

Board Minutes



Port of Greater Cincinnati
DEVELOPMENT AUTHORITY

January 11, 2017 Board of Directors Meeting

The Taft Center at Fountain Square, 425 Walnut Street, Cincinnati, OH 45202

1. **CALL TO ORDER**

Charlie Luken called the Port of Greater Cincinnati Development Authority Board of Directors meeting to order at 8:00am.

Board Members Present:

| | |
|----------------------|----------------|
| Luken, Charlie | Fisher, Bobby |
| Jacobs-Horton, Lydia | Jones, Damon |
| San Marco, Mario | Wright, Shane |
| Robertson, Scott | Bekal, Pradeep |

Staff Present:

| | |
|-------------------|---------------|
| Brunner, Laura | Paul, Gail |
| Thomas, Susan | Recht, Chris |
| Hall, Darin | Hudson, Rick |
| Johnson, Melissa | Eddy, Liz |
| Robb, Deborah | Barron, Jamie |
| Gruenwald, Taylor | |

Guests:

| | |
|---------------------------------------|-----------------------------|
| Sutter, Morgan – City of Cincinnati | Engel, Liz – WCPO.com |
| Nack, Lisa – Pathway Guidance | Wallace, Jeff - Transystems |
| Bomberger, Jeff – Squire Patton Boggs | |

2. **WELCOME AND INTRODUCTIONS**

Mr. Luken welcomed the Board members and guests. Mario San Marco read a motion to elect officers for the 2017 term, submitting to the Board for its consideration, discussion, and approval the following slate of officers: Mr. Charlie Luken as Chairperson and Mr. Scott Robertson as Vice-Chairperson, for terms commencing January 11, 2017 through December 31, 2017.

Damon Jones moved to approve, seconded by Shane Wright with all in favor.

Mr. Luken acknowledged Lydia Jacobs-Horton's contributions to the Board, as her term as a Director is ending. Mr. Luken welcomed Pradeep Bekal to the board as a new addition to the board.

3. **APPROVAL OF MINUTES – December 14, 2016**

Mr. Luken asked the Board members if there were any additions or modifications to the December 14, 2016 Board of Directors meeting minutes. Hearing none, he asked for a motion to adopt the meeting minutes.

Motion: Scott Robertson moved to adopt the minutes of the December 14, 2016 Board of Directors Meeting. The motion was seconded by Shane Wright and was approved unanimously.

4. PRESIDENT'S REPORT

Laura Brunner

Ms. Brunner thanked Lydia Jacobs-Horton for her service to the board. Ms. Brunner introduced Jeff Bomberger, an attorney with Squire Patton Boggs who assists the Port Authority with many of its projects.

Ms. Brunner presented the 2017 Strategic Metrics, including the 2017 Critical Strategies, the Measures of Success, and the Stretch Goals. Ms. Brunner provided details of current programs and projects incorporated in the metrics, reviewing the goals associated with each.

Ms. Brunner announced new promotions within the Port Authority staff: Chris Recht has been promoted to General Counsel, Will Basil & Julie Banner have been promoted to Senior Associates, and Gail Paul has been promoted to Vice-President of Communication Strategy.

5. Communications

Gail Paul

Ms. Paul introduced the Marketing and Communications team: Jamie Barron, Marketing Manager, and Taylor Gruenwald, Visual Communication Associate. Ms. Paul detailed their respective backgrounds, and explained what they would be responsible for in their new roles.

Ms. Paul presented information about the previous year's presentations, proposals, and events to give the board an idea of how much work takes place in the department. Using slides, Ms. Paul reviewed the marketing and communication objectives for 2017 including branding, standardizing processes, cultivating a presentation calendar, and exploring communication partnerships.

Ms. Paul reviewed the 2017 Marketing & Communication goals, highlighting the organization of presentations internally, rolling out a speaker academy, redesigning the Port Authority website, and launching a Manufacturing Attractiveness Study.

Using slides, Ms. Paul walked the board through the plans for the Port Authority website design, reviewing the objectives, intended audiences, branding, and the intended finished product. A brand sheet was shared with the Board highlighting standardized guidelines for logo, color, typography and tone of voice.

Ms. Paul concluded her presentation by sharing an internally produced video highlighting the work done in Evanston. The board gave comments and asked questions, all of which were answered to the board's satisfaction.

FINANCIAL REPORT

Rick Hudson

Budget Update

Mr. Hudson reviewed the financials, stating revenues were at \$5.7 million and expenses at \$3.5 million, creating an operating income of \$2.2 million. The same budget variances were seen in both dollar amount and in percentage.

Mr. Hudson reviewed Communities First down payment assistance program, which generated \$88 million at the end of its second year. Mr. Hudson pointed out he had been meeting with other lenders to further market the program.

The balance sheet showed unrestricted cash at \$850,000, equal to three months of operating expenses.

6. ADJOURNMENT

The January 11, 2017 Board of Directors meeting adjourned at 9:03 a.m.

Respectfully,

A handwritten signature in blue ink, appearing to read "Laura N. Brunner".

Laura N. Brunner
Secretary