



City of Bloomington Capital Improvement (CBCI)

BOARD MEETING

WEDNESDAY, JULY 5, 2023, 4:00 P.M.

Allison Conference Room (Suite #225, City Hall, 401 N. Morton St)

MEETING MINUTES

Board Members present: President Mick Renneisen, Vice President Valerie Peña (virtual), Secretary/Treasurer John West, Member Sarah Bauerle Danzman, Member Doris Sims

1. President Renneisen called the meeting to order: 4:01p.m.
2. Roll call by Public Engagement Director Kaisa Goodman:
 - a. All members present in person except Vice President Valerie Peña.
 - b. Vice President Peña joined virtually at 4:09 p.m.
3. Approval of meeting minutes from 6/21/23 meeting
 - a. Member Sims noted a typo in section 3d - Director Goodman will fix this before the minutes are sent out for signature.
 - b. Moved by Secretary/Treasurer West, seconded by Member Sims
 - c. Approved 4-0 (Vice President Peña absent)
4. Declaration/review of board member conflicts of interest: President Renneisen asked if any to declare, none to declare.
5. Hopewell: updates on 2023 Q2 activities
 - a. Infrastructure and planning: update by Ms. Deb Kunce of JS Held (the project management firm)
 - i. Hopewell West: This is the legacy hospital site. Design is ongoing.
 - ii. Hopewell East: This is the area previously known as "Phase 1 East." Construction is supposed to begin next week, and staff

- are working on organizing a groundbreaking celebration for the week of July 17th.
- iii. 1st Street Reconstruction: INDOT is letting the project on September 13th. It is yet to be determined if any additional funding is needed and if INDOT would cover that need.
 - iv. 2nd Street: The design proces is ongoing, and there may be a public engagement process later as well.
- b. President Renneisen noted that the grass that has been planted is coming in nicely, but that there is substantial weed growth around the periphery of the site.
- i. The City will want to address this before we take ownership of the site, as it is a code violation.
 - ii. Ms. Kunce added that this is a good reminder about the security aspect of Hopewell and that staff are presenting to the RDC on 7/17 about ways to reduce the overall cost of security. She is talking to Chief Diekhoff later this week.
- c. Vice President Peña joined the meeting (virtually)
- d. Development: update by Mr. Eric Anderson and Mr. Todd Stern of U3 Advisors (the development owner's representative (DOR))
- i. U3 Advisors is off and running in the discovery process: they are conducting broad discovery and analysis to get comfortable with the overall strategy for the site and how it aligns with the other priorities and objectives for things happening in Bloomington. They have been talking to City staff and local partners and experts about other economic development initiatives.
 - ii. U3 Advisors is updating the market analysis from a couple of years ago.
 - iii. Ms. Kunce noted that the team that includes City staff and U3 representatives is reviewing the three development proposals for Blocks 8-9-10.
- e. Member Sims asked if there would be a request for bids on the land. Ms. Kunce indicated that there will be a public offering process of the land for sale. Assistant City Attorney Larry Allen confirmed that the public offering process is the process of putting the land up for sale.

- f. Kohr Building: update from Ms. Kunce
 - i. Brinshore is about to submit the LIHTEC application for the Kohr Building and are working on getting letters of support.
 - ii. We won't know until November whether this has been approved.
- 6. Hopewell: overview of the public offering process by Attorney Allen
 - a. The City must go through a public offering process of the land
 - i. There must be two appraisals, which will be averaged
 - ii. There must be two public notices of the offering
 - iii. If the offer(s) received exceed the average, the Redevelopment Commission (RDC) can approve the sale
 - iv. If the offer(s) received do not exceed the average, the RDC cannot accept the offer(s) for 30 days after they are received, and there must be an additional public notice.
 - b. There is a slightly modified process if the land is being sold to a community development organization:
 - i. Only one appraisal is needed
 - ii. The City can offer the property for any amount
 - c. For Hopewell, the City is following the more restrictive procedure (the former option) in order to retain more options. They could still accept a below-appraised value offer from a community development organization without the 30-day waiting period, though there would need to be a 10-day notice of the meeting.
 - d. Questions from board members:
 - i. Member Sims asked which lots the City is doing a public offering for. Attorney Allen confirmed that a public offering would be done for both the Kohr Building and Lots 8-9-10.
 - ii. President Renneisen asked what the timeline is. Ms. Kunce said that mid-August is the earliest the postings would occur. Attorney Allen added that this means early September is the earliest offers could be accepted.
 - iii. Member Sims asked when the public offering was put out for other lots. Housing and Neighborhood Development Department (HAND) Director John Zody confirmed the other public offering was published in April. Attorney Allen added that Brinshore will own and apply for the LIHTEC, but in

partnership with Summit Hill Community Development Corporation.

