

Growth and Planning
October 11, 2018

Attendance: Carmen Parker , Willie Matis, Karri Steckler, Jennifer Hollingshead, Dana Monson, Sarabeth Drybread, Sam Marcello, Bob Siefert, Eric Lugers, Cindy Cook via phone, Jody Veldkamp, Scott Horvath, Eric Vermilion, Jordan Shea

Statement review- Karri read past vision and the team discussed. What is the track to feed up into Aspire's greater vision.

Our Vision:

Our committee is the destination to leverage collective resources, experts, and infrastructure to foster continued economic development.

Our Mission:

To convene and connect resources within our community to advocate for excellence in the economic growth and planning of Johnson County.

Belief Statements:

We believe that proactive planning is the foundation of a thriving and inclusive community.

We believe that continued growth is accelerated by promoting connectivity through family activity, health, and safety.

We believe that a community on the forefront fosters the progression of companies no matter the size.

Mission statement is still applicable to what we're working on. Team voted to approve belief statement 1, 2 & 3

Karri attended a MIBOR meeting today with Franklin Mayor, Greenwood Mayor and Whiteland Town Manger. Thought it was interesting about how much Aspire projects and topics were discussed at the meeting- trails, red line, preparing people to think about taxes and what it would be used for in the future. Just reiterated how important these topics are, but noted that I-69 wasn't discussed, so we need to be bringing this piece to our community. Talked about lines being blurred between municipalities in Greenwood, Whiteland, Franklin, in collaboration etc. She felt very proud and excited to be a part of Aspire (and what we're doing).

I-69 Community Conversation- November 15 6:30pm? locationTDB. I-69 is coming and will bring unintended consequences for travel. Help people and elected officials understand the project and get them the buy-in for funding. Bigger picture- this isn't the only project that needs to be funded, jail is under a mandate, the White River branch library needs space, as well as other things. Subcommittee has a tentative line-up as to who they want to invite to present. Jody wants to pick up the conversation on how the county can get this done financially, as well as, other pressing needs. HWC prioritized projects- Morgantown & Smith valley improvements. If we can get roads done before the interstate comes in, it will be easier. Eric has reached out to Center Grove schools and it's not available. Jody will check with Southland Church. Also, haven't heard back from INDOT. Eric L. will check on INDOT

speaker. Eric V. agrees on having a well-rounded panel as well as keeping it on-time and focused. Jody said that they kept it right on schedule last year. Willie- what does success look like after the community conversation? First, people actually attending to show they care. We need to get the word out in the next week. We want those in attendance to realize there is a way to get things done, spread the word, and contact their officials that they are in support. Karri said could we push the info past the meeting and could we provide a way for them to get ahold of the public officials after the meeting? Dana said that we use Eventbrite to capture emails. Then put together a FAQ to send out after the meeting as follow up. Also, we can include contact info for elected officials and how to contact them to show support. Karri said consider including a positive statement of support that they can copy paste into an email to elected official to show their support. Discussion about putting on Facebook live; Jody agreed that it should be spread around on Facebook. Jordan – use Eventbrite for getting tickets. Facebook live is great conduit for posting questions. They'll get alerts that we're going live a week before and an hour before if we create an event (linked to Eventbrite). What support do we need? **Need people to work the event- probably need 10 - 15 people. Spread the word. Carmen, Willie, Cindy, Sam, Jordan are available to help.**

How do we handle audio? Discussion about the best options. Dana said that the church would have microphones.

Last year we used an app for people to submit questions which displayed on a screen at the event. All the questions are submitted via an email after the event. Jordan said there are 3rd party app options that might take questions and work with Facebook live.

Trails- Carmen- Article in the Daily Journal with announcement from OPUS. Dana, Jennifer and Carmen met to come up with a match push. Have a match being proposed at November Johnson County Community Foundation meeting. Meet the Match (starting Monday) 200 people to make \$50 donation = \$10,000. "This is my trails shirt"- will be up for sale \$20 t-shirt, \$25 long-sleeved shirt, \$30 sweatshirt on Monday. Approx. profit \$12-15 per shirt. Carmen is donating her time. Potential up to \$25,000 matching grant is available through JCCF. Market heavily for individuals that like trails (near Broadripple for example).

