



**THE DOWNTOWN ECONOMIC IMPROVEMENT DISTRICT,
INC. BOARD MEETING MINUTES**

July 10, 2020
Virtual Meeting

Board Members Present:

Scott Anderson, Kelly Coures, Brad Ellsworth, Stephanie Engelbrecht, Court Kull, Wayne Kinney, Stacy McNeill, Tresa Miller, Harold Mirambell, Stephanie Morris, Alyssia Oshodi, Phillip Roberts, and Heather Vaught, Kendra Vanzo, and Heather Vaught

Guests:

Tara Barney

Counsel Present:

Mike Schopmeyer

Staff Present:

Joshua Armstrong, Adam Trinkel and Vicki Schmitt

CALL TO ORDER

In the absence of Chairman Jeff Justice, Vice Chair Brad Ellsworth called the meeting of the Downtown Economic Improvement District to order at 7:35 a.m.

Quorum was present.

SECRETARY'S REPORT

Approval of Minutes

The minutes of the May 2020 meeting were approved.

Ratify COVID-19 EIDL Loan

Roberts cited that on June 9th Josh initiated an email vote to obtain approval to apply for an EIDL loan. The loan was based on the EID's loss of \$53,600 on the firework expenses. The EIDL loan has a one-year delay on payment, 2.7 percent interest, payable over 30 years. (The electronic vote result was 13 yes, 1 abstain, 4 no responses.)

Roberts advised the board that it needs to ratify the electric vote for the EIDL loan.

Tresa Miller moved to accept the COVID-19 EIDL loan, Kelly Coures provided a second, Court Kull abstained; motion was carried.

Resolution for Back-up Signer on Main Checking Account

Josh Armstrong explained the EID Bylaws require two signatures for every check: the president and the treasurer's signatures. A backup signer was recommended when the president and/or treasurer are not available. Therefore, he asked Tresa Miller to assume the role of a backup signer for checks and she has agreed.

Brad moved to accept Tresa Miller as a back-up signer for the main checking account, Kelly Coures seconded the motion; motion was carried.

TREASURER REPORT

Stephanie Morris, Treasurer, reviewed the financial reports from May and June 2020.

She cited that due to COVID-19, the deadline for paying the spring installment of property taxes was extended 60 days. (Josh added that several of the EID's large rate payers have opted to defer their spring property taxes.) As a result, income is down significantly from the budget; however, the EID anticipates income to be coming in very soon. In addition, expenses show that the event expenses were down due to downtown events being canceled; the purchase of hand sanitizers for merchants; and landscaping and lighting projects being installed.

Kelly Coures moved to approve the financial report, Wayne Kinney seconded it; motion was carried.

Discussion of Updated Revenue/Expense Plan for Remainder of 2020

Josh asked if the board had any questions about the EID expense plan that was emailed to them prior to the meeting.

There were no questions or comments, and no board action was required.

Resolution to Increase Line of Credit to \$180,000 Due to Late Paying Parcels

Josh explained that normally the EID receives two payments a year from the County Auditor – one in June and the second

one in December. Because the deadline to pay property taxes was extended, the EID had \$81,000 in late pays this spring. As a precaution should the fall installment also be late, Josh asked the board to consider increasing its line of credit from \$100,000 to \$180,000. The EID's current line of credit has a \$0 balance, however, Josh added that it is normal that the EID has to tap into the line of credit twice a year for only a short period of time while waiting for the spring and fall property tax installments.

Wayne Kinney moved to increase of line of credit to \$180,000; Phillip Roberts seconded the motion, Kendra Vanzo abstained; motion was carried.

Cash Handling Policy

Josh explained he emailed a copy of the proposed cash handling policy for board members to review prior to the meeting. He continued that in that State Board of Accounts can audit the EID, and that in anticipation of the proposed half pot raffle, it was recommended that the EID implement a cash handling policy. The half pot raffle could generate a large amount of cash that will need to be deposited regularly, and these good cash handling procedures could protect the organization against theft. He also contacted numerous nonprofits to confirm if they have implemented a cash handling policy, but none of them had a policy in place.

Kelly Coures moved to accept the, cash handling policy; Stephanie Morris seconded the motion; motion carried.

CHAIR'S REPORT

Brad Ellsworth requested input from the EID's board on the following:

Large Events Moving Forward, Indoor vs Outdoor

Brad recommended that the EID board decide whether it is possible to hold large events throughout the pandemic.

Wine Walk – event planned for September 2020. In 2019 there were 980 attendees. The purpose of this event is to create vibrancy and introduce merchants and/or restaurants to the broader community and drive traffic into the stores and restaurants. Pop-up wine bars were set up in the stores. The Wine Walk is currently scheduled for September 24th.

Josh posed the question if the EID should postpone this event or hold it completely outdoors? If it is held outdoors, does it defeat the original purpose of the event.

