

PORT CLINTON CITY COUNCIL

PLANNING AND DEVELOPMENT COMMITTEE

Meeting Minutes

March 1, 2016

1. CALL TO ORDER – Mr. Below called the meeting to order at 5:30 pm. Present were committee members Gabe Below (Chair), Roseann Hickman, and Joel Freedman, Ottawa County Improvement Corporation Director Jamie Bier-Grant, Port Clinton Chamber of Commerce Director Nikki Adams, Mayor Hugh Wheeler, and Rick Noderer.
2. BUSINESS RECRUITMENT INTO PORT CLINTON
 - a. Mr. Below welcomed the Mrs. Bier-Grant and Mrs. Adams to discuss how their respective organizations are working to attract businesses to Port Clinton, and how the city may be able to collaborate to improve business recruitment outcomes.
 - b. Mrs. Adams spoke about fielding questions from a potential bicycle shop inquiring about grants and incentives should it open in downtown Port Clinton. Mrs. Adams referenced the Main Street Port Clinton Economic Restructuring Committee and relationships with Terra State Community College and local realtors.
 - c. Mrs. Bier-Grant spoke about job training programs and assistance with state and local incentives offered by OCIC, which acts as the economic development arm of the county. Mrs. Bier-Grant referenced the EPA assessment grant at Water Works Park and the Community Reinvestment Areas (CRAs) in Salem and Portage Townships as examples of support for the community.
 - d. Mr. Below said the committee has been working to establish a CRA in downtown for several years. Mr. Freedman made a motion, seconded by Mrs. Hickman, directing the Law Director to provide a draft CRA ordinance to the committee by the end of March. The motion was approved 3-0.
 - e. Mr. Below asked about professional associations and how they may play a role in business recruitment efforts. Mrs. Bier-Grant referenced the Ohio Economic Development Association, and her position on the Legislative Committee. Mrs. Adams said her office is a member of the national Chamber of Commerce. Mrs. Bier-Grant referenced the Firelands Group involving Cedar Fair and Jim Stouffer.
 - f. Mr. Below discussed the city of Mentor's efforts at business recruitment from neighboring communities using a targeted marketing analysis to attract business. Mr. Below said the marketing analysis was a tool that targeted the exact niche of ideal commercial entities to fit the demographics, traffic patterns, and income profile of the city. Mayor Wheeler said he would speak with Elizabeth Dix who served on Mentor City Council during this time. Mayor Wheeler indicated that Mrs. Dix had family living in Port Clinton.
 - g. Mr. Below asked what city government could do better. Mrs. Bier-Grant replied that helping people understand that the sad fate of Standard Products and major manufacturing is real, and determining what the community wants to be would be great. Mr. Freedman agreed and said that he wants to at least have people chose to live here even if they cannot work here. Mrs. Bier-Grant said 43% off county residents commute out of the county for work.
 - h. Mr. Below spoke about conversations with Sandusky City Manager Eric Wobser regarding his team of economic development professionals. Mr. Below said it was suggested that perhaps the city could contract or co-fund personnel. Mr. Noderer said that he thought it was worth discussing and learning about it because it has never been tried before.
 - i. Mr. Below asked Mrs. Bier-Grant if OCIC would have an appetite to co-fund a marketing analysis, to which Mrs. Bier-Grant responded yes. Mrs. Adams agreed. Mr. Below asked about co-funding an economic development person from Sandusky, to which Mrs. Bier-Grant said no.

- j. Mr. Noderer asked about seeking help from local universities. Mr. Below referenced Cleveland State University and its urban planning program and said he would reach out to inquire.
3. ADJOURNMENT – With no further discussion, Mr. Freedman made a motion to adjourn, seconded by Mrs. Hickman. The meeting was adjourned at 6:23pm.

Submitted by

Gabe W. Below, Chair

March 8, 2016