



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

November 13, 2020

Virtual Meeting

Board Members Present:

Jeff Justice, Scott Anderson, Kelley Coures, Brad Ellsworth, John Lamb, Stephanie Engelbrecht, Court Kull, Wayne Kinney, Stacy McNeill, Tresa Miller, Stephanie Morris, Alyssia Oshodi, Stephanie Terry, Phillip Roberts, Heather Vaught, Kendra Vanzo, Jared Smith, Lucero Tennis and Randy Hobson

Counsel Present:

Mike Schopmeyer

Staff Present:

Joshua Armstrong, Adam Trinkel and Alli Turpin

CALL TO ORDER

Chairman Jeff Justice called the meeting of the Downtown Economic Improvement District to order at 7:33 a.m.

Quorum was present.

SECRETARY'S REPORT

Approval of Minutes

The minutes of the September/October 2020 meeting were approved. Brad Ellsworth moved to approve the minutes, Wayne Kinney seconded; motion was carried.

TREASURER REPORT

Stephanie Morris, Treasurer, reviewed the financial reports from September and October 2020.

a. **Approval of financial reports September/October (action)**

Stephanie Morris noted that there was nothing unusual in the financial reports from September and October 2020. Kelley Coures moved to approve the financial reports, Philip Roberts seconded; the motion passes.

b. **Ratification of 2021 Budget approved via email (action)**

The Ratification of the 2021 Budget was sent out for approval via email prior to the Board Meeting. Kelley Coures moved to approve the ratification of the 2021 Budget, Stephanie Engelbrecht seconded; the motion passes.

c. **Resolution to open Venmo account (action)**

Stephanie explained that opening a Venmo account would simplify how the EID pays musicians who perform at the events since the check writing process takes longer. There is a maximum payment of \$250, and the max per month is \$1000. Phillip Roberts moved to approve the resolution to open a Venmo account, Stephanie Engelbrecht seconded; the motion was carried.

d. **Approval of IRS form 990 for filing (action)**

Josh explained that the 990 form is an annual tax filing with the US treasury. This is nothing unusual and aligns with the financial reports. The form is electronically filed. Stephanie Terry moved to approve the IRS form 990 for filing; Stephanie Engelbrecht seconded, none opposed; the motion was carried.

CHAIR'S REPORT

a. **Board slate and officers for 2021 (action)**

New board members for 2021

Jared Smith - current General Manager at DoubleTree by Hilton

Anna Jordan – Controller at Ten Adams, a new Downtown business/property owner

Lucero Tennis – Associate Attorney at Jackson Kelly, resident of Mt. Carmel

Randy Hobson - Pangea and 2nd Language owner

Board slate for 2021

Chair - Phillip Roberts

Vice – Brad Ellsworth

Secretary - Alyssia Oshodi

Treasurer – John Lamb

Jeff Justice presented the slate of officers and members in the form of a motion, Stephanie Engelbrecht seconded, none opposed; the motion carries.

b. **Renewal of retainer agreement with KDDK (action)**

Josh explained the partnership is important. Mike Schopmeyer and JR Trockman are helpful with bouncing thoughts and ideas off of. This is a multi-year (2021-2023) contract for legal services. The only change was a 5% increase of charges due to the increase of cost of living. Brad Ellsworth motioned to approve the renewal of the retainer agreement with Kahn, Dees, Donovan and Kahn, Phillip Roberts and Heather Vaught seconded, none opposed; the motion passes.

EVENTS & MARKETING REPORT

Upcoming events (report)

Adam Trinkel shared an update on the upcoming holiday events: Small Business Weekend, A Downtown Christmas and Christkindlmarkt.

a. **2021 Sponsorship booklet**

The EID 2021 Sponsorship booklet is complete and available online to view at DowntownEvansville.com.

They will be printed and distributed within the next few weeks.

DIRECTOR'S REPORT

Fall projects completed (report)

Josh shared an update on the fall projects that have been completed.

- The USI Women's Basketball and Mater Dei High School Football teams volunteered their time to refresh the landscaping at YWCA Evansville.

- An LED lighting system designed to create motion in breezes has been added to the alley on the 200 block of Main, located between Shing Lee Chinese Restaurant and Evansville Eyecare Associates. More plants and a small art installation will be

added in the spring.

- Fall Clean Up Day: 16 new large planter pots, dozens of large shrubs, and hundreds of white pansies to fill the planter pots. 80 Signature School students volunteered for the cleanup and planting, organized in collaboration with our clean and beautification partner, Keep Evansville Beautiful.
- New holiday banners have been installed along Main Street.

2021 Beautification Projects

Josh explained that there is a budget for the larger beautification projects and presented options for potential projects to the Board:

- Completing the tree well lighting from Riverside to Main Street. Brad Ellsworth advised the EID to complete a sponsorship application with Vectren CenterPoint for this project.
- Seasonal flower beds along Main St – beautifies and creates photo opportunities
- Parking Garage signage – to drive workers and visitors to better utilize the garages
- Underpass lighting improvements along the Lloyd Expressway (and will need partners to help)
- Installing a meshed WiFi system along Main to benefit retailers, residents and visitors, and to also capture data for the EID and serve other EID needs.

a. New businesses, Post House occupancy (report)

Post House occupancy level - 71%

Sixth and Zero – relocating to 425 Main Street in January 2021. Heather Vaught shared that she spoke with Mary Allen, owner of Sixth and Zero, and the EID’s marketing and exposure was a major selling point to her signing her lease.

b. City Council, notice of assessments, year-end activities (report)

The City Council Meeting to approve the 2021 budget is on December 7 at 5:30 PM.

BOARD COMMENTS

- Brad Ellsworth gave an update on the merger between the Southwest Indiana Chamber, Growth Alliance for Greater Evansville (GAGE) and the Southwest Indiana Economic Development Coalition. The merger is moving forward and will be announced soon.
- Heather Vaught shared an update about the new skatepark that will be installed on the riverfront. Studies have shown that cities with concrete skateparks have a 60% reduction of drug activity and 25% reduction in crime.
- Mike Schopmeyer stated that he was impressed with Randy Hobson’s mission statement on retaining young, creative people in Evansville.

RATE PAYER COMMENTS

None

NEXT MEETING

The next meeting of the EID Board is scheduled for January, 8 2021 at 7:30 a.m. at the Old National Events Plaza.

ADJOURNMENT

The meeting was adjourned at 8:28 a.m.

COMMITTEE ACTION ITEMS

- Approved:** Minutes from the September/October Board Meeting
- Approved:** September/October financial reports
- Approved:** Ratification of 2021 Budget (via email)
- Approved:** Resolution to open Venmo account
- Approved:** IRS form 990 for filing
- Approved:** Board slate and officers for 2021
- Approved:** Renewal of retainer agreement with KDDK

Submitted by,



Phillip Roberts, Secretary

Prepared by,
Alli Turpin, Marketing and Events Coordinator