

Licking County Community Capitalism
Accomplishment Review
Meeting Minutes
Tuesday, April 7, 2009

Welcome – Mr. Pat Jeffries welcomed the group and gave a brief summary of the events leading up to this meeting. He then introduced each Working Group to give an update of their progress.

Education/Levies (changing name to Education Support Group) – Amy Brannon reported that the group has been meeting weekly. She showed a powerful video featuring all the Licking County school superintendents. They need more people to get involved with helping to support the school levies. A group of five people from the community will be going around to area businesses to talk about the importance of passing these levies.

Education/Higher Education – Janet Schultz talked about how their group decided to create a vision statement for their group and have subdivided into four Action Groups that are setting their own goals.

Talent/Young Professionals – Luke Kellett reported that they spent some time researching all the different groups that already exist for young professionals and have decided that there isn't a need to create a new one, but rather support the young professionals that are here by recruiting, retaining and developing them. They also are planning to conduct surveys for high school and college students as well as businesses to determine what they want and how they feel about opportunities that are current available to young professionals.

Talent/STEM – Rick Platt reported that The Works has taken on the STEM project, so this group will be supporting their efforts.

Infrastructure/Capital – Bart Weiler talked about the need to develop a business plan for this group. He also said they would be taking a tour of Tech Columbus in the near future to see how they operate.

Place/Marketing – Jennifer McDonald presented a brief power point on the concept of having a consistent message on all the different websites that market the county (Chamber, CVB, cities, etc.) called Get In Licking County. They will be conducting a survey to capture the successes of businesses in the community. They are looking to add more people to their group.

Place/Downtown – Jim Lenner talked about all the different ideas that this group has talked about including: bringing energy to downtown; the need for entertainment; creation of downtown video; creating public/private partnerships; green movement; the need for a SWOT analysis and 4th Street revisioning project.

Connections/Resources – Mr. Jeffries asked the audience what help or support they need from each other or from the Chamber. Here are some suggestions that were mentioned:

- Need to have a data gathering session – how to gather it, what type of information needs gathered and how to interpret it.
- Need a centralized place – contact point – where all the information from each working group is held and is easily accessible by all
- How do we determine what our successes are? What are the goals and what type of measurement is in place?
- Need a county resource directory for all non-profits/organizations

Next Steps – The next report-out meeting will be July 14 at 7:00 p.m., located TBD. A family picnic has been scheduled for Saturday, June 13th at the home of Anthony Campolo in Granville. More details to follow.