



**Bloomington Urban Enterprise Association Board Meeting**  
**September 10, 2025, at noon, In-person at City Hall-1-McCloskey Conference Room**

**Join Zoom Meeting**

<https://bloomington.zoom.us/j/84576005312?pwd=SERpaXRLenV0U0J6dXlCNTVGVMNPUT09>

Meeting ID: 845 7600 5312

Passcode: 953182

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- **Roll Call**
  - Approval of minutes - August 2025
- **Director's Report**
  - General Updates
  - Grant Update - Balance vs. Budget
- **New Business**
  - Controller McClellan - RRF Loan Program
  - RRF Loan Conversion Program Application
- **Unfinished Business**
- **General Discussion**
- **Adjournment**

Name	Appointed By	Term
Heather Robinson, <b>Chair</b>	Mayor	2/1/2024 - 1/31/2028
Felisa Spinelli, <b>Vice Chair</b>	Common Council	2/1/2023 - 1/31/2027
Mary Morgan, <b>Secretary</b>	Common Council	2/1/2022 - 1/31/2026
Kate Rosenberger	Common Council	2/1/2025 - 1/31/2029
Virginia Githriri	Mayor	2/1/2024 - 1/31/2028
Jane Kupersmith	Mayor	2/1/2024 - 1/31/2028
Philip Amerson	Mayor	2/1/2024 - 1/31/2028
Michael Hover	Mayor	2/1/2024 - 1/31/2028
Brad Wisler	Mayor	2/1/2024 - 1/31/2028

# **Bloomington Urban Enterprise Association (BUEA) Board Meeting Minutes**

## **Minutes – August 2025**

Date: August 13, 2025

Location: McCloskey Conference Room, City Hall

### **Call to Order and Attendance**

The meeting was called to order by Chairperson Heather Robinson at 12:00pm

#### **1. Roll Call**

- Board members present:
  - Philip Amerson - virtual
  - Felisa Spinelli - virtual
  - Michael Hover
  - Kate Rosenberger
  - Heather Robinson
  - Jane Kupersmith
  - Mary Morgan
  - Dr. Virginia Githiri (joined after roll call)
  - Brad Wisler (joined late)
- Staff present:
  - D. De La Rosa, Executive Director BUEA
  - Aleks Pratt, Assistant City Attorney

#### **2. Approval of June 2025 Minutes**

- Question raised about language in Director's Report ("DEI Grant Line Reallocation"). Counsel confirmed wording acceptable for permanent record.
  - Motion to approve: Hover | Second: Morgan
    - Vote:
      - Amerson – Yes
      - Spinelli – Yes
      - Hover – Yes
      - Rosenberger – Yes
      - Robinson – Yes
      - Kupersmith – Yes
      - Morgan – Yes
    - Result: Motion carried (7–0–0).

#### **3. Director's Report and Financial Report (June 2025)**

- State Compliance: New law requires public posting of member names and recording of all meetings (via CATS).
- Catalent/Novo Nordisk ESA Settlement: Correction from earlier projection. Expected total: \$563,195.65 (reflecting 2021–2022 payments). Funds are anticipated by the end of the month.
- Financial Highlights (June 2025):

- Net Income (June): \$48,342.60
- Total Assets (as of June 30, 2025): \$3,044,138.38
- Net Income (Jan–Jun 2025): \$18,459.64 (under budget by \$194,179.64)

- **Grant Budget Update:**

- \$100,000 Arts Incubator unspent.
- \$40,000 City Arts Program pending disbursements
- \$25,000 Walden Arts Center not yet disbursed.
- Zone Arts Grants: half awarded; remainder reserved.
- Historic Façade Grant: \$20,000 remaining.
- Small Business Direct Assistance: two contracts in progress (The Mill ADA lift, Cup & Cattle signage).
- Climate Resiliency (\$20,000) not yet used.
- Business Safety & Security (~\$12,000), Building Improvement (~\$4,000), and Accessibility Modification (~\$17,000–\$18,000) remain largely unspent.

- Motion to approve financials (June 2025): Kupersmith | Second: Githiri

- Vote:
  - Amerson – Yes
  - Spinelli – Yes
  - Hover – Yes
  - Rosenberger – Yes
  - Robinson – Yes
  - Wisler – Yes
  - Kupersmith – Yes
  - Morgan – Yes
  - Githiri – Yes
- Result: Motion carried unanimously (9–0–0).

## 6. Grant Review – First Christian Church Historic Façade Grant

- Request: \$40,000 (four façades).
- Funds available: \$20,000 in façade grant line.
- Discussion: The building is located 222 feet outside the BUEA Zone. Board debated precedent, impact on zone residents, and need for a policy/rubric for out-of-zone applicants. Strong support noted for the church’s community role; concerns raised about transparency and consistency.
- Motion to Table Application: Philip Amerson | Second: Hover
  - Vote:
    - Amerson – Yes
    - Spinelli – Yes
    - Hover – Yes
    - Rosenberger – Yes
    - Robinson – Yes
    - Wisler – Yes
    - Kupersmith – No

- Morgan – Yes
- Githiri – Yes
- Result: Motion carried (Tabled). 8-1-0

## **7. Unfinished Business – The Warehouse (Business Building Improvement Grant)**

- Request: \$10,000.
- Discussion: Legal counsel advised that the board cannot weigh religious/political affiliations; it must review the application on its merits. Amerson voiced constitutional concerns.
- Available funds: ~\$4,442 in the budget line, but the board may exceed the line item due to unspent carryover.
  - Motion to Approve \$10,000 Grant: Jane Kupersmith | Second: Wisler
    - Vote:
      - Spinelli – Yes
      - Rosenberger – Yes
      - Robinson – Yes
      - Wisler – Yes
      - Kupersmith – Yes
      - Morgan – Abstain
      - Githiri – Abstain
      - Amerson – Abstain (with notation that he had attempted outreach to the applicant)
      - Hover – Abstain
    - Result: Motion carried (5-0-4).

## **8. Adjournment**

Meeting adjourned at 1:03 pm.

Next Meeting: September 10, 2025

# Director's Report - September 2025

## General Updates

Met with Ivy Tech/SBDC to draft a strategic plan for BUEA for the next 12 months. This plan relies heavily on board presence in the community and developing a marketing strategy. This approach supports the overall goal of maintaining and bolstering the board's current income stream to continue programming expansion. Additionally, the plan will position the BUEA for pursuing endeavours supporting citywide economic development, akin to initiatives such as CDFI Friendly. We will review the draft at a later meeting.

All documents have been submitted to Catalent/Novo. There was a clerical error on a credit memo that paused the payment process—waiting for the payment to hit our accounts.

Staff plans to have a draft of the 2026 budget prepared for the October meeting.

No Change to the 2025 Budget vs Balance Grant Disbursements.

Grants - Arts and Culture:	2024 Budget	2024 disbursed	2024 Balance	2025 Budget	Disbursed/ Committed in 2025	Balance	
Arts Incubator	-	-	-	\$100,000.00	\$ 100,000.00	\$0.00	ADA-accessible construction costs & professional development program for resident artists
City Art Program	\$40,000.00	\$23,800.00	\$16,200.00	\$40,000.00	\$ -	\$40,000.00	Discretionary spending on City-led arts initiatives, including \$25,000 to Waldron Arts Center operating expenses
Zone Art Grants	\$50,000.00	\$37,650.00	\$12,350.00	\$50,000.00	\$ 27,983.00	\$22,017.00	Bloomington Arts Commission Arts Project and Operations grants
Historic Façade Grant	\$40,000.00	\$40,000.00	\$0.00	\$50,000.00	\$ 30,000.00	\$20,000.00	Historic building improvements
Unbudgeted Grants	\$20,000.00	\$20,545.00	(\$545.00)	\$20,000.00	\$ 5,380.00	\$14,620.00	Assistance for the O.T. 987 installation in the Trades District
<b>Total</b>	<b>\$150,000.00</b>	<b>\$121,995.00</b>	<b>\$28,005.00</b>	<b>\$260,000.00</b>	<b>\$163,363.00</b>	<b>\$96,637.00</b>	

