \$200,000 that will be transferred by the end of the month. Expenditures for the year are \$378,000 and the monthly invoice for the charging stations will be available next month. The invoice will be slightly higher because AEP was not billing properly for transmission and distribution charges. There will a shortage of roughly \$2,500. The available balance is \$151,000. There is also an invoice from the Powell Area Chamber of Commerce for \$131.25 for a membership renewal.

Jim Hrivnak made a motion to approve the invoice for \$131.25 for the annual membership with the Powell Area Chamber of Commerce. Andrew White seconded the motion.

VOTE: Y 4 N 0 (None) AB 0

Invoice for the Powell Area Chamber of Commerce annual membership in the amount of \$131.25 approved with a vote of 4-0-0.

CAMOIN DEVELOPMENT STRATEGY WORKSHOP

The plan was presented to Council several months ago. Tonight, the group wanted to have a workshop to look at the important items and priorities for PDC. Once these are established the PDC will talk about what they are working on now with plan and opportunity and how that fits in the schedule. Jim Hrivnak also wanted to talk about bandwidth with the projects and what the PDC could work on.

The PDC reviewed the Economic Development Strategy report submitted by Camoin.

The Goal Areas were discussed first.

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 the Powell Development Corporation's Capacity

The short term, medium term and long-term goals laid out in the plan were reviewed.

The goals set out in the Action Plan Matrix of the report were reviewed.

Goal Area 1 – Align Land Use to achieve economic development goals

1.1 Target the redevelopment of aging and underutilized properties

- Christina Drummond asked if these properties would be eligible for grants or they only for redevelopment. Andrew White said this is more comprehensive. The façade program was confined the 300-acre TIFF and it is important to look at the exterior perimeter of home right east to west. Jim Hrivnak said this was a more overreaching program and reviewed the priority actions of the strategy from the plan.

- Tom Counts asked if this included City owned property. Andrew White stated yes and discussed the RFP on the 13-acres of the Village Green property. Andrew White also discussed open lands that would be available too.
- Christina Drummond asked if the City was also looking at adjacent Township properties. Andrew White stated yes and that the report spoke to this and the biggest opportunities for redevelopment are outside of the City and talk to the Township CIC.
- Jim Hrivnak stated this is a key priority

1.2 Leverage land assembly and infill development opportunities

- Tom Counts stated until the PDC knows exactly what they want to do they can't move on it.
- Jim Hrivnak stated the PDC has to keep open to opportunities for the future and when they arise.

1.3 Encourage mixed-use and higher density development in the downtown district

- Jim Hrivnak stated there are projects now that are in that realm such as COhatch.
- Jim Hrivnak stated this was a high priority.
- Andrew White stated there should be an emphasis on the PDC on C and D under Priority Actions of the report. Coordination between PDC and Planning and Zoning.
- Christina Drummond said it would be useful to know what immediate policy elements need to be in place with this plan.
- Jim Hrivnak stated we don't need to have our current codes and regulations limit our thinking.
- Tom Counts stated Priority Action B was important because until the City knows what there is a market for it does not make sense to change zoning. Tom Counts said in Columbus the store fronts are empty and what this would look like in Powell and it could be the opposite.
- Andrew White said to consider big picture and unattainable goals of other Cities in central Ohio. It is easy to look at roadblocks instead to modify items to fit our needs. There is a need to look at the restrictions of the zoning codes and look at amendments.
- Dan Swartwout stated regional trends with availability of housing versus the growth of the region there is little doubt the housing will be filled. There is not enough housing for the people moving to central Ohio. There is a brand-new development with Nolan Reserve and that will be a good indicator and look at how we can extrapolate data from the potential mixed-use facilities.
- Christina Drummond stated the school foot print only feeds one middle school and high school and that could increase and the residents of Powell want an entertainment district and how that feeds into this plan. The impact on the schools is important.
- Dan Swartwout said north of Seldom Seen feeds Hyatt's and south of Seldom Seen feeds Liberty ~~High~~ **MIDDLE** Schools.
- Christina Drummond stated we need to look at the long-term plan with the schools.
- Tom Counts stated the data with the housing is for the people that do not have children.
- Nicole stated she is considering moving to downtown Powell with a vibrant area as she becomes an empty nester.