Dana update group on other venture- David Hittle, Erin Slevin, Mark Richards + Chip Warner in Franklin. City trails map for Franklin, full fledged plan looking at connectivity outwards. Can help us reduce our costs of connections. One they have firm selected, we might be able to select them as well for money savings and quicker turnaround. Want Aspire to be apart of their steering team as well to collaborate and get our input. Franklin isn't complete until the rest of the county connects. Jennifer will send out info about Meet the Match on Monday to full Aspire/ JCDC list as well as on Facebook. Dana can include companies, individuals as donors in the front of the comprehensive plan and ad in the Daily Journal (see flyer).

Carmen said that Fort Wayne completed their 100th mile of trail and raised \$100,000 for future trails with a sign recognizing the donors. Willie suggested a separate flyer for major gift sponsors, maybe gold, silver, bronze levels with different ways to recognize. Haven't yet created a sponsorship ask for corporate donors. Want to show a future trail project and have a brochure. Karri wants one to submit to Horizon. Jordan said we can use retargeting methods. Jordan said every \$10 you should be hitting 100 people. Monthly \$200 budget would be good. Push the shirts (with the idea of trails), also include a link to just give. Money will go to 185 and then Carmen will write a check to JCCF. Concern that if donations go straight to Aspire, it might be confusing. Discussed a screen capture video as well as creating a gif to share. Maybe share the direct link with friends if they want to donate to Aspire/ Trails through JCCF. Jordan recommends breaking down Facebook marketing spending by audience and set overall budgets for the campaigns.

Bob- no updates from Purdue/ Epics program.

Stellar Communities- SaraBeth- Cindy talked to Chris Hamm at HWC. Will have some people get in touch with us. Corey Whitesell and Jim Rice- they have worked on Stellar Communities applications before. She also talked with OCRA Stellar Communities manager- he said define the region (partnerships) not exactly physical location. Also, what is the process? Region can evolve as you talk to more entities. Goal is to open lines of communication for partnership that didn't exist before. Next step- invite Michael to speak with stakeholders (identified Southern Johnson County already- Edinburgh, Bargersville, Trafalgar, Jason Hester at Bartholomew County, Camp Atterbury). Michael from OCRA could do a one-on-one about what they could offer the communities and how OCRA can help.

Ask#1- Megan said Rodger Brooks did an assessment that would help Edinburgh- could they access his assessment? Dana can connect SaraBeth with that information. #2- options as to who needs to be at the table- Megan Bowman (Johnson County Parks/tourism, Wade Watson- Edinburgh Town Manager, Trails representative, Trafalgar rep- Kate Taylor or Jason Ramey, Bargersville- Julie Young or Charissa Delph or Ro Umbarger from Bargersville Main Street, and JCDC.

They'll work on putting a meeting together. DNR, Arts commission, Serve IN, Indiana Bond Bank, talk to Nancy Voris for Nineveh. Would like to find some more volunteers from Southern Johnson County to be a part of the sub-committee. Willie said put something down on paper and we'll go through it. Maybe we can see the strategic development applications soon to help us plan.

Remove JC business development event from agenda.

Co-working space- The Elevator- finalizing soft opening- Oct 22nd. Look for info on social media. Co-workers can at that time. Already have 5-10 that are ready to start working. Have quite a few groups that are already using it for event space. Conversations started about 20 private offices next door. 3000 sq. private office, 3000 shared work space, 3000 event space.

Ask- Share social media posts about soft opening.

**Large Group meeting on Oct 24 (last meeting for the year) 8-9:30am Franklin Community High School
November 14 4:30-6:30pm Aspire/ JCDC Holiday open house**

Minutes submitted by Jennifer Hollingshead