

Community Strategic Plan

Pillar Team Members Meeting on Tuesday, July 2, 2019 at 11:00 a.m.

In attendance:

Mayor Mike McCann, United Way Executive Director Carrie Wetstein, City Finance Director John Lehner, City Planner Niki Warncke, MVPO Housing Coordinator Liz Keel, Defiance ProMedica President Doug Bush, Past City Mayor Rita Kissner, Defiance Economic Development Executive Director Jerry Hayes, Defiance County Workforce Development Manager Carla Hinkle, Defiance County Health Commissioner Jamie Gerken, Next Gen Luis Rivera, Jr., Chamber of Commerce Director Chris Van Scoder, DDVB Executive Director Kirstie Mack, City Executive Assistant Debbie Stevens

Absent: Richanne Mankey

The Defiance 2100 group was discussed by Rita Kissner. The Defiance 2100 group is losing members and has grown weaker over the last few years. Rita mentioned inviting new key business people and include key individuals from the Next Gen group to tap new resources and regenerate Defiance 2100. Industry, business, and schools need to get together and be involved. The Chamber's Business after Hours group was suggested by Carrie Wetstein to recruit some of the 60-70 attendees. Rita suggested merging Defiance 2100 in to the Defiance SPC Pillars Group instead of having two separate meetings that replicate meeting content. Perhaps letting each new member choose the pillar by their passion. All should be prepared at the next SPC meeting to bring a list of future members. This group needs time to digest this concept before moving forward with the merge. Mayor McCann would like questions from each pillar to ask individuals when he meets with businesses, Plant Managers, or HR Managers. These entities should meet as a group to discuss employee concerns. A bi-monthly meeting with a full morning or afternoon agenda with key content was suggested to be beneficial for all if the merge is approved.

Guest Yvonne Dale from Yvonne Dale Graphics was in attendance to present preliminary rough concepts and imagery of the logo for the Defiance Community Strategic Plan.

Yvonne focused on the six pillars of the plan and reviewed various options of the logo. She asked for feedback from the group. Discussion followed on the five concepts presented. There were suggestions to tweak a few. A color scheme was discussed with the following results:

Red: Connectivity

Purple: Culture & Education

Green: Health & Wellness

Blue: Economic Development

Yellow: Housing

Blue-green: Perception

Yvonne Dale will send a Pdf presentation of the updated concepts of the logo in a few weeks to Debbie Stevens to share with the group. Yvonne will need feedback from the group and return at the next SPC meeting to discuss further on September 2, 2019.

Mayor Mike McCann comments:

Niki Warncke: The Riverfront Water Quality Focus Group is working with UT, Health Department, and City on water quality and included the river front development aspect for the focus groups. Funding the focus group is holding this up due to the cost of estimate of \$50,000. This information could be used to obtain and support grants. Niki asked if this group could come up with support and possibly funding. Carrie Wetstein suggested the Rotary Club may have a regional grant for water. Phil Constein is working on a Rotary service project of cleaning up the water and could serve as a funding incentive. This could be mutually beneficial. The Defiance Area Foundation could be another source of funding.

PILLAR PROGRESS REPORTS:

PILLAR 1: Connectivity: Carrie Wetstein

Build Up Academy:

Carrie Wetstein met with Bill Lammers, Executive Director of the Defiance Dream Center on Wednesday, June 19th at 10 am to discuss their **Construction Workforce Prep Program**. Seven students graduated their program on May 8, 2019. Students were exposed to carpentry, welding, HVAC, plumbing and electrical trades. This program is in collaboration with Northwest State Community College, Defiance County Workforce Development, Ohio Means Jobs and the Mayor McCann. All seven students have full time employment and two are working on the Clinton Street bridge replacement crew.

Next up: Automotive Workforce Prep Program and hope to roll it out in September. It will be 10 week 2-3 days a week program. They will cap the number of students at eight. Partnering with Terry Hendricks of Archbold to build their curriculum along with NSCC. They have recruited two certified instructors to help with the program.

