



**THE DOWNTOWN ECONOMIC IMPROVEMENT DISTRICT, INC.
BOARD MEETING MINUTES**

March 10, 2023
Innovation Pointe Media Suite/Zoom

Board Members Present:

Larry Donald, Dwight Emmert, Stephanie Engelbrecht, John Lamb, Bernard Hamilton, Randy Hobson, Lucero Tennis Kieffer, Jeff Justice, Tresa Miller, Johnathan Pope, Stephanie Terry, Heather Vaught

Board Members Visible on Zoom:

Kelley Coures, Todd Gile, Dr. Kim Haywood-Pfender, Anna Jordan, Jim Moore, and Kendra Vanzo

Board Members Absent:

Stacey McNeill, Amanda Schmitt

Counsel Present:

JR Trockman, KDDK

Staff Present:

Joshua Armstrong, Adam Trinkel, and Alli Turpin

CALL TO ORDER

Chairman, John Lamb, called the board meeting of the Downtown Evansville Economic Improvement District to order at 7:30 a.m.

Quorum was present.

Those in attendance in person and on zoom introduced themselves as some of the new Board members were in attendance for the first time.

SECRETARY'S REPORT

Approval of Minutes (action)

Secretary, Lucero Tennis Kieffer, shared that the minutes from January's Board Meeting was sent out earlier this week to review. Stephanie Terry sole moved to approve the minutes as presented, Tresa Miller seconded; none were opposed. The motion passes.

TREASURER'S REPORT

Approval of financial reports January/February (action)

Josh Armstrong sent out the year-to-date financial reports prior to today's meeting. Treasurer, Johnathan Pope, gave an overview of the reports.

- Total Revenue is up by approximately \$14.5K.
Sponsorships are up by approximately \$13.8K. For 2023, a total of approximately \$92K has been secured in sponsorships.
- Expenses: some savings in Clean and Safe. Expenses are up by \$3,000 due to the fireworks deposit for July 4.
- Website Maintenance is up by \$4,700. The EID is working with their website contractor, Revize, to upgrade the website. This was budgeted for the year.
- Total Net Income is up by approximately \$14.6K.

Stephanie Terry sole moved to accept the financial reports, Heather Vaught seconded, none opposed; the financials were approved.

Riverfront Plan Update

President, Josh Armstrong, provided an update on the Ohio River Visioning and Strategic Plan READI Project in coordination with the Evansville Regional Economic Partnership (E-REP). Two of the ten members of the committee for this project are EID Board members. The committee is currently working on identifying and finalizing a contract with a consultant to help look at the Ohio River in a different way from Downtown Mt. Vernon to lock and dam in Newburgh. This committee is made up of community business leaders who have a regional view in their portfolio.

An RFP was released on January 3 for the project and received five responses from some of the world's most esteemed landscape architecture firms in February. The committee has narrowed down the responses to three candidates and plans to move forward with one candidate by next week. These proposed visions may take 30 years to achieve.

This is funded by the READI program. Josh's time working on areas outside of the EID are reimbursed by funds that are a part of the READI dollars.

Underpass Lighting Update

The Evansville Redevelopment Commission and READI funded underpass lighting project's bid will go on the City of Evansville's website today or on Monday. Josh mentioned that the project should be completed by summer of 2023. It will take 12-16 weeks for the lights to arrive.

Dog Park Update

Josh shared that the dog park project goes in front of the Board of Zoning Appeals (BZA) on Thursday, March 16 to seek a special use permit. The dog park will be constructed on the Evansville Water and Sewer Utility's parcels at 3rd Street between Ingle and Court, across the street from City Church. Fundraising will begin once the project has been approved by the BZA.

Peephole Recovery

On February 16, a distracted driver drove through the front door of Peephole Bar & Grill damaging the building and injuring an employee. Peephole was forced to close after the accident. The EID connected Peephole to a Downtown contractor, Pinnacle, to board up their building. Peephole estimates the work will take around 3 weeks and will also be replacing their HVAC.

The EID set up a virtual tip jar in which residents could donate directly to the employees' Venmo accounts. The Haynie's Corner Arts District hosted a fundraiser for the workers and Haynie's Corner Brewing Company hosted multiple "Peephole Takeover Nights" where Peephole bartenders served drinks.

Heather Vaught added that J.T. Norris is having a pop-up at Arcademie every Friday and Saturday night where he is making late night food.

