**Redevelopment Commission Meeting**

**Meeting Minutes**

**February 7, 2019**

**Opening and Roll Call-**Suzanne Short, chair

**Oath of Office-** Michael Jarrell

**Members present:** SuzanneShort-chair, Shelley Haney, Donetta Gee-Weiler,

Larry Longman-Council Liaison, Shannon Walls, Michael Jarrell

Members Absent: Brian Hurley

Others present: Tonya Galbraith-Town Manager, Ryan Crum- Director of Planning and Development, and Attorney Greg Morelock

**Approval of January 3, 2019 Minutes**

Motion by Ms. Haney to approve January 3, 2019 minutes, 2nd Ms. Gee-Weiler, motion approved by vote of 4/0

**Marketing Strategy Update-Tonya Galbraith**

At the previous meeting the commission requested some information and ideas for marketing. Ms. Galbraith was able to do some research and came up with several possibilities.

Indianapolis Monthly is doing a new section in June called Hometown Story. There is a two-page ad with display ad and a Top Ten List. Also, available is a full-page that would have a map or some other eye-catching graphics. Included would be a Top Five List that we could write, and they would edit. This approach runs $3500.

Indianapolis Monthly has a readership of over 300,000.

Inside Indiana Business is an approach we have done before. It is usually on an eblast that will take the reader to McCordsville website if they click on the graphic. This tends to be expensive and the click- through rate was not great and we aren’t sure how effective it was.

There is an opportunity with hybrid marketing with the Indy Partnership. Ms. Galbraith had a meeting with the representative for Central Indiana. This group goes to conferences to sell the area. It is very proactive. It is a partnership that you pay to be a part of. The membership is based on population. It runs $1 person. Estimate $6500-6900 a year (based on the 2017 census updates). It works well with other communities by not making it competitive and being neutral.

Tonya recommends getting involved with and joining Indy Partnership, so they can go out and tell what is going on in McCordsville. Additionally, going with the ½ page ad with half-page graphic in the Indianapolis Monthly.

Mr. Crum agreed that these would give us access to what’s going on.

Ms. Short raised the question of where the Indy Partnership goes to promote. Ms. Galbraith added that they go to National Conventions and they host large events for site selectors. The partnership hosts local corporate events. The Commission would work with them on talking points. Ms. Gee-Weiler agrees with this marketing approach. It’s the first step to larger marketing. Ms. Short agrees and adds that the money is available to pursue the Indy Partnership approach. Ms. Haney feels this would be money well spent. Mr. Jarrell mentioned that it is worth it to get the word out about Town Center. It’s a must do.

Lately there has been press in the IBJ, front page of The Star and online. Ms. Galbraith wants this momentum to continue. Ms. Walls feels the time is right.

Motion was made to accept both Indianapolis Monthly and Indy Partnership marketing plans by Ms. Gee-Weiler. 2nd by Ms. Short. This was passed by a vote of 4/0 in favor

**Economic Development Area Questions**

Questionnaire from Lisa Lee for Commission to answer. Some discussion on points and request for Lisa to start putting it all together. Mr. Longman’s concerns were drainage improvements. Mr. Crum mentioned some complicated land ownership problems. There needs to be road improvements, utilities, and streetscape improvements. We may need to possibly acquire homes as they go on the market. Ms. Short recommends that we get Lisa Lee started on this and invite her to the March meeting. Ms. Galbraith added that this is something that Indy Partnership can help promote in the future once finalized.

**Removal of Parcel from TIF**

There is one parcel in the Brookside TIF (Vail parcel) which is devaluating the TIF revenue due to its reclassification from commercial to agriculture. The recommendation is to take the parcel out of the TIF and have Ms. Lee assist with that process as well.

**Expense Report**

Ms. Galbraith handed out the monthly Expense Report to members of the RDC

**Invoice Approval:**

None

**Council Liaison Report**

Report from Mr. Longman informed that the Council voted in Tom Strayer as President and Larry Longman as Vice President.

Veridus Market Analysis report was presented at the last Town Council.

Two Developers gave presentations informal development presentations at the January council meeting.

**Old Business**

None

**New Business**

None

**Next Meeting-March 7, 2019**

**Adjourn**

Motion was made to adjourn by Ms. Gee-Weiler 2nd by Ms. Short. Vote was approved by a vote of 4/0.