Needs:

- \$2,500 to sponsor a student
- Local Dealerships or repair garages to be involved as potential employers after completion of program.
- Equipment to do repairs (not specific)
- Donated vehicles

Transportation

A Mobility Manager has been hired. Josh Junge, he will be housed in Triangular Processing office in Archbold and serve Defiance, Fulton and Henry counties. Josh comes to us from AP Alternatives in Ridgeville Corners as a purchasing manager. His responsibilities included:

- *Overseeing all purchasing, inventory, logistics, equipment and quoting activities company wide*
- *Developing strong relationships with vendors and other supply chain partners*
- *Reducing costs and lead times by placing strategic orders*
- *Negotiating with vendors to reduce cost and maximize value*
- *Coordinating all warehouse activities, including order fulfillment, inventory management and equipment repairs*
- *Working closely with other department heads to achieve organizational goals*
- *Developing systems to improve efficiency and reduce waste within the supply chain*

The Mobility Manager works with local partners to improve/increase transportation service for persons with disabilities, older adults, low income individuals, and other segments of the population by ensuring that communities coordinate transportation resources. This position covers the counties of Defiance, Fulton and Henry in Northwest Ohio and time will be split evenly between the three counties. This position will be responsible for Mobility Management which, under the Federal Transit Administration (FTA) definition: ‘consists of short-range planning, management activities and projects for improving coordination among public transportation and other transportation service providers with the intent of expanding the availability of services.’ This position, funded by the FTA, the Ohio Department of Transportation (ODOT) is contingent upon continued future grant funding and development of local resources.

Josh will be meeting with key constituencies in each county, attending training with other multiple county Mobility Managers, visiting with existing transportation providers in each county to help determine gaps in service.

Discussions with the Henry County Transportation Network continue.

Broadband:

Discussions continue with local providers for Defiance to move forward with becoming a Smart City.

PILLAR 2: Culture and Education: Rita Kissner (Cultural) and Richanne Mankey (Education)

Culture: Mike McCann

1918 building: This morning he met with a few School Board members, Mr. Mike Struble, Mr. Bob Morton, the School's Attorney, and the City Law Director regarding the establishment of a property line between the auditorium and from the rest of the older campus of the 1918 building. A Memorandum of Understanding (MOU) should be developed between the Defiance City Schools and the City of Defiance that could be transferrable to end users. Legal issues are being worked out with the School's attorney, City's law director, and school board members. Anticipating the transfer will be within this month. An Advisory Board Group has been established and invitations will be sent soon to 18 individuals that comprise the group. The main job of the Advisory Board is to recommend items to City Council for review. This information will be shared with City Council this evening at the Council meeting.

Education: Rita Kissner reported they are continuing attempts with small business development and coordinating efforts using education and resources. Jump Start will be presenting to the group to draw the groups together.

PILLAR 3: Economic Development: Jerry Hayes, Carla Hinkle, and John Lehner**JERRY HAYES:**

- Jerry distributed an article from the Montrose Group, LLC David Robinson and Nate Green on Rural Regions Facing Difficult Demographic Challenges.
- An Opportunity Zone map was distributed and reviewed from Domersville Road and includes the Defiance College campus, Harmon Business Park, Eagle Rock golf course and housing area around that, and the Northside shopping mall. Also included is a good portion of the downtown, the reservoir, and Enterprise Industrial Park. South Clinton Street is a boundary. Opportunity Zones are tax breaks for those who enjoyed capital gains on investments. If one invests money into projects or assets within this geographical area they do so through an opportunity fund and can be set up through a third party or individually through the IRS. Jerry will work on marketing it soon. These could be used for residential, industrial, retail, or recreation areas.
- The land transfer from the CIC to the Harmon Group will happen soon with a closing date.
- At the Mega site, Jobs Ohio is paying for environmental work costs of \$250,000. After this, Jerry will be applying for certifications as a shovel ready site.
- The Credit Adjustments, Inc. building project is now underway. Site work will begin soon. The Rudolph Libbe Inc. is the construction firm.
- Retail sales tax reports: Defiance County collected \$3.1 million in 2019, and this is up \$166,485 over last year.
- The second reading of the ordinance for CRA #3 amendment is going in front of City Council tonight for property improvements. Jerry obtained the support from the Defiance City School Board and Four County Career Center for this.

