MEETING MINUTES

Research & Consulting Committee Meeting
April 9, 2014

Attendees:
Committee Members: Warren Falberg - Chair, Andy Benson, Kim Satzger and Catherine Miller (YP).
Center Staff: Michael Jones, Julie Heath, Brad Evans and Lorrie Penner

Welcome and Introductions
Warren Falberg called the meeting to order.

Michael Jones welcomed Catherine Miller, who is a new member of the committee and comes from the Center’s Young Professionals Council. Catherine is employed at Bartlett and Company.

Recent Highlights
Michael stated that throughout FY2013 the Research team has been focused on what is working well and improving on-time performance and tightening up on methodology. He then led the committee through an overview of recent Research Projects. They include;

  Propensity to Pay modeling – An MRSI project in which the research team looked at the probability of collecting on Medical bills. At the conclusion of the project the Center has been retained by the client to work on a retainer basis.

  Ohio State Bar Association – The project centered around an evaluation of the volunteer work of the Ohio State Bar Assoc. members. The work came about because of a referral from Center Board of Trustee member, Bill Robinson. The Center Research staff is planning on presenting this type of study to other types of associations as possible new business. (ie., Ohio Home Builders Association, Ohio Realtors Association, etc.)

  Warren Falberg recommended that Bill Robinson may also be asked to endorse the project to other prospective clients.

  STRIVE – a study of benefits and costs of the Preschool Promise program. A plan to expand preschool access to children from low and middle-income families in Greater Cincinnati. Strive approached the Center on the project. They are also looking for an ROI model. Julie and Michael are to talk more about the “Success by Six” United Way Program and how it may fit into the STRIVE study as well as how the Education side of the house is working with this program.

  Industrial Energy Users – Ohio – A consulting job looking at SB58 – consumer benefit claims.

  Taxi Cab Consulting – Westside cab approached the Economics Center to help position them into a successful application for more licenses.

  Port Authority – using ES202 data for unemployment insurance data.

  Cincinnati Museum Center – Economic Impact study.
Prioritizing Business Development
The Research team has evaluated the types of projects they have taken on and identified the top five types that they plan to focus on in the coming FY2015 year. Although the Center is known for Economic Impact statements, there are other resources and competition out there and the Center is looking to fill other niches. The project evaluation was based on these criteria;
   a. Competency
   b. Easy to Replicate
   c. Repeatable
   d. State/local competition

TOP FIVE:
1. Industry / Market Trends – an example of this type of report is the Cincinnati Chamber.
2. Water Economics – an example of this is a project done for Omaha. Although the Center has not done a lot of this type of project recently, Jeff Rexhausen is a specialist in this area and it is felt that this could be a very good line of business for the Center.
   Kim Satzger shared that if the Center has not already done so, they should utilize the US EPA Consent decree list for prospective clients.
3. Forecasting – an example of this is the City of Cincinnati, Income/Sales Tax. Another type of forecasting discussed were; School forecasting/shared services, other local cities; mid to smaller governments such as Madeira and Mariemont don’t have the expertise to do this themselves, target Ohio State (OAS officials) and raise profile of the Center by working with Columbus.
   Andy Benson and Kim Stazger both indicated they have connections to county officials, townships and municipal leagues that they can share with the Research Team.
4. Site Selection – Cincinnati Commercial Contracting used the services of the Center to put together leads on manufacturing businesses outside of Ohio that they could attract to the area. This type of study lends itself well to any other group within the state of going through the same exercise. Prospective clients could be Economics Development groups, JOBS Ohio, Chambers, the State of Ohio, Ohio Economics Development Association (OEA) and Port Authority.
5. Economics Impact – Ohio Bar Association. This project included a look into volunteer activities of members of the Ohio Bar Assoc. Brad Evans is already sending this piece out to other states’ Bar associations. Other prospective clients could include; Relators Association, Homebuilders Association, CPA Assoc., Insurance Industry and Financial Services.

Lower scoring services due to their resource intensive needs, custom work or time intensive production included; Diversity Audit, Benchmarking Studies, Program Evaluation, and Predictive Analysis.

Prospects and Proposals
Proposal:
– Straight A Fund – Ohio’s $250 million Straight A Fund, created by John R. Kasich provides funds to educational entities in Ohio with the drive and courage to try new approaches that:
- Meet the learning needs of its students,
- Reduce the cost of running a school or school district, or
- Drive more dollars to the classroom

The Center has partnered in 7 different applications with Andy Benson and 2 with Hamilton County for funds from the Straight A Fund.

- University of Cincinnati – the Center has partnered with UC to apply for a Program Evaluation Grant.

**Planning for FY2015**
Michael indicated that the Research Team is looking at focusing on projects that are repeatable. They will be evaluating their work plan at 30 day intervals, which includes revisiting previous clients and using the Center’s Board of Trustees connections to obtain new clients.

The Research Team has requested to be on the May 14 Board of Trustees meeting agenda to present current status and request Board member assistance with introductions to potential new clients.

**Please Save the Date for the remaining 2014 meetings;**
Thursday, June 12, 2014 at 12pm
Thursday, October 2, 2014 at 12pm

All meeting to take place at:
Economics Center
225 Calhoun Street
Cincinnati, OH 45219

The meeting was adjourned.