Concord Township-City of Painesville
Joint Economic Development District (JEDD)
Board Meeting Minutes
June 19, 2026
8:00 AM

I. Call to Order:

The Concord Township-City of Painesville Joint Economic Development District (JEDD) Board met on Friday, June 19, 2026, at Concord Township Hall located at 7229 Ravenna Rd., Concord Township, Ohio. **Mr. Chris Galloway** called the meeting to order at 8:13 am.

II. Roll Call:

Roll Call: Concord Township Representative, **Mr. Morgan McIntosh**-YES; Painesville District Employee Representative, **Mr. Doug Lewis**-YES; Business Representative, **Mr. Joe Popely**-ABSENT; Painesville City Representative, **Ms. Christine Shoop**-YES (arrived 8:19 am); Lake County Auditor, Chairman of the Board, **Mr. Chris Galloway**-YES.

Others in Attendance: JEDD Administrator, **Ms. Rita McMahon**; JEDD Legal Counsel, **Mr. Mike Lucas**, (Wiles & Richards)

III. Approval of JEDD Minutes:

- **Mr. Chris Galloway** entertained a motion to approve the March 27, 2026, JEDD Board meeting minutes. **Ms. Christine Shoop** made a motion to approve the March 27, 2026, JEDD Board meeting minutes as written. **Mr. Morgan McIntosh** seconded. **VOTE:** All in favor of approval (4 Ayes).

IV. Board Member Business/Correspondence:

- **Mr. Morgan McIntosh** reported the ICSC conference was constructive.
- **Mr. Doug Lewis** stated the City of Painesville ordered $20 million worth of batteries from Tesla as part of their solar project. They should arrive in six to eight months and hopeful to have them installed by year end. The amphitheater is two weeks away from hosting its first concert. The Grand River Walk is up and has begun leasing. They have ten leases to date out of 111. The plan is to open in mid-October. Vic Place is moving along quickly. They are anticipating opening a portion of the building by October.
- **Mr. Chris Galloway** reported he will follow up on ICSC when we get to that portion of the meeting. Discussed the Department of Taxation decision to no longer include TIF properties in the rollback. He noted the update will be implemented immediately and applies only to residential properties.

V. Department Reports:

A. FINANCE – Mr. Doug Lewis, Treasurer

Revenue and Expense Worksheet

- **Mr. Doug Lewis** stated through the end of May, the JEDD has received $990,939.39 in income tax receipts compared to $998,900.09 total receipts at this time last year. The JEDD revenue is on par with last year. The JEDD is averaging $198,178 per month, a slight increase from $196,299 per month during the first quarter of the year. If the average rate continues the JEDD is on track to take in over $2,378,000 in revenue which will exceed the $2,135,000 budgeted.
- **Mr. Doug Lewis** stated the breakdown of revenue by entity to date is as follows: JEDD-$76,898.44, the City of Painesville-$221,083.04, and Concord Township-$663,249.11.
- **Mr. Doug Lewis** stated at the end of May, the JEDD had $198,224.04 in the Fifth Third bank account.

STAR Ohio Investment Worksheet

- **Mr. Doug Lewis** stated regarding the STAR Ohio investment, revenue through May is $3,963.18 compared to $4,477.26 at this time last year. Interest rate in 2025 was 4.5% compared to 3.8 % this year. Total receipts with Star Ohio are $254,273.66.

Other Financial Items (not listed on the agenda)

- **Ms. Rita McMahon** reported all receipts from the ICSC trip have been received. She stated the total expenses for two people to attend ICSC were reasonable, being just over $5,000.00, which included registration, lodging, airfare, and all other event-related costs.

B. ECONOMIC DEVELOPMENT COMMITTEE

- **Ms. Rita McMahon** stated the Committee has not met since the last JEDD Board Meeting, therefore, there is no report.

VI. Old Business:

A. JEDD MEMBERSHIP RECRUITMENT

- **Ms. Rita McMahon** stated University Hospitals (UH) petition is pending with their legal department. In addition, we have had discussions with entities getting ready to build within the JEDD district.
- **Mr. Andy Rose** stated Heather Freeman and himself met with Robert Poe, President/CEO of Olon USA (formerly known as Ricerca). They are expanding in the area and trying to acquire additional land for future expansion. The JEDD pitch was made to Robert Poe, and he did not say no. The plan is to set up a follow-up meeting with Rita McMahon at the beginning of July.
- **Ms. Rita McMahon** stated Olon's grant from the State of Ohio states that they will add 26 employees and preserve the 87 employees they currently have.
- **Mr. Andy Rose** stated after the petitions are received from UH, he will work on bringing in the vacant parcel at the end of Gold Court at the same time.

