



**GCEDC Employment & Compensation Committee Meeting
Thursday, July 9, 2024
Location: 99 MedTech Drive, Innovation Zone
9:30 a.m.**

MINUTES

ATTENDANCE

Committee Members: C. Kemp, P. Zelif, P. Battaglia
Staff: L. Casey, L. Farrell, M. Masse, E. Finch, P. Kennett
Guests: S. Helfrich (Human Energies)
Absent: M. Gray

1. Call to Order / Enter Public Session

P. Zelif called the meeting to order at 9:27 a.m. in the Innovation Zone.

1a. Enter Public Session

2. Chairman's Report & Activities

2a. Agenda Additions / Deletions / Other Business – Nothing at this time.

2b. Minutes: June 4, 2024

P. Battaglia made a motion to approve June 4, 2024 minutes as presented; the motion was seconded by C. Kemp. Roll call resulted as follows:

M. Gray - Absent
P. Battaglia - Yes
P. Zelif - Yes
C. Kemp - Yes

The item was approved as presented.

3. Discussions / Official Recommendations to the Board:

3a. Strategic Planning Process – L. Farrell introduced Skip Helfrich from Human Energies. Skip joined the meeting to present ideas for a strategic planning process for the GCEDC.

S. Helfrich stated that when he gets involved with organizations for strategic planning, an organization either has a plan that's outdated, or they don't have one at all. The GCEDC does not currently have a

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plan. S. Helfrich stated that strategic planning needs to be 1) user friendly, 2) relevant to current goals and 3) have a life that does not exceed 5 years. Typically, it is a 3–5-year plan with an emphasis on the next 18 months-2 years. There is still long-term planning that must go beyond; however, when a group sits down to start the process it should be focusing on the next 3-5 years.

S. Helfrich stated that the process is usually driven by staff but, in this case, would require Board involvement. The process must start someplace, and he believes it should start with the staff. To begin, a simple SWOT analysis is completed. Next, internal and external forces, both positive and negative, are evaluated. When this is brought together, it begins to reveal potential strategic templates. Strategic templates are living documents that can and should be used/referenced/changed/removed as you navigate and execute the Agency's strategic plan.

The Committee was very receptive to moving forward with the strategic planning process. They would like to schedule a day for strategic planning and team building in September that can accommodate as many Board and staff members as possible.

4. ADJOURNMENT

As there was no further business, P. Battaglia made a motion to adjourn at 10:19 a.m., seconded by C. Kemp and passed unanimously.