Grants - Zone Improvement:	2024 Budget	2024 disbursed	2024 Balance	2025 Budget	Disbursed/ Committed in 2025	Balance as of July 2025	
Direct Assistance Small Business & Community Support	-	-		\$25,000.00	\$ 2,000.00	\$23,000.00	New funding- physical improvements, emergency assistance, and financial aid.
Climate Resiliency Programs & Grants	-	-		\$20,000.00	\$ -	\$20,000.00	Administered by Sustainability (ESD)
Small Business Safety & Security	\$25,000.00	\$5,011.94	\$19,988.06	\$35,000.00	\$ 22,996.25	\$12,003.75	To Improve the general security of businesses
Business Building improvement	\$25,000.00	\$25,000.00	\$0.00	\$30,000.00	\$ 35,557.76	(\$5,557.76)	To assist small business owners in updating and improving internal and external structures
Business Accessibility Modification	\$25,000.00	\$5,000.00	\$20,000.00	\$25,000.00	\$ 7,276.50	\$17,723.50	To help business owners complete ADA modifications to meet requirements
<b>Total</b>	<b>\$75,000.00</b>	<b>\$35,011.94</b>	<b>\$39,988.06</b>	<b>\$135,000.00</b>	<b>\$67,830.51</b>	<b>\$67,169.49</b>	

**Grants Include:**

Monroe Oil Building: \$10K Historic Façade, and \$10K Safety & Security for Windows/Doors

Bloom Magazine: \$10K BBIG - Roof replacement

Gold Dust: \$3k BBIG

Friendly Beasts: \$2557.76 BBIG

WFHB: \$2996.25 S&S

Showers Admin (Shawn Eurton): \$20k HFG

Andrew Davis Clothing: \$10k BBIG

Juniper Art Gallery: \$7276.50 ADA Grant

The Forge: 10 k S&S Grant

The Mill: Direct Assistance (ADA Lift repair): \$1000

Cup and Kettle: Direct Assistance (signage): \$1000

The Warehouse: BBIG: \$10,000

## Memorandum



**To:** Bloomington Urban Enterprise Association Board Members  
**From:** Andrea de la Rosa, Executive Director- Bloomington Urban Enterprise Association  
**Cc:** Aleksandrina Pratt- Assistant City Attorney, Cheryl Gilliland- Deputy Controller, Jessica McClellan- Controller, Margie Rice- Corporation Counsel  
**Date:** September 10, 2025  
**RE:** Rapid Response Fund Loan Conversion Application

### Executive Summary

The Rapid Response Loan Program was created in 2020 to support local businesses during the COVID-19 pandemic. The loans were designed to serve as bridge funding while businesses awaited federal loans and grants. In reality, businesses held the debt longer term as closures and revenue reductions lasted longer than anticipated, and financial support was needed simply to stay open. Many businesses that survived the pandemic did so with a significant amount of business debt, further burdening their operations as compared to new business starts post-pandemic.

The Bloomington Enterprise Association has been reviewing the Rapid Response Fund (RRF) Loan Conversion program since 2024. Staff developed a draft proposal to prioritize relief for businesses still facing hardship, and refined it in collaboration with City offices and the Legal department, subsequently adjusting to minimize administrative burdens (March–April 2025). The Controller's Office recommended forgiving all loans, with businesses paying what they could.

The following application addresses these concerns, which includes submitting financial documents to explain the need.

### Rapid Response Fund Loan Conversion Program Application

The Rapid Response Fund Loan Conversion Program aims to mitigate the long-term financial burden on small businesses impacted by the pandemic by converting outstanding loan balances into grants. This initiative seeks to alleviate business debt burden, promote economic stability, support local businesses, and help prevent business closures. To be eligible for this forgiveness program, borrowers must have received an RRF loan from the Bloomington Urban Enterprise Association (BUEA); have an outstanding balance; and demonstrate financial hardship or be a 501(c)3.

Applications for forgiveness will be processed, and borrowers will be contacted for additional information or notified of the decisions. If approved, Releases of Promissory Notes will be issued by the end of the year.

