



THE DOWNTOWN ECONOMIC IMPROVEMENT DISTRICT, INC. BOARD MEETING MINUTES

November 12, 2021
Innovation Pointe/Zoom

Board Members Present:

Jeff Justice, Brad Ellsworth, Stephanie Terry, Court Kull, Wayne Kinney, Tresa Miller, Johnathan Pope, Heather Vaught, Kendra Vanzo, Jared Smith, Lucero Tennis Kieffer, and Tara Barney

Board Members on Zoom:

John Lamb, Stephanie Morris, Phillip Roberts, Stacey McNeil, Kelley Coures, Stephanie Terry, Stephanie Engelbrecht, Alyssia Oshodi, Scott Anderson, Randy Hobson

Counsel Present:

Mike Schopmeyer and JR Trockman

Staff Present:

Joshua Armstrong, Adam Trinkel, and Alli Turpin

CALL TO ORDER

Vice Chair, Brad Ellsworth, called the board meeting of the Downtown Evansville Economic Improvement District to order at 7:30 a.m.

Quorum was present.

SECRETARY'S REPORT

Approval of Minutes (action)

Secretary, Alyssia Oshodi, mentioned that the minutes from the September/October EID Board Meeting were sent out via email prior to today's meeting. Stephanie Terry sole moved to approve the minutes, Phillip Roberts seconded, none opposed; motion was carried.

Approval of slate of officers and new board members (action)

The 2022 Board Slate was sent out via email prior to today's meeting. These departing Directors are cycling off the Board based on current bylaws: Brad Ellsworth, Scott Anderson, Wayne Kinney, and Stephanie Morris. Secretary, Alyssia Oshodi, is relocating to Texas.

Josh Armstrong thanked the departing Directors for their service on the EID Board.

One of the proposed new Directors is Dwight Emmert. He would replace Stephanie Morris as a condo owner. "Dwight Emmert became a Main St. condominium owner in 2013 and has enjoyed living in the downtown area ever since. Residing in the Renaissance on Main, Dwight has served on the building associations' board of directors since 2019. A post he will retain into the new year. He is employed by the Evansville Vanderburgh School Corporation and serves as the districts' Director of Fine Arts. During his tenure, the district has witnessed historic growth in arts programming and success with their performing ensembles. Dwight was first hired into the EVSC in 2008 and is in his 11th year as Director of Fine Arts. He worked closely with the EID in securing the 2021 Fourth of July Fireworks performance by the Phantom Regiment Drum Corps out of Rockford, IL, through his role on the Arts Council's Board of Directors. "

The other proposed new Director is Amanda Schmitt, who would replace Brad Ellsworth and Alyssia Oshodi from CenterPoint. "Amanda Schmitt serves as the President of the CenterPoint Energy Foundation. In her role, she manages the administrative tasks of running the foundation as well as overall strategic focus and the grant making process. Previous to this role, she spent 5 years in regulatory affairs at Vectren. Amanda is a double graduate of USI with a Bachelors in Economics and a Masters in Public Administration. She also serves on the board of Community One and volunteers at various other community organizations. Amanda lives on the west side of Evansville with her husband and three young kids (and a couple goats) but is passionate about seeing Downtown Evansville continue to grow and thrive. Her favorite lunch spot is Bru Burger and is super excited to try 2nd Language. "

The proposed officers for 2022 are:
Phillip Roberts, Baird Wealth Management - Chair
John Lamb, German American Bank - Vice Chair
Stephanie Terry Kiefer, Children's Museum of Evansville - Treasurer
Lucero Tennis Kieffer, Jackson Kelley - Secretary
Jeff Justice, Hafer Design - Immediate Past Chair

Other Directors:

Kelley Coures, DMD Director
Stephanie Engelbrecht, Condo Owner
Randy Hobson, 2nd Language
Anna Johnson, Ten Adams
Stacey McNeill, Bally's Evansville
Tresa Miller, Grateful Threads
Johnathan Pope, YMCA
Jared Smith, Doubletree by Hilton
Kendra Vanzo, Old National Bank
Heather Vaught, River City Coffee & Goods

Downtown Neighborhood Association (DNA):

By our originating ordinance the DNA Chair serves on our board. Their Chair is currently Alyssia Oshodi, who is moving to Texas. When the DNA elects new officers, we will act on bringing that person onto our Board.

Brad Ellsworth called for a motion to accept and approve the new Board members and slate of officers for 2022. Jeff Justice made a motion to approve, Stacey McNeil seconded; none opposed, the motion passes.

Jeff Justice echoed Josh Armstrong's comments on the fantastic work of the departing officers. He explained that without them, the EID would not be in the position that we are now.

TREASURER'SREPORT

Approval of financial reports September/October (action)

John Lamb reviewed the September/October financial statements. The EID revenue is currently \$156,000 positive to the budget. Rate payer income is running ahead of budget, this could be timing related. PPP revenue is at almost \$89,000. Net income shows a loss of \$49,000, but that is positive to the budget by \$128,000.

Expense items to note: event expenses are \$31,000 over budget – that is expected because the EID was able to host more events this year than originally budgeted for. Event revenue is over due to more hosted events. The professional development expense of \$35,000 is for the Buxton Retail Analytic Study which was paid for through the PPP loan.

John explained that the EID will receive the second round of rate payer revenue in December. Josh Armstrong estimated that it will be around \$250,000.

From a balance sheet perspective, John Lamb stated that the EID has approximately \$100,000 in cash. In years prior, the EID has had to operate on a line of credit in December while waiting for rate payer revenue to come in. The EID will not have to do so in 2021 due to the cash position. Josh Armstrong confirmed this statement.

Stephanie Engelbrecht sole moved to approve the financial reports, Phillip Roberts seconded, none opposed; the financials were approved.

Approval of 990 Filing and Indiana Filing (action)

Information regarding the 990 Filing and Indiana Filing on tax returns was sent out prior to today’s meeting. John Lamb recommended that the EID Board approves the 990 Filing as presented. Kelley Coures sole moved, Stephanie Engelbrecht seconded, none opposed; the motion passes.

PRESIDENT'S REPORT

“Value of Downtown Study” Update

President, Josh Armstrong, gave an update on the “Value of Downtown Study” with the International Downtown Association (IDA). The study is moving forward and the final draft is being worked on now.

The document has 3 parts. The first part explains how the IDA does their reports. 100 reports on 100 downtowns across the country. Downtown Evansville will be benchmarked as an “emerging downtown.”

The study shows that 20% of the city's jobs are located within the two census tracts of Downtown Evansville (17 and 18). Census Tract 18 shows increasing population, very high demographics, and the highest median and average income in the region per household. Census Tract 17 shows a third of the statistics of Census Tract 18.

Overall, it's a great benchmark tool as the EID enters its 5th year in operation.

Josh stated that he has spoken with Phillip Roberts about a plan for the release of the study. Josh will speak with the Mayor and the 4th Ward City Council before releasing the study to make sure it's understood. Josh will provide 5-6 talking points for the EID Board and Staff when asked about what is going on in Downtown Evansville.

Josh explained that he is very pleased with the work of the IDA. It will be a great tool to further tell the EID story. The study will help the EID look at how to make sure that the positive changes happening within the EID are also positively impacting the areas immediately around the district; how the EID can be transformational beyond its borders.

Phillip Roberts thanked Josh for his efforts on pulling the study together and is looking forward to the release and how this information can be beneficial to areas surrounding Downtown Evansville, as well.

Implosion (update)

Josh wanted to remind the board of three important things regarding the implosion of the 420 Main building on November 21.

- 1) The implosion contractors are highly experienced and implode buildings regularly.
- 2) The contractors have been working with the Evansville Police Department and City Engineer to establish an exclusion zone for the safety of residents.
- 3) The safest and best view to see the implosion will be on TV. Many local stations will be live streaming the implosion.

Main Street and 5th Street will be reopened by November 28.

Alley Lighting Project/Street Lighting Update

The CenterPoint crew has started replacing the bulbs of burnt out street lamps. Several dusk to dawn light fixtures will be installed to the alleys where no lights previously existed. This project has been approved by the city engineer.

The annual holiday décor installation has been pushed back a few weeks due to the implosion of 420 Main. The decor will be installed the week after to ensure that they will stay clean and undamaged.

New businesses update

Josh Armstrong gave an update on the new businesses coming to Downtown Evansville. He stated that Sixth + Zero and Your Brother's Bookstore, which opened earlier this year, have reported good sales and are happy with business.

