

**Growth and Planning**  
**The Elevator**  
**July 11, 2019**

Mike Wright, Willie Matis, Cindy Cook, Jennifer Hollingshead, Jody Veldkamp, Steve Powell, David Hittle, Iddo Porat, Karri Steckler, Jordan Shae, Bob Siefert

Willie- welcome. Karri will be here a few minutes late.

Talk about next month's meeting that will be bring-a-friend. Willie has emailed with Neil Van Trees. We'll present what we've accomplished and what we're doing going forward. First question, who wants to present for I-69? Willie will email Jason Griffin to talk about Trails at our next meeting. Jody will be available as well. 10 minutes with a bit of background, where we are today and next steps. Q&A for a few minutes. Facebook live video and interactive.

Jason Griffin has developed the draft plan for trails. Our meeting is after the two public meetings taking place on July 23 and 25<sup>th</sup>.

Invite as many people as we can to attend.

Jody will put together slides for the I-69 meeting. He has the letter that the county sent to INDOT and issues that they want to address. Have slides highlighted to utilize. David will be in attendance and can field questions next month as needed. Karri and Willie will be meeting with Neil on July 23<sup>rd</sup>. We're trying to work for a solution, not just yell, so hopefully some of our public officials will attend.

Please send PowerPoint slides to Jennifer to put into one presentation.

Bob talked about text polling. He was at a presentation that gave 3 choices to vote on what were biggest concerns, then used to guide the conversation. Had an adaptive presentation. Have to have software- not sure if it's good for a small meeting. Jody, would we want to invite the Daily Journal? We could do a press release with a link to the Facebook Live? Jennifer mentioned would Neil not attend if the newspaper was here? Mentioned feeling exposed when asking questions if we use Facebook live or invite the press. Maybe just video the presentation- Jody will bring video camera to use and can edit video to use.

Willie, chewable bites to watch instead of long I-69 video. Jody said it's not difficult to break into segments based on what's presented.

Karri- thanks Jody for being here and being our point person for the I69 presentation.

Text polling – not sure that we really need it for a small room. We can just raise our hands. Willie- offer 3-5 questions from each group: Trails/ I-69. Karri to support Jody and others, what would those (survey) questions be? What things would David need to know? Can we direct them to a survey to complete after they watch the video? Yes! What kind of input do we have? Future policy actions, local roads, interchange aesthetics, corridor overlay districts. Jody- rank in order of most importance. Which would you fund first? Jordan- how do you want to best communicate updates? Videos, emails newsletter, text updates, etc. How often? If they take survey, give a closure date and when /where they can see the results. At survey results, What is the best way to contact you? Check one or all. What are most people

going to respond to? Karri would like to know overall, what is the best way for most people. Jordan-use survey monkey/ bit.ly to shorten and link to website. Also, can share link with others. Need to have questions ready, but don't need to have survey ready until we upload the questions. Jennifer can put URL from survey monkey onto Aspire website. Jordan needs 1 week before the meeting (August 1<sup>st</sup>) to create survey monkey questions.

Trails questions- 3-5 questions? Willie- just did public input survey. Jody said that we don't have to take a poll on everything. Willie said that questions should be asked on what can benefit Aspire that people would be interested in... how do you want to receive updates. What are the goals of the survey? Iddo wants to know, do we want public opinion or contact info. Mike said we want to invited people to come and show them what we do. We want to provide an opportunity for people outside to see what we do (via Facebook live). Concerned about public officials, so we changed to over to video recording. Are we still with our original purpose to be involved in committee? Focus is membership. Jody- how do you want to be engaged- be a member, watch fb live? What do you think about what we're doing, is it worth while? Focus on Aspire and what we're doing. Willie- one survey with 3-5 questions all about would you get involved. Are these topics relevant/ or not? What are we missing that you think is important- other pressing matters in the county. Willie- Pitch contest – is it ready to share? Jordan thinks we could. Jennifer said that we have a rough framework of the idea. Mike said that it focuses on the purposes of growing the membership. Jordan thinks it could entice new members. Karri- Want guests to show up. Create a fb event for the meeting- Jordan can create and Aspire/The Elevator co-host. Pitch contest piece to present then go into survey link.

Cindy- can we put it on Next Door? Do we want to do that because we don't know who would show up? Jordan said we want people more engaged in Aspire.

Any additional Trails needs- will Carmen be here in August? Not sure if she'll be here. Jason Griffin will be invited. Willie is working on survey questions.

Cindy- Diversity update- sit down with Lisa Lintner from JCPL and thoughts. Some people we have already invited- Johnson county parks- Megan Bowman, Trafalgar Town council/ parks board- Jeff Eisenminger, Bargersville Fire Chief (retired)/ Trafalgar Town Council- Jason Remy, Franklin college- Terry Leonard-Roberts, Margurite Hart- Esperanza center. Jim Martin- Franklin rotary- Willie will reach out to him. Lisa knows some people in the Sikh community – she & Wendy would like an invitation that she could email out. Cindy also met John Swentker from the Baxter YMCA at the Aspire meeting.

Wille- start making all of our subcommittee meetings a Facebook event. Jordan said that it becomes noise if we do it regularly. Likes a quarterly invite on FB instead- Jennifer will create for August. Willie said that a personal invite is more effective. Create event with agenda on Facebook, summary of what it's covering. Need a flyer- Jennifer will send Willie/ Karri old G&P flyer to review and send to team. Jordan- suggested using Eventbrite for each meeting. Also suggested sending agenda and minutes through Eventbrite.

I-69, Trails and pitch contest. Will have time after each for Q&A. Survey at end. Jennifer will bring printed name tags for regular members, marker and blanks for new members. A little bit of time for socializing at the end. Jordan will make popcorn. Jordan can have water and lemonade at the bar. Jennifer, Jordan, Wille, Karri and presenters (Jason/ Jody/ Jordan) come early by 3pm. Jordan will set up room classroom style with extra chairs for 20+.

For September meeting, we can recap how it went, how do we reach more, using Eventbrite invitations. Jordan has a lot of photos that we can use for marketing/ flyer/ events.

Pitch Contest- Karri said that Horizon Bank can sponsor half of the grand prize. Looking for a second sponsor for \$500. Want a \$1000 prize for seed money, plus 2-hour sessions from 7 judges (14 hours total). Kim Van Valer confirmed as judge. She is still deciding on hours for prize package. Wants a date asap so she can block it off.

Updates on strategic plan:

Jennifer got all G&P meeting dates added to the Greenwood and Franklin chamber online calendars.

Draft of master plan for trails accomplished in July.

Mike- pitch contest- checking the boxes, 3 categories, tentative schedule of how things will work from January -May. Coming together. Once we get sponsorship money nailed down, we can start advertising. Aspire can put up \$250 for prize money if needed. Expecting final night to be in May. Indy Chamber is also hosting a pitch contest. Jennifer reached out to Greenfield Main Street director to get info about their recent pitch contest.

Karri- Large group meeting is Wednesday July 24<sup>th</sup> at Johnson County Museum about Transportation from 8-9:30am. Karri will be inviting all 74 on our list to invite them to come and bring a guest.

Willie and Karri appreciate our input as the group is evolving less of update and more of a working meeting.