B. ICSC 2026 – MAY 18-20, 2026

- **Ms. Rita McMahon** stated, in her opinion, this year's conference was the best one post-COVID.
- **Mr. Morgan McIntosh** reported ICSC 2026 was the most productive for us. The conversations were more constructive about what is happening in Concord Township. The entities were more engaged.
- **Ms. Rita McMahon** reported that she has had a lot of follow-ups since the conference, including meetings with several of the retailers they spoke with during the event.
- **Ms. Rita McMahon** stated we received verification from the Hilton representative that the Hilton Hotel that will be going in next to the Community Center after TownePlace Suites is finalized.
- **Ms. Rita McMahon** stated the appointment with the Marriott representative was positive. A visit to Concord is being coordinated.
- **Ms. Rita McMahon** reported we had several meetings set up, which were good for us.
- **Mr. Chris Galloway** stated, in his opinion, after COVID the conference felt downbeat. The tone this year was different. There was a positive shift in deal making and financing.
- **Mr. Morgan McIntosh** stated to Chris's and Rita's point, we were busy this year with seven to eight meetings. The other side was more engaged, and we were in a better position to receive that engagement.
- **Mr. Chris Galloway** stated the 2024 conference was so downbeat, which drove why we chose to not attend the 2025 conference.
- **Ms. Rita McMahon** stated there were very few restaurants, but rather fast casual.
- **Mr. Chris Galloway** stated those types of brands seemed to have pulled back and are going through their brokers, so they are less involved at the conference.
- **Mr. Chris Galloway** stated that what stood out to him was the number of entities that either returned to the conference or attended for the first time, including Starbucks, Lowe's, Walmart/Sam's Club, Starbucks, and Kroger. Some of these entities are engaging because there is a shift.
- **Ms. Rita McMahon** stated in the past we worked through brokers for entities like Starbucks, and this year they had their own booth.
- **Ms. Rita McMahon** stated we met with three brokers, all of which were very positive and beneficial. Follow-up conversations have continued since the ICSC conference.
- **Ms. Rita McMahon** stated there was not a retailer at ICSC that we could say are coming to Concord.
- **Mr. Chris Galloway** stated many of the retailers at ICSC were focused on the southern region and not really looking at Ohio at this time.
- **Ms. Rita McMahon** stated both she and Susan Crotty went into the conference with low expectations but were pleasantly surprised by the outcome.
- **Mr. Chris Galloway** stated the arrangement that allowed Morgan McIntosh to attend and two people from the JEDD, along with Painesville's representation, worked well.
- **Mr. Chris Galloway** stated post COVID, this was the best ICSC conference.
- **Mr. Chris Galloway** stated we have a lot of follow-up work to do from some of our appointments. We need to move on bringing in Brandon Booker with Marriott, they are ready to go.
- **Ms. Rita McMahon** stated that Brandon Booker indicated to wait until after July to schedule. Will follow up with Brandon Booker after the Fourth of July holiday.

VII. New Business:

A. CERTIFICATE OF RECORDS DISPOSAL (RC-3) - VOTE

- **Mr. Chris Galloway** stated the Certificate of Records Disposal is an annual housekeeping item, per Ohio Revised Code (ORC).
- **Ms. Rita McMahon** stated we are disposing of some 2019 records and other standard items.
- **Mr. Doug Lewis** made a motion to approve the Certificate of Records as written. **Ms. Christine Shoop** seconded. **VOTE:** All in favor of approval (4 Ayes).