Text of question	Response Type	Response Options
<b><u>Participant Information</u></b>		
Full Name	Name	
Name of Business	Text (short)	
Name of Company if different from business name	Text (short)	
Address	Address	
Industry Category (restaurant, retail, personal services, etc.)	Text (short)	
Number of employees	Number	

Email address	Email	
Phone number	Phone Number	
<b><u>RRF Loan details</u></b>		
Repayment Status	Multiple Choice	current, past due, delinquent
Original RRF loan amount received	Number	
Additional RRF loan funding received, if applicable	Number	*optional
Remaining Balance	Number	*optional
Amount you are capable of paying (please enter zero (0) if you cannot repay any of the remaining balance)	Number	
<b><u>Application Rationale</u></b>		
Statement of need: Please describe why you have not been able to pay back your loan.	Text (long)	
Supporting documentation: Please provide any financial documents that can help your Statement of Need (ex., Profit & Loss Statement, Tax Return, Bank Account balance sheet <a href="#">I.C. § 5-14-3-4</a> )	File Upload	multiple files
Proof of dissolution, if applicable. (This is a document obtained from the Secretary of State, confirming that your business has been dissolved.)	File Upload	single file
<b><u>Consent and Disclosure</u></b>		
The information provided is accurate and complete to the best of my knowledge and belief. I consent to the disclosure of such information for purposes of verification related to this application. I understand that any willful misstatement of a material fact will be grounds for disqualification.	Signature Box	

### Confidentiality of Applicant

Because applications may require tax returns, profit and loss statements, or other business records, staff acknowledge the sensitive information that will be required as part of the forgiveness application. Staff will recommend and facilitate the redaction of any personally identifiable information in application materials, and only designated reviewers will have access to submitted documents. Confidential financial information is exempt from disclosure under the Access to Public Records Act, unless the information received is required pursuant to state statute. I.C. 5-14-3-4(5).





## **Memorandum**

**To:** Bloomington Urban Enterprise Association Board Members  
**From:** Andrea de la Rosa, Executive Director- Bloomington Urban Enterprise Association  
**Cc:** Aleksandrina Pratt- Assistant City Attorney, Cheryl Gilliland- Deputy Controller, Jessica McClellan- Controller, Margie Rice- Corporation Counsel, Gretchen Knapp- Deputy Mayor  
**Date:** May 14, 2025  
**RE:** Rapid Response Fund Loan Conversion to Grants

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### ***Executive Summary***

The Rapid Response Fund (RRF) provided essential financial support to small businesses during the pandemic through low-interest loans. Staff propose converting the remaining loans into grants for eligible businesses as part of the Bloomington Urban Enterprise Association's (BUEA) continued support for economic recovery among pandemic-impacted businesses. As of March 1, 2025, approximately \$125,826 in loan principal remains outstanding. All remaining loan recipients will be eligible for a complete loan-to-grant conversion, pending a brief application to verify the use of funds and the business's operational status. This strategic shift reflects the BUEA's commitment to fostering small business stability and long-term revitalization of the enterprise zone. It also aligns with BUEA's mission to foster small business stability and long-term revitalization of the enterprise zone.

### ***Accounting Treatment & Budget Impact***

Staff recommends an application process that, for qualifying businesses, would result in reclassifying outstanding loan balances as grant disbursements. The following adjustments will be made:

1. **Balance Sheet Impact:**
  - Outstanding loan balances will be removed from "Total Notes Receivable - Long Term" and recorded as "Small Business Grant Disbursements."
  - This conversion will ensure that the financial records accurately reflect the program's economic development purpose rather than a loss due to default.
2. **Income Statement Treatment:**
  - The loans will be reclassified as grants under the "Grants" category as "Economic Recovery Grant" or a similar designation.
  - This classification more accurately reflects the program's intent and impact, rather than attributing the expense to uncollectible debt.
3. **2025 Budget Considerations:**
  - The total amount of loans eligible for this conversion should be allocated as an **expenditure in the 2025 budget** under grant assistance programs; the board will need to amend the budget.

### ***Compliance & Documentation***

Given that the EZID program funds the BUEA and, therefore, the RRF program, staff will ensure compliance by documenting the following:

- Eligibility criteria for loan conversion (e.g., business hardship, operational necessity, employment retention impact).

### ***Strategic Benefits:***

1. Supports struggling businesses, maintains local economic stability, and employment.
2. Strengthens downtown revitalization efforts by reducing financial burdens on key establishments.
3. Provides a transparent, policy-driven approach to debt relief, minimizing perceptions of arbitrary write-offs.