Amended
8/22/23 to
remove
"High" and
change to
"Middle"

Emccloskey
8/22/23

Goal Area 2 – Support growing industries and related opportunities

2.1 Work to retain and attract businesses that fit with the growth in the regional economy and Powell's current and future workforce

- Jim Hrivnak said this is a high priority with Ohio State coming and we should be open to new items.
- Dan Swartwout said COhatch would go with entrepreneurship and professional services and remote working. Business will spin off of Ohio State coming to Powell. Semiconductor

manufacturing opportunities and similar will have to come from parcels outside of the City. The city is doing some things to address these issues now.

-Nicole said this will put the City on the offense with this one.

2.2 Leverage partnerships that prepare the regional workforce to support business in Powell

2.3 Evaluate and monitor Powell's housing market

- Dan Swartwout said a housing survey was done in 2018 or 2019 and would be good to revisit and would address what the City had and what the City needs.

- Jim Hrivnak said the message is to evaluate and monitor with this priority.

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

3.1 Work towards scaling amenities to match the character and scale of Powell.

- Jim Hrivnak said the façade project is part of this as well as parking. Identified as a high priority.

- Dan Swartwout said this goes along with other goals as the City discusses other mixed-use developments.

3.2 Grow grant and loan portfolio to diversity business offerings

- Jim Hrivnak said there are other PDC programs that have funding for grants.

3.3 Continue to develop downtown Powell's unique community atmosphere

- Jim Hrivnak mentioned the development of the 13 acres as City Hall.

- Christina Drummond suggested Priority Action letter A was already completed in the Wellness Study that was done. The data was received.

- Jim Hrivnak mentioned the Economic Development Administrator would have to do the work with this priority. Jim Hrivnak asked for an update on the Economic Development position.

- Andrew White stated this was identified under Goal 4

Goal Area 4 – Expand City capacity and capability

4.1 Expand the City's economic and community development capabilities through staffing and resources

- Andrew White stated this is a critical path going forward and it has been discussed at the Council level the need to post a position. A job description has been created. Andrew White feels the City will receive a strong response and move in this fiscal year on the position. The job will be posted this week. There will be some oversight from Council and PDC in the interview process and look at 10 applicants and bring in 3 or 4 applicants for the second interview. Looking at early fall for the position in place. Andrew White feels the City has the resources for the position. There needs to be a website improvement, training, networking for the position. This will take \$150,000 of the budget with salary and benefits for the position.

- Andrew White discussed the impact on the budget and funds available with the budget. This could be a shared cost with Council and the PDC for the position and gain an alignment with the position. The PDC should be the lead economic development arm of the City with Council controlling and managing the organization. This is an important position.

- Jim Hrivnak stated this is the top priority.

-Christina Drummond if the City had to wait until 2024 to start. Andrew White stated the goal is to have someone in place in 2023 this fall. Resources will need to be appropriated in the budget with a new Department.

4.2 Continuously promote the City's economic development vision and the role that businesses or community members can play in it

- The Powell Area Chamber of Commerce is a partner in this goal.

- Jim Hrivnak stated the website needs to be updated for the committee.

-Jim Hrivnak said it is an immediate need.

-Dan Swartwout stated the Powell Chamber is doing an outstanding job. Their reach and footprint have grown over the past few years and bringing businesses together. Dan Swartwout thanked Pam.

4.3 Offer periodic forums for planning boards/staff to discuss the future of the city

4.4 Monitor the capacity of infrastructure and services as new projects are proposed to the City

-Jim Hrivnak said this is done on the Council level but the PDC has not done too many programs with the County or the Township.

-Andrew White stated there is new administration at the Township and Council works with their counterparts at the Township. The Delaware County Finance Authority has opportunities with funding and resources to be invested. At the County level there needs to be more networking opportunities.

-Jim Hrivnak stated the PDC is not moving in this direction at the moment to start a common CIC with the County or Township. Dan Swartwout agreed with Jim Hrivnak's assessment.

