



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

September 9, 2022  
Innovation Pointe Media Suite / Zoom

**Board Members Present:**

John Lamb, Jeff Justice, Lucero Tennis Kieffer, Tresa Miller, Larry Donald, Stephanie Engelbrecht, Stephanie Terry, and Heather Vaught

**Board Members Visible on Zoom:**

Dwight Emmert, Kelley Coures, and Anna Jordan

**Board Members Absent:**

Phillip Roberts, Randy Hobson, Stacey McNeill, Johnathan Pope, Amanda Schmitt, and Kendra Vanzo

**Guests Present:**

None

**Counsel Present:**

Mike Schopmeyer and J.R. Trockman, KDDK

**Staff Present:**

Joshua Armstrong, Adam Trinkel, Alli Turpin, and Renée Lutterbach (fall intern)

**CALL TO ORDER**

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

Quorum was present.

**SECRETARY'S REPORT**

**Approval of May Meeting Minutes (action)**

Lucero Tennis Kieffer explained that because there was not a quorum at the last meeting, Josh Armstrong sent out the minutes from the May/June board meeting prior to today's meeting. Lucero asked for a motion to approve the May/June board meeting

minutes. Tresa Miller sole moved; Stephanie Engelbrecht seconded; none were opposed. The motion to approve the May/June minutes passed.

In the email that was sent out prior to today's meeting, there is a report of July's board meeting since there was not a quorum present and no action was taken. The EID Board received no questions regarding July's report.

**Ratify Line of Credit renewal polling done via email (action)**

Due to not having a quorum at the July meeting, Josh sent out an email asking the board for approval on the EID's line of credit renewal via email. Approval was given by the board members. Lucero asked for motion to ratify the line of credit renewal. Stephanie Terry sole moved; Stephanie Engelbrecht seconded; none were opposed. Josh added that the EID received unanimous support from the board members for renewing the line of credit. The motion to ratify the line of credit renewal was carried.

**Approval of proposed changes to the Bylaws of the Corporation (action)**

Lucero announced that last month, the Executive Committee analyzed our initial bylaws that the EID has operated under from the start and made some proposed changes. Lucero explained that a few of them were just aesthetic changes. Josh sent out the proposed changes via email and mail on August 30, 2022. While preparing for this, the Executive Committee noticed that to replace the bylaws the updates must be cut and pasted onto the physical bylaws that are kept in the corporate books. Since we are a 21<sup>st</sup> century entity most files are electronic and not physical. In the email dated September 6, Josh pointed this out to let the board know that we are going to remove that archaic requirement and sent the proposed changes.

Lucero noted that the bylaws require to give notice within a certain time frame of any changes made and because the September 6 email was not within the time frame – the vote must be a multiple step process. Lucero asked for a waiver of the 5-day notice requirement (Section 12.02) along with a motion to vote for the bylaw change sent via email on September 6 ("Motion 1") and another motion to vote to approve all the other proposed changes that the

Executive Committee made and sent to the board via email on August 30 (“Motion 2”).

Josh gave an overview of the changes. Some were aesthetic changes to numbers. In Article 3 Section 1, there was language allowing a designee to come on to the board which conflicted with language that was later in the document, so the Executive Committee struck the last sentence that allows a Director to appoint a designee that may not be a member of the corporation to attend and vote. In Article 3 Section 2, the Executive Committee realized that it is challenging for the EID as such a small organization to have the combination of longevity and support from the board with the way the terms were set up – allowing for only a maximum of two, three-year terms. The proposed new language would allow the board to elect members to serve a third three-year term. Other changes – in Article 3 Section 9, there is the proxy language which remains but has been edited to ensure that if a board member were to give someone their proxy, that that person must be a member of the board as opposed to just someone else coming in.

Counsel has reviewed the proposed changes.

With regard to Motion 1, Stephanie Engelbrecht moved; Stephanie Terry seconded; none opposed. The motion carries. With regard to Motion 2, the Executive Committee sole moves to approve all changes; Stephanie Terry seconded; none opposed.