B. MS CONSULTANTS COMPREHENSIVE PLAN PRESENTATION – SHNEUR KUSHNER

- **Ms. Rita McMahon** introduced Shneur Kushner with ms consultants. ms consultants are creating the Comprehensive Plan (Comp Plan) for Concord Township. He will present an update to the JEDD Board on their progress and the results achieved to date.
- **Mr. Shneur Kushner** stated he is presenting on Our Concord, Today & Tomorrow (Concord's new Comp Plan), using the boards created for the June 9, 2026, open house. The Comp Plan has been underway for about 11 months.
- **Mr. Shneur Kushner** stated to start the Comp Plan, they identified how the Risinger Town Center Plan is different than a comp plan. The Town Center Plan is a targeted site master plan, focusing on specific parcels. The Comp Plan ms consultants is creating is more of large vision for the community for five, ten, 15, 20 years out, steering the shift in a specific direction. The Comp Plan is meant to be a very large guide and vision document.
- **Mr. Shneur Kushner** stated the four main goals of the plan based on feedback results are: 1. Grow gracefully (housing), 2. Fill in the gaps (connectivity and transportation), 3. Keep Concord green (parks, natural resources and open spaces), and 4. Grow strategically (economic development).
- **Mr. Shneur Kushner** stated he will focus on the economic development section of the Comp Plan. The survey said most people would still like to see the Town Center concept. The business and services residents want to see are mainly service oriented (restaurants). There was a large contingent of people that said no more commercial in the northwest portion of Concord (the side that touches Mentor).
- **Mr. Morgan McIntosh** stated based on his experience living at four different addresses within Concord Township, he has observed that residents' perspectives often vary depending on where they live in the Township. He noted that people may lose sight of the needs and perspectives of other areas of the Township, and that this occurs on both sides of the Township.
- **Mr. Shneur Kushner** stated that the survey results were broken down by census tract and age group because preferences varied among different demographics. He noted that no single type of commercial development received more than 40% support within any group. However, when categories such as restaurants, diners, coffee shops, grocery stores, bars, breweries, and gyms were combined, they represented more than 50% of the responses. Overall, he concluded that the results did not indicate a broad desire for additional commercial development.
- **Mr. Shneur Kushner** stated they asked people what type of commercial they would want if it were to come in and 74% responded walkable mixed use, which fits into the Town Center Plan. More than 60% of the people supported the Town Center concept from the past. Twenty-nine percent said they would like to see more medical, 23% more office, and 23% more light industrial.
- **Mr. Shneur Kushner** stated we also have the local spending opportunity and the worth of potential market capture. There are a lot of retail market opportunities within five miles, however, much of that is already captured by other communities. How do we build a space that is uniquely Concord? Shneur Kushner stated he believes that still is the Town Center concept.
- **Mr. Shneur Kushner** explained that each major goal should be supported by specific objectives, along with an identified timeline, estimated cost, and potential partners. As an example, he noted that the overarching goal of streamlining zoning processes for new businesses to reduce development costs could be achieved by establishing a Task Force within Town Hall consisting of all departments involved in the development review process. He stated that this collaborative approach would encourage proactive discussions, remove barriers to development, and could include participation from the JEDD as a partner.
- **Mr. Shneur Kushner** stated that the discussion then shifted to priority projects, with the primary project being to refine the current Town Center concept so it is feasible for the Township under present-day conditions. He noted that this effort leads to the Priority Development Area (PDA), which looks at a vision for the Township's future and are not exact statements. It is meant to be the Town Center Concept Plan where we dig a little deeper. There are four sites where we could dig a little deeper, they are: Town Center, Town Hall, Quail Hollow and Girdled and Ravenna Roads. Visual concepts were provided to the JEDD Board.
- **Mr. Shneur Kushner** stated an active Transportation Plan is an important piece. In order to bring in developers, we want to have larger amenity sets in the Township. These are large connectivity assets that can potentially drive development.

