



Community Improvement Corporation
Meeting Minutes
September 3, 2020

In accordance with HB 197 this was a virtual meeting that was open to the public to watch via Zoom, <https://us02web.zoom.us/j/83560371144#success>

CIC Board Members in attendance:

Jim Clawson		Norma Pennock	X
Pam Collins	X	Ted Pickerill	
Richard Daniels		David Prytherch	X
Glenn Ellerbe		JC Rupel	X
Kevin McKeehan	X	Randi Thomas	
Joe Newlin	X	Kelley Umbstead	

City Staff Members in attendance: Jessica Greene, Assistant City Manager, Seth Cropenbaker, Assistant to the City Manager

Call to Order at 1:32 p m by J.C. Rupel

Approval of Minutes from May 26, 2020. Motion to approve David Prytherch, seconded by J.C. Rupel, passed unanimously.

Old Business:

None

New Business:

- Motion to approve Shana Rosenberg to join as a member of the CIC.
 - Motion made by Kevin McKeehan, seconded by David Prytherch, passed unanimously

Presentation of Gift Card program

- Review of program performance as of 9/2/2020
 - \$195,400 invested into the program
 - 1,305 gift cards sold with \$13,050 moving into Small Business loan Fund
 - Establish a goal to recover \$100,000 and use remaining balance as incentives for sales, and community advancement efforts
 - “Buy 9 get 10”, Support Oxford Packs 5 for \$40 / 10 for \$70, etc.
 - Rewarding citizens for wearing masks. “Catching people being good”.
- Discussion was largely in support.
 - Suggestions of greater promotion by and with local businesses

- Signage for storefronts, businesses create more value when redeemed
 - Concern about timing due to COVID and fewer consumers in town (Miami)
 - Proposal to wait until after Miami announcement on 9/9/20
- Motion to approve goal of recovering \$100,000 through the sale of gift cards and using the remaining gift cards as promotional and community tools.
 - Motion made by J.C. Rupel, seconded by Kevin McKeehan, passed unanimously

Update on Economic Development 2020 Goals

- Presentation and review of Economic Development goals set for 2020
 - Many goals significantly impacted/halted by COVID pandemic
 - Comment made that we need to shift from business recruitment to business retention with the COVID pandemic.
 - Work will continue with business supports and retention and then also decided to pursue one 2020 goal this fall and that is the gap analysis. The end goal being able to then be a better position to make data driven decisions.

Gap Analysis Presentation

- Proposal to hire Miami University PSE to perform comprehensive Gap Analysis
 - Project would span three semesters, Fall 2020 through Fall 2021
 - Projected cost of the project would be \$9,500
- Discussion was largely in support. Concern raised of scope of project and how it falls into overall City comprehensive plan and multiple ongoing and projected studies. It was requested that a list of all studies being conducted by the City be tabulated and then create a funnel that leads to a new comp plan template.
- - Question of funding through CIC and through City Economic Development.
 - Option 1: CIC Business Loan Program Change:
 - Change the business loan program with the gift card revenue and turn it into a economic development fund instead. The benefit is a source of funds for broad range economic development activities. The risk is that the funds would not be replenished the same way a loan would be.
 - Option 2: Ask City Council for the funds to do this analysis.
 - CARES funding could only help with a portion of the expense through Dec 2020. The rest would have to come from the City general fund. This is a Council decision.
 - Discussion to pursue City funding as a first option then return for decision
- Motion to approve pursuit the Gap Analysis project, with up to \$9,500 in funding coming from the City of Oxford, with an emphasis/discussion by the city to take this project as a part of the larger Comprehensive Plan.
 - Motion made by J.C. Rupel, seconded by Kevin McKeehan, approved unanimously

Discussion of Emergency Small Business Loans:

Jessica shared that she has been communicating with one interested business, but she is waiting on a reply

As of the meeting no other RLF applications had been submitted.

Other discussion:

None.

The next meeting will be set at for some time in October, Jessica will send an email out to schedule. Direction and need for the meeting will be impacted by the 9/9/20 decision by Miami regarding possible return to in-person classes for the Fall Semester

Motion to adjourn made by Norma Pennock at 2:28 pm. Seconded by JC Rupel, passed unanimously.