

**Bloomington Urban Enterprise Association  
Board Meeting Minutes  
City Hall, McCloskey Conf. Room - 401 N. Morton St.  
January 10, 2018**

**ROLL CALL**

**Members Present:** Paul Ash, Julie Donham, Jane Kupersmith, Jackie Yenna, Darcie Fawcett, Alex Crowley, Chris Sturbaum, Margaret Fette

**Members Absent:** Jackie Howard, Carol Gulyas

**City Staff Present:** Brian Payne, Laurel Waters, Jeff Underwood, Sean Starowitz, Doris Sims, Rachel Ellenson

**Guest:** Steve Bryant – ISBDC  
Cassandra – 105-111 South Walnut Owner

**APPROVAL OF MINUTES**

Jane made a motion to approve the minutes from January 10, 2018. Darcie seconded the motion. Motion passed unanimously.

**REPORTS FROM OFFICERS & COMMITTEES**

**DIRECTORS REPORT**

Brian congratulated Darcie Fawcett for being reappointed to the BUEA.

**Legislative Update – Enterprise Zone**

Brian explained Bill HB 12-88 would amend the current statute that authorizes the Enterprise Zone Program and allow for an additional five (5) year renewal for most zones. There was an open question as to whether Bloomington would fit into the definition of Zone allowed a five (5) year renewal. This is still an open question but there is a path forward and an opinion. Brian explained what was in the Bill and how it could affect Bloomington. Brian stated he is working with Krieg-Devault and will report back.

Julie asked if the Common Council would also need to approve the Enterprise Zone. Brian stated that is correct, after June 30, 2018.

Chris asked if the BUEA still exists. Brian explained the Bloomington Urban Enterprise Association does exist and will continue to exist. However, at the moment, the Urban Enterprise Zone does not exist.

Paul asked if this passes will the BUEA be able to change the boundaries. Brian said yes, part of the bill is the ability to change boundaries.

Brian will send updates.

### Info Session

Brian reminded the Board that last year it participated with the Bloomington Arts Commission in talking about the Zone Arts Program, and other programs available through the BUEA in an Open House. This is being repeated this year on Wednesday, February 28<sup>th</sup> at Ivy Tech Waldron Arts Center in the Black Box Theatre. The event will from 5pm to 7pm.

Jane stated the Hopscotch page could help promote this event.

### Website Update

Brian stated he has put the necessary documents on the City's website under the Bloomington Enterprise Zone page so anyone that wants to apply for a scholarship can now do that from the links. The calendar has been added as well.

The Board was pleased to learn about this progress.

## **FINANCIAL REPORT**

Brian reported checks have been written this month for a Resident Scholarship in the amount of \$600 and a Business Scholarship for \$300.

## **NEW BUSINESS**

### **ISBDC/Cook Center 2017 Report & 2018 Request**

Brian introduced Steve Bryant who is from the Indiana Small Business Development Center and the Cook Center for Entrepreneurship at Ivy Tech who gave an update of the activities in 2017 and the request for 2018.

Steve Bryant stated they have worked with over 200 clients a year, 100 of those being City residents and 40 being Zone residents. There were 21 business startups, 5 in the Zone. Business evaluations were a new service that began this year.

QuickBooks Seminars have not been popular, so they are done now one on one.

The Business Sponsorship Guide has been very popular. Any new business or startup that we work with gets a copy of this. It goes over how to start your business, how to create a business plan, where to file incorporation, where to get the tax id from the Federal Government, where to

get State Department of Revenue information. There has not been a downturn in people wanting to start a business.

The proposal for this year is \$14,000 for the ISBDC and \$16,000 for the Cook Center for Entrepreneurship. This year there is a new partnership with SCORE. A small business networking series is being formed, and hope to kick that off in April. This group would be open to anybody. It will be held in the Zone and advertised to Zone businesses, as well as anyone else who would like to stop by. Instead of adding functionality to the Bloomington Switchboard tool, the infrastructure will be used to help serve those clients in co-work and start up space at the Dimension Mill.

Julie asked how many people are employed in their office exclusive of the SCORE people. Steve stated there are two people at the Cook Center, and two full time, two part time on the SBDC side.

Brian stated the Agreement will be voted on next month, and to send any questions in the interim to him and he will forward on to Steve. The total ask is the same as last year, \$14,000 for the SBDC and \$16,000 for the Cook Center.

## **UNFINISHED BUSINESS**

### **Façade Grant Consideration: Trojan Horse**

Brian introduced Rachel Ellenson with HAND to present the Façade Grant Application at 105-111 South Walnut. Also present was Cassandra in support of her application.

Rachel explained the Petitioners are interested in restoring the façade for 105-111 South Walnut. This is one of the only un-restored buildings on the square currently. This is in the larger Courthouse Square National Historic District and the Local Historic District. The building does have protections either way. The owners would like to restore because it has vinyl siding covering the bay windows, and looks bad. They received their COA last summer to do exploratory work on the façade. Most of the materials on the façade are able to be restored. They would like to restore the brick façade. They are going to take out the current windows and they will be restored. The other two windows will be removed and replaced with ones that will match. They will be restoring this to what it used to look like and will be a really great project. The Petitioner is asking for \$10,000 and anticipate the renovation costs to be \$20,000.

Paul asked if the bay windows were original to the building. Rachel stated yes they were.

Jane asked how old the building is. Rachel stated it is believed the building was constructed in 1900. Jane asked what the plans are for the first level. Rachel stated ideally they will have the storefronts filled with businesses.

Chris asked if it was built in 1900, if it replaced another building. Rachel stated that it replaced several other one story buildings.

Margaret moved to approve Façade Grant in the amount of \$10,000 for 105-111 South Walnut. Paul seconded the motion. The motion passed unanimously.

## **GENERAL DISCUSSION**

### **CDFI Update**

Alex gave background and summary on the CDFI. Alex stated the BUEA had given \$75,000 as well as the Community Foundation giving \$75,000 to stand up a CDFI. City staff has been working in the background with some CDFIs on some projects to move them forward, specifically one project that needed funding to fill in a gap. This project is a housing development project that ran into the gap due to the rising interest rates. There was another meeting in January to get a consensus on moving forward with the CDFI. The general consensus is that a CDFI friendly city strategy made sense, with the exception of small business. Small business is easier to deal with from a local entity perspective than from an outside money perspective. The original plan of hiring someone to run a CDFI would lose 6 to 9 months. The alternative is to keep Mark on, who is the industry leader, and have him accelerate that process and do the first year (2018) work and finish the process by standing up a long term solution for Bloomington. The last part of his responsibility will be to hand it off to a local resource to handle in 2019 and beyond. Alex thought Mark's contract was \$90,000 and would fall within the funding that has already been allocated from the BUEA and Community Foundation. Any asks to the BUEA in the future will be determined on whether there is operational funding from outside funding sources.

Chris asked if it will not address small business, what type of project are they looking at.

Alex stated this could be housing or community facilities. There will be a focus on small business later in the year, and there may be a way for the BUEA to capitalize on loans.

There has been no meeting scheduled of the CDFI Advisory Group at this time.

### **Dimension Mill Preview**

Brian explained he was approached by Dimension Mill Incorporated (DMI), the non-profit set up to run the Dimension Mill project. This is a group of local stakeholders in the entrepreneurial community in The Trades District area. Once the facility opens in late 2018 DMI will be responsible for its operations. The Dimension Mill will be a business incubator, entrepreneurship incubator, