



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

January 10, 2020

Innovation Pointe Building • Media Suite

**Board Members Present:**

Kelly Coures, Brad Ellsworth, Stephanie Engelbrecht, Jeff Justice, John Lamb, Tresa Miller, Stephanie Morris, Johnathon Pope, Phillip Roberts, and Kendra Vanzo

**Guests:** Tara Barney, Terri Marshall

**Counsel Present:**

Mike Schopmeyer, JR Trockman

**Staff Present:**

Joshua Armstrong, Adam Trinkel, Alli Turpin, and Vicki Schmitt

**CALL TO ORDER**

Chair Jeff Justice called the meeting of the Downtown Economic Improvement District to order at 7:35 a.m.

**WELCOME**

Justice welcomed Terri Marshall and asked for board members to introduce themselves.

**REMONSTRANCE OF  
ASSESSMENT**

Terri Marshall, stated she and her husband purchased the former D-Patrick Body Shop located at 201 SE Fourth Street in the fourth quarter of 2019. (This building has been vacant for several years.) She explained she and her husband own the building adjacent to this property that shares a common wall with the 201 SE Fourth Street property. The newly purchased property needs minor façade changes and window replacement, but mainly needs major clean up after standing vacant for so long. They plan to lease a portion of the building, but primarily it will be used for personal storage. She asked for a two-year abatement to allow them time to get the property cleaned up; however, she was informed the EID only grants one-year abatements with the possibility of a one-year extension. Total assessment for the 201 SE Fourth Street property is \$420,084.

Justice mentioned that there does not seem to be any extreme circumstances with this property in comparison to other abatement requests.

Stephanie Morris moved to decline the abatement request. Stephanie Engelbrecht seconded the motion.

However, after debate, Morris amended her motion to approve the Marshall's property abatement for one-half of the assessment for one year totaling \$210.42; Kelly Coures seconded the amended motion; motion was carried.

## **SECRETARY'S REPORT**

### **Approval of Minutes**

The minutes of the November 8, 2019 meeting were approved as written.

Tresa Miller moved to approve the minutes as written; Stephanie Morris seconded the motion; motion was carried.

### **Conflict of Interest Form**

Phillip Roberts pointed out that in the board packet is a Conflict of Interest form that all board members are required to sign annually. He asked that board members sign and return this form to Josh Armstrong no later than Saturday, January 11, 2020.

## **TREASURER REPORT**

Treasurer Stephanie Morris presented the financial reports for November and December 2019.

Kelly Coures moved to accept the financials as presented, Johnathan Pope seconded the motion; motion was carried.

## **EVENTS & MARKETING REPORT**

### **Alli Turpin**

Josh reintroduced Alli Turpin who started full time this week as the EID's marketing and events coordinator. For the past year, Alli has worked as a part-time employee while completing her degree at the University of Southern Indiana.

Adam Trinkel reported the following:

### **Recent Events**

- Hundreds of families came downtown for the December 7th Christmas on Main event. Trinkel believes there is a lot of potential for this event and believes it will continue to grow over the coming years.

### **2020 Event Calendar**

Results of the rate payers' survey and the board strategic planning session indicated the desire for more family events. Therefore, this year more family friendly events have been added.

New events planned are:

- Craft Beer Stroll in March
- Dog's Day Downtown in May,
- Tuesday Tunes (is the EID opportunity to engage with the business community during the day).
- Halloween Stroll in October for families
- Downtown Movie Nights (no dates have been set)

### **Sponsorship Opportunities**

A comprehensive event sponsorship booklet that has been created to share with businesses. This year's monetary goal is \$20,000 for events and holiday décor and \$60,000 for Fireworks on the Ohio.

Brad Ellsworth recommended the EID complete a Vectren online grant application for consideration.

### **Downtown Economic Development Corp Update (DEDC)**

Stephanie Engelbrecht reported information was sent out to board members to review prior to the board meeting concerning the MOU between the EID and the DEDC. Armstrong explained the DEDC is a separate entity from the EID. The DEDC is needed to help real estate growth in downtown. He added that rate payer funding is never shared with the DEDC. However, the EID and DEDC need to routinely collaborate. Therefore, an MOU is needed to formalize the organizations' relationship but allow enough flexibility to work together. It will include:

- Confidentiality – allowing the EID and DEDC to discuss matters
- Grant writing collaboration
- Website, branding, and email
- Consulting – establish the decision to pay EID staff for development-related work performed on behalf of the DEDC
- Governance

No board action was required at this time. Mike Schopmeyer will draft a MOU and present a draft for the board to review at the next board meeting.

#### **Fifth and Main Project**

Stephanie Engelbrecht reported that Hafer has completed the first set of schematics.

The state application is due February 1. Before demolition can begin at the end of the month, three tenants need to vacate the building.

### **CHAIR'S REPORT**

Jeff Justice thanked the board for their efforts in 2019 and stated he looks forward to what 2020 has to bring.

### **DIRECTORS REPORT**

Josh Armstrong reported on the following:

- Main Street Lighting Project Update – this project will allow programmable colored lighting that can be operated via a mobile phone. Mounts Electric will begin the electric work very soon. This project is being primarily funded by the Evansville Convention and Visitors Bureau, however, the EID may be asked to contribute.
- Strategic Planning Session Follow-up - Armstrong pointed out an Excel spreadsheet has been created that shows the survey responses by rate payers and board members.
- Securing Exempt Parcel Participation – Josh is to reach out to exempt property owners (non-profits do not have to contribute to the EID) to present reasons for their contribution to the District. He also request board members who sit on non-profit boards if they would be willing to share information with those organizations.
- The KEB MOU Addendum was emailed to board members to review. This addendum includes the purchase of a Mule utility vehicle to help with litter clean-up and watering plants, etc. Kelly Coures moved to approve the KEB MOU addendum to purchase a Mule, Stephanie Engebrecht seconded the motion; motion was carried.

- **2020 Projects**

Josh reported there is \$63,000 budgeted for landscaping projects. Several ideas are being considered this year are:

- Fulton Entry would be landscaping project, and estimate it will cost \$13,000.
- Chandelier Tree, to be located at Main and Second Streets– The EID is applying for a State of Indiana

Quick Grant to fund this project. The EID will work with the Arts Council for this project. This area has an electric outlet and FC Tucker Emge is willing to pay to have the electrical work completed. Armstrong advised this project could help pull people from the river.

- Supporting new development on SE First Street. In the past couple of years there have seen several renovations in this area. Since this block has unique architecture and is close to the Hyatt Place Hotel, the EID would like to do something to emphasis this area. Kelly Coures added the City of Evansville is considering additional lighting.
- Supporting business development on NW 6<sup>th</sup> from Main to Sycamore by advocating for, and funding, street improvements.
- Pull grasses by Arazu on Main Restaurant and replace with a tree.

## BOARD COMMENTS

### RATE PAYER COMMENTS

None

### NEXT MEETING

The next meeting of the EID Board is scheduled for March 13, 2020.

### ADJOURNMENT

The meeting was adjourned at 8:29 a.m.

### **COMMITTEE ACTION ITEMS**

**Approved** - Minutes from the November 8, 2019 Meeting  
**Approved** – Abate one-half of the assessment for 201 SE First Street for one year

**Approved** –November & December 2019 Financial Report

**Approved** MOU Addendum with KEB to purchase a Mule

Submitted by,



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Phillip Roberts  
Secretary

Prepared by,  
Vicki Schmitt, Executive Assistant