## **TREASURER'S REPORT**

### **Approval of financial reports May/June (action)**

Treasurer, Stephanie Terry, mentioned that since there was not a quorum at the last meeting, the May/June financials must be voted on for approval. Jeff Justice moved to approve the May/June financials; Stephanie Engelbrecht seconded; none were opposed. The motion passes.

### **Approval of financial reports July/August (action)**

Stephanie highlighted a few items from the July/August financials.

- Overall, total revenue is up \$86,000 over budget.
- \$17,000 is in the appraisal revenue of Downtown buildings.
- Down \$30,000 from last year, this is due to the PPP loan forgiveness last year.
- Event expenses are mostly from fireworks, Wine Walks, and winter events
- Data collection expense - \$17,000
- Bottom line – up revenue, expenses are up \$21K
- Cash position is a little down from last year, this is due to having the PPP loan forgiveness in 2021 along with cheaper fireworks

Stephanie Terry asked for a motion to approve the July/August financials. Lucero Tennis Kieffer moved; Tresa Miller seconded; none opposed. The motion carries.

**Approval of 2023 budget (action)**

Stephanie Terry mentioned that the board received the 2023 budget in its entirety via email. The proposed 2023 budget comes as a motion from the Executive Committee.

Josh Armstrong reviewed general highlights from the budget. Josh shared that the EID has had a strong year this year and will have another strong year in 2023. Josh explained that the assessment process in Vanderburgh County lags market realities. Josh shared that there will be an 8% increase in collections in 2023. The EID expects an increase in sponsorship income along with new sponsorships in 2023. Looking at our peer cities from the International Downtown Association, everyone is forecasting higher ticketed event revenue next year. With that, a 12% increase in event revenue is being forecast.

Josh shared that he is excited to be able to add a full-time employee to tackle litter and weeds to help with the beautification of Downtown, along with equipment, including a “Billy Goat” vacuum to help our sidewalks look better and a weed torch to remove weeds without the use of chemicals.

Josh further explained that the EID budgets to return as much revenue to our ratepayers as possible and this is a great example of that tenet.

Josh is looking into replacing Buxton Analytics to a more budget-friendly choice, Placer AI, which does similar work to Buxton.

The 2023 budget comes as a motion from the Executive Committee; Jeff Justice seconded; none opposed. The action is approved. The budget will go to City Council for approval on December 5 at 5 PM.

## **PRESIDENT'S REPORT**

### **Update on 2022 Projects**

President, Josh Armstrong, provided an update on a couple of 2022 projects .

#### **Mini Dog Park**

Josh shared that he believes that parties involved are working towards the final version that will allow the EID to use the parcel at the 3<sup>rd</sup> & Ingle for 5 years for a mini dog park. Since it is a temporary park, Josh is looking into finding a cheaper fencing solution. Tomorrow (September 10) is Dog Day Downtown Presented by German American Bank and the EID will have a “Dog Parking Coming Soon” sign at their tent to tease it out to the public. Josh explained that after the approval, fundraising will begin and installation would begin in the first-quarter of 2023.

#### **Underpass Lighting**

Josh thanked the board members that were present when the EID tested the new underpass lighting installation and shared photos from the test. Josh has begun the application process with INDOT. The lights do not blink or flash and can be programmed to other colors. The lights are even visible during the day and Josh believes the lighting will add safety to all times of the day under the tunnels.

### **2023 Board (Discussion)**

Josh will reach out to the board members to see if they would like to continue to serve on the upcoming cycle. Josh has met with Pastor Todd Gile from Trinity Methodist about coming onto the board. Josh will reach out to a few other community members to see if they have any interest in serving on the EID board.

### **Value of Downtown Update with new data and comparisons**

Josh shared an example of an analysis done on Downtown St. Louis. The study shows employment density, population growth, hotel rooms, and assessed valuation per acre. It expresses the power of Downtown to the broader community which he would like to do for Downtown Evansville. Once the study is completed, it will be a more salient piece to bring to the media to depict the value of Downtown Evansville. Josh also wants to include a crime map to the piece.

This will help hit on the message that “no, Downtown does not get everything. Conversely, Downtown pays for everything.” And to help get the message out as we move through next year with the Mayoral election.

