



Bloomington Urban Enterprise Association

February 11, 2026, at 12 p.m., In-person at City Hall-
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 - December 2025
- **Director's Report**
 - RFQ/O'Neill Fellowship
- **Financial Report**
 - 2025 Q4/EOY
- **New Business - Presentation**
 - CDFI & Allies for Community Business
Emma Yoder and Brad McConnell, CEO of A4CB
- **General discussion**
- **Adjournment**

Name	Appointed By	Term
Heather Robinson, Chair	Mayor	2/1/2024 - 1/31/2028
Felisa Spinelli, Vice Chair	Common Council	2/1/2023 - 1/31/2027
Kate Rosenberger	Common Council	2/1/2025 - 1/31/2029
Virginia Githiri	Mayor	2/1/2024 - 1/31/2028
Jane Kupersmith	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

Board Meeting Minutes

December 10, 2025 | 12:05 p.m. | Hooker Conference Room

1. Call to Order

The meeting of the **Bloomington Urban Enterprise Association (BUEA)** Board was called to order at **12:05 p.m.**

2. Roll Call and Quorum

Board Members Present:

- Brad Wisler
- Mary Morgan
- Heather Robinson
- Michael Hover
- Jane Kupersmith
- Virginia Githiri
- Felisa Spinelli (Virtual)

Staff Present:

- De de la Rosa, Economic & Sustainable Development (ESD)
- Holly Warren, Economic & Sustainable Development (ESD)
- Aleks Pratt, City Assistant Attorney

A quorum was established.

3. Approval of November 2025 Minutes

Motion: (Morgan) Approve the November 2025 BUEA Board Meeting Minutes.

Second: (Kupersmith) Received.

Vote: Approved unanimously.

4. Unfinished Business

Historic Facade Grant – First Christian Church

Amount: \$40,000

Staff presented a Historic Facade Grant request for masonry work at First Christian Church. Although the property is located just outside the BUEA boundary, the request was evaluated using Board-established criteria for projects outside the zone, including benefit to zone residents and the surrounding physical environment.

Motion: (Morgan) Approve the Historic Facade Grant for First Christian Church in the amount of **\$40,000**.

Second: (Hover) Received.

Vote: Approved unanimously.

5. New Business

2025 Arts Grants – Remaining Allocations

Staff presented recommendations for the remaining 2025 Arts Grants administered through the Bloomington Arts Commission:

- Prior 2025 allocation: **\$27,983**
- Proposed additional allocation: **\$23,500**
- Subtotal: **\$51,483**
- Additional **\$4,000** payment to the Lotus Festival for a previously approved but unpaid 2024 operations grant (grant period still active)

Total proposed allocation: \$55,483

Motion: (Githiri) Approve the Arts Grants allocations totaling **\$55,483**, as presented.

Second: (Kupersmith) Received.

Roll Call Vote:

- Felisa Spinelli — Yes
- Brad Wisler — Yes
- Mary Morgan — Yes
- Heather Robinson — Yes
- Michael Hover — Yes
- Jane Kupersmith — Yes
- Virginia Githiri — Yes

Result: Motion carried.

6. 2026 Budget

Staff presented the proposed **2026 BUEA Budget**, including updated financial statements through November 2025.

Summary:

- **2025 income:** approximately **\$834,000**
- **Projected 2026 income:** approximately **\$519,000**
- **Projected 2026 expenditures:** approximately **\$697,000**, resulting in a planned deficit
- **Cash reserves:** approximately **\$3.4–\$3.5 million**

The Board reviewed administrative costs, program allocations, and a proposed **\$25,000 pilot for an administrative consultant**.

Facade Grant Budget Adjustment

Because the **\$40,000 First Christian Church facade grant** approved earlier in the meeting will be expended in 2026, the Board approved increasing the **Facade Grant** line item by **\$40,000** to reflect known obligations.

Rapid Response Fund Loan Conversion

Staff reviewed a proposed **\$100,000** allocation to support the conversion of outstanding Rapid Response Fund loan principal.

7. Action: Approval of 2026 Budget

Motion: (Hover) Approve the **2026 BUEA Budget**, including the additional **\$40,000** to the Facade Grant line item, as presented.