B. MS CONSULTANTS COMPREHENSIVE PLAN PRESENTATION – SHNEUR KUSHNER (Continued)

- **Mr. Shneur Kushner** stated one way to connect is via the Greenway Corridor by way of Neighborhood Greenway Concepts, which are popping up everywhere. Neighborhood Greenways take people off the main roads and puts them on the lower stress roads. Visual concepts were provided to the JEDD Board.
- **Mr. Shneur Kushner** stated over time these types of concepts are meant to be a three-to-five-year implementation, but over time when people see that it does work in communities, it builds to those greater implementation outlets.
- **Mr. Shneur Kushner** stated there are many connectivity opportunities, such as add a bridge over or a tunnel under State Route 44 (SR 44).
- **Mr. Chris Galloway** stated that, given the additional economic development opportunities, he would like to revisit with ODOT District 12 the concept of converting SR 44 into a boulevard between Auburn Road and the Chardon Township line. He explained that this would allow ODOT to sell excess right-of-way that could be redeveloped. As an example, he noted that the acreage between Drug Mart and SR 44 could be developed with storefronts featuring multiple access points from Crile Road. He added that the concept could also provide opportunities for additional curb cuts and improved access to properties along the west side of SR 44.
- **Mr. Chris Galloway** reviewed the history of SR 44, explaining that Concord Township's section of SR 44, extending north to State Route 2, was constructed in the late 1950s. He stated that it was originally designed to supplement the interstate system, particularly Interstate 90 (I-90), and was envisioned by the Ohio Department of Transportation (ODOT) as part of a corridor, similar to State Route 11, extending to Akron. He noted that only the northern portion of the project was completed, and the remainder was never constructed. Due to subsequent development in Geauga and Portage Counties, he noted the project can no longer be completed as originally planned.
- **Mr. Chris Galloway** questioned why Concord Township continues to be impacted by what he described as a remnant of an incomplete highway project. He stated that SR 44, in its current configuration, creates barriers to development, diminishes quality of life, and increases expenses.
- **Mr. Chris Galloway** suggested that a potential solution would be to convert SR 44 into a boulevard, noting that similar projects have been completed elsewhere, including on the West Shoreway. He added that this concept was discussed previously when the Township proposed a roundabout on SR 44 but was informed that it could not be accommodated, despite comparable roundabouts existing in other similar locations. He stated that converting SR 44 to a boulevard would open the marginal land between Crile Road and Auburn Road and SR 44 for development, allow businesses to have direct access from the boulevard and Auburn Road and Crile Road through curb cuts, and potentially eliminate the need for a bridge or tunnel by permitting a pedestrian crosswalk across a lower-speed, approximately 35 mph boulevard.
- **Mr. Shneur Kushner** stated that the proposed idea could be included in the Comp Plan as a case study.
- **Mr. Chris Galloway** stated SR 44 is a highway to nowhere in its current state and is a detriment to economic development in this corridor.
- **Mr. Chris Galloway** stated that, as part of the Comp Plan process, the concept of converting SR 44 into a boulevard should be introduced for consideration.
- **Mr. Doug Lewis** stated we may be able to get a study from TLCI (Transportation for Livable Communities Initiative) through NOACA (Northeast Ohio Areawide Coordinating Agency).
- **Mr. Chris Galloway** asked Shneur Kushner if ms consultants looked at the intersections around the Township in terms of conversion to roundabouts.
- **Mr. Shneur Kushner** stated they did look at a couple of locations, specifically, at Ravenna Road and Concord-Hambden Road/State Route 608. The issue is the frontage would cut into the church in addition to a grade issue with the Town Hall property. We also looked at Old Johnnycake Ridge Road.
- **Mr. Chris Galloway** stated we did a study for a roundabout at Old Johnnycake Ridge Road. That intersection could potentially have a peanut design roundabout, which will allow traffic to flow better, rather than back up.
- **Mr. Shneur Kusner** stated there are also micromobility roundabouts that are starting to be built in areas like Chicago's local neighborhoods.
- **Mr. Chris Galloway** stated that roundabouts do not have to be as large as ODOT mandates. He noted that other states have successfully implemented roundabouts that are approximately half the size, including the use of curbs and berms. He identified the intersection of Prouty Road and Auburn Road as a potential location for a smaller roundabout. Another potential location is Girdled Road and SR 608. He stated that roundabouts are the future and suggested incorporating more of this concept into the Comp Plan.
- **Mr. Doug Lewis** asked if additional highway interchanges on I-90 were brought up?
- **Mr. Shneur Kusner** stated additional highway interchanges on I-90 did not come up in any commentary or recommendations on what people wanted to see.

B. MS CONSULTANTS COMPREHENSIVE PLAN PRESENTATION – SHNEUR KUSHNER (Continued)

- **Mr. Shneur Kusner** stated people recommended they wanted less speeding (cars to drive slower), more foot traffic and walkability.
- **Mr. Morgan McIntosh** stated he was on the Steering Committee, and we discussed speeding a lot. What always goes hand in hand with that conversation is neighborhood sidewalks. This idea is not just for our main arteries, but also for our sub streets.
- **Mr. Morgan McIntosh** stated that he and Andy Rose met with ODOT District 12 last year to discuss SR 44 and I-90, and the conversation was well received. He suggested that, once the Comp Plan is completed, it may be timely to return to ODOT and use the Plan as a supporting document to address next steps, specifically regarding the issues at I-90 and SR 44.
- **Mr. Chris Galloway** suggested an interchange at Morely Road from I-90 makes the most sense. This would eliminate a lot of traffic at the SR 44 interchange.
- **Mr. Shneur Kusner** stated the Future Land Use Map is generally the main part of a Comp Plan, bringing concepts together to define a vision for the future. This is not an official zoning document, but rather a document that helps guide future decisions and resolutions. Based on the vision, there is more density along the commercial corridor, mixed use and employment centers (specifically to help the JEDD). We see the Town Center concept as something that can bring in other businesses, for example, light industry and office uses. One of the things we are hoping to see in the Town Center District is the possibility of the Township being able to get triple net capture, which is income tax, property tax and sales tax.
- **Mr. Shneur Kusner** stated another area for commercial development is at the south corner of Girdled Road and Ravenna Road. We recommend expanding that commercial opportunity and turning it into a four corners commercial district where people who live in that area have something to be able to go to.
- **Mr. Morgan McIntosh** stated the land is not a very usable piece of land due to setbacks, the size of the lot and a couple of other things.
- **Mr. Chris Galloway** stated that parcel would require aggressive BZA (Board of Zoning Appeals) work.
- **Mr. Morgan McIntosh** stated there could be the potential of additional land acquisition from surrounding houses.
- **Mr. Shneur Kusner** stated these are long-term statements saying this is what residents support and what best practices support in building a community.
- **Mr. Shneur Kusner** asked the Board if they had additional feedback or questions. He noted he will review roundabouts as it relates to the Comp Plan.
- **Mr. Chris Galloway** stated roundabouts should be a part of the Comp Plan.
- **Mr. Morgan McIntosh** thanked Shneur Kusner and his team for a job well done. It is a well thought out Plan, and ms consultants did a great job. The Comp Plan is very validated in the sense that it had a high level of engagement, which the Township and the JEDD can stand on. The Comp Plan will be a very valuable tool going forward.
- **Ms. Rita McMahon** stated she has had conversations with ms consultants to make sure there is a JEDD component in this Plan. We will be represented in the document.
- **Mr. Shneur Kusner** stated there will be full version of the draft Comp Plan to comment and review after feedback is received from various boards. Once we get the feedback from the Township about the overarching Comp Plan, we are going to post it online.
- **Mr. Andy Rose** stated the Trustees want a three-week comment period with the draft plan online. We will review the comments and revise if necessary. The Comp Plan will be voted on by the Trustees in August or September 2026.

C. PRESENTATION FROM RETAIL STRATEGIES – LIZZIE SANDERS

- **Ms. Lizzie Sanders** thanked the Board for giving her the opportunity to make a presentation regarding Retail Strategies. Note: Lizzie Sanders is the Director of Community Partnerships with Retail Strategies.
- **Ms. Lizzie Sanders** provided the JEDD Board with an overview of the company. She explained that Retail Strategies was developed from its sister company, Retail Specialists, a full-service retail commercial real estate company. In 2011, the company identified a gap between municipalities, real estate directors, and franchisees, which led to the creation of Retail Strategies, a retail and commercial advisory (retail recruitment) partnership company. She noted that Retail Strategies would serve as an advisor to the JEDD.
- **Ms. Christine Shoop** asked for clarification regarding the other companies listed under New Business on the agenda before proceeding with the Retail Strategies presentation.
- **Ms. Rita McMahon** stated, as a result of going to ICSC, the meeting packet includes a proposal from Retail Strategies, a tentative proposal from Placer.ai for data information and a data proposal from NextSite.

C. PRESENTATION FROM RETAIL STRATEGIES – LIZZIE SANDERS (Continued)

- **Ms. Lizzie Sanders** stated we currently have worked with close to 1,200 communities and have a vast network of retail and restaurant industry professionals. We attend 70 conferences across the United States, including attending all the ICSC and Retail Live shows. The president of our company is on the ICSC Board of Trustees. Other industry involvement includes National League of Cities (NLC), ICMA, CCIM and Urban Land Institute (ULI).
- **Ms. Lizzie Sanders** stated we are community partners and have worked in 38 states, with 335 current clients and 5:1 client staff ratio. Sixty-five percent of our clients have a 20,000 population size or less. Our original focus was rural America, however, over the past 15 years we have expanded, for example, Tulsa, Oklahoma and San Jose, California.
- **Ms. Lizzie Sanders** discussed Ohio partnerships. Chardon has been our longest standing client in Ohio. Retail Strategies was able to help with bringing in Starbucks and Chipolte. In addition, we partner with Spring Grove, Ohio and Franklin, Ohio and others. We are seeing expansion in Ohio and the United States. In Ohio, there has been a larger interest in retail.
- **Ms. Lizzie Sanders** provided a snapshot of how retailers view the JEDD. Looking at a 10-minue drive time from the center of the JEDD, the average household income is about $139,000. The population is 53,750, within a 15-minute drive time the population is over 118,000. This is the type of information retailers want to know along with the daytime population coming into the market. The heat map for Chipotle indicates people are consistently coming to Concord's Chipotle. Within that 10-minute drive time, there is $68 million of retail leakage, which means those with a 10-minute drive time are spending $68 million outside of the JEDD. This is not just about data but also about understanding retailers' needs.
- **Mr. Chris Galloway** stated in terms of the customized trade area, as an amateur, those numbers seem to be appetizing for a retail operation.
- **Ms. Lizzie Sanders** discussed how the cycle works:
  - **Pick-Up Call -** A call is made within one week of signing the contract to introduce the new client to their team.
  - **Market Analysis –** We use Kalibrate Data Providers, which provides national retail data driven information, and will take a deep dive into the data, along with advanced analytics and proprietary tools developed in house to uncover and define the potential in your community.
  - **Retail Site Assessment –** Within the first 60 days of the partnership, the Retail Strategies team will visit Concord Township and the City of Painesville for a full day or two half-days. During the market visit, the team will meet with key stakeholders, including property owners, business owners, and elected officials, to discuss the partnership, data, community concerns, and uncover potential opportunities. Lizzie Sanders noted that Retail Strategies will be contracted through the JEDD; therefore, the company will not take a fee from local brokers on any deals that come into the market, providing an incentive to work with Retail Strategies. Following the market visit, your team will performs a human analysis of the market tour findings and data to identify retail prospects and match those prospects to specific sites within the market. Retail Strategies will return annually to continually assess real estate and community opportunities.
  - **Retail Strategy –** At the end of the discovery process, we combine your data, analytics, real estate and community vision to create your Retail Recruitment Plan and Strategy. The custom document highlights the community's retail strategy and incorporates research, demographic information and a retail analysis gathered during the discovery process. It includes retail prospects matched to sites, regional and local trend analysis and a retailer engagement plan. The documentation is then reviewed with the JEDD Board.
  - **Business Attraction and Community Representation –** Your team will begin targeted outreach to prospective retailers, develop initial due diligence packages for specific sites, and present site information to retailers and their representatives. The team will also provide transparent, streamlined reporting through Basecamp, including real-time updates to keep partnership representatives informed of ongoing recruitment efforts.
  - **Close Doors, Open Deals and Ongoing Support**
- **Ms. Rita McMahon** stated we receive leakage numbers. Part of the reason we receive leakage numbers is because we border Mentor, Ohio. Do you account for that?
- **Ms. Lizzie Sanders** stated the report prepared for the JEDD area is based on a single 10-minute drive time. To understand the full scope of the community, the team would evaluate multiple trade areas.
- **Ms. Lizzie Sanders** noted Retail Strategies provides reports in a timely manner, including the good, the bad and the ugly.
- **Mr. Chris Galloway** stated we do want to know where we are coming up short and align our expectations in the correct place.

C. PRESENTATION FROM RETAIL STRATEGIES – LIZZIE SANDERS (Continued)

- **Mr. Doug Lewis** cautioned against basing all decisions solely on data and numbers. Painesville does not rate favorably in terms of income levels, 10-minute drive times and other demographic factors. However, the Richmond Street corridor ranks first or second for many fast-food restaurants. Painesville is more locally business-oriented than national, but there is a potential to attract national retailers along Route 2.
- **Ms. Lizzie Sander** stated it is Retail Strategies job to tell the correct story and turn no's into yes's. To do so, it has to be more than just data, it has to be relationships. We will tell a great story on behalf of the JEDD.
- **Ms. Lizzie Sanders** stated every time we have contact with a retailer, the notes go immediately into Basecamp. Basecamp sends an email notice to your contacts. As a result, you are immediately in the loop. This process sets us apart from our competitors. In addition, we will update you on retail trends as brands expand into the regional and national markets.
- **Ms. Lizzie Sanders** stated Retail Strategies requests a three-year membership, however, the JEDD can exit at any point without a penalty. Real estate does take time.
- **Mr. Chris Galloway** stated that the JEDD made a significant investment in Buxton early on, which provided valuable data that was not previously available. Over the years, however, there has been a shift, and in his opinion, the focus has become finding a solution that is the right fit for the JEDD.
- **Mr. Morgan McIntosh** stated that reports had been received in the past, but not consistently, despite paying a substantial fee. He expressed confidence in the demonstration of what we will be receiving through Retail Strategies. There is a value in receiving regular reports, participating in calls with the Administrator, and sharing the information with the Trustees.
- **Ms. Lizzie Sanders** reiterated the strong industry relationships they have are valuable to their clients.
- **Mr. Morgan McIntosh** noted there is a presence in the area, we are not new in the market. Retail Strategies has proven themselves locally, which bridges the gap, because there are examples of success.
- **Ms. Christine Shoop** stated that, with the competitor, she was under the impression that they would only be paid when they delivered results. Therefore, she expected them to work diligently to deliver, but they did not.
- **Mr. Doug Lewis** stated that Retail Strategies will be assisting the JEDD and Painesville with additional recruitment efforts. However, he questioned how well Retail Strategies will come to understand the community. He noted that there is a definite vision for what the community wants and does not want, and Retail Strategies will need to understand specifically what the JEDD and Painesville are looking for and how they intend to develop in the future.
- **Ms. Lizzie Sanders** stated it is important to note that when we present your Retail Strategy, that is not set in stone. That is the point we receive feedback from you. If there is a specific retailer that you do not think is a good fit for Painesville, then we will not recruit them. We will offer multiple retailers that make sense for a specific site. We work on behalf of the community and take a human effort approach.
- **Ms. Lizzie Sanders** thanked the JEDD Board for their time and consideration.

D. PLACER.AI PROPOSAL

- **Ms. Rita McMahon** stated that in an effort to provide the Board with a full range of various options, Susan Crotty (City of Painesville Economic Director) and she met with Placer.ai at ICSC. Placer.ai would provide nationwide data, including access to data, analyses, and foot traffic reports through an online login. However, the responsibility for reviewing and analyzing the data would remain with the individual.
- **Ms. Rita McMahon** stated if the JEDD decided to contract with Placer.ai, we could have a subcontract with Painesville, and Painesville would have the ability to access all the data.
- **Ms. Rita McMahon** stated there is a provision in their data to obtain contact information for entities/persons we wish to reach out to. Placer.ai does not make any interactions or do any follow up work.
- **Ms. Rita McMahon** stated that Susan Crotty has used Placer.ai in previous positions and considers it a very good tool. She believes utilizing Placer.ai could provide the Board and Painesville with more information than it currently has.
- **Ms. Rita McMahon** stated the cost, including access to Painesville, is $24,000 (JEDD fee is $19,000 and the fee for Painesville is $5,000).
- **The Board** discussed that the data provided by Placer.ai is the same data that would be received from Retail Strategies. The difference is that Retail Strategies pulls and analyzes the data on behalf of the Board and provides recruitment assistance, whereas Placer.ai requires the Board to pull and analyze the data independently and does not provide recruitment assistance.

E. NEXTSITE PROPOSAL

- **Ms. Rita McMahon** stated that she spoke with NextSite regarding the expiration of the contract and whether there were any entities identified by NextSite that would be subject to a success fee over the next 18–24 months. Mr. Charles Branch of NextSite stated that there were no entities requiring a success fee and indicated that the JEDD does as good a job as NextSite in recruiting. NextSite provided a proposal for data-only services through Basecamp at a cost of $10,000.
- **Ms. Rita McMahon** stated that Charles Branch acknowledged that NextSite's service did not work out as anticipated and that they did not perform the level of activity they had initially expected.
- **Mr. Chris Galloway** pointed out that we have worked with NextSite for years, and they provided a proposal that shows data that is not in our market. They were strong for six months and I believe they realized they did not have the reach and connection to do what they needed for this market.
- **Mr. Morgan McIntosh** stated they were not helpful to us when we attended ICSC. In addition, NextSite made no effort to renew our contract.
- **Mr. Morgan McIntosh** stated that he sees value in Placer.ai; however, for the Board and the JEDD, having the human element would be beneficial. While the Board has strong members and data is valuable, he believes there is significant value in having development professionals provide support over the next several years. He stated that having an additional layer of support will be important in the coming years.
- **Ms. Christine Shoop** stated that Mr. Charles Branch confirmed her belief that the JEDD works very hard to achieve results within the District, however, we did not receive the expected level of support from NextSite in return. She stated that if the JEDD puts forth the same level of effort with a company such as Retail Strategies, the results could be significantly different.
- **Ms. Rita McMahon** stated that she will contact NextSite to obtain written confirmation that the JEDD does not owe any success fees.
- **Ms. Christine Shoop** suggested that Painesville should review Placer.ai's proposal if Susan Crotty sees value in their services.
- **Ms. Rita McMahon** stated Painesville's fee to use Placer.ai on their own would be $19,000.
- **Mr. Doug Lewis** stated that Retail Strategies is willing to give Painesville the same information as Placer.al.
- **Ms. Rita McMahon** stated that Susan Crotty prefers not to have to request data and would rather customize and pull reports independently. She noted that this level of control would not be available with Retail Strategies, which provides data and reports to their clients. Susan Crotty would like to have greater control over how the data is accessed and received.
- **Ms. Christine Shoop** stated Painesville needs to discuss with Susan Crotty and the Council what tool works the best for Painesville.
- **Mr. Morgan McIntosh** pointed out that Painesville has a full-time team dedicated to economic development, whereas the JEDD does not have the same resources. He stated that this is why having the human element and professional support is particularly important for the JEDD.
- **Ms. Rita McMahon** stated the JEDD has the budget if the Board chooses to contract with Retail Strategies.

F. DISCUSSION OF FUTURE ADMINISTRATIVE ASSISTANCE

- **Ms. Rita McMahon** stated she previously communicated to Chris Galloway, Morgan McIntosh, and Doug Lewis that she would like to transition out of the administrative position in 2027 and encouraged the Board to begin considering the future of the role following her resignation.
- **Ms. Rita McMahon** stated her role with the JEDD falls into two categories:
  1. Recruitment and economic development
  2. Management of the organization (e.g., budget, policies)
- **Ms. Rita McMahon** stated that the question is how the Board wants to move forward. If the JEDD hires a "Retail Strategies" type entity, there may not be a need for a strong economic development professional in the role. She advised the JEDD against hiring a full-time employee due to the additional expenses, such as benefits, and indicated that a contractual employee would be a better fit for the JEDD.
- **Ms. Rita McMahon** stated since we have three proposals, this may be a good time to begin thinking how to move forward.

F. DISCUSSION OF FUTURE ADMINISTRATIVE ASSISTANCE (Continued)

- **Mr. Chris Galloway** stated that, in his opinion, he has no interest in NextSite. He found Placer.ai fascinating; however, it is more focused on retail and operations for communities with larger, more robust economic development programs that do not require additional outside manpower. That model does not currently fit the JEDD. He indicated that he was very impressed with Retail Strategies and their approach, including the absence of future finder's fees. He was excited about the company before learning that it is also working with Chardon, noting that this creates a great synergy for both the JEDD and Chardon. When two growing communities are located next to each other, there is an extra incentive, in terms of their energy here, for a company such as Retail Strategies.
- **Ms. Christine Shoop** made a motion to move forward with Retail Strategies. **Mr. Morgan McInstosh** seconded. **VOTE:** All in favor of the motion (4 Ayes).
- **Ms. Rita McMahon** indicated that she and Legal Counsel will work with Retail strategies to develop an acceptable contract. She will contact Lizzie Sanders with Retail Strategies, as well as Placer.ai and NextSite with the Board's decision.

- **Mr. Chirs Galloway** entertained a motion to adjourn the June 19, 2026, JEDD Board Meeting at 11:07 am. **Ms. Christine Shoop** moved for approval. **Mr. Morgan McIntosh** seconded. **VOTE:** All in favor of approval (4 Ayes).

Meeting(s) scheduled below are subject to change:

September 11, 2026
December 11, 2026

All meetings will begin at 8:00 am at the Concord Township Hall Meeting Room unless otherwise notified.

Chris Galloway, Chairman

Rita McMahon, JEDD Administrator