

**ECONOMIC DEVELOPMENT CORPORATION  
OF WAYNE COUNTY, INDIANA  
Board Meeting Minutes  
Monday, December 7, 2020**

**BOARD MEMBERS PRESENT:** Frame, King, Parker, Robinson, Salazar, Templin, Turner

**BOARD MEMBERS ABSENT:** Bolser, Golden, Tanner, Zaleski

**STAFF PRESENT:** Shaffer, Doty, Lindsey, Mitchell

**GUESTS PRESENT:** Sowers, George – EDC Counsel  
Butters, Mary Anne – Wayne County Commissioner  
Crist, DeWayne – Indiana American Water  
Emery, Mike – Palladium-Item  
Emery, Millie – Hometown Media Group

**I. CALL TO ORDER**

Board Chair Randy Templin called the meeting of the Board of Directors of the Economic Development Corporation of Wayne County, Indiana to order at 4:05 p.m. on Monday, December 7, 2020 via Zoom meeting.

**II. APPROVAL OF MINUTES**

Templin stated the minutes from the November 2, 2020 board meeting were on pages 2-4. There are no corrections.

*Motion to approve November 2<sup>nd</sup> minutes as presented by King, second by Parker. Motion carried.*

**III. TREASURER'S REPORT**

Lindsey reported we were under budget by \$9,346.00 MTD and under budget by \$106,461.04 YTD for November. Lindsey indicated only item of note is no health insurance payment in November due to USPS so we will have double payment in December.

*Motion to approve the November 2020 financials as presented by Parker, second by Salazar. Motion carried.*

Lindsey indicated the 990 tax return has been completed by Brady Ware. The return was required to be filed by November 16, 2020. Shaffer and Lindsey reviewed the return, found no errors, and submitted the return on November 12, 2020.

*Motion to ratify the approval of Shaffer's execution of the 2019 EDC 990 tax return by Templin, second by Robinson. Motion carried.*

**IV. COMMITTEE REPORTS**

**a. Executive Committee**

Templin reported the Executive Committee met November 17<sup>th</sup>. Several of the items will be discussed under other business today including: the EDC's contract with George Sowers, our building lease, the MIP farm lease, and the COVID-19 loan program.

**b. Nominating Committee**

Templin presented the Slate of Officers for 2021. The slate is the same as 2020 officers. Templin indicated Bolser will not be able to serve as chair so we will be looking at options for 2022.

*Motion to close nominations for the EDC 2021 Slate of Officers by King, second by Salazar. Motion carried.*

As there were no additions or changes, the 2021 slate of officers for the EDC Board is: Templin – Chair, Bolser – Vice-Chair, Zaleski – Treasurer, Parker – Secretary.

*Motion to approve the 2021 Slate of Officers by Robinson, second by King. Motion carried.*

## **V. EDC STAFF REPORTS**

**Lindsey** – Lindsey reported she completed normal work. Worked on Project BRE 2004 with Valerie. Mailed the EDC Annual Report. Continued work on the health insurance renewal.

**Doty** – Doty reported the marketing Committee met on Dec 3<sup>rd</sup>. The East Central Indiana Regional Partnership (ECIRP) distributes the Livability magazine each year. The EDC will split the cost of an ad with Wayne County Tourism. The EDC will also have an advertorial in the magazine which will read like an article. The Home in Wayne (HiW) viewbook is complete. It is a digital product so we will not be doing a large print run. In 2021 we will run a HiW campaign that will feature a photo of the week from social media. The selected photographers will receive a HiW branded item and be featured on social media. Doty reported work continues for the 2<sup>nd</sup> round of testimonial videos, which will be filmed at the Richmond Art Museum.

**Mitchell** – Mitchell reported there is movement in Midwest Industrial Park (MIP). Wetlands 2,5,6,7 will be mitigated by year-end. Little River is working on reclassifying Wetlands 3,4,8,9. Mitchell reported Richmond Sanitary District is doing a flow monitoring of MIP to see what existing capacity remains. Grella Partners, on behalf of the City of Richmond, is applying for the EDA grant to widen Gaar-Jackson Rd. Mitchell indicated the Chamber's Senior Spring Job Fair will be virtual in 2021. They will also begin rebranding the event to Career Exploration Fair. Mitchell reported she will be assisting Purdue with a survey to workplaces to address current mental health challenges they are facing. Mitchell indicated she had completed her OU-EDI classwork and graduation virtually. There were no bidders on the Elder Beerman project. Mitchell feels based on plan room comments; we need to complete a market study. There is some interest in the project among local developers. Mitchell reported her work with housing developers is ongoing.

**Shaffer** – Shaffer indicated the wetland mitigation work we are doing is advantageous to movement in MIP Phase I. Shaffer reported her work with two local company expansions will bring significant investment to the community. Shaffer is working with a site selector from Ohio on Project Reco. Shaffer reported she participated, virtually, in the Power Partners conference with Dallas-based site selection consultants and brokers. Mindy Kenworthy with ECIRP asked Shaffer to fill in as she was unable to participate. Shaffer indicated this conference allowed her to show what we have to offer and hopes we will have some leads generated because of her participation.

## **VI. STRATEGIC PLANNING**

### **a. Final Economic Development Strategic Plan**

Shaffer indicated we have been working with Ady Advantage for the past six months on the new strategic plan to guide the EDC's work for the next five years. Economic development has been shifting the past 5 years towards recruiting talent. The biggest changes are adding talent development and quality of place initiatives. Ady identified our four goals as: alignment, targeted growth, quality of place and talent. Targeted growth is business development, and the EDC is the only entity leading this, but entrepreneurship will be a new piece added for us. Quality of place includes housing initiatives and no one else is leading this right now. Wayne County's comprehensive plan discusses housing, and they will be a partner in the effort. Downtown development will come through the City of Richmond's PLACE program but the EDC will assist the smaller communities with downtown development efforts. We need talent retention and recruitment and are working on campaigns utilizing our Hoosier Opportunity and Home IN Wayne websites and working with the Chamber and Forward Wayne County. We need to work on training; higher level jobs are being recruited from out of town. Shaffer indicated this will help us stay on track for the next 5 years and is seeking board support for the plan. King stated there are some high priorities in the plan. Shaffer said the partners will be engaged, as they were through the process, and the

spreadsheet will be updated, as necessary. The board may consider creating a strategic planning committee to monitor the progress. Ady is recommending the EDC create a new position focused on redevelopment. Shaffer indicated the 2021 budget has been approved so she will need to work with Wayne County Council and the Commissioners on potential of funding. Frame asked what Shaffer feels the biggest change is. Shaffer indicated that housing and downtown development have been growing needs and this gives formal expansion to that role. Frame asked if Shaffer is in favor of the growth and change. Shaffer feels this is a shift we must make. Templin asked if we have the buy-in and Shaffer said yes, and the collaboration is already occurring.

*Motion to approve the EDC's Strategic Plan by Frame, second by Salazar. Motion carried.*

**b. Ady Advantage: Marketing Campaign Audit & 2021 Expansion**

Shaffer reported our contract with Ady was for \$50,000 with \$25,000 from the EDC's operating budget and \$25,000 from Consolidated EDIT. Due to COVID-19 travel restrictions, we saved \$9,500.00 on the contract. We have asked Ady to perform an audit of the current HiW campaign to include website, print and social media. They will then make recommendations. Shaffer feels this is a great use of their expertise. We received a proposal from DCI to perform similar work and it was over \$25,000.00.

*Motion to utilize unused Ady contract funds of \$9,500.00 towards the HiW Marketing Campaign by Salazar, second by Templin. Motion carried.*

