



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

January 8, 2021

Old National Events Plaza/WebEx Meeting

### **Board Members Present:**

Jeff Justice, Scott Anderson, Kelley Coures, John Lamb, Stephanie Terry, Court Kull, Wayne Kinney, Stephanie Morris, Alyssia Oshodi, Stephanie Terry, Phillip Roberts, Heather Vaught, Kendra Vanzo, Jared Smith, Lucero Tennis, and Tara Barney

### **Counsel Present:**

Mike Schopmeyer

### **Staff Present:**

Joshua Armstrong, Adam Trinkel and Alli Turpin

### **CALL TO ORDER**

Chairman Philip Roberts called the meeting of the Downtown Economic Improvement District to order at 7:32 a.m.

Quorum was present.

### **Remonstrance of Assessments (action)**

Josh Armstrong announced that there is only one parcel within the district that is remonstrating this year: the Hyatt Place Hotel. Mr. Shaw of Kinship Hospitality Group, the developers of the Hyatt Place, met with Josh earlier this week to discuss the assessment and when the hotel plans to open. They are in an improvement assessment from the county in terms of the value of the parcel. Their parcel has not been fully assessed yet. It is currently assessed at \$3,042,300, which will increase once it has been completed. The hotel will not be open till the middle of the year, so Mr. Shaw is seeking relief from his assessment. His 2020 assessment was a total of \$1426.00. The Hyatt Place hotel should open sometime in the second quarter. Josh explained that Mr. Shaw is amenable to a 50% reduction of assessment due to the later opening date. His total assessment for 2021 would be \$3,194.40.

Philip Roberts explained that the factors of the delays were construction delays due to cost issues, employee shortages due to COVID-19 and the weather. Josh shared with the Board that the lender of this project has been made aware.

Kelley Coures made a motion to approve the one year 50% reduction of assessment for the Hyatt Place, Wayne Kinney seconded; unanimous vote to pass the motion. John Lamb with stained from the vote due to his involvement in the project.

## **SECRETARY'S REPORT**

### **Approval of Minutes**

Alyssa Oshodi mentioned that Josh sent out the minutes from the November/December 2020 meeting earlier this week. Stephanie Terry moved to approve the minutes, Wayne Kinney seconded; motion was carried. None were opposed.

### **Conflict Declaration Form**

Alyssa reminded the Board to complete, sign, and return the Conflict Declaration form that Josh sent via email earlier in the week. The EID's Counsel will review the Whistleblower and other policies at the March Board meeting.

## **TREASURER'S REPORT**

John Lamb, Treasurer, reviewed the financial reports from November and December 2020.

### a. **Approval of financial reports November/December (action)**

John Lamb stated that there was a net loss of approximately \$65,000 and profit of \$5,000. He noted that the loss is due to significant decreases in sponsorship income as well as event participation due to COVID-19. He also explained that this was the first year the EID recorded depreciation expenses. Approximately \$19,000 in a non-cash expense, this would change the net loss total (on a cash basis) closer to \$46,000. There was a timing issue with the grant that was received in 2019 for the lighting project. The revenue was recorded in 2019, but the expense was recorded in 2020. The total of the grant was \$36,000. On a comparative basis, the total loss would then be \$9,000 for the year.

From a balance sheet perspective, we are starting the new year in a nice cash situation. The organization has \$190,000 with a total equity of \$246,000.

John commended the EID staff for managing expenses during a challenging year. Phillip echoed John's statement.

Kelley Coures moved to approve the financial reports, Jonathan Pope seconded; motion passes.

Josh Armstrong noted that since the EID is a 501(c)6 organization, we were unable to apply for the first round of PPP loans. The bill that allows 501(c)6 organizations to apply to this loan was approved at the end of the year, the application deadline is in March. Josh explained that before any action is taken towards this loan, it will be brought to the Board for approval.

## **EVENTS & MARKETING REPORT**

### **2021 Events**

Adam Trinkel shared the 2021 event dates that went live on Facebook during the first week of January. New event concepts will be shared at a later date. Adam explained that releasing the dates at the beginning of the year will help other community organizations plan around them. Of course, these dates are subject to change depending on the COVID-19 vaccine rollout. Adam noted that there are no large-scale events scheduled until this summer. The two shopping events in May (Sidewalk Sale and Spring Small Business Saturday) will be able to be safely executed.

The EID 2021 Sponsorship booklet is complete and available online to view at [DowntownEvansville.com](http://DowntownEvansville.com). Adam shared that \$10,000 in commitments have been secured so far. The EID staff has a goal of \$30,000 in sponsorships for events, and \$40,000 for Fireworks on the Ohio.

