REDEVELOPMENT COMMISSION MEETING MINUTES

MARCH 7, 2019

**Opening and Roll Call**- Suzanne Short-Chair

Members Present: Suzanne Short-Chair, Shelley Haney, Donetta Gee-Weiler, Shannon Walls, Michael Jarrell, Brian Hurley

**Members Absent**: Larry Longman-Town Council Liaison

**Others Present**: Tonya Galbraith-Town Manager, Ryan Crum- Director of Planning and Development, and Attorney Gregg Morelock

**Approval of February 7, 2019 minutes**

Motion to be approved by Ms. Haney, 2nd by Ms. Gee-Weiler approved 6/0 with the following changes noted: spelling of Gregg Morelock’s name and presentation repeat in the Council Liaison report removed.

**Marketing Strategy Update**

Ms. Galbraith and Mr. Crum met with Rhonda Turner with Indianapolis Monthly. This was a follow up meeting to prepare for the ad to be run in June. Ms. Galbraith handed out examples of ads like what will be in the magazine. There is a photo area that needs to tell a story and be eye-catching. Everyone decided that one larger photo and a collage of four smaller photos would be ideal. For the larger picture everyone agreed that a concept rendering of The Town Center would be good to highlight.

For the collage of four smaller pictures the commission would like to highlight intersection improvements, Mount Vernon Elementary students singing at the Christmas Tree lighting, The Path to Fitness 5K and Geist Reservoir.

All gave ideas during brainstorming for the Top 5 Section of the article. Many of the things to be featured include: Schools, Health and Wellness, Location, Town Events, and Town Center. Also mentioned was Small business such as Tim’s Bakery, Kinsey’s, Scarlet Lane and Trax.

The Feeling of Small-Town Community with a foundation for growth, active Community and proximity and convenience to key arteries, recreation and major shopping.

It was decided that the Top 5 ideas to develop for the article would be:

* Schools
* Health and Wellness
* Small Town Living
* Mt. Comfort Corridor-Fiber
* Town Center

Each of these could be elaborated on and developed to include more specific points.

**Expense Report**

Expense Reports for the month were handed out by Ms. Galbraith. No questions were presented.

**Invoice Approval**

none

**Council Liaison Report**

Mr. Longman was not in attendance, so Ms. Galbraith gave an overview of the Town Council meeting. Police Department gave a report on internal communications policy so there was clarification on procedure and the chain of command when events happen and dealing with the press. IT upgrades were discussed, and the building wide security system will be in place soon. The next Town Council meeting will be March 26, 2019 due to quorum issues with Spring Break.

**Old Business**

Ms. Galbraith wanted to remind everyone that Lisa Lee will be at the next meeting in April to discuss the Economic Development Allocation Area.

**New Business**

Mr. Crum presented information on the future McCordsville Marketplace. This was the Kovacs property located east of the Meijer’s entrance. This has been approved by the BZA and awaiting TAC approval. It is 4 ½ acres of commercial, multi-tenant real estate. It will be a retail and restaurant area that will begin construction in late spring/early summer.

**Next Meeting April 4, 2019**

**Adjourn**

Motion to adjourn by Ms. Gee-Weiler, 2nd by Ms. Haney. Vote of approval 6/0