

## **Growth and Planning** **Feb 14, 2019**

Willie Matis, Joel Cox, Jordan Shae, Cindy Cook, Eric Vermilion, Karri Steckler, Weston DeShon, David Hittle, Jennifer, SaraBeth Drybread, Steve Powell, Sam Marcello

Welcome and introductions

Recap I-69 conversation. Karri has been stopped many times to talk to strangers about the event. Maybe got mixed reviews, but feel that they were more informed and had better information than before. Steve complimented Dana, Eric and the panel that took part. Didn't see any negative aspect to the event. Media coverage was great from Daily Journal and Channel Six news. Willie felt that everything we set out to accomplish was accomplished. A lot more eyeballs were on it from Facebook live, promoting the event early on and getting the word out about the event. Cindy said that she had some friends attend that hadn't been to any of the previous meetings and were unaware about what was happening. Had a couple friends that couldn't come and were grateful that the video was posted online. Sam asked if questions were submitted to the speakers before. Suggested questions given to the presenters ahead of time so they can be prepared. Eric said that he had 10 questions on the podium, but some things weren't answerable at this time, some items needed resolution. Eric was impressed with the number of people that attended. Very happy with working with Center Grove High School, helped us with video, sound, etc. Eric L. was instrumental in encouraging Joe to show up. Karri said that she stationed herself in the hallway to answer questions as they left or sports people looking at the maps. Jody was screening the questions for profanity before they went up to the board. Jordan thought it was good thought to share about Morgan county and that they've not had any communication with Johnson County. Eric said that his motivation is to see something actually happen after. Find a line for the residents between urgency, panic and doing nothing. Thank you to the volunteers for coming and making it happen. Absolutely what Aspire needs to do- stay apolitical and educated the public. Jennifer will check on what are analytics of the questions posted on our website? 663 views on the I-69 Facebook live video.

Down the road, when there is something new maybe will consider planning a special event. Maybe it shifts to more public officials in the panel. Would the next one be different or the same? Joel said he gets questions about the HWC recommendations and if they are actually going to happen. He agrees that the next event would be good to have the public officials. David said that Smith Valley Road and Morgantown road reveals would be the next big thing to announce and roll out to the public. Need to find funding for the local improvements- currently applying for funding. Need roads to be done by the time I-69 is completed; not sure of timeline yet. David said he, Luke Mastin, Dana, Jody, Highway dept., planning and others met and gave the blessing to HWC plan transportation plan. INDOT was not aware that the document was ready to move forward, so they reconfirmed that the plan had been vetted. What's next- Sarah, new project manager from INDOT, seems to want to have continued conversation. Will be getting together a couple times more to discuss.

Consider Fall for another I-69 event if feedback is needed. David would love Aspire stay on county highway dept. to make sure that the road improvements are complete streets. Cindy- how would we do that? Get ready to launch next community conversation, Aspire is here to help, and to get public feedback. We have clout and credibility. Push for sidewalks, so it functions for everyone, especially for Smith Valley road. David will find out from Neal what their timeline is and let us know. INDOT has federally mandated public sessions that they need to hold and they've already done that. County

doesn't have to do the public sessions. Eric said that he likes the small sighted things that David did, presenting options, maps, etc. Then share more details for road construction during summer/fall? Eric said we can put stuff out and promote using funds for sponsoring. Recommended that we boost the live I-69 video, content that directs to the landing page with the questions. Jordan said to become the news resource for the project. Set a quarterly budget, segment audiences and target those that are engaging with the page.

Karri, this group come up with 1 piece of information to share with the public via Facebook to use to promote the video? Eric said that people are asking what's next. Share that the meeting that happened and INDOT is moving forward with the HWC approved transportation/ aesthetics were approved and fully vetted by the public and adopted ("HWC Plan was given to INDOT and adopted- follow the video and see this link to learn more". Comprehensive plan was adopted in November. Jordan- Can we present a press release to affected parties before we post? Eric asked about editing the video. He would like it to start with the panel. The Facebook video link is on a landing page on the Aspire website with links the questions. Advertising budget needs to be determined by Dana, Willie and Karri. Would like to spend \$50-100 per month on Facebook to promote.

**Trails Connection-** Willie had their core meeting yesterday. Talked about how to rally the troops for Rock-The-Block 5K at Center Grove High School to raise money for trails. To be a charity of choice 20 walkers/runners or 5 volunteers by the 28<sup>th</sup> We need 18 more runners/walkers!!! We have 1 signed up so far. If we are a charity of choice, then you can register and do the "sleep in" option and donate \$20. 4 divisions for the charities- school system options, large and small organizations. [www.rocktheblockrun.org](http://www.rocktheblockrun.org). Please share with your friends on social media- there is a sponsored post going out from Aspire on Facebook.

The trails team also met with an engineering company 30,000-40,000 ft view of comprehensive plan with the money that's been raised so far while continuing to fundraise. The start of a plan will make it easier to raise more private dollars. Eric- have we asked them for a scope of work? Willie- that's the next step. Opus grant money needs used by June. Also talked to BF&S. Considered putting out a RFP. Eric said that he'd like to see what they're going to do? Sam would like to see what the scope of work is going to be for the money.

**Stellar communities-** SaraBeth met with David Hittle. Will meet March 11<sup>th</sup> to talk again as a group. Following the 2018 stellar designees: Greenfield/ Fortville and Allen County Alliance (4-5 communities). Lot's of red tape, and you're without funding for 4-5 years after becoming a stellar community. Need to consider the impact of that. Will be contacting Jack Hess- collaboration through coalition- solve community problems with local leaders. Art installations, etc. wants to see how it would work on a large scale. Goal is to get people to talk and work together more, so can we make it happen without stellar designation? Meeting in a month with the housing authority to learn more about rental vouchers. If a county or township hasn't adopted a housing authority, it goes through human services. Karri said that the work is transferable, so it will benefit in the end.

**Co-Working Spaces-** Jordan- StartEd UP- Event pushed back to March 14<sup>th</sup>. Marketing is out there, you can register through Facebook. Please let Jordan know and she can get us the links to pass along to schools. Only high school and middle school students. Attendees realize they can be entrepreneurs or they may latch onto a project and it helps them get in to college.

**Networking series-** 4<sup>th</sup> Thursday of every month. Would love if Aspire would be willing to host a networking event in May at the Elevator. Ticketed events with alcohol. 50 people max. Willie said keep in mind that it's leading up to race weekend.

Jennifer, Eric, Dana met with Aleks Davis and did an intro video on Facebook live for B2S Life Sciences their sponsorship for Community Engagement. Have an interested party to sponsor Talent, but it's not firm yet. We appreciate the Elevator and Leugers Insurance for hosting us and for sponsoring the team. Did the Elevator Facebook live video today at 3:30pm. Check it out and share with others! Karri asked if Jordan has heard anything from being our sponsor.

Karri will add to the agenda for March a pitch contest event for entrepreneurs some interest from City of Franklin and Franklin Chamber. Looking for volunteers that would be interested in helping plan an event. Invite friends to come if they'd be interested. SaraBeth mentioned Ignite as a group to work with on a format.

Bring a friend meeting next month to learn what we're doing and see if they want to get involved.

Minutes submitted by Jennifer Hollingshead