



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

July 9, 2021  
Innovation Pointe, Zoom

**Board Members Present:**

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

**Counsel Present:**

JR Trockman

**Staff Present:**

Joshua Armstrong, Adam Trinkel, Alli Turpin, Kayla Oxley and Kiano Brodie

**CALL TO ORDER**

Chairman Phillip Roberts called the meeting of the Downtown Economic Improvement District to order at 7:30 a.m.

Quorum was present.

**SECRETARY’S REPORT**

**Approval of Minutes (action)**

Alyssia Oshodi was absent at the time. Josh Armstrong explained that she had reviewed and approved the minutes prior to the meeting and before Josh sent the minutes out to the Board. Wayne Kinney motioned to approve the minutes, Heather Vaught seconded; motion was carried.

**TREASURER'S REPORT**

**Approval of financial reports (action)**

Treasure, John Lamb, reviewed the financial statements for the first 6 months of the year. The EID began to receive ratepayer income in June. The EID received forgiveness on the first round of PPP loans. The "Clean and Safe" budget is negative due to snow and ice removal at the beginning of the year.

John explained that event expenses will catch up as several large signature events return in the fall. According to the balance sheet, the EID is in a very strong cash position.

Kelley Coures made motion to approve the financials, Wayne Kinney seconded; financials approved.

**Resolution to renew line of credit with Old National Bank(action)**

Josh explained that we've always had a line of credit to use due to the biannual payment of EID assessments. This was to renew the current \$180,000 line of credit which currently was at a zero balance.

Kelley Coures motioned to renew, Stephanie Terry seconded; none opposed. The motion was approved.

**PRESIDENT'S REPORT**

**Discussion on "Pop Up Shop" grant application (discussion/action)**

Josh sent an outline of a proposal for the "Pop-Up Shop" prior to today's board meeting. The grant would allow for a semi-permanent pop-up experience for small businesses and/or businesses that sell items at craft shows. 8 - 10 small businesses would operate at a determined location over a 2-year period. This project enhances quality of place by activating an empty storefront. It will also generate new clients for the Indiana Small Business Development Center. Implementing the pop-ups would show to consumers that there are more retail shopping options in Downtown Evansville.

The EID is looking to rent a space for 2 years for this project. The location would need to have a large storefront window, bathroom, and WiFi.

The participating business would need to be open and operating on Saturdays, open during EID events, and have set hours each week. The EID would take a security deposit from the business and require them to have insurance to operate in the space. Each business would operate for approximately 60 - 100 days.

The application for the \$53,000 grant must be sent through the Downtown Evansville Community Corporation because

Heather Vaught suggested to fit two businesses into one space at a time due to their small inventory. Each business should also pay a percentage of their sales plus a flat fee to rent the space. The EID would make sure they have the necessary insurance and handle the payments.

Josh explained that he is asking for permission to apply to the grant. A subcommittee of business owners was recommended to help with the details and optics of this program. Kelley Coures motioned to approve the Pop-Up Shop grant application; Heather Vaught seconded. None opposed; motion passes.

#### **“Value of Downtown Study” (update)**

Josh had a second call with IDA researchers. He explained there have been some challenges with receiving some data from the county and state. The study has found that there is a high residential income of consumers in the EID. The average consumer has a household income of approximately \$67k. Josh will speak with the IDA team again in August.

#### **Buxton Retail Analytics (update)**

The Buxton Retail Analytics study is still continuing. Josh will provide any updates to the Board via email.

#### **READI (update)**

The first official READI meeting is today (July 9). Josh will be advocating for a number of Downtown projects. This grant is similar to Regional Cities. The application is due in August, with a decision to be made by the end of the year.

#### **Phase 3 Covid Recovery Grant (report)**

With EID assistance, 24 Downtown businesses have applied for up to \$10k each for this State grant. 8 Downtown businesses have been awarded \$7k each.

## **Events and Marketing Report – Adam Trinkel, Kayla Oxley and Kiano Brodie**

### **Fourth of July debrief (Kayla)**

Intern Kayla Oxley provided a recap from Fireworks on the Ohio. The Fourth of July Celebration began with a performance by the Phantom Regiment and ended with a successful 24-minute show with a new pyrotechnic contractor, Casabella Pyrotechnics. The fireworks display was broadcasted live on WNIN.

An HBO Max Series called 'We're Here' was in Evansville filming an episode for their new season. The cast of the show attended Fireworks on the Ohio with their own 4<sup>th</sup> of July themed float and filmed during the fireworks display.

Summer interns, Kayla Oxley and Kiano Brodie, participated in all aspects of event planning including: sponsor outreach, event set-up and clean-up, and more.

Kayla is working on a wrap-up report that will be shared with the event sponsors.

### **Experience Downtown series (Kiano)**

Intern Kiano Brodie shared an update on a new event series: Experience Downtown. These small classes give area residents and visitors an up-close experience, explore Downtown, and leave with a new skill on Monday and Thursday nights.

### **Parking Garage Maps (update)**

The large Parking Garage Maps of Downtown will be installed on Monday, July 12. The maps include a QR code to direct guests to [DowntownEvansville.com](http://DowntownEvansville.com)

### **Realtor Listening Breakfast (report)**

A Realtor Listening Breakfast was hosted on Thursday, July 8 at Riverwalk Restaurant. 30 local realtors attended the event moderated by Dr. Tamara Wandel with University of Evansville. The EID received feedback on Downtown condos and marketing available Downtown living opportunities.

### **Sponsorship (update)**

Adam Trinkel shared that \$18,083 in commitments have been secured for event/unrestricted sponsorships. The goal is \$30,000.

### **Upcoming events (report)**

\$43,000 in sponsorships for Fireworks on the Ohio were secured. The goal was \$40,000.

The Night on Main Series Presented by Romain GMS returns in 2021. The events will be held on July 31 (with Peephole), August 14 (with High Score Saloon), and September 18 with Backstage Bar & Grill. The events are held outdoors on Main Street from 7 – 11 PM. There is a charitable component to each event. A portion of the event proceeds will benefit a local non-profit.

Dog Day Downtown Presented by German American bank returns September 11 from 11 AM – 2 PM.

Wine Walk Presented by Romain Cadillac returns on September 24 from 5:30 – 8:30 PM with Oliver Winery wines.

### **CHAIR'S REPORT**

Brad Ellsworth will follow up on the formation of a Pop-Up subcommittee.

### **BOARD COMMENTS**

Kelley Coures: The last large parcel that the City of Evansville owns on Bond Street will be sold to a developer out of Ohio to build a 4 story, 57-unit apartment building. Central Lofts (old YMCA building) will begin leasing in November. Both buildings will bring a total of 120 new affordable units in the Downtown area.

Heather Vaught: 70% of the funds have been secured for the new skatepark. The builders should break ground this fall. The total cost of the project is \$500,000 - 700,000. Naming rights are available for select pieces of the skatepark. A new parking lot will be constructed next to the park and pump station. Sunset Skatepark will be the “largest skate park in Indiana.”

**RATE**  
**PAYER**  
**COMMENT**  
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None

**NEXT MEETING**

The next meeting of the EID Board is scheduled for September 10 at 7:30 a.m. at 318 Main Street or via Zoom.

**ADJOURNMENT**

The meeting was adjourned at 8:20 a.m.

**Approved:** Minutes from the June/July Board Meeting

**Approved:** June/July financial reports

**Approved:** "Pop-Up Shop" Grant Application

Submitted by,



Prepared by,  
Allie Turpin, Marketing and Events Coordinator