Second: (Githiri) Received.

Roll Call Vote:

- Felisa Spinelli — Yes
- Brad Wisler — Yes
- Mary Morgan — Yes
- Heather Robinson — Yes
- Michael Hover — Yes
- Virginia Githiri — Yes

Result: Motion carried.

8. 2026 Draft Calendar

Staff presented a draft 2026 calendar and requested Board feedback. An updated draft will be circulated prior to the January meeting.

9. Adjournment

The meeting adjourned at approximately **1:17 p.m.**

Director's report

● General updates:

- **In Progress** - Loan Conversion Program
 - Six applicants at this time. Staff is reviewing documents and working on redactions to submit to review committee
- Living calendar for BUEA board (will be read only).
 - Would the board prefer a spreadsheet or google calendar to add to personal calendars?
- **In Progress** - Changes to consultant RFQ from admin to marketing for board review.
 - Marketing RFQ is a draft
 - Board will need to vote to accept the position change as it is a line item in the budget
- **In Progress** - EZID Reminders & Invoices to be sent in March
- If board members have recommendations, please feel free to share my contact to prospective applicant for more information. Apply at <https://bloomington.in.gov/onboard/seats/vacancies>
 - C-3 Resident - Common Council appointment
 - C-4 Resident - Common Council appointment
 - M-6 Resident - Common Council appointment
- **In Progress** - Downtown Action Plan draft. Once the final version is available. I will give a presentation to the BUEA. Hoping for board support and participation!

RFP - BUEA Marketing Assistant

Section 1. Request for Qualifications (RFQ)

I. Background

The Bloomington Urban Enterprise Association (BUEA) supports the improvement of economic, physical, and social conditions for residents and businesses within the designated BUEA Zone. The Zone includes areas north, west, and south of Downtown Bloomington, where eligible residents and businesses may access scholarships, arts and business grants, and tax incentives. The BUEA is seeking qualified **individuals or firms** to provide part-time marketing support on a hybrid basis. The Marketing Assistant will promote BUEA events, services, and programs using social media, newsletters, and other media to carry-out the BUEA marketing plan.

This role is central to **increasing awareness, boosting engagement, and building relationships**, serving as a strategic function that strengthens BUEA's visibility, fosters meaningful connections with stakeholders, and supports the development of a cohesive, recognizable brand across the BUEA Zone.

II. Scope of Services

The selected respondent will provide administrative and operational support that may include, but is not limited to, the following functional areas:

A. Social Media Campaigns

- Creating posts for social media outlets such as Facebook, Instagram, LinkedIn, etc.
- Taking and editing photos for distribution via social media.
- Highlight important dates, deadlines, and events.

B. Traditional Media

- Design and distribute posters and flyers for events.
- Create handouts and information sheets as needed.
- Connect with alternative traditional media outlets like local radio and television networks to promote events.

C. Communication and Collaboration

- Support partnerships with local businesses and organizations.
- Communicate with local officials, BUEA board, and local stakeholders to create marketing campaigns.

- Attend local events to promote events and BUEA.

D. Marketing Maintenance

- Ensure all social media is up to date with accurate information.
- Provide relevant information and upcoming events with accurate dates, times and locations.
- Check the website to make sure all information available is consistent and clear.

E. Community Engagement & Outreach

- Support outreach efforts to increase awareness of BUEA programs among Zone residents, businesses, artists, and community partners.
- Assist with promotion of BUEA events, workshops, and funding opportunities.

F. Reporting & Coordination

- Track basic marketing metrics (e.g., social media engagement, email performance) and assist with summary reports.
- Coordinate with BUEA staff and external partners or vendors as needed to support marketing activities.

Services shall be performed with a high degree of independence, with coordination occurring as needed to support timely documentation, reporting, and compliance-related activities.

III. Position/Engagement Details

Status: Part-time

Work Arrangement: Hybrid (combination of remote and in-person work)

Level of Effort: Services are anticipated to require approximately **15-20 hours per week on average**, though actual hours may vary based on board calendars, events, and deadlines.

Compensation: Total compensation shall not exceed **\$25,000 annually**, with rates determined based on qualifications and level of effort.

