



Fredericktown Community Development Foundation, Monthly Meeting – Minutes for Thursday, March 2, 2017, 7:45 a.m., Fredericktown Local Schools - Board Room.

Trustees in attendance were: Matthew Crispin, Jeffry Harris, James Hobson and Paul Mayville.

The monthly meeting was called to order at 7:45am.

Mr. Hobson welcomed guests to the meeting, which included the new husband and wife team that will open the Homestead Restaurant in downtown Fredericktown upon completing their renovations to the space.

Mr. Hobson opened the floor for a motion to approve the minutes of the Foundation’s Monthly Meeting of February 2, 2017, as they were prepared by Bruce Snell. Jim Wagner moved to approve the minutes and Chief Lanuzza seconded. The motion passed unanimously.

Mr. Hobson then asked for community updates. Mr. Mayville presented on two matters for the Fredericktown Merchants’ Association, which is a new committee of the FCDF. First, Mr. Mayville described the FMA’s interest in providing more signage directing travelers and passers-by to downtown Fredericktown. The FMA intends to buy temporary yard-style signs and place them in the rights-of-way and road frontage during special events in the community, directing viewers towards downtown Fredericktown. The signs will note, “Shop, Dine, Enjoy Local.”

These new signs, Mr. Mayville noted, can be added to the existing community signs at the entrances to Fredericktown. Mr. Hobson asked which organization – the Village, FCDF – had erected the community entrances signs in the first-place. Andy Fox noted those were placed by the FCDF years ago. Bill Van Nostrand stated the FCDF website is provided on those entrance signs.

Mr. Mayville noted the downtown directional signs are cheap and will be thrown-away as appropriate. Joan Stout noted such signs are easily lost in high winds and from other impacts. Bethany Celmar asked, Who would design the directional signs? Mr. Van Nostrand stated they are only yard signs, without any intentional design features. Ms. Celmar asked if such signs are enticing to encourage visitors to go into downtown Fredericktown. Mr. Hobson noted that, as is the case with entrances into Mount Vernon, Fredericktown should be thoughtful in its use and design of signage. He further stated his long-standing interest in having signs directing travelers into downtown Fredericktown along State Routes 13 and 95.

Mr. Harris noted that if the FMA spends \$20 per yard sign for downtown directions, it will look like somebody spent \$20 on cheap yard signs. It’s better to hire a design or marketing professional to provide a good-looking sign; Fredericktown has more pride than would be shown by cheap yard signs

in the right-of-way. Bill Van Nostrand noted his frustration with having to wait for more input, more design help. He noted the FMA wants to move quickly on this and is not interested in further thought and dialogue. Mr. Hobson responded there is a process that should be followed in this regard. By way of example, on March 7, the FCDF will meet with Amy Schocken, one of the grant funding consultants in Columbus to discuss how to access Community Development Block Grants. The lowest amount awarded a couple years ago was \$300,000. Mr. Hobson stated this type of grant would provide a great deal of support to Fredericktown's efforts.

Mr. Chrispin asked that any such signage remain loyal to the work done in the downtown revitalization study by the Neighborhood Design Center. He stated we should stay consistent in our branding look. Perhaps, he noted, it was time to replace the community entrance signs?

Mr. Mayville also described the FMA's new membership structure. He noted individuals would join the FMA for \$60/year, of which \$25 would be handed over to the FCDF. To benefit from FMA membership, individuals would receive membership in both FMA and FCDF, as well as online webpage exposure. He noted that Mr. Van Nostrand has taken the lead on the membership structuring. In turn, Mr. Van Nostrand asked the FCDF to approve the membership structure during this meeting, knowing that details had to be worked out.

Mr. Hobson stated that additional discussion was necessary regarding the FMA membership structure. For one thing, he noted, the FMA is a committee of the FCDF, but they would be sharing / competing for the same possible members.