This study was done by Development Strategies. Josh would like to do this in the fourth quarter. It will cost around \$13,000. Moving forward, he would like this study to be done every other year so the EID can continually provide updated information on the Value of Downtown, the growth overtime, and how the EID is a piece of this to the broader market.

### **Volunteers**

The EID is need of volunteers to assist with upcoming events. Josh will send out the Google form for members to sign up on. Not only can members help with set up and check-in, they can be present to help direct event attendees to restaurants and have conversations with the community about the EID. Jeff Justice added that many EID board members have employees that would be interested in volunteering at these events.

John Lamb mentioned that he received feedback about the long wait times to get into the Spring Wine Walk. Adam Trinkel shared the many improvements that the EID is implicating to the Fall Wine Walk so that does not happen again. The Fall Wine Walk will go back to one admission level, instead of two that were available in the Spring. Adam is tripling the number of volunteers to assist with the check-in process to get attendees in quicker as well as help direct attendees to Downtown restaurants and shops. The one admission level will also help reduce the time to get into the event. Josh added that the EID will provide local bartenders at two tents (instead of one tent at the Spring Wine Walk) to get more people through the wine lines, and quicker so they can enjoy the Wine Walk.

## **EVENTS & MARKETING REPORT**

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

### **Fall Intern – Renee Lutterbach**

Adam introduced the EID's fall intern, Renée Lutterbach to the EID board. Renée is a student at Purdue University, but is in Evansville for the fall semester.

Adam gave an overview of the upcoming events.

- **Dog Day Downtown Presented by German American Bank – September 10**

Adam thanked John Lamb and his team at German American Bank for once again being the Presenting Sponsor for Dog Day Downtown. It is the 3<sup>rd</sup> Annual Dog Day. There will be giveaways for event attendees including: dog bowls, bandanas, pet waste bags, and more. A professional photographer will take photos of owners and their dogs for free. A Bone Bar and Pup Cup Station will be set up for free treats. Adam mentioned that the attendance and support from the community has been great and this is one the more popular EID events.

- **Wine Walk Presented by Romain Cross Pointe Auto Park – September 24**

Steps being taken to improve this event were previously discussed.

- **NoCo Makers Market Presented by Liberty Federal Credit Union – October 16**

Adam shared that this is the 5<sup>th</sup> Annual NoCo Makers Market on Carpenter Street – making it one the longest standing EID events. For the first time in five years, this event has a Presenting Sponsor – Liberty Federal Credit Union (formerly Evansville Teachers Federal Credit Union).

- **Halloween Stroll and Trunk-or-Treat Car Show Presented by Ruler Foods – October 29**

For the second year, the very popular Halloween event returns to Downtown Evansville. Ruler Foods has come on as the Presenting Sponsor and will provide free bags to trick or treaters. Adam included that Ruler Foods has already committed to the 2023 Fireworks on the Ohio as a \$10,000 sponsor.



## BOARD COMMENTS

None

## RATE PAYER COMMENTS

Heather Vaught shared that she is opening a new store just a few doors down from River City called Memo. Memo will open in October at 209 Main Street. The store will feature a wide array of cards, letter-pressed stationery, vintage-inspired Christmas décor and wrapping paper, fountain pens, gift-worthy bound notebooks, and more.

## CHAIR COMMENTS

John Lamb stressed the need for volunteers at EID events to ensure their success. He also reminded the board that if they can, to attend the City Council meeting on December 5 to represent and show their support of the EID.

## NEXT MEETING

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

## ADJOURNMENT

The meeting was adjourned at 8:11 a.m.

Prior to adjournment, John Lamb asked for a motion for a roll call vote to ratify all actions that were approved during this board meeting. All in attendance and on zoom voted “yay.” None were opposed.

**Approved:** Minutes from the May Meeting

**Approved:** Ratify Line of Credit renewal polling done via email

**Approved:** Approval of proposed changes to the Bylaws of the Corporation

**Approved:** May/June financial reports

**Approved:** July/August financial reports

**Approved:** 2023 budget

Submitted by,



Lucero Tennis Kieffer

Prepared by,  
Alli Turpin, Marketing and Events Coordinator