**VII. OTHER BUSINESS**

**a. Housing Needs Assessment Proposal**

Shaffer reported that after conversations regarding the Elder Beerman property, we need a housing needs assessment. We need an assessment that determines viability & marketability of area data points for homes and apartments. It will take 6 – 8 weeks to complete and we will share with interested developers and buildings who are currently not committed to investing here. Shaffer reported this will look at Wayne County as a whole and then narrow down to the community level. The assessment will be approximately \$18,500.00 and not over \$20,000.00. Jeff Plasterer is asking for other counties in the region to participate which will bring the cost down. Shaffer indicated the funds will not come from the EDC's operating budget but, will come from Consolidated EDIT and those funds have been approved by the Commissioners. Parker is concerned with the cost and feels the investor or builder should do the assessment. Shaffer stated that is true, but we need to do this ourselves to get attention because our market is unknown at this point. Mitchell reported the last market rate apartment complex was built 30 years ago. King stated the builders are unsure and this needs to be a priority. Mitchell indicated it will forecast a 10-year period. Salazar stated we need it to entice investors, there is a lack of housing and apartments in our area. Shaffer feels it will be a great support to our smaller communities. Robinson asked how detailed it would be. Shaffer stated if there is a prospective site, it will be detailed.

*Motion to approve funding for Tracy Cross proposal not to exceed \$20,000.00 from Consolidated EDIT funds by Frame, second by Robinson. Motion carried.*

**b. Restaurant Rent/Mortgage Subsidy Program**

Shaffer reported after 2 rounds of the Wayne County COVID-19 Loan Program, there are funds remaining from the original \$900,000.00. Shaffer indicated she has been working with Melissa Vance from the Chamber and Mary Walker from Tourism to call on local restaurants to understand the need. She has been working with the City of Richmond to develop a county-wide rent/mortgage subsidy program to help our local restaurants. The grant would fund 50% of the rent or mortgage payment up to \$1,000.000 for possibly 6 months. The federal and state programs have ended, and our restaurants are struggling. The City and the Economic Growth Group have given approval for their funds to be used as a grant. Wayne County government must approve the use of their funds and our Consolidated EDIT funds. The City is asking the Redevelopment Commission for some additional funding. Frame asked how we will get the word out. Shaffer indicated making calls from the EDC, Chamber and Tourism. Robinson asked about

other businesses. Shaffer reported this will only be for restaurants as the funding is limited. They will have to complete an application and show 30% loss of revenue.

*Motion to approve converting \$43,628.00 of Consolidated EDIT Funds remaining in the loan program to grant funding by Parker, second by Salazar. King and Turner abstained. Motion carried.*

**c. Lease with First Realty Group**

Shaffer reported that the EDC's lease with First Richmond Realty Group for the office space is due for renewal. Lindsey reported the new lease will be for four years which aligns with the EDC's contract with Wayne County. Shaffer indicated the rent will remain at the current \$2,800.00 per month for the length of the lease extension. Frame asked if there were any outstanding issues or concerns. Shaffer indicated the HVAC issues have been resolved.

*Motion to approve the EDC 4-year lease with First Realty Group as presented by Frame, second by Templin Motion carried.*

**d. Contract with Knoll, Kolger, Sowers & Metzger**

Shaffer reported the annual contract with George Sowers to provide legal services for the EDC renews this month. Shaffer indicated we will remain at the discounted \$200.00 per hour fee. The EDC pays a \$5,000.00 retainer in December and we draw down from that for fees in 2021 and are billed accordingly after the retainer is used.

*Motion to approve the EDC 4-year contract with Knoll, Kolger, Sowers & Metzger for legal services as presented by Salazar, second by Robinson.*

*Motion carried.*

**e. MIP Farm Lease**

Shaffer reported the EDC enters into a sublease for the undeveloped land in MIP with Hutchings Farm LLC. The rate will increase from \$190.00 to \$200.00 per acre and will be a 4-year lease. This lease covers 118.16 acres. The lots were re-evaluated and 2 lots were removed due to Element 13 project and another project underway. Shaffer indicated the provisions in the lease includes ability to withdraw with a 60-day notice, there is a formula for crop damage, and we are allowed access to the land. Shaffer stated we are the 3<sup>rd</sup> party. We receive the rent payment and then remit the payment to the City of Richmond. Mayor Snow is in favor of the lease. The lease must also be approved by the Board of Works.

*Motion to approve the EDC 4-year lease with Hutchings Farm LLC as presented by Turner, second by Frame. Motion carried.*

**VII. ADJOURNMENT**

Templin adjourned the meeting at 5:39 p.m.

**NEXT BOARD MEETING – Monday, January 11, 2021 at 4:00 p.m.**