



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

January 14, 2022
Innovation Pointe/Zoom

Board Members Present:

Phillip Roberts, Lucero Tennis Kieffer, John Lamb, Stephanie Engelbrecht, Amanda Schmitt, Kelley Coures, Jeff Justice, and Larry Donald

Board Members on Zoom:

Dwight Emmert, Kendra Vanzo, Anna Jordan, Stephanie Terry, Stacey McNeil, and Jonathan Pope

Guests on Zoom:

Tara Barney

Counsel Present:

Mike Schopmeyer and JR Trockman

Staff Present:

Joshua Armstrong, Adam Trinkel, and Alli Turpin

CALL TO ORDER

Chairman, Phillip Roberts, called the board meeting of the Downtown Evansville Economic Improvement District to order at 7:31 a.m.

Quorum was present.

REMONSTRATION

There were no remonstrations. No action needed.

SECRETARY'S

Approval of Minutes (action)

Secretary, Lucero Tennis Kieffer, mentioned that the minutes from the November/December EID Board Meeting were sent out via email prior to today's meeting. Phillip Roberts sole moved to approve the minutes, Stephanie

REPORT

Engelbrecht seconded, none opposed; motion was carried.

Resolution for signers on accounts (action)

Lucero stated that Josh sent out a Certified Resolution prior to today's meeting regarding signers for the EID accounts. This will authorize the Treasurer, Stephanie Terry, and John Lamb to sign for EID checks. Kelley Coures sole moved to approve the resolution for signers, Stephanie Engelbrecht seconded, none opposed; the motion is approved.

Adding new Downtown Neighborhood Association President to EID Board (action)

Josh Armstrong introduced Larry Donald, the new Downtown Neighborhood Association President to the EID Board. Larry is a Downtown resident who has lived in the Plaza Condominiums for the past 11 years. Larry retired 5 years ago from a career in Computer Engineering. Larry just recently completed an Iron Man competition.

Stephanie Engelbrecht sole moved to accept Larry Donald, President of the Downtown Neighborhood Association, to the Downtown Evansville Economic Improvement District Board, Kelley Coures seconded; the motion carries.

TREASURER'S REPORT

Approval of financial reports November/December (action)

Josh Armstrong reviewed the November/December financial statements. Josh explained that event revenue in 2021 was higher than forecasted. The data collection line is for Buxton and the Value of Downtown Evansville Study. Josh noted that the EID is waiting to receive the depreciation expense from Riney Hancock. The EID is subject to audits from the state board accounts. Overall, if the depreciation expense is at the amount budgeted for, the EID is \$7200 over budget. The EID will continue to generate ideas on how to use the \$7200 surplus in a transformative way for the district.

Kelley Coures sole moved to approve the financial reports, John Lamb seconded, none opposed; the financials were approved.

Josh reminded the Board that the financials and minutes are posted to DowntownEvansville.com for rate payers to view.

PRESIDENT'S REPORT

Discussion on 2022 Projects

President, Josh Armstrong, explained that there is money budgeted for a few beautification projects in 2022.

1. Micro Dog Park

President, Josh Armstrong, explained that a Micro Dog Park was called for in the 2016 Downtown Master Plan. The open space near AR Lofts on 3rd Street is the proposed space for the micro dog park. The park would include a few amenities such as a seating and trash cans. The EID would take over the mowing of this property from the Evansville Water and Sewer Utility. It is estimated that it would cost \$2,000 to mow the space annually. The park would be fenced and none of the existing trees would have to be cut down to fence the area.

The Evansville Water and Sewer Utility Board would have to approve of the transfer of space to the EID. The project would then go through design review for approval. The space will be designed to last 20 years.

Josh has spoken with Evansville City Church, which is located directly across the street from the space, and they have no objections.

The Board had no objections for the proposed micro dog park so the project will continue to move forward.

2. Mural

Another proposed project would be a relatively large mural. There are a few spaces in mind that could benefit from beautification: the Old Cigar Factory across from YWCA and visible from the Post House, the wall of Peephole Bar & Grill that faces The Hub, or the City Parking Garage at 3rd & Locust. The EID will put a call out for artists through the Arts Council of Southwestern Indiana. The Arts Council collects the submissions and committee of EID Board Members score and rank the submissions. The Public Arts Commission are involved in any murals being painted on public buildings.

