

Growth and Planning
Bailey and Wood
April 12, 2018

In attendance: Karri Steckler, Sam Marcello, Teresa Harwood, Dana Monson, Jennifer Hollingshead, Kevin McGinnis, Eric Vermillion, Willie Matis, (Carmen Parker via phone), Cindy Cook, Steve Powell

Trails- Carmen

If you're following on social media, as of Mon. Trails/Aspire was in 2nd place, by 1 or 2 registrations. We're in a tight race for position. Please share that we need registrations, runner, walker or sleep-in. Registration closes 2 days before event.

We have the opportunity for a booth at Rock the Block, but need someone to man it- Sam M. can do it. We'll need to get him the information as to what he needs to do.

Carmen went to Jack Rabbit (formerly Blue Mile) recently and found out that they're having an event Sun. April 22nd 1-4pm. Offered to let us have a table if anyone is interested in manning it. We will have more opportunities for booths if these don't work out.

Got together with people interested in trails to set up revenue development (grants/ spec events) and marketing (social media plan, events marketing, volunteers) subcommittees. Created a volunteer interest form that she'll run past Dana and send out via google docs. Will help us be more strategic. If you want to be involved in the subcommittees, please let Carmen know. Applied for community foundation Big grant, but invited to take application and apply for directors grant. JCCF board member has to submit- Erin Smith will submit application for us to receive grant in a possible \$15,000-20,000 donation range. Dana talked to Gail Richards today at Chamber lunch and she said that the directors grant is more restricted vs. the big grant. This would open up dollars for others to give JCCF a bigger reach.

Municipality memo of understanding- pull back from initial release of document. After talking to county attorney and city of Greenwood attorney, decided for letter of support at this time for flexibility. When it's more appropriate will go back to MOU.

Karrie has a yard sign for Rock the Block if anyone has good visibility to display it. Willie could put it in front of his office on Main Street in Franklin. Dana will put one in front of JCDC.

I-69 update- David

Met 2 weeks ago. Encouraged HWC to come back to Growth and Planning to present at meeting in May to discuss design considerations. Core staff thought enhanced intersection design should be something between typical cloverleaf and over-the-top design. If you have friends or anyone that is interested in joining conversation, please invite them to May 10th meeting at Bailey and Woods. Wants to know what the community is going to support. What do the exits look like? Perfect time to say what we want. Dana will try to put together some posts on Facebook to promote the meeting. Karrie is on LinkedIn and she will repost there. Please re-share and like posts to help get the information out there.

Johnson County Business Development Event- Teresa

Teresa's next step is to talk to her fellow brokers about interest and participation. Looking at August, due to other events. Lessons learned from last time-want to do in the afternoon, doesn't need an organized tour, serve food and drinks. Where to hold event? Trying to cover the whole county...where is there a site that is convenient for site selectors or brokers to come to? Better to have a neutral site...talked about Barn at Bay Horse & Mallow Run. Maybe a location close to I-65 would be better. If you have a suggestion, let Teresa know. What about High School or Whiteland Administrative Center? No alcohol allowed. Steve said when you are marketing, they don't care about the location. The participation of Franklin, Greenwood, etc. needs to be there. Do we charge people to show their property? Or get sponsorships for event? Need to figure out details. Eric suggested Barn at Bay Horse Inn as being fairly centrally located, but it's going to take a while to get back downtown as it's not close to 65. Maybe they could head up Bluff road. More to come as Teresa does more research.

Stellar Communities- Dana

Talked about high level at the last meeting. May be able to have a speaker for our June meeting from a Stellar Community winner to give us more perspective on the process. Have other communities in Johnson County applied in the past? No, Franklin started on Hometown Readiness grant, but didn't have a group/ staff to devote enough time to application. Now revised in 2018- can apply as county-wide or region. Want as many groups involved as possible for regional approach.