## **Development Corp Update - Jeff Justice**

### **5th & Main Update**

Jeff Justice gave an overview of the 5th & Main project. The 420 Main building will be replaced by two new buildings: one four-story and one six-story. This redevelopment of the entire block will create a central hub in Downtown Evansville. A new park will be built on the corner of 4th & Main.

Both buildings will have the opportunity for event space, dining space, restaurant/bar space on the roof overlooking the park and Main Street. The project is envisioned to have commercial space on the first floors. The second floors are devoted to office space and include an outdoor deck that will overlook the park. The upper floors are dedicated to residential units, 1 and 2 bedroom apartments. There are approximately 130 units in the building. An underground parking garage will be located below the park that has about 115 spaces. The one-bedroom apartments are 750 sq. ft. and the two-bedrooms are 950-1000 sq. ft.

The design and construction teams are ready to begin once the deal has been put together. Jeff explained that the submission has been made to the state for assistance with tax credits and is being reviewed at this time. They are expecting a response sometime in the first quarter of this year. This project is also seeking financial commitments from a loan perspective. Happening now: Alignment with all private investors, finalizing any property issues, finalizing local relationships with municipal government and approval processes.

Jeff Justice noted that the park was in the 2016 Downtown Master Plan.

Josh Armstrong explained that the park will have programmed activities, EID activities as well as the EID coordinating other organizations' events. The park could be

transformed into an ice skating rink during the winter. There is space for micro businesses or kiosks to set up in the park. The city will building the park, the EID will coordinate the cleaning and upkeep of the park.

## CHAIR'S REPORT

Philip Roberts had no business to report at this time.

## DIRECTOR'S REPORT

### Security Update

Josh Armstrong provided a security update for the Central Business District. The EID works with Evansville's Finest, off-duty law enforcement officers to provide after hours security.

There has been an increase in graffiti around the district. Josh reminded the Board to report any graffiti that they notice. The EID provides graffiti removal.

There is a problem with doors not being latched correctly, which leads to squatters or uninvited visitors entering office buildings. The vacant building owned by Kunkel was being used by unhoused individuals. Unhoused individuals are having a hard time during the pandemic because shelters are at capacity due to social distancing efforts. Josh reminded the Board that CK Newsome Center hosts "White Flag Nights" where they open up their building for people to take shelter on extremely cold, winter nights.

The EID is completing an exterior surveillance camera audit. This is beneficial because we will be able to share these assets to provide additional security for the district.

The EID working with the Neighborhood Association on a Street Light Audit. They will audit all of the street lights in the district and record where street lamps are out or not bright enough. Vectren will repair these lights.

Josh gave an overview of the completed projects in 2020.

### **2020 Completed Projects**

- Main Street Special Occasion Lighting
- Fulton Entry Landscaping
- MLK JR Planter Landscaping
- Banner Installation
- Chandelier Tree
- 200 Block Alley/Lighting

Josh gave an update on projects to be completed in 2021.

**2021 Upcoming Projects**

- Landscaping along greenway completed soon
- Locust St. planters
- Strategic Planning Program with Steven Stump
- Mesh WiFi for the Central Business District  
The Mesh Wifi installation would have three benefits to the EID:
  1. It will allow us to count how many cell phones are being used at one time to determine traffic
  2. Find consumer behavior information
  3. Backup for Small businesses who have ongoing WiFi issues
- Beautification  
(landscape/garages/lighting/alley/public art)
- Business recruitment/ground floor searches of office buildings

New resident welcome bags – will provide a marketing opportunity for existing businesses (brochures, coupons, handouts, etc.) Current residents in apartments and condos will also receive a welcome bag.

**BOARD COMMENTS**

Post House is at 74% occupancy as of January 5, 2021.

Kelley Coures gave an update on the Trinity Park project. The old Trinity Catholic Church on 3rd Street has been demolished. Pieces from the old church such as the Mid-Century limestone, stained glass windows, and marble will be incorporated into pieces of the park. This park will not have programmed activities. It will serve as a place to sit, relax and reflect. This site will become a new tool for storm water drainage. A 2.3 million infiltration basin will be placed underneath the park to store and slowly release that storm water.

**RATE PAYER  
COMMENTS**

None

**NEXT MEETING**

The next meeting of the EID Board is scheduled for March 12, 2021 at 7:30 a.m. at 318 Main Street or via Zoom.

**ADJOURNMENT**

The meeting was adjourned at 8:16 a.m.

**COMMITTEE ACTION  
ITEMS**

**Approved:** Remonstrations

**Approved:** Minutes from the November/December Board Meeting

**Approved:** November/December financial reports

Submitted by,



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Prepared by,  
Alli Turpin, Marketing and Events Coordinator