-Pam Miller stated an upcoming meeting at the Chamber focusses on economic development opportunities at the County, Township, and she invited the City for the businesses in Powell to learn.

4.5 Develop and implement Community Reinvestment Area

- Andrew White stated Council established a CRA in the downtown. It is a potential opportunity to work with the right development but this is fairly new. This is more for new building or redevelopment. The CRA needs to be clearly listed and laid out.

4.6 Continue to look for opportunities to collaborate on economic development and land use with surrounding townships and the county

Goal Area 5 – Enhance Powell Development Corporation capacity

5.1 Add capacity for economic development activity

5.2 Take a more active approach in marketing Powell

- Jim Hrivnak stated the website was important.

- Heather Karr asked to go back to 5.1 A about diversifying the PDC Board.

- Andrew White stated it is important to look at other boards such as Worthington, Hilliard, and Westerville for reference. Andrew stated the PDC is similar to the board at Worthington. Worthington does a lot with property acquisition with a similar operating budget. They have a larger board. Succession planning is also important as we look into the future.

- Nicole Scott stated do we look at someone who is heavy in real estate and the composition of the board.

-Jim Hrivnak stated the founding documents stated it had 5 members and specific on who the members need to be and how that can be changed and possibly expanding the board.

-Dan Swartwout stated expanding the board would be better than looking at an advisor.

5.3 Execute the economic development strategy and develop ability to advance real estate priorities

-Jim Hrivnak stated this was a high priority.

-Christina Drummond asked if materials are being used with Jobs Ohio in regards to 5.2.

-Jim Hrivnak stated no and that the Economic Development person would work on this one.

-Andrew White stated the City is doing a better job with engagement and Jeff Tyler is working with different agencies.

-Daniel Swartwout stated this covers a lot of what was covered in previous goals.

-Andrew White discussed the Worthington CIC website and where they focus on properties for the City. It could be used as best practices.

- Tom Counts asked what Worthington's strategy is for acquiring properties.

- Andrew White stated he was going to meet with David McCorkle soon who is the Assistant City Manager and oversees the City's CIC. Andrew White is not sure of their strategy but will find out.
- Christina Drummond stated their website goes into specifics on focused redevelopment.

Jim Hrivnak summarized what was discussed during the Camoin Strategy workshop. Jim Hrivnak stated the most important item coming out of the workshop was the hiring of the Economic Development Administrator.

Andrew White thanked everyone for attending the discussion.

Dan Swartwout stated more will be activated once the Economic Development Administrator is hired. Dan Swartwout stated it is crucial to find the right candidate for the position and we should not put timelines on finding the right fit.

Tom Counts stated the City has the same issue with the staff and that we need to get the right people in to do the work and that it is important.

Heather Karr agreed on getting the right person in on the position. Heather Karr said it is nice to see how Council goals are aligning with the Camoin report.

Tom Counts stated Council needs to do a better job with figuring out what they want and define their goals better.

Jim Hrivnak stated he should appear before Council on a regular basis to give them an update on what the PDC is doing.

Christina Drummond stated the timing of the hire is not important. Christina Drummond noted there are a lot of policy discussion that need to happen and the PDC can still move this forward through Council to be ready for the Economic Development Administrator. Christina Drummond also stated there are things like Wayfinding that are already in the CIP and can move forward.

Jim Hrivnak stated it is important to document what is being accomplished.

Pam Miller stated she is seeing great progress in the PDC.

Rosa Ocheltree said there was a kickoff meeting for improvements of the website and it will be a lengthy process to get the update completed.

Jim Hrivnak ended the workshop discussion

FUTURE BUSINESS

Next scheduled Powell Development Corporation Meeting – August 22, 2023 at 7:00 p.m.

ADJOURNMENT

MOTION: Nicole Scott moved to adjourn. Dan Swartwout seconded the motion.


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

Meeting was adjourned at 7:36 p.m. with a vote of 4-0-0.

MINUTES APPROVED: August 22, 2023

 8/22/23

Jim Hrivnak, Date
Chair

 8/22/23

Elaine McCloskey Date
City Clerk