Board Discussion

- Merchants commented that even if pop up wine bars are located outside stores, there is still visibility. They cited this event would be beneficial even if participants cannot go into the shops.
- May need to be flexible as masks may be required.
- To reduce the number of attendees, change the event from the weekend to during the week. Josh stated that may pose a problem for Oliver Winery, the Wine Walk sponsor, because they have been promised 1,000 participants.
- Stretch the time from 5:00-8:00 p.m. to 11 a.m. – 8:00 p.m. to spread out the attendance.
- Close street to allow the attendees to spread out.
- Even though we could allow for social distancing, is this the right thing to do?

Josh requested that no action be taken today until he has an opportunity to talk with Oliver Winery and the EID staff has the opportunity to rework ideas. The deadline on whether to move forward with this event is August 15.

Downtown Christmas (outdoor) Holiday Market

Josh explained he is interested in offering a holiday market that will create memories, increase pedestrian traffic and offer a unique experience for people to want to come back year after year. Studies have shown that near-by bricks and mortar merchants see a significant increase in sales during a Holiday Market. He and Adam attended a holiday market in Carmel, Indiana two years ago and were fascinated. He showed pictures of similar markets that vendors decorate tents to set up their merchandise and/or food. Armstrong proposed erecting 32 vendor tents along Main between Fourth and Fifth Streets for the Holiday Market (includes 2 tents for selling raffle tickets), reindeer rides, Santa, live music, craft area, inflatables, a trackless train that is decorated as race cars, Santa, etc. Proposed date for this event is December 4-6, 2020.

The board members commented the Holiday Market is a good idea. Armstrong will have the EID staff to continue to plan for

this event, and a decision can be made later on whether it will be safe to host this event this year.

Holiday Half Pot Raffle

Josh proposed offering a half pot raffle during the Holiday Market but extending it over the entire week rather than just the weekend (similar to the one the Westside Nut Club offered during the Fall Festival last year). The EID's legal counsel provided a legal opinion that the EID satisfies all the requirements to qualify with the Indiana Charity Gaming Commission.

Josh distributed a brochure with the meeting packet from Ascend, a company that could help execute the half pot raffle. Ascend would provide the technology needed to execute the raffle. Unfortunately, Josh has not yet been able to obtain a service contract from them.

Wayne Kinney moved to give Josh the authority to explore a service contract with Ascend for a half pot raffle during the Holiday Market. Once negotiated, Josh will present the proposed contract to the EID board for final approval. Harold Mirambell seconded the motion; motion carried.

DIRECTOR'S REPORT

Josh briefly reviewed several EID activities that have recently occurred or are upcoming:

Small Outdoor Events

- Held a Small Business Saturday on May 30th
- Offered social distanced Yoga Class on June 25
- Offering through the summer Tuesday Tunes and Treats from 11:30 a.m. – 1:00 p.m. with live music
- Moonlight Madness Sale – August 14 & September 11 from 6:00-9:00 p.m.
- Dog Day– on September 12th bring your dog downtown, photo station, etc.

Special Lighting System

- A special lighting system has been installed to illuminate trees along Main Street. The CVB funded \$95,000 to install lighting between Second Street and Martin Luther King Blvd. The EID is still seeking funding for trees from Second Street to Riverside Drive.

New/Refreshed Landscaping

Planted additional trees on Fulton Avenue as entry into Downtown and welcoming the LST.

Millie’s Downtown Dino Trail

The Downtown EID partnered with CMoe and the Arts Council of Southwest Indiana on the Millie’s Downtown Dino Trail. The Rotary Club awarded a \$40,000 grant towards this project. The trail features art pieces starting at Mickey’s Kingdom with Millie the Dinosaur. The trail will highlight different areas of downtown and will end at cMoe. The project is targeted to be completed by the end of 2021.

Indiana Preserving Women’s History Grant

Josh cited the EID was notified it did not receive the grant.

Chamber MOU for 2021 and Beyond

Josh has met with Tara Barney, Southwest Indiana Chamber concerning a MOU for 2021 and beyond. He is continuing to move forward on where and what the EID plans for 2021.

BOARD COMMENTS

None

RATE PAYER COMMENTS

None

NEXT MEETING

The next meeting of the EID Board is scheduled for September 11, 2020 at 7:30 a.m.

ADJOURNMENT

The meeting was adjourned at 8:35 a.m.

COMMITTEE ACTION ITEMS

- Approved** - Minutes from the May 9, 2020 Meeting
- Approved** –May and June 2020 Financial Report
- Approved** Tresa Miller as backup check signer
- Approved:** Increase line of credit to \$180,000
- Approved:** Cash Handling Policy
- Approved:** Authority for Josh to explore contract with Ascent for half pot raffle

Submitted by,

A handwritten signature in blue ink, appearing to read 'P. Roberts'.

Phillip Roberts
Secretary

Prepared by,
Vicki Schmitt, Executive Assistant