

## Mid-Ohio Regional Planning Commission

### CEDS Committee Meeting Minutes

Date: 11/22/2024

Time: 9:30-11

Location: MORPC



### Members Present

Todd Bailey Stephanie Bosco Kristen Easterday Brad Ebersole Alexis Fitzimmons Colleen Gilger	Jeff Gottke Jeremiah Gracia Daryl Hennessy David Kell Peter Korda Eric Phillips Rick Szabrak	Ben Vollrath Michael Loges Jesse Longoria Doug McCollough Megan Meyer Alicia Oddi
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### Guests

Amy Reese Garbiel Kelvin Kirsten Estose	Kristin Mallory (alternate) Kelsey Miller (alternate)	David Meadows Michelle Crandall
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### MORPC Staff

William Murdoch	Aubrey Hauter Preston Frick Padmini Roy-Dixon	Chuck Ratcliff
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## **I. Welcome & Introduction**

Meeting called to order by Chair Hennessey at 9:30 AM.

## **II. Hilliard Innovation Lab Presentation**

Presenters: Michelle Crandall and David Meadows, City of Hilliard

Highlights:

- Early-stage companies in Hilliard are growing and require additional space and resources.
- Focus on keeping businesses local, fostering a mix of start-ups and established firms.
- Meet start-ups where they are and nurture a strong entrepreneurial culture. Culture is key. Create respect and relationships between entrepreneurs and the City.

Discussion Points:

- Members asked questions related to 1) key lessons learned, 2) how the lab measures success, 3) details on the City's ambassador program, 4) how funding decisions are made, and the 5) Lab's relationship with Rev1 Ventures.

## **III. Overview of MORPC's Economic Development Office**

Presenters: Aubrey Hauter and Preston Frick, MORPC

Highlights:

- Overview of MORPC's Economic Development office including the EDD and CEDS, the Brownfield program, Freight Coordination, Competitive Advantage Projects, Grants assistance, and the Drive Investment newsletter.

Discussion Points:

- A Committee Member asked questions on how the CEDS Committee can engage youth to build a talent pipeline that aligns with regional educational resources.
- The Committee Member from Bexley shared a brownfield need in their community that could connect with MORPC's program.

## **IV. MentiMeter Polling on CEDS Rebrand**

Facilitator: Aubrey Hauter, MORPC

Highlights:

- Members were generally in favor of a rebrand
- A few Committee Members cautioned that changing the name could cause confusion/dilute the message since MORPC has been using the "CEDS" brand publicly already

Discussion Points:

- Members discussed some of their priorities if MORPC does rebrand. For example, the target audience of the CEDS should be clearly defined, MORPC should avoid using "Columbus" to ensure regional inclusivity, and a rebrand should differentiate the CEDS from other economic development plans.

## **V. Landscape Assessment Results**

Presenter: Aubrey Hauter, MORPC

Highlights:

- Smaller communities face challenges with planning and growth.
- Housing, infrastructure readiness, and planning capacity are consistently noted as priorities and challenges for communities across the region.

## **VI. Discussion**

Facilitator: Committee Chair Hennessey

- Committee Members shared challenges with public perception of growth, misinformation, and resistance to development and expressed a need for a consistent message and community education tools.
- One member spoke of the need to explain how the benefits of key regional economic initiatives/developments flow to all communities. Used LinkUS as an example.
- There was unanimous consent among the Committee that MORPC create and share a toolkit that educates elected officials on the community needs and assists community leaders in implementing the CEDS and delivering a consistent message.
- Committee Members also recommended a smaller convening, hosted by MORPC, of officials and leaders to get a status check on current programs and growth initiatives and to assist with crafting a uniform message to address those resistant to growth.
- Members encouraged MORPC to incorporate diverse perspectives, including those resistant to growth, to inform strategies.

## **VII. Other Business**

Presenter: Aubrey Hauter, MORPC

Highlights:

- Data Day in February
- ED 411 registration & MORPC's ED breakout session

## **VIII. Adjourn**

The meeting adjourned at 11:00 AM.

**Minutes prepared by: Aubrey Hauter, MORPC**