



Downtown Evansville Economic Improvement District Board Meeting Minutes

May 10, 2024 – Innovation Pointe Fourth Floor Boardroom/Zoom

BOARD MEMBERS PRESENT:

Larry Donald, Stephanie Engelbrecht, Randy Hobson, John Lamb, Lindsay Locasto, Tresa Miller, Jim Moore, Johnathan Pope, Kendra Vanzo, and Heather Vaught

BOARD MEMBERS VISIBLE ON ZOOM:

Dr. Kimberly Haywood-Pfender, Anna Jordan, Jeff Justice, Amanda Schmitt, and Lucero Tennis Kieffer

BOARD MEMBERS ABSENT:

Dwight Emmert, Stacey McNeill, Gretchen Muchnick, and Phillip Roberts

COUNSEL PRESENT:

JR Trockman and Mike Schopmeyer, KDDK

GUEST PRESENT:

Lloyd Winnecke, Evansville Regional Economic Partnership

STAFF PRESENT:

Adam Trinkel, Alli Turpin, Joshua Driskell, and Laura Gobert

CALL TO ORDER

Board Chair Stephanie Engelbrecht called the meeting to order at 7:32 AM. Quorum was present.

SECRETARY'S REPORT

Secretary Kendra Vanzo announced that the minutes from the March 8 board meeting were emailed on Tuesday to review. Adam Trinkel asked for a motion to approve the minutes – Heather Vaught motioned; Larry Donald seconded; the minutes were approved.

TREASURER'S REPORT

Treasurer Johnathan Pope provided highlights of the financials.

- Year to date revenue is at \$107,768, which is approximately \$30,000 ahead of budget.
 - Revenue is mostly driven by sponsorship dollars
- Event participation is up by approximately \$7,000, which is attributed to the Spring Wine Walk and vendor payments for the Sidewalk Sale
- Year to date expenses is \$233,214; a savings of nearly \$31,000
- There are savings in Clean & Safe due to less than budgeted snow removal events

Trinkel shared context on the financial statements. On page 5 of the Old National Bank April statement there were four fraudulent checks that withdrew funds from the EID's checking account. The money has been placed back into the account. The EID worked with Old National Bank Treasury Management to implement reverse positive pay (a \$15/month plan) where E-REP accounting/EID will view every check before funds are withdrawn. This is a common safeguard that

is used by organizations to prevent fraud. Trinkel thanked E-REP and Old National Bank for acting quickly and assisting with getting the funds returned.

Engelbrecht asked for a motion to approve the financials – Tresa Miller sole moved; Randy Hobson seconded; the financials were approved.

EXECUTIVE DIRECTOR'S REPORT

A. Dog Park Grand Unleashing

To celebrate the completion of the Earthborn Holistic Dog Park at 324 NW 3rd Street the EID is hosting a “Grand Unleashing” event on Thursday, May 23 at 2 PM. Trinkel thanked Midwestern Pet Foods, CenterPoint Energy Foundation, the Southwest Indiana Association of Realtors, and Romain Subaru for helping reach the sponsorship goal of \$40,000.

B. New businesses

Trinkel gave an update on new businesses within the district.

1. Broker Brothers Mortgage – mortgage brokers (225 Court St)
2. Catanese Real Estate – real estate brokerage located in the Historic Carpenter House (413 Carpenter St)
3. Cosmo's Bistro – modern French bistro with new ownership (101 SE 1st St)
4. Enine Arts – brand design studio located in Innovation Pointe (318 Main St)
5. Hush on Main – speakeasy themed restaurant & bar in the former High Score Saloon location (323 Main St, Suite F)
6. La Campirana – Mexican food at Main Street Food & Beverage (900 Main St)
7. Mikey's Caribbean – Haitian food at Main Street Food & Beverage (900 Main St)
8. Rava's – Venezuelan food at Main Street Food & Beverage (900 Main St)
9. Robert's by the River –southern comfort food at 6 Walnut Street (6 Walnut St)

The EID supports new businesses through:

- welcoming them to the neighborhood through social media, e-newsletter, press releases, and sharing their promotions on social media
- listing them on the EID website business directory
- guidance on the design review process for exterior signage, which is handled by the City of Evansville Department of Metropolitan Development
- monthly meetings to discuss the role of the EID and how to partner together

Trinkel disclosed businesses that are coming soon to the district:

1. Patsy Hartigan's Irish Pub – 205 Main Street will open mid to end June
2. Bowlify Superfoods – Main Street Food & Beverage
3. Steakhouse at 415 Main Street (former Arazu on Main)

Trinkel noted that the EID's next steps will be to document and compile a list of the ground floor vacancies within the district to provide to brokers.

