

# Comprehensive Economic Development Strategy (CEDS) Strategy Committee Meeting

Friday, May 12, 2017 at 10:30 a.m.  
Second Floor Conference Room  
1300 E. Second Street Defiance, Ohio

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**Members Present:** Rick Kazmierczak, Matt Gilroy, Sean Rupp, Denise Dahl, Jerry Zielke, Patricia Hoover, Jerry Hayes

**Others Present:** (Representing MVPO) Emma Kirkpatrick, Ellen Smith, Dennis Miller, Kerry Macomber, Mark Zeller (BGSU), Vicky Steele (Paulding County Economic Development), Haley Saylor (Paulding County Economic Development)

## 1. Introductions

## 2. Overview of Last Meeting

### a. Committee Roles

- i. Emma Kirkpatrick of Maumee Valley Planning Organization (MVPO) gave a brief overview of the last meeting and went over committee roles and expectations:
  1. Input in the SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis to be further discussed at the next meeting
  2. Participation in the stakeholder interviews
  3. Update and revise the current goals, objectives, initiatives, and action items
  4. Add current and anticipated projects to the existing project list; remove irrelevant or completed projects, and prioritize vital projects
  5. Review the draft and final CEDS documents

### b. Timeline

- i. Analyze survey results – June 2017 (closes June 1)
- ii. Submission of projects for project list update – June through July 2017
- iii. Conduct Stakeholder interviews – June through July 2017
- iv. Third Strategy Committee meeting – August 2017
- v. First draft completed – April 2018
- vi. Submit draft for public comments – May 2018
- vii. Completion of final document – September 2018

## 3. Surveys & Stakeholder Interviews

### a. Online Survey – *Preliminary Results Handout*

- i. Over 300 people have taken the online survey. The handout provided at the meeting with the preliminary results showed numbers from May 11, 2017. The survey closes on June 1 and is meant to inform the SWOT analysis through general feedback from residents, business owners, and officials throughout the five-county region. It was mentioned that the survey might be biased towards certain populations, like government officials or manufacturing employees. With Survey Monkey, answers can be easily filtered by field of employment and other demographic factors, so the results will be broken down to show who took the

survey. The survey will not be statistically significant, and as such, the limitations will be explained in the results. The next steps will be to disseminate the survey to more of the public, and to focus on the student population of the local colleges and vocational schools.