Mural

Josh reached out to a local artist, Ryan McKain, to paint a mural on the plywood covering the windows of the vacant building at 206 and 208 Main. The cost for the project was \$650. People have already started taking photos with it and an interested buyer reached out to Josh to view the property. The building is owned by Mike Martin with Architectural Renovators.

New businesses that opened in January and February 2023

Josh announced the new businesses that opened in January and February.

1. 7Mile Lounge, 915 Main, Ste. 101 in the Curtis Building
2. Commercial Title, 207 Main
3. La Mexicana Restaurant, 920 Main
4. Parlor Doughnuts, 204 Main
5. Salon Redefined, 915 Main, Ste. 007 in the Curtis Building
6. Stewart Richardson – Deposition Services, 501 Main

EVENTS & MARKETING REPORT

Marketing and Events Director, Adam Trinkel, gave the Events and Marketing Report.

2023 Sponsorship Guide and Opportunities

Adam reported that \$92,140 has been secured in sponsorships this year. The EID surpassed the budget goal of \$87,500 but they do not plan to stop seeking support from the community. Adam shared that all but one (Halloween Stroll) of the Presenting Sponsorships have been secured for 2023 events.

2023 Events

On March 1, the EID shared the 2023 Event Calendar through social media channels and the e-newsletter. The poster has also been distributed to Downtown businesses and sponsors to hang in their windows to help get the word out to the community. There are 12 signature EID events this year.

Adam noted that the EID is hosting a new event series in 2023 called the Night Market Presented by Deaconess. It is essentially a farmer/street market that is held in the evening instead of the morning. The EID is hopeful that the Night Markets can expand the audience that can enjoy and shop fresh local produce. The EID will host the first Night Market on Friday, August 11 on Sixth Street (from Main to Sycamore) and the second on Friday, November 10 on Fourth Street (from Locust to Walnut). Both events will start at 5 PM and end at 8 PM. The EID is excited to activate two Downtown streets that are not normally used to host events. There will also be live music and a beer garden. Josh added that Night Markets are very successful across the country. The November Night Market will focus on holiday themed items. Randy Hobson mentioned that he has been discussing an Asian themed Night Market with Asian chefs in the community and wondered if this could be an opportunity for them to sell food at. Josh and Adam both agreed that this would be a great fit for the Night Markets and will work with Randy on coordinating spaces for them.

The EID will host their first event of the year - the Spring Wine Walk Presented by Romain Cross Pointe on Friday, April 28 from 5:30 – 8:30 PM. Oliver Winery has signed on to be the wine provider for the spring and fall.

After the Wine Walk, the EID will host the Sidewalk Sale Presented by Heritage Federal Credit Union on Saturday, May 13 from 9 AM – 2 PM. Over 100+ local makers, vendors, Downtown businesses, and residents will sell their items on the sidewalks of Main Street (from 2nd to 6th).

BOARD COMMENTS

Heather Vaught shared that the groundwork has started for Sunset Skatepark along the riverfront. They will receive the final bids for the construction of the park by March 15. The park is slated to be finished by the fall. Heather added that the park was strategically placed in that specific location between two of the lowest income census tracts, where kids from these neighborhoods can easily access it and walk to. She mentioned that there are studies that have been done that show skateparks reduce crime in their area by 40%. Once the skatepark is completed, it will be the largest skatepark in Indiana and people will travel here to skate it.

Kelley Coures reported that the parcel on Bond Street has a new developer – KCG Companies. They will go in front of the Redevelopment Commission next month with their proposal. The plan is for a 50-unit, 4 story apartment building in the NOCO District. The apartments will be affordable, medium income based.

After the board comments, Josh Armstrong disclosed that he met earlier this week with the Mayor and the City Engineer about a plan for restoration of the vehicular lanes of the 200 and 300 Blocks of Main Street. The plan is to do it in a way that is not disruptive to the businesses and residents on these blocks. The lanes are currently very unsafe with loose brick and it is required to fix. The estimated time frame of the restoration is late summer/early fall. The street will need to be closed.

RATE PAYER COMMENTS

None

CHAIR COMMENTS

None

NEXT MEETING

The next meeting of the EID Board is scheduled for Friday, May 12 at 7:30 a.m. at 318 Main Street or via Zoom.

ADJOURNMENT

The meeting was adjourned at 8:12 a.m.

Approved: January Minutes

Approved: January/February financials

Prior to adjournment, a roll call vote was taken to ratify all actions that were approved during this board meeting. All in attendance and on zoom voted “yay.” None were opposed.

Submitted by,

Prepared by,
Alli Turpin, Marketing and Events Coordinator