IV. Minimum Qualifications

Respondents should demonstrate the following:

- Strong to excellent proficiency with:
 - Google Workspace (Docs, Sheets, Drive, Calendar)
 - Microsoft Word and Excel
 - Social Media Platforms (Instagram, Facebook, LinkedIn, etc.)
- Demonstrate experience with content management, creation, and design.
- Experience with graphic design outlets such as Adobe Creative Suite or Canva.
- Strong written communication, organization, and documentation skills.
- Ability to manage platforms, schedule content, and produce media independently.

V. Preferred Qualifications

- Experience working with nonprofit organizations or publicly supported entities.
- Familiarity with efficient marketing strategies and brand creation.
- Interest in economic development, arts and culture, small business support, or community revitalization.
- Experience developing and managing marketing plans for nonprofits.

VI. Submission Requirements

Interested respondents should submit:

1. A cover letter or statement of qualifications describing relevant experience
2. A resume or summary of professional experience.
3. At least two professional references
4. Any information relevant to the respondent's qualifications.

VII. Evaluation Criteria

Submissions will be evaluated based on:

- Relevant marketing or communications experience, preferably in nonprofit or community-based settings
- Quality of writing and work samples
- Understanding of BUEA's mission and target audiences
- Ability to perform the scope of services effectively
- Communication, collaboration, and reliability
- Familiarity with relevant marketing tools and platforms

VIII. Submission Instructions

Responses must be submitted electronically to:

Contact: Andrea de la Rosa, Executive Director - Bloomington Urban Enterprise Association

Email: de.delarosa@bloomington.in.gov

Subject Line: RFQ - Marketing Assistant

Section 2. Procurement Justification Memorandum

(Internal/Procurement Use)

The Bloomington Urban Enterprise Association (BUEA) requires part-time marketing and communications support to effectively promote its programs, incentives, grants, and services

within the BUEA Zone. As BUEA continues to expand outreach and engagement with residents, businesses, artists, and community partners, dedicated marketing capacity is necessary to increase awareness, strengthen brand consistency, and support program participation.

The RFQ is qualifications-based to ensure respondents possess experience with social media marketing, traditional media, and content creation. Allowing responses from individuals or firms supports competition and reflects standard procurement practices for administrative professional services.

This structure aligns with City procurement standards, promotes transparency, and supports continuity and compliance for grant-funded and board-governed activities.

Section 3. Evaluation Scoring Matrix

(Internal/Procurement Use)

Evaluation Criteria	Points
Relevant Marketing & Content Creation Experience	30
Social Media Management Experience	25
Technical Proficiency (Google Workspace, Excel, Adobe, Canva)	20
Quality and Completeness of Submission	15
Capacity to Support Marketing Initiatives	10
Total Possible Points	100

O'Neill Fellowship Description for BUEA

Job Title: TBD

Department: Economic & Small Business Development

Reports To: Assistant Director of Small Business Development

Location: City of Bloomington – City Hall (Hybrid options may be available)

Duration: Academic Year 2025-2026

Contact for Questions:

Andrea de la Rosa

Assistant Director Small Business Relations

de.delarosa@bloomington.in.gov

Position Summary

The Office of Economic & Small Business Development is seeking qualified **O'Neill Fellows** to provide part-time administrative support to the office and the Bloomington Urban Enterprise Association (BUEA). The BUEA Administrative Assistant will support board operations, grant and award administration, financial and records management, reporting, and compliance-related functions across the organization's annual operating and grant cycles.

This role is central to maintaining **administrative continuity, compliance readiness, and audit-ready records**, while supporting recurring board actions, grant funding cycles, and year-end closeout activities.