Mr. Harris stated his concern that Fredericktown, as a village of around 2,500 people, would now be represented by several groups, all speaking for the Village's development. That is, the FCDF, the Knox County Chamber of Commerce, the Area Development Foundation, the Village administration, and now the FMA. Who would legitimately and uniformly speak for the Village's interests? Mr. Hobson noted the FMA is intended to operate as a committee of the FCDF, just like the Tourism Committee.

Mr. Van Nostrand noted his frustration with the FCDF; he stated the Development Foundation hasn't done anything. And he's not interested in placing brakes on the process of the FMA moving forward.

Mr. Hobson stated his appreciation for the passion of the FMA, but they should do so under the umbrella authority of the FCDF. In response, Mr. Van Nostrand stated the merchants don't feel the FCDF does anything. He continued, noting the FMA was asked to come in to the FCDF. (Mr. Mayville noted it was his idea to establish the FMA as part of the larger Development Foundation.)

Mr. Wagner asked if the FCDF would be the governing body of the merchants group? He stated the arrangement should instead be more like the Tourism Committee, whereby the FCDF only approves funding. The merchants group should be able to run their own internal affairs.

Mr. Hobson noted that the groups are all trying to do the same thing: help develop Fredericktown. Mr. Van Nostrand noted he is uninterested in a Band-Aid type approach. Katie Frazier stated the merchants group is only trying to get new people to visit downtown Fredericktown.

Ms. Celmar stated that sophisticated marketing and branding resources exist within the county for needs like signage and logos. For instance, she is using MVNU graphic design student help for her own business organization. She stated that if we want outsiders to come to Fredericktown, we should – and can - better market ourselves.

Mr. Chrispin asked if the merchants speaking with Mr. Van Nostrand regarding the FMA would join the Development Foundation. No, was Mr. Van Nostrand's reply.

Mr. Hobson then asked Dick Gray, with Goodwill Industries, to speak to his grand opening of the Fredericktown store on Friday, March 3. He asked if a proclamation by resolution from the FCDF – expressing thanks for the investment in the community by Goodwill Industries - would be appropriate. There was no opposition to such a statement by the Development Foundation.

Mr. Gray then addressed the group, noting more remodeling was necessary than first anticipated. The new Fredericktown Goodwill store will sell up to 25 percent new (distressed) product, such as overruns and returns from Target and other retailers. He stated the Goodwill Industries of Licking and Knox Counties is among the smallest of the 16 Goodwill entities in Ohio. The Fredericktown store represents their third in Knox County. Mr. Gray further noted that when he first looked in this area, five years ago, he did not see the momentum and positive turn of events that are now occurring in the Village. Mr. Hobson noted he is on the Goodwill Industries of Licking and Knox Counties board, and he thanked Ms. Frazier for the introduction she made to him of CEO Tim Young.

Mr. Mayville provided the attendees with a financial report. The Development Foundation's general account began January 2017 with a balance of \$5,682.01. It just paid the first invoice for work done by the Neighborhood Design Center, leaving a balance at the end of February of \$3,262.01. The Tourism Committee's January beginning balance was \$2,155.01, and after a recent expense, the Tourism Committee ended February with a balance of \$2,110.01. Mr. Wagner moved to approve the financial report, Chief Lanuzza seconded, and the motion passed unanimously.

Mr. Hobson then asked for additional information on the pending new restaurant. The owners noted it would be opening soon and would feature casual family dining for breakfast, lunch and dinner. Business hours will fluctuate as they try out the community. The owners have owned a restaurant and food truck in the past, and they live in Belleville after having moved from Columbus recently.

Chief Lanuzza noted he has tasked Nathan Gerhart with coordinating with other groups for a movie night or similar community-focused event to occur, likely in downtown Fredericktown later this year.

Hearing no further business, Mr. Hobson adjourned the meeting at 8:50 a.m.

Respectfully submitted,
Jeffrey Harris
Secretary