Coming Soon

- Merrymint, the small event space and party supplies store, will be completed soon at 318 Walnut.
- 2nd Language Ramen opens on November 16.
- Birdie's, located in the former Party Central event space, will have golf simulators and duck pin bowling. Birdie's is next to The Rooftop and shares the same owner, Richie Patel. Food and drinks from The Rooftop will be available for purchase at Birdie's.
- Cosmo's, owned by Scott Anderson, will open soon in the McCurdy building. The kitchen equipment is arriving in January.
- Anderson Capital Partners are relocating from Henderson, KY to 508 Main.
- Central Lofts, low-income apartments located in the old YMCA building, have began leasing. Kelley Coures stated that 12 people are signed up to move in currently and there is a total 60+ units.

City Council Meeting December 6

The EID budget will be voted on for approval at the City Council meeting on December 6 at 5:30 PM.

EVENTS & MARKETING REPORT

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

Holiday Marketing Plan

Billboards with Lamar – NoCo Makers Market through A Downtown Christmas events will be promoted through billboards around Evansville. Images from the holiday banner designs, that were originally created 4 years ago, have been carried through the marketing of holiday events in social media graphics, holiday décor, and holiday merchandise. Along with the billboards, the holiday events will be promoted through digital marketing across all of the EID social platforms.

Past and Upcoming Events

Since the last board meeting in September, the EID hosted 5 events. The 4th Annual NoCo Makers Market held in October was a great success with 40+ vendors and steady flow of attendees. The First Annual Halloween Stroll and Trunk-or-Treat Car Show was also heavily attended. The EID staff will sit down to reevaluate some events for 2022 to help balance out the event schedule.

There are three large upcoming EID events:

1. Small Business Saturday, November 27, is a national effort promoted by American Express. Downtown Evansville will promote the local shops within the district and show the importance of shopping local during the holiday season through social media platforms. Evansville Teachers Federal Credit Union is sponsoring “Shop Downtown Evansville” bags to be handed out for FREE during the event. The vacant Stratman’s pharmacy building will be utilized during Small Business Saturday and A Downtown Christmas as a vendor location to provide more shopping options during these events.
2. A Downtown Christmas Presented by Engelbrecht Enterprises, December 4, is a popular, free and family-friendly event. This year, there will be a ferris wheel on the 300 Block of Main Street during the event. Visit with Santa, Comet the Reindeer, Christmas Crafts, “Snow Sisters,” face painting, “Reindeer” pony rides, and holiday music – are all free for attendees.
3. Santa Stroll, December 10 - formerly known as “Curbside Visit with Santa” event was created in 2020 as a way for guests to come see the holiday décor, the “Snow Sisters”, Santa Claus, and get a free Christmas craft - all from the comfort and safety of their own vehicle. This year, the event is being promoted as a walk or drive-thru to see the lighting installations and visit with costume characters and Santa. Last year, there were around 800 cars that came through Main Street for the event.

BOARD COMMENTS

Kelley Coures: Friends of the Victory Theatre is hosting an online crowdsourcing campaign called “Light Up the Victory Theatre” to o replicate and replace the original marquee of the historic Victory Theatre. If the goal of \$50,000 is raised, the campaign will receive a \$50,000 grant from the Indiana Housing and Community Development Authority.

Phillip Roberts reminded the board of the upcoming City Council meeting on December 6 at 5:30 PM. He asked that if the board members are available to attend, please do to show their support of the EID staff.

Brad Ellsworth voiced what a great experience being a member of this board has been and how exciting it is to witness the EID grow and see things getting done. He thanked Josh Armstrong for letting him be a part of it.

Josh Armstrong thanked the departing members for their service on the board.

RATE PAYER COMMENTS

None

NEXT MEETING

The next meeting of the EID Board is scheduled for January 14, 2022 at 7:30 a.m. at 318 Main Street or via Zoom.

ADJOURNMENT

The meeting was adjourned at 8:08 a.m.

Approved: Minutes from the September/October Meeting

Approved: Approval of slate of officers; 2022 board members

Approved: September/October financial reports

Submitted by,



Prepared by,
Alli Turpin, Marketing and Events Coordinator