

Growth and Planning
March 14, 2019
The Elevator

Kenny Hale, Karri Steckler, Sam Marcello, Wes DeShon, Jennifer Hollingshead, Dana Monson, Willie Matis, Jordan Shae, Jody Velenkamp, Jill Levenhagen, Iddo Porat, Evan Fruits, Mike Wright, David Hittle, Eric Leugars, Cindy Cook

Welcome- thanks for coming to our bring a friend meeting.

Pitch Contest- Dana- this idea came from an IMPA conference with Krista and Ronni. A local city held a pitch contest similar to shark tank style. 10-15 minutes could be held at The Elevator at the Artcraft Theater. Present ideas, local businessmen would judge. Prizes could be a co-working space membership (6 months), 8 hours with business attorney, 8 hours of time with accountant, chamber membership, etc. Franklin city staff doesn't have time to take it on right now but thought this group might be interested in forming a sub-group. We have connections and support to get the prize items. Could tie into a small business incubator program at the Elevator? Eric and Jordan have talked about this, with the goal about growing out of this space. Could add to potential start ups in Franklin. Could host education sessions at the Elevator, business judges could vet the applicants, and work with local business owners before the event. Open up for brainstorming ideas? Mike Wright said he's interested. Jordan is interested in helping. Send ideas to Karrie and Willie to start working on.

Top 5 participants do the final pitch at the Artcraft? Invite audience to attend? When is the best time of year to do this? Thought that summer would be bad due to vacations. Suggested Fall or January.

Mike asked who's involved? Suggested Joe Albana that runs an annual event for programmers. He can check with him. Dana will check into Zionsville ZWorks.

Eric asked do we have a single winner? Category winners? Sponsors could offer various grand prizes?

I-69- Karrie- Marketing ideas, keep getting info in front of people (Facebook live video, Q&A, etc.) Is there anything new that is fresh? Dana said give it a couple months and there will be. Jody- talked to Lucas about the overpass designs. David- had met with INDOT to let them know that they had a design vetted out. They are ready to go with a design template, may give us 2 other options. Final decision is up to the county. Could spread the word to get those designs out. Jody- as the council moves along, they have to decide on funding. Willie- county road expansion timeframe? Jody- thinks that the council gets it. They need to find funding. Looking at options, need 1-2 months to figure it out. Council was approached by the library Monday to build a new Clark-Pleasant branch, but the council needs time to consider funding for the jail, I-69 transportation improvements as well. Top priority project. Willie- what would we talk about next? Great that they are talking about funding. Maybe we can help educate the public as to funding (and not pick a side).

Jody- David, what is the process for the road improvements? Would they be interested in community meetings? I-69 plan prioritizes roads that will be impacted for improvement. Will happen soon. Jody- might be an option to have a public meeting in White River Township and another. David thinks that the highway department would like to do that with Aspire. Dana said that we can help people understand the funding models and educate the public. Jill- was doing education on her blog and trying to

understand, finally understood that the county still has a lot to do. People need the education, they don't realize that I-69 funding is separate from county road improvements. She suggests educating as we go via social media. Timeline, priorities, next steps, how to be involved. Jody said that the conversation has flipped. No one stood up to rail against the library or a tax increase this time. Continue the conversation and share how they can get involved. Mantra was no new taxes 5 years ago.

Iddo mentioned what is the call to action. Who to talk to? Kenny is from Morgan county- part of implementing 9 tax increases as a commissioner. We have a good bunch of elected officials. He suggests biweekly meetings with INDOT to discuss designs. Build that relationships. Got 3 options from the aesthetic committee. INDOT held online or via paper ballot on designs. Public needs to know the funding sources. Suggested CDBG block grant. Still have 2 more sections before they are out of Morgan county. Have to spend money to make money and make Johnson County the best. Tax increases can be done and you can be reelected; The public put you in there to do the best for the county. Income tax rate when he went off the council in 2014 was 2.42%, maybe 2.6% now. Eric said that Travis Underhill is going to be our INDOT contact.

Karri said strike a balance on sharing information and educate; the public does look to Aspire for a reputable place for information. How do we do it without overdoing it? Maybe 1 thing per month that gets the information in front of people. Did the Journal do anything? They were in attendance at the event and we used them for 2 ads promoting the event. Also, the Greenwood chamber did an article last week. Southside times did an article after the meeting. Karri said that Next Door was a good place to share as well.

Trails- Willie- Hit numbers for Rock the Block. If you want to "sleep in" and sign up, you can register online at rocktheblockrun.org. Can do a 10k or 5k walk or run. Early registration deadline is April 7th. Next big attempt to get funding for the trails.

Have a meeting next Wednesday with the trails team to review 3 proposals for the master trail plan. Feel strongly after all of the leg work that Carmen has done that using the smaller \$40,000 amount to get a bare bones master plan started. Karri said that obstacles have been not having anything tangible, so this will help with fundraising. When there is a road expansion, let's make sure that trails and road improvements are working together. Karri said that they will have a booth at the Rock the Block event, so we will be looking for volunteers on April 27th from 7-1pm. Expecting 3000 people to come through the event. Karri is the charity coordinator for the event. The more sponsors they have, they more dollars they have to give away to the charities.

Stellar communities- Sam- SaraBeth has a meeting schedule with OCRA. Leaning toward looking at the areas and partners that can help those areas rather than using Stellar communities.

Collaboration- no update.

Thank you to Leugars Insurance and the Elevator for being our sponsor.

Co-Working Space- Eric- 2019 has been great. Had article in the newspaper which helped them grow. Events booked through 2020. Have met with some event planners to talk about pricing. Did do a price increase, full floor or front or back space. Would like to see more co-workers. Partnered with the chamber, can come and get the first month free with no commitment. Start Ed Up tonight- they bring high schoolers in to hear community related problems and break into groups to brainstorm solutions.

Doing this in Carmel right now. Will host 1x per month going forward. Trying to get schools involved. Non-profits will pitch future problems and can get money to help with solution. 10-11 full-time coworkers, maybe 2-3 in per day. If they get 50, then they'll consider expanding into next door for private office spaces. Willie- what have conversations been like with corporate companies. NSK, KYB have looked into hosting strategic meetings off site at the Elevator. Mike is really interested in the coworking spaces. He's seen the one in Greenwood and Southport fail. Leaders didn't provide any other programs to the coworkers. Encouraged to see that he's working with the Pitch contest, StartEdUp. Best example Source River West- Kelly business and by Eli Lilly are sponsors. Would like to talk to him about programs. Eric said that Launch Fishers has attorneys, etc. as sponsors so you get time with professionals to help you grow. Events are a side thing that help bring in revenue.

Karri- any other comments? Larry Hale- Worked with INDOT and was able to get 3, 10-foot wide bridges, so they can connect to trails. Karri, couple of references to Whiteland road and was that a missed opportunity for trails. Looking more at things together rather than separate pieces. David said that we need to stay on the highway department to have trails incorporated. Dana said that engineering, design is happening now. Will be bid out in sections, so different parts can be done at different times, or simultaneously. Cindy- how do we keep pressure on highway dept? David said that the meeting with INDOT and community conversation has helped. He recommends inviting Neal to join the group. Dana said not to show force but show interest. To be supportive is best, not adversarial. They'll discuss funding at the county council meetings. May come back up at the May or June meeting. They might discuss in April or May, keep an eye on the newspaper.

Dana said that the Aspire large group in April, economic development 101, funding mechanism, etc. Will help people understand if a tax increase happens.