Who would be the driver? County commissioners. Do we take specific projects to them? Basically a grant. Whole focus, is that communities can

use this as visioning as to where they want to go. Bedford used it to revitalize their downtown, get recognition and economic development plans. Key/ hard part is that you have to put together the plan (would need a consultant). Now, get some technical assistance from Ball State after you get so far in consideration for Stellar. Teresa said that we could come up with a concept...maybe could use to get money for trails. Dana said it would be great to hear from some of the other communities on pitfalls, what was easy, what it made it worth it. Letter of intent is due this week...want to take this year to explore and develop support and apply in 2019.

Karrie shared about Madison projects completed with Stellar Community-connector bike and trail, adaptive reuse of historic facilities, creating workforce housing, expanding Lake bike and pedestrian trail, creating multi-modal way into town.

Possible funding: \$4.5 million from CDBG, \$20,000 planning grant, IHEDA \$800,000 in annual credits, INDOT \$2 million- not guaranteed that you would receive the maximum amounts. Planning isn't paid for, just implementation dollars.

Teresa found an article on North Vernon- (5 years ago) \$15 million for projects that were available to Stellar Communities.

Sam has doing some reading about Johnson County history. Would love to find out what people were doing here and get more physical reminders of that in county.

Willie said that the program could be a good carrot that might help us fund some of the projects that we're already looking at. We will know by the end of this year who the award winners will be (possibly October), so we could always talk to them.

Collaboration- Kevin

Still doing good- getting stronger. Certain municipalities attendance are sporadic. Had a meeting 2 days ago and shared ideas. Most everyone is very interested and seems to look forward to the meeting. Not a structured meeting, just share about things going on in their town/ municipality. Johnson County, Franklin, Greenwood, Bargersville, Trafalgar, Edinburgh, Whiteland and New Whiteland all have representatives attend. Nineveh/ Princes Lakes are the only ones that don't attend.

Co-working- Eric

Eric Lugers was here last meeting- update for the Elevator. Will be opening May 24 with grand opening to follow. 2nd floor completed mid-May,

construction continues through July. Hired Clever Dogs to do website. Eric is setting himself up for success at the Elevator with the renovation of the building and coffeehouse feel. Business approach with marketing and sales will do well and be great for the whole county.

Laura Kennedy- Greenhouse update- to leave Tilson HR end of April.

Could we highlight coworking spaces in July meeting? Maybe an opportunity to engage entrepreneurs at that time.

Eric said that we do an awesome job of doing stuff, but not great at getting the message out. Could do more if people see it and rally around it. Ray Begovich- journalism/ media/PR started putting together idea of students that need real life experience and take load off of staff. Possible developing an internship program, that would report to Dana and work with team chair. Right now, doing some work and figuring out structure. Could write into curriculum for them to get credit in class syllabus. Would it be a group or single student? Asked for top 4 students that are self-motivated. Eric is going tomorrow to sit in on one of their classes. Maybe one student per team? Thinking that they will be most attracted to trails. Maybe less so for I-69. Will tease our projects and how everyone could benefit. They could also help plan ahead for a "fall campaign". Would be great to have students attend the meetings as well. Reminder to tell people to share on social media, but hard to know what is confidential you can tell/share online. Students are in public relations class, thinking that we will get someone digitally savvy. Skill-set to help coordinate, design campaign. Karri mentioned, are we keeping our messaging relevant to millennials? Facebook, Twitter, Snapchat, Instagram, etc. is the new board room.

Steve- many people know that the 9th congressional district has 13 counties in his district- Johnson County is the largest. He's now working for Trey Hollingsworth. Please keep in mind if there is something that he can do. Looking for opportunities for letter of support, roundtable event that Trey can sign off or participate in. If you are going to DC, can schedule tours of office, White House, if you're working on Medicare, Medicaid, might be able to move things that have been stalled. Eric said that he could come to our next I-69 meeting with HWC? Steve said that there is very little he could do, since it's a state project.

Deb will work on having someone come to our June meeting from Stellar communities.

Meeting adjourned at 4:51pm