READI/Downtown Growth Fund

The Region was just awarded \$50 Million in READI dollars which is a matching grant from the State of Indiana, similar to the Regional Cities program.

Downtown has several opportunities through this program. Some of the most notable Downtown projects include: River Visio, development of Main & Riverside to a mixed-use development as well as mixed-income, walkable housing. If anyone has questions regarding READI, contact Josh and he will connect you to Audrie Burkett with EREP.

Value of Downtown Evansville Study Highlights

Josh explained that he will give overviews of the Value of Downtown Study over the next couple of meetings. This study was done in 2021 by the International Downtown Association. The IDA is an urban place management for groups such as the Downtown Evansville – Economic Improvement District. All of the data is pre-pandemic.

The IDA's study area for Downtown Evansville includes Census Tract 17 and 18 – this area is larger than the EID district. For the most part, the EID lands within Census Tract 18.

Overall, Downtown Evansville's population decreased from 2010 to 2019. The city as a whole increased by 1% during that time, and the region as a whole decreased in population.

However, there are 18,000 workers in Census Tract 17 and 18. 72% of the Evansville's management jobs are in Downtown Evansville as well as 61% of the city's creative jobs.

“No other part of the region features as high a concentration of jobs as in Downtown. Home to 20% of the workers in the city and 12% of the workers in the region, Downtown is the clear economic driver of the region.”

Other data points include: Downtown has 3% of the residential units in the city.

Downtown's population per sq. mile is less than the rest of the city. This is due to the smaller average household size. Downtown has 24% of the hotel rooms in Vanderburgh County.

Relative to other cities our size, Evansville does not have a strong presence of small businesses or start-ups. Although, the study did call out that our area has a lot of resources for start-up businesses.

Thanks to the density of jobs, Downtown Evansville is a major fiscal driver for Vanderburgh County and the City of Evansville. The average square mile of Downtown carries a value 3.6 times higher than the remainder of the city and 10 times higher than the rest of the county. Additionally, major spots of Downtown are commercial and have a tax cap at 3% versus residential or agriculture that have lower tax caps.

“Downtown’s place at the epicenter of the regional economy of Evansville underscores the important role that organizations like the Downtown Evansville EID play in creating and sustaining a healthy economy. The EID builds a more active and inclusive Downtown by focusing on programs that contribute to the cleanliness, safety and beautification of Downtown, as well as hosting events and recruiting businesses to the area. This kind of block-level support is critical to preserving not only the fiscal health of the city, but also the prosperity of the entire region of Southwest Indiana.” – International Downtown Association

EVENTS & MARKETING REPORT

Marketing and Events Director, Adam Trinkel, gave the Events and Marketing Report.

December Events (report)

Since the last board meeting, the EID hosted two large events to end the year.

Small Business Saturday – November, 27 2021 in conjunction with American Express’ national effort to Shop Small.

A Downtown Christmas Presented by Engelbrecht Enterprises – Saturday, December 4 2021. Approximately 4,000 people attended this free, family-friendly event.

Sponsorship Packets have been printed and distributed. If any Board member would like to take one to share the Downtown Evansville sponsorship opportunities.

Adam thanked John Lamb for German American Bank’s Presenting sponsorship of Dog Day again in 2022. As well as Stephanie Engelbrecht with Engelbrecht Enterprises for signing on as the Presenting Sponsor for A Downtown Christmas again in 2022.

BOARD COMMENTS

None

RATE PAYER

None

COMMENTS NEXT

The next meeting of the EID Board is scheduled for March 11, 2022 at 7:30 a.m. at 318 Main Street or via Zoom.

MEETING

The meeting was adjourned at 8:13 a.m.

ADJOURNMENT

Mike Schopmeyer asked for a roll call vote on all actions that were approved during this board meeting. All in attendance and on zoom voted "aye." None were opposed.

Approved: Minutes from the November/December Meeting

Approved: Resolution for signers on accounts

Approved: Larry Donald, the new Downtown Neighborhood Association, joins the EID Board

Approved: November/December financial reports

Submitted by,



Prepared by,
Alli Turpin, Marketing and Events Coordinator