**Request for Approval:** Staff recommends that the BUEA formalize the following loan-to-grant conversion within the 2025 budget and adjust financial reporting accordingly. This approach ensures the program's continued impact while maintaining fiscal responsibility.

# RRF Loan Conversion Program

## Program Goals & Justification

The RRF Loan Conversion Program aims to mitigate the long-term financial burden on small businesses impacted by the pandemic by converting outstanding loan balances into grants. Recognizing that many companies rely on multiple relief programs to survive, this initiative aims to alleviate the debt burden, promote economic stability, support local businesses, and help prevent closures.

Key objectives include:

- **Reducing financial strain** and promoting long-term sustainability for local businesses.
- **Enhancing business stability** by supporting operations and reinvestment.
- **Reducing the operational burden** of BUEA

## Eligibility Matrix

Borrower Status	Loan Repayment Status	Conversion Consideration	Required Action
Financial Hardship Active Repayment to High Need Borrowers	Any	Conversion of remaining loan balance to grant	Documentation of any loan repayment
Non-Profits/501(c)(3)	Any	Conversion of remaining loan balance to grant	Documentation of loan repayment
Fully Repaid Borrowers	Loan fully repaid or near completion	Ineligible for conversion program. May receive priority consideration for future financial assistance programs.	No action required

## Application Process

1. **Application Submission:**
  - Borrowers complete an online application, providing:
    - Business information (name, industry, employee count, location)
    - Loan details (amount received, remaining balance, repayment status)
    - The amount the borrower is capable of repaying (even if the sum is zero)
    - Statement of need or Proof of dissolution (for borrowers who have closed their business)
2. **Prioritization & Expedited Review**
3. **Loan Conversion Approval & Notification:**
  - Borrowers receive a formal Release of Promissory Note.
  - Sign a loan conversion agreement to confirm compliance with the program's terms.

## Staff Level Review

1. **Conversion Structure:**
  - All Borrowers: Full conversion of the remaining loan balance to a grant, subject to a basic compliance check.

## ***Review & Approval Process***

Applications will be vetted and reviewed by staff for compliance

- Initial compliance check (all required documents submitted).

### **2. Decision Framework:**

- Applicants receive formal notification within 30 to 60 days of submitting their application.

## ***Compliance & Accountability Measures***

### **1. Borrower Certification Requirement:**

- Borrowers sign an agreement and, where appropriate, an e-verify affidavit, confirming that the funds were used appropriately.

### **2. Optional Post-Conversion Compliance:**

- A concise impact report or narrative demonstrates ongoing operations or reinvestment in the local economy.

## ***Funding Source & Budget Impact***

### **1. Available Funding:**

- These loans are classified as long-term assets that are being converted into grants.

### **2. Projected Budget Impact:**

- The board would vote to update the 2025 budget for grant conversion.
- The grants will be recorded as an expense in the 2025 budget.

## ***Targeted implementation timeline***

Phase	Key Actions	Timeline
Program Build Out	Creation of a process, committee	Month 1-2
Program Launch	Announce conversion program, begin outreach	Month 3
Application Window	Accept applications from borrowers	Months 4
Review Period	Process applications & prioritize hardship cases	Months 5
Decision & Approval	Notify borrowers, sign conversion agreements	Months 6

**Example of Promissory Note Release:**

**Release of Promissory Note**

On **[Date of Original Note]**, the City of Bloomington, Indiana (the "Noteholder"), and **[Borrower Name]** (the "Borrower") entered into a Loan Agreement and Promissory Note in the original principal amount of \$**[Loan Amount]** (the "Loan").

Pursuant to the Rapid Response Fund Loan Conversion Program, the Noteholder has elected to convert the remaining outstanding balance of the Loan into a grant. In consideration thereof, the Noteholder hereby releases, discharges, and forever satisfies the Borrower from any and all obligations, claims, demands, or liabilities arising under or related to the Loan Agreement and Promissory Note dated **[Date of Original Note]**.

The Borrower shall have no further obligation to repay any portion of the Loan, and the Loan is deemed fully satisfied and discharged as of the date set forth below.

Dated this \_\_\_\_ day of **[Month]**, **[Year]**.

CITY OF BLOOMINGTON, INDIANA

BY:\_\_\_\_\_

BORROWER

BY:\_\_\_\_\_

SIGNATURE

\_\_\_\_\_