CARLA HINKLE:

- Carla had meetings with Defiance College personnel on the college fair day and career expo scheduled for September 10, 2019 from 9-10:30 for college reps and students and then from 11-12:00 is open to public for job seeking candidates. This is open to various other counties.
- Carla met with Matt Gibler from the Boy Scouts regarding explorer programs for youth.
- Industrial Arts classes may be coming back into the school systems. Area schools are open and positive about this movement to include skill trades and life skills in the schools again.
- Summer camp: 25 for Defiance with 5 returning students, and 13 at the west side camp with several students returning.

JOHN LEHNER:

- Regarding sales tax, John is continuing to see good numbers for the city.

- Jerry is setting up meetings with staff from General Motors, Johns Manville, and B&B Molded Products and are going good.

Pillar 4: Health and Wellness: Jamie Gerken and Doug Bush

JAMIE GERKEN:

- The Health in all Policy resolution is being presented to City Council soon.
- Jamie received a five-year grant on physical activity and healthy eating.

DOUG BUSH:

- The Defiance Healthy Mile walk launched a walk during the Farmers Market timeframe to get the walking momentum started. It spurred conversation for a much larger scale walking program idea with a combination of trails, sidewalks, parks, etc. in various sectors throughout the entire community to encourage walking. Walking is easy on the body and a tremendous health benefit to all. This is in the very early stages of planning with a lot of visions. Through this all, hopefully this will stimulate the interest in walking and staying healthy. In addition, developing a biking program, running program, or soccer/any type of sport program to make available for community members to get involved in and stay healthy will be reviewed and implemented for the future.

Pillar 5: Housing: Liz Keel and Niki Warncke

LIZ KEEL:

- Housing is taking off mostly due to Mayor McCann and his initiatives.
- The next Housing Pillar meeting is on July 11, 2019.
- Liz met with NOCAC Angie Franklin, Dream Center Guiseppe Blanchard, and Raven's Care Katye Katterheinrich and are at the beginning stages of getting a good tenant education program started.
- The building code changes are on the back burner for now.
- A downtown housing report from Bryan Keller will be shared at the July 11th meeting, along with the Community Reinvestment Areas (CRA) expansion update.
- Bridget Fisher, Defiance County Health Department attended a housing course at OSU College of Public Health and will discuss her experience at the next Housing Pillar meeting.

MIKE McCANN: Employees from Granite Ridge Builders were here yesterday to tour our community to possibly build small houses in Defiance. They seem enthused with this opportunity. The tour included a few lots, subdivisions, and acreage up to 250 acres as options for building sites.

Pillar 6: Perception: Luis Rivera, Jr. and Kirstie Mack

- **DDVB Kirstie Mack** discussed having a mascot in conjunction with the healthy mile walk, and the DDVB chose a flamingo. Fancy and Fern Flamingo are giving out fun facts about the downtown and area businesses. They are using the hashtag #ispydefi on social media sites to gain interest.
- **Luis Rivera, Jr.** distributed their last meeting agenda and discussed the highlights from the meeting. The group would like to publicize weekly on social media the work being done by each Pillar. They are discussing a brand of either #EmbraceDefiance, or big city feel, small town values. Dear Defiance videos are in the process now. Using Williams Aerial photography and other community photos to showcase the city was discussed. A survey will be distributed at the Rib Fest in September. The next Perception Pillar meeting is Wednesday, July 24, 2019 at 7:00 p.m. at the Elks Lodge.

Next SPC Pillar Team Leader meeting: Tuesday, September 3, 2019 at 11:00 a.m. in Council Chambers.