

**Orange Township Economic Development Advisory Board  
Meeting Minutes  
May 15 2017  
Orange Township Hall  
1680 East Orange Road**

Called to order at: 7:00pm

**Roll Call:**

John Altieri- Present  
Mark McCabe- Present  
Kannan Ramanujan- Absent  
Ken Lafontaine (alternate) -Absent

In attendance: Lee Bodnar, Township Administrator

Meeting minutes were approved for the following meetings; January 13, 2016, March 9, 2016, November 9, 2016 and February 1, 2017.

**Presentation: Mr. Johnny Diloretto of the Herb Gillen Agency**

They are a small advertising and consultation agency located in Upper Arlington. Chairman, John Altieri, invited Mr. Diloretto to address the Advisory Board regarding Community Branding. They can provide services in a multitude of areas including; social media development, newsletter design and revamp, website update, brochures development, video production, Logo design, developing a community marketing plan, etc. They would conduct interviews, distribute surveys, and conduct historic research to assist in addressing our needs. He will put together a proposal that will address these areas, provide a value proposition, and methods of measuring their impact in these areas. He believes this process will take at least a year to have impact. The Advisory Board will await his proposal.

**Lee Bodnar shared the following:**

- Provided copies of the Board of Orange Township Trustees executed resolution regarding the newly created Orange Township Outreach and Communications Committee (OTOCC).
- Reviewed letter to be submitted to the Board of Orange Township Trustees recommending they dissolve the Orange Township Economic Development Advisory Board (OTEDAB), and migrate the Advisory Board officers to the newly created OTOCC. The letter was signed by Chairman Altieri and Vice-Chairman McCabe and is included in these minutes – pending the signature of Secretary Ramanujan.
- Provided a list of four possible candidates for committee membership consideration. Lee Bodnar is to follow up with each.

**Remaining Meetings for 2017**

- July 19, 2017
- September 20, 2017
- Business Appreciation Day Event: Tuesday, October 24, 2017
- November 15, 2017

Meeting adjourned at 8:40 pm.

**APPROVED:**  
Orange Township Economic  
Development Advisory Board

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Member

\_\_\_\_\_  
Date