

# **Economic Development Advisory Board Meeting Minutes**

February 4, 2020

## **I. Call to order**

Chair Chuck Goad called to order the regular meeting of the Economic Development Advisory Board at 3:30 PM on February 4, 2020 at Memorial Hall.

## **II. Roll call**

The following members were present:

Chair Chuck Goad (3-0)  
Vice-Chair Wayne Stephany (3-0)  
Secretary Tony Royse (3-0)  
Lori Kelley (3-0)  
Jason Curtis (3-0)  
Paul Yaroslaski (2-1)  
Lisa Wilson (Ex-Officio)  
Tabatha Snodgrass (Ex-Officio)

The following members were absent:

Jim Correll (2-1)  
Trisha Purdon (Ex-Officio)

The following staff were present:

Assistant City Manager Kelly Passauer  
Finance Director Lacey Lies

## **III. Approval of minutes from last meeting**

*A motion was made by Vice-Chair Wayne Stephany to approve the minutes from the January 7, 2020 meeting, which was seconded by Secretary Tony Royse. The motion passed unanimously.*

## **IV. Items for Discussion**

- a) Review development prospect form prepared by a Subcommittee consisting of Jason Curtis, Vice-Chair Wayne Stephany, Tabitha Snodgrass, Trish Purdon, Lisa Wilson and David Cowan.

It was noted that David Cowan was not involved in the subcommittee meeting. Chair Chuck Goad asked the Jason Curtis to schedule another meeting and ensure that David Cowan is involved so that he can provide the

information the City needs included on the form. Lori Kelley stated that the first page should be general, with the second page requesting more detailed information. Assistant City Manager Kelly Passauer stated that the information needed to include the proposed use, type of project (new construction or rehabilitation of an existing structure), etc. Vice-Chair Wayne Stephany stated that the form should not be too complex.

- b) Review letter from Indy Brew Works specifying the use of money requested, and the recommendation to the Commission.

Chair Chuck Goad passed out a memo recommendation for consideration. Lacey Lies suggested making a modification regarding sales and liquor taxes.

*A motion was made by Paul Yaroslaski to approve the memorandum with the modification suggested by Lacey, seconded by Secretary Tony Royse. Motion carried unanimously.*

Assistant City Manager advised the group that the Commission would be discussing Sunday sales of alcohol at an upcoming Commission meeting.

- c) Review of Business Incentive Program Policy.

- (i) Review policy developed by MCAC.
- (ii) Consider developing policies for health care incentives (per the Community Based Strategic Plan).

Secretary Tony Royse reviewed a memo that he had prepared regarding the incentive policy. He further stated that if the City wanted a new business in town, they have to be ready to lay some cash down. Finance Director Lacey Lies stated that she thought this group was to put together a policy establishing guidelines that they can work within. Secretary Tony Royse stated that each item needs to be approved by the Commission. Vice-Chair Wayne Stephany suggested setting a threshold. Finance Director Lacey Lies stated that this is what the policy would do. Chuck Goad stated that most policies target a certain level of activity; and one to two employees may not generate enough activity to warrant incentives. Secretary Tony Royse stated that if a business locates downtown that is one less empty building, if no incentives are offered because it is one or two people they will go elsewhere. Chuck Goad stated that employees have always been a benchmark, but we may need other benchmarks. Lori Kelley stated different types of business may not be equal and compared selling semi's to selling Avon two days a week downtown in a storefront. Chuck Goad stated that we may wish to move away from the compensation per job, but make it a model based on multiple factors, not just employees and target certain

types of businesses. He further stated that the City should be able to make its own decisions to be able to target the type of businesses desired. Lori Kelley suggested having a chart which indicates a starting point for grant funds and give testimonies to entice people to do it. Chuck Goad suggested having a disclaimer that would give some leeway based on qualifications and making sure that the City is not committed in order to spread the dollars in the wisest way. He further stated that formulas could be broken out into appendixes that can be updated as needed. Finance Director Lacey Lies asked if he was talking about taking out the amount per job. Chuck Goad asked how you know that small industrial business is worth \$1,000 per job. Finance Director Lacey Lies asked if we need less of a policy, but more of a procedure. Paul Yaroslaski suggested that it could say up to \$1,500 per job. Secretary Tony Royse said the more information you have available the better. Vice-Chair Wayne Stephany mentioned negotiation, and once you have the dialog you will need to have limits and it is give and take. He further stated that you need to make sure you are getting your money's worth. Chuck Goad stated that you can't measure based on number of jobs, some are viable, and some are not. Assistant City Manager Kelly Passauer stated that Trisha was needing a dollar amount to submit proposals on the City's behalf, such as she does for the County and other cities within the County, and the policy would establish that. Chuck Goad will work on the policy and bring back to the group.

d) Discussion of Cost Benefit Analysis.

Chair Chuck Goad reviewed a sample cost benefit analysis. He indicated that City staff and others could be trained to prepare the cost benefit analyses in-house for \$1,000 or less.

*Vice-Chair Wayne Stephany moved to recommend the Commission authorize spending up to \$1,000 for cost benefit analysis training, Secretary Tony Royse seconded. Motion carried.*

e) Open issue/summary of discussion

**V. Reports**

a) Update on Strategic Planning Retreat held on January 15, 2020.

Assistant City Manager Kelly Passauer went over the strategic planning retreat held recently with the Commission and City staff.

b) Demonstration of Beta Dashboard for the Community Based Strategic Plan.

Assistant City Manager Kelly Passauer demoed the Beta Dashboard for the Community Based Strategic Plan.

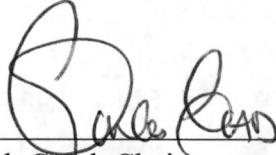
c) Other

Lori Kelley talked about the wayfinding sign contest and asked for support of the Economic Development Advisory Board. Chuck Goad indicated that they supported it but felt a separate committee should facilitate the project.

**VI. Adjournment**

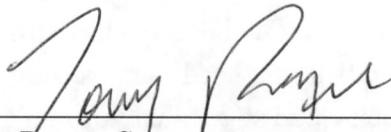
*A motion was made by Paul Yaroslaski, seconded by Lori Kelley. Motion carried.*

Minutes approved by:



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Chuck Goad, Chair



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Tony Royse, Secretary