Key Responsibilities

The selected respondent will provide administrative and operational support that may include, but is not limited to, the following functional areas:

A. Meeting & Notice Administration

- a. Drafting meeting agendas and assembling board packets
- b. Issuing required meeting notices and posting materials
- c. Attending meetings and capturing minutes, attendance, motions, and votes
- d. Maintaining organized archives of meeting materials and records

B. Board Administration & Records

- a. Updating and maintaining board rosters, terms, and contact lists
- b. Publishing and organizing adopted minutes and resolutions
- c. Sending meeting reminders and coordinating logistics
- d. Refreshing compliance calendars and statutory filing deadline trackers

C. Award & Application Processing

- a. Managing application intake logistics for grants and awards
- b. Assembling and distributing application and review packets
- c. Capturing meeting minutes and maintaining action-item logs related to award decisions
- d. Updating award trackers following board approvals

D. Grant Intake & File Management

- a. Managing grant application intake and scheduling
- b. Assembling and distributing grant-related packets
- c. Maintaining grant files, templates, and supporting documentation in an organized manner

E. Financial Tracking & Records

- a. Maintaining budget and award tracking spreadsheets
- b. Logging invoices and tracking expenditures related to grants and programs
- c. Tracking board-approved amendments and carryforwards
- d. Archiving adopted financial actions and related documentation

F. Grant & Budget Documentation

- a. Assembling packets for grant and budget-related board actions
- b. Updating grant and budget logs following approvals or amendments
- c. Maintaining accurate records and filing systems for grant and budget documentation.

G. Reporting & Follow-Up

- a. Maintaining routine reporting calendars and deadline trackers
- b. Formatting and distributing reporting packets
- c. Tracking follow-up requests, conditions, and required submissions

H. Grant Cycle Management

- a. Supporting grant cycle logistics and packet assembly
- b. Updating approval statuses, conditions, and milestones in tracking systems
- c. Capturing minutes related to grant cycle decisions

I. Annual Planning & Closeout

- a. Finalizing funding-cycle logistics at year end
- b. Preparing draft calendars for upcoming grant and board cycles
- c. Archiving policies, procedures, and adopted updates

J. Compliance & Audit Readiness

- a. Confirming compliance deadlines and maintaining organized folders
- b. Conducting audit-readiness checks of administrative and grant files
- c. Ensuring required postings and records are completed and retained

K. Year-End Transition

- a. Finalizing and archiving minutes and resolutions for the year
- b. Preparing carryover files and documentation for the following year
- c. Updating master trackers to support annual rollover and continuity

Services shall be performed with a high degree of independence, with coordination occurring as needed to support timely documentation, reporting, and compliance-related activities.

Qualifications

Respondents should demonstrate the following:

- Strong to excellent proficiency with:
 - Google Workspace (Docs, Sheets, Drive, Calendar)
 - Microsoft Word and Excel
 - Airtable or similar database tools
- Currently enrolled in or recently graduated from an undergraduate or graduate program in Public Policy, Economics, Data Science, Business, or a related field.
- Strong analytical and critical thinking skills with attention to detail.
- Strong written communication, organization, and documentation skills
- Ability to manage recurring deadlines, multi-step processes, and annual cycles independently

Learning Objectives

- Gain experience in applying data analysis and research skills to real-world economic development challenges.
- Develop an understanding of how local government supports small business growth and downtown vibrancy.
- Gain experience executing local government grants and initiatives.
- Understand how cities interact with business owners and local stakeholders.

Resources for Bloomington Businesses

Our vision is that entrepreneurs from any background can start and grow businesses that create generational wealth for their families and communities.

Our mission is to provide the capital, coaching, and connections entrepreneurs need to grow great businesses that create jobs and wealth in their communities.



Capital

Loans

Allies for Community Business offers loans between \$500 and \$500,000 to early, emerging, and established businesses at fair prices.

Grants

We frequently manage grant programs with partners who share our mission to provide funds to business owners who will put those dollars to good use in their communities.



Coaching

1:1 Coaching

Allies for Community Business provides free 1:1 coaching to anyone who wants to start or grow their business.

Group Coaching

We provide frequent business classes online, and run cohort programs such as the Neighborhood Entrepreneurship Lab.



Connections

Licensing

Allies for Community Business can help you secure the business license you need to operate legally in the City of Chicago.

Larger Contracts

We can help you secure your Women-owned Business Enterprise (WBE) or Minority-owned Business Enterprise (MBE) certification and can then help you secure contracts from our institutional partners.



Learn more at a4cb.org



info@a4cb.org | (312)-275-3000 | 135 N Kedzie Ave, Chicago, IL 60612

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