

**June 23, 2015 Board of Directors Meeting**

GE Aviation Learning Centre, 1 Neumann Way, Cincinnati, OH 45215

**1. CALL TO ORDER**

Lynn Marmer called the Port of Greater Cincinnati Development Authority Board of Directors meeting to order at 1:25 p.m.

**Board Members Present:**

Robertson, Scott	Jacobs-Horton, Lydia
Luken, Charlie	San Marco, Mario
Jackson, Ed	Budig, Jr., Otto
Smith, David	Marmer, Lynn
Wright, Shane	

**Staff Present:**

Brunner, Laura	Hall, Darin
Thomas, Susan	Recht, Chris

**Guests:**

Scallan, Bob – Pathway Guidance	Hall, Sonya – Pathway Guidance
Denning, Philip – City of Cincinnati	Smith, Holly – City of Cincinnati

**2. WELCOME AND INTRODUCTIONS**

Ms. Marmer welcomed the board members and guests.

**3. MAY 18, 2015 BOARD MEETING MINUTES**

Ms. Marmer asked the Board members if there were any additions or modifications to the meeting minutes from the previous strategic planning session. Hearing none, she asked for a motion to adopt the meeting minutes.

**Motion:** Shane Wright moved to adopt the minutes of the May 18, 2015 Board of Directors meeting. The motion was approved unanimously.

**4. STRATEGIC PLANNING**

*Pathway Guidance*

Ms. Hall began the strategic planning session by providing an overview of the session agenda. Ms. Brunner then discussed the staff's strategic planning session, which took place the week prior. She conveyed that the staff addressed the organization's core competencies of Customer Service, Expressive Relationships, and Sales Effectiveness, and left the definition of the Core Customer unchanged from the Board's most recent session. Ms. Brunner shared a revised Big Hairy Audacious Goal (BHAG) with the Board: "By 2022, our success in repositioning undervalued real estate that attracts private investment places us among the most transformational urban and industrial re-developers in the nation." The Board challenged

various parts of this BHAG, and after much discussion, modified the statement to read as follows: "By 2022, our success in repositioning undervalued real estate that attracts private investment places the region among those having the most transformed urban and industrial areas in the Midwest."

Ms. Brunner, Ms. Thomas, and Mr. Hall then offered an introduction to the Strategy Tree, a document identifying the steps necessary to achieve the BHAG. Board discussion ensued, particularly regarding the incorporation of current funding resources and ongoing operations into the document.

Ms. Brunner then walked the Board through the three Strategic Themes, which are the highest-priority items on the Strategy Tree, and those that should be addressed first. These Strategic Themes are Development of a Communications Strategy, to be led by Gail Paul; Evaluation of Organizational Resources, Structures, and Procedures, to be led by Ms. Thomas; and establishment of a Capital Funding Plan, to be led by Ms. Brunner.

Ms. Hall outlined the next steps in the process, which include a detailed roll-out plan for the Strategic Themes, and the creation of a fourth strategy document relating to metrics.

Ms. Brunner stressed to the Board the importance of their support and commitment, and discussion took place regarding how to best complete the strategic planning process and approach various stakeholders for their support. The Board reinforced Reindustrialization and Community Revitalization as the foci of the organization going forward, and expressed a strong desire to secure consistency in messaging relative to this strategic planning process.

**5. ADJOURNMENT**

The June 23, 2015 Board of Directors meeting adjourned at 3:50 p.m.

Respectfully,



Laura N. Brunner  
Secretary