7. Hopewell: READI 2.0 - future funding opportunities overview by Director Zody
 - a. Six projects were awarded for the Indiana Uplands region, which was administered by Regional Opportunity Initiatives (ROI)--one of these was for \$1.8mm for construction of Jackson St. in Hopewell.
 - b. Not a lot is known yet about when regions will be able to apply to the State for additional funding, though it could be sometime this winter. Applications will open to groups within the regions after the region gets funding, so it could be a year before additional funding from READI 2.0 is realized.
 - c. It looks like READI 2.0 will be limited to infrastructure and capital projects, as opposed to programming.
 - d. The State's goal for READI 2.0 is to bring the following indicators closer to national averages: population growth, income growth, employment growth, housing, and owner-occupied housing.
 - e. While it will be a while before funding would be realized, there could be important funding opportunities for Hopewell in READI 2.0
8. Hopewell: update on pursuing a new website, by Ms. Kunce
 - a. On Monday, the RDC reviewed a proposal from a company called Ten31 re: an updated website for Hopewell. There were a lot of questions around it:
 - i. What is the overall communications strategy for Hopewell?
 - ii. What are the roles of current staff in this, and where are gaps?
 - b. The contemplated services from Ten31 are in the packet: while we may or may not move forward with this, it is the only option currently up for a vote to the RDC at their next meeting.
 - c. Member Bauerle Danzman, who is also a member of the RDC, seconded that this was a topic of significant discussion at the last RDC meeting, which she found to be indicative of the need for a larger discussion about the Hopewell website and overall public-facing communications.
 - i. There are valid concerns about the overall communications strategy.

- ii. The proposed contract for the website is \$19,200 to build it and then \$2,400/year for maintenance. The RDC had “sticker shock” from this, and they thought it included a lot of money for brand strategy and messaging, as \$82,000 has already been paid to Borshoff for branding and marketing of Hopewell.
- iii. As we think about the communications strategy, it is good to remember many younger people utilize social media more than websites to get their information: we need to consider what the right tools and right audience are.
- iv. Overall, the RDC wants to be good stewards of the funds.
- d. Ms. Kunce noted that there is currently a website that was created during the master plan. There is more work to do and valid concerns about communications strategy.
- e. Secretary/Treasurer West commented that there does not seem to be anyone spearheading the website/communications project for Hopewell and that more Hopewell updates need to be publicly available.
- f. Member Bauerle Danzman noted that this seems to be a staffing issue and believes that the website could be updated without an entire rebuild.
- g. Public Engagement Director Kaisa Goodman commented that we need to make immediate updates to the website so it’s accurate and helpful, while also developing a communications/messaging/branding strategy. For example, the website URL is outdated and much of the content is out of date: perhaps future CBCI staff could be responsible for these simple updates, as City communications staff do not have the capacity for this.
- h. Mr. Anderson noted that from the DOR perspective, a website is a “nice to have” for developers, but not a necessity.
- i. President Renneisen said he believes the website is our conduit to the community and that it is important to have a repository of information to direct residents to when there are questions about the project.
- j. Vice President Peña agrees that there is a lot of redundancy and lack of clarity in the Ten31 proposal. We need to define what our goals

are and who the audience is and bridge generations gaps by having multiple avenues of communication. A website can be “one source of truth,” and she does believe we need to have one. We also need to determine who has the final say in what goes on a website. It might be worth talking to Ten31 for more information, and there are other companies we could talk to as well.

- k. Member Bauerle Danzman clarified that she agrees a website is necessary, but that the RDC’s concern was in redundancy with previously-contracted work.
 - l. Ms. Kunce noted for the record that no action was taken on the website.
9. Hopewell: community celebrations update, from Ms. Kunce
- a. There has been a lot of interest in doing community celebrations for Hopewell groundbreaking
 - b. The first event will be soon - probably in July
10. Public Comment - none
11. Motion to adjourn: moved by Secretary/Treasurer West; seconded by Member Bauerle Danzman. Motion passed 5-0. Meeting adjourned: 4:59 p.m.

These meeting minutes have been approved by the Board of Directors on August 2, 2023.

DocuSigned by:
Mick Renneisen
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Mick Renneisen, President

8/14/2023

Date

DocuSigned by:
Valerie Peña
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Valerie Peña, Vice President

8/14/2023

Date