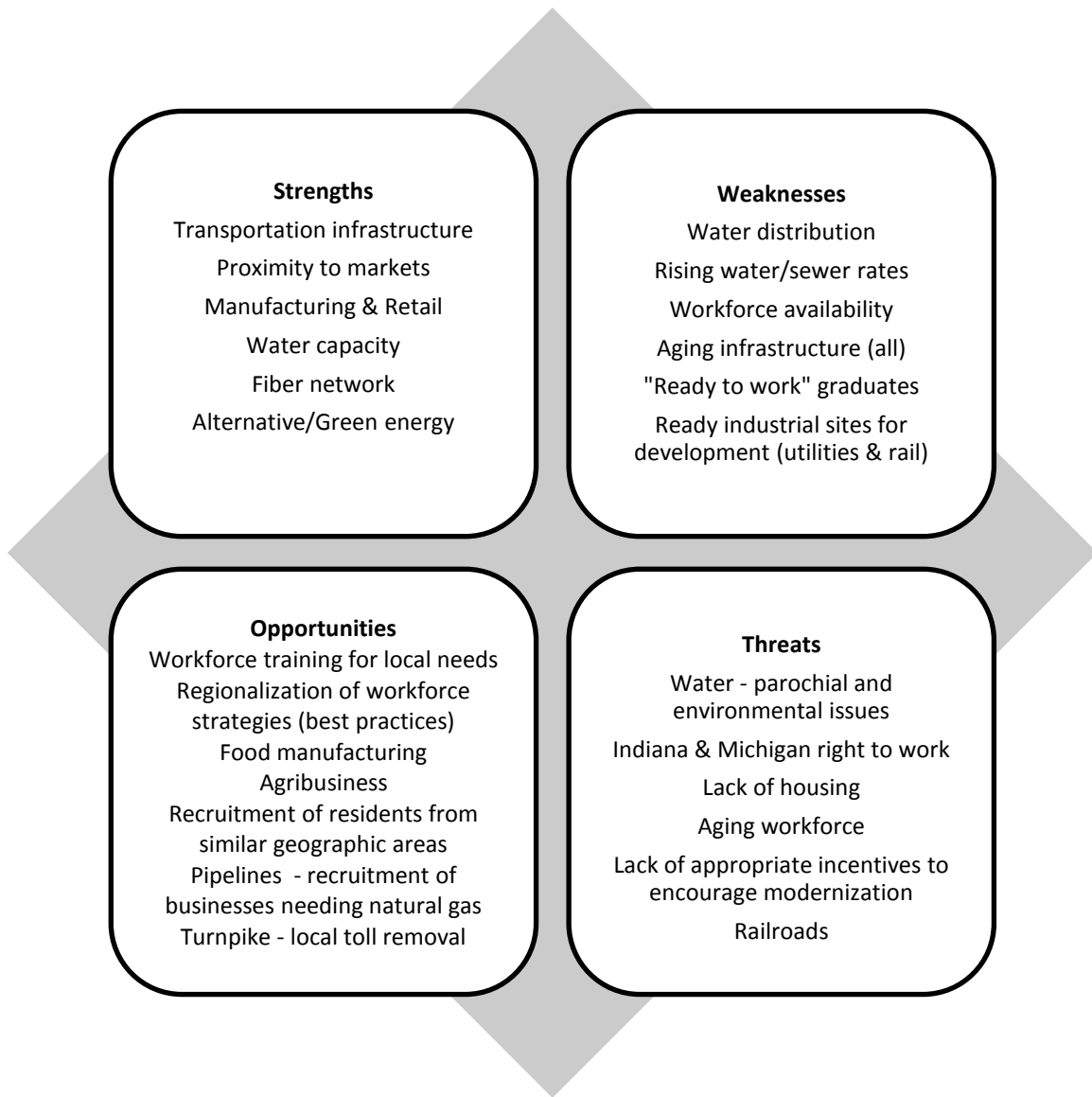
- b. Stakeholder Interviews – *Handout*
  - i. MVPO expects to interview stakeholders during June and July. Committee feedback is necessary in order to include all relevant stakeholders. It was discussed that a representative from a business in each county at three different levels, such as small businesses, medium sized businesses, and large corporations, be included. MVPO has preliminarily developed some stakeholder questions, which are also on the handout provided at the meeting. Questions regarding housing and transportation are also planned to be included.
  - ii. MVPO asked the committee members to share contact information and suggestions for relevant stakeholders. It was discussed that some of the stakeholders interviewed last time may not be as relevant anymore and a greater emphasis on business owners, especially from varying sizes, should be interviewed.

#### 4. Projects and Plans

- a. Plans – *Handout of Plans from 2012*
  - i. Updating the existing plans throughout the region is important to determine what has already been accomplished and what continues to evolve and change, as well as the vision the region has for itself. The Hazard Mitigation Plans were added to the list of existing plans, but if there are any others, MVPO asked that the committee please submit them to incorporate them into the CEDS document.
- b. Projects
  - i. MVPO asked the Committee to submit new regional projects that affect economic development and explained that these will be aggregated and brought back before the Committee for final approval for inclusion in the document.

#### 5. SWOT Analysis

- a. SWOT Analysis – *SWOT Analysis & Goals from 2012 Handout*
  - i. The SWOT analysis is a strategic planning tool used to ensure a clear objective that is informed by a comprehensive understanding of a region’s capabilities and capacity. In the current CEDS guidelines, it is necessary to incorporate the SWOT analysis throughout the entire document. In addition, the SWOT analysis should consider economic resiliency. Specifically, what factors and/or elements are in place (or need to be put in place) to ensure the long-term success, viability, and durability of the regional economy?
  - ii. Discussion on the SWOT analysis uncovered many new additions to the SWOT analysis. Location was considered a strength in terms of the proximity of the region to markets. Local water was discussed as a threat due to lack of aquifers within some areas and the associated environmental impacts. Robotics were also discussed, as they could eliminate risk in the labor force by lessening the workforce and also increase productivity and wages.
  - iii. The discussion yielded the following results:



## 6. Adjourn

- a. The next steps will be to discuss the survey outcomes and results of the stakeholder interviews, and incorporate this into the SWOT Analysis. The goals and objectives will be discussed at the next meeting along with revisiting the SWOT Analysis.
- b. The next meeting will be scheduled for August 2017.
- c. The meeting was adjourned at 12:10p.m.