C. Wayfinding Signage

The EID will obtain quotes for wayfinding signage at the Back 40 Parking Lot and the Ford Center Plaza. The sign(s) will incorporate the Downtown map with QR codes to the Drink & Dine, Shop, and Attraction listings on our website.

D. DORA

The EID is exploring the formation of a Designated Outdoor Refreshment Area (DORA) Downtown. A DORA would allow individuals 21 and older to purchase alcoholic beverages

from approved vendors and carry them outside to be consumed within the DORA boundaries. There are 10+ DORAs in the state of Indiana currently. DORAs were designed to increase consumer spending and activity and ease the process of hosting events that serve alcohol within the district. The next steps will be to talk with successful DORAs in Indiana and Ohio, talk with restaurants/bars to gauge their interest, define the boundaries, and establish an ordinance through City Council.

E. **OHIO RIVER VISION & STRATEGIC PLAN**

The Ohio River Vision & Strategic Plan Reveal and Celebration is Tuesday, May 21 at 6 PM at Old National Bank. The plan renderings from Sasaki will be revealed. Lloyd Winnecke added that the project spans 20-25 years.

CLEAN & SAFE REPORT

A. **Plantings**

Joshua Driskell announced that 684 purple, pink, and red petunias have been planted throughout the district. The flowers will be maintained with a regular watering schedule.

MARKETING & EVENTS REPORT

A. **Sidewalk Sale & Night Market**

Alli Turpin shared that the 6th Annual Sidewalk Sale Presented by Heritage Federal Credit Union is tomorrow – Saturday, May 11 – from 9 AM – 2 PM. The Sidewalk Sale will feature 120+ vendors, makers, Downtown businesses and residents, and community members selling their items along Main Street. Free carnations will be distributed to moms and mother figures.

The first Night Market Presented by Deaconess will be held on the 900 Block of Main Street (by Main Street Food & Beverage and Someplace Else Nightclub) on Friday, June 14 from 5 - 8 PM. This will be the first EID event hosted on the 900 Block of Main. There will be live music, local produce, local makers, Downtown businesses, a photo point, and food vendors.

C. **Yiftee eGift Card Program**

Laura Gobert provided an update on Yiftee, the community eGift card program that the EID is exploring. Since the last meeting, 15 Downtown businesses are interested in participating. She will continue to meet with Downtown businesses and Yiftee to keep the process moving forward.

D. **Wine Walk Recap**

The Spring Wine Walk Presented by Romain Cross Pointe was held Friday, April 26. 898 tickets were sold. New this year, F.C. Tucker Emge sponsored a “Hospitality Tent” with seating, snacks, and massages. After the event 300+ wine bottles were transported to Posey County to be recycled. Attendees who completed the event survey provided positive feedback and indicated that they spent money at Downtown businesses during the event. The next Wine Walk is Friday, October 4.

E. **Fourth of July Preview**

Fireworks on the Ohio Presented by Bally’s Evansville will be held on Thursday, July 4 on Riverside Drive. The event will include face painting, yard games, performance groups, food trucks, and fireworks. The fireworks show will begin at dusk, approximately 9:15 PM. This event is 100% funded by community sponsors and the EID is actively seeking sponsorships.

F. **Total Solar Eclipse Recap**

Trinkel provided a recap of the Total Solar Eclipse on April 8. Through Placer.ai data and feedback from attendees, the EID hosted visitors from 27 states and 7 locations outside the United States. The EID made a connection with a family that traveled from Wales to view the Eclipse. They enjoyed their visit and were complimentary of Evansville. Trinkel explained that this speaks to one of the reasons why the EID hosts events - to help create special memories for visitors - while also increasing footfall and consumer spending in the district.

A roll call vote was taken before adjournment for those on zoom and in person to ratify the actions that were taken at the meeting.

ROLL CALL VOTE TO RATIFY ALL ACTIONS TAKEN

Unanimous vote for all actions.

APPROVED ITEMS

1. March 8 Meeting Minutes
2. March/April Financials

BOARD COMMENTS

None

RATE PAYER COMMENTS

None

CHAIR COMMENTS

None

NEXT MEETING

The next board meeting is scheduled for Friday, July 12 at 7:30 AM.

ADJOURNMENT

The meeting was adjourned at 8:15 AM.

Submitted by,
Kendra Vanzo, Secretary

Prepared by,
Alli Turpin, Graphics and Events Coordinator