



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

March 12, 2021
Zoom Meeting

Board Members Present:

Scott Anderson, Brad Ellsworth, John Lamb, Jeff Justice, Stephanie Engelbrecht, Stephanie Terry, Wayne Kinney, Stacy McNeill, Stephanie Morris, Alyssia Oshodi, Phillip Roberts, Heather Vaught, Kelley Coures, Lucero Tennis, Randy Hobson, and Anna Jordan

Guest:

Deputy Erik Nilssen, Tara Barney, Polly Bigham

Counsel Present:

Mike Schopmeyer

Staff Present:

Joshua Armstrong, Adam Trinkel, and Alli Turpin

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)

Alyssa Oshodi reminded the Board that Josh Armstrong sent out the minutes from the January/February 2021 meeting prior to today's meeting. Brad Ellsworth made a motion to approve the minutes, Stephanie Terry seconded; motion was carried. None were opposed.

TREASURER'S REPORT

Approval of Financial Reports January/February (action)

John Lamb, Treasurer, reviewed the financial reports from January and February 2021.

He explained that the Clean and Safe budget was over due to the snow removal in February. John noted that we are in a healthy cash position, still. The first PPP loan received was a total of \$44,357. He stated that the status of the second round of PPP is uncertain at this time. Kelley Coures moved to approve the financial reports, Stephanie Engelbrecht seconded; motion passes. None opposed.

Security – Deputy Erik Nilssen, Evansville’s Finest

Deputy Erik Nilssen has been with the EPD for 13 years. He is one of the officers of Evansville’s Finest that works to patrol the downtown area and sends constant updates to Josh.

- a. Graffiti - Josh reminded the Board to let the EID staff know when they notice any graffiti within in the district.
- b. Other incidents -There has been an increase of homeless individuals in the Downtown area. Erik has been working with the EPD’s homeless outreach program to address this.

DIRECTOR’S REPORT

Landscaping work completed on Fulton (report)

Josh Armstrong announced that 60 trees and dozens of shrubs have been replanted on Fulton near the entryway. Tons of debris was also removed from the area.

Annual Report

The 2020 Annual Report is available to view on the Downtown Evansville website. It has been delivered to City Council and will be delivered to the EID Board members soon.

“Value of Downtown Study” (discussion, action)

Josh was suggested to incorporate this study by the IDA (International Downtown Association) Research Director. This study would benchmark the EID against other downtowns. It is a valuable tool that will provide baseline values for future studies. This study uses 100 metrics including U.S. Tax Collections, Census and more. The cost for this study is \$12,500 which covers the cost of data digging. The IDA needs to know by the end of March if we would like to participate.

Phillip Roberts motioned to approve the investment of \$12,500 for the IDA's "Value of Downtown Study", Kelley Coures seconded, none opposed; motion passes.

Downtown business recruitment piece (report)

Josh mentioned that the link to view this piece has been sent out to the board. It is a helpful piece to give to potential targets that shows opportunities for new businesses. It is not in real time, but provides current data.

Buxton Retail Analytics (discussion, action)

Josh presented another investment opportunity to the Board from research firm, Buxton Analytics. This investment would cost \$45,000 in total for a year. Josh mentioned that he sent out information about this study previous to the meeting, as well. The Buxton Retail Analytics study would allow us to see how many people were shopping in the district at one time. Josh explained that Buxton works off of geofenced cell phone data to find these analytics. It would be beneficial for existing and new businesses to understand the consumer activity in downtown.

Tara Barney stated that she is a fan of both of these projects – appreciates all of IDA's work.

Heather Vaught shared that River City Coffee + Good's sales were up by 15-20% during the holiday season. She believes the Buxton project would be helpful because retailers have grown despite the COVID-19 pandemic.

Josh indicated that since the pandemic, there has been growth in the Health & Fitness and Home Décor/Improvement industries. We need to understand how data is changing – this will allow us to efficiently target consumers. Josh explained that we did budget a deficit due to technology spends: new laptops, PadCaster, etc.

Kelley Coures mentioned that we need to plan for the recovery.

The Board came to an agreement that the IDA should be prioritized. Buxton will be contingent upon the second round of PPP status.

Lighting in 500 Block Alley will go to design review.

Snow/Ice

Josh explained that during the winter storm in February the snow and ice removal crew cleared the main pedestrian walkways by 36 inches in width. He is meeting with the contractor today to touch base on a plan.

Gas Meter Project

Josh shared an update on the Gas Meter painting project. There was a call for artists put out by the Arts Council of Southwestern Indiana. The project will start with one gas meter to see how the process goes and to make sure that CenterPoint Energy is comfortable moving forward. They have narrowed the submissions down to five potential designs but will need to form a selection committee. Josh asked if anyone from the Board would be interested. Stephanie Engelbrecht, Stephanie Morris, Stephanie Terry, and Heather Vaught volunteered. Josh noted that vinyl clings for electrical boxes could possibly be the next project.

“Welcome Home” promotion update

Adam Trinkel gave an update on the “Welcome Home” promotion. The deadline for submissions to the bag are March 31. The bags will be distributed to downtown residents the week of April 5. He explained that he has received a wide range of items from Downtown businesses including detergent samples from Sixth and Zero.

Sponsorship update

Adam provided a sponsorship update. \$14,803 has been secured for general sponsorships and \$33,500 has been secured for Fireworks on the Ohio.

Josh disclosed that WNIN will broadcast the fireworks live from the roof of their building on Riverside Drive.

CHAIR’S REPORT

Phillip Roberts reminded the Board that Emge’s Deli’s last day is next week, March 19. This will leave an empty space on the 200 block of Main and opportunity for new business.

Court Kull has resigned from Fifth Third Bank and is moving to another financial job out of the market. Counsel has advised to fill the empty spot on the Board.

BOARD COMMENTS

None

RATE PAYER COMMENTS

None

NEXT MEETING

The next meeting of the EID Board is scheduled for May 14, at 7:30 a.m.

ADJOURNMENT

The meeting was adjourned at 8:19 a.m.

COMMITTEE ACTION ITEMS

Approved: Minutes from the January/February Board Meeting

Approved: January/February financial reports

Approved: IDA “Value of Downtown Study”

Submitted by,



Prepared by,
Alli Turpin, Marketing and Events Coordinator