

Willard Community Improvement Corporation

Organizational Meeting Minutes

July 18, 2022

1:30 PM

Willard Council Chambers

Attending: Courtney Carnahan, Joseph Daniel, Bryson Hamons, Lori Huff, Jack Kousma, Jacob McKenzie, James Pomerich, Diana Speller, and CIC Administrator Carol Knapp.

Absent: Ricky Branham

Guest Attending: Margo Barnett

Carol welcomed trustees to the organizational meeting. A quorum was established.

CIC Overview & Documents for Review

Directors were provided a binder with CIC information and documents for review and approval at the next meeting:

- Code of Regulations
- Conflict of Interest Policy
- Confidentiality Agreement

Carol provided an overview of CICs and the information in the binder. She cited examples of area CIC projects.

Election of Officers

Directors were provided with officer positions and responsibilities prior to the meeting.

Nominations for officers were:

- President – Joe Daniel nominated by Jacob.
- Vice President – Jack Kousma nominated by James.
- Secretary – Lori Huff nominated by Jacob.
- Treasurer – Lori Huff nominated by Jacob.

Jack made a motion to close nominations, seconded by Jacob, passed unanimously. Courtney made a motion to accept the Slate of Officers, seconded by Diana, passed unanimously.

Vision Discussion

- Bryson advised that the process to switch the electrical lines on the Myrtle Avenue Boulevard from above ground to underground has started. New light poles will be a part of that project with delivery expected in early December. The City is presently getting quotes on tree up-lighting and landscaping.
- A possible CIC project could be an archway at the Boulevard area along with signage to direct visitors to the historic downtown.
- Gateway signage at the entrances to the City was discussed. The City owns property at the intersection of Route 99 and Route 224 which could be used for large signage. It is a very visible area. Presently, there is some signage at the entrances to the City that recognizes the services clubs; however, they are in bad shape and may need to be removed. (Not a good first impression). Also, the railroad underpasses are not in good shape. CSX is aware of concerns.

- Four commercial properties in downtown Willard are slated for demolition through the Huron County Land Bank (5, 7, 9, and 11 Myrtle Avenue). Two properties are owned by the Land Bank with the other two owned by private individuals. It is anticipated that the demolition will occur late this fall. Discussion was held regarding potential usage of this property once demolition has been completed.
- Determining usage of the old fire department could also be a CIC project.
- Available property for housing is presently very limited in Willard. The City owns property on the corner of Townline 12 and Main Street that could be used for new residential construction (Gahr Farm). If Council decided to make that move, the CIC could facilitate the sale of property. That property would most likely be sold quickly so we need to look at additional opportunities for housing developments. Potential properties were discussed. Jack shared the advantages of the CRA (Community Reinvestment Area) Program; however, it is not a well-known program. Carol will work on pushing it out more (marketing) it.
- Possible annexation was discussed with Route 224 East being identified.
- Discussion was held on marketing the reasons to come to Willard.
 - Churches
 - Schools
 - Industry
 - Close Knit Community
 - Good Community Events
 - Parks and Pool
 - Parades
 - Considerable Business Investments
- Three main initial focus areas were identified:
 - Housing
 - Quality of Life
 - Rebrand/Sell Willard – Carol can “punch out “Proud to Call Willard Home.” Perhaps short videos on why people are proud to call Willard home and their “history” with Willard.
 - Wonderful World of Willard segment which started last week can help with the marketing and “debunking” misconceptions people have about the City.

The next meeting will be held on September 8, 2022, at 3:15 PM in Council Chambers.

Courtney made a motion to adjourn, seconded by Jack, and passed unanimously. The meeting adjourned at 3:11 PM.

Respectfully submitted,



Carol A. Knapp, EDFP
CIC Administrator

Approved by Board of Directors on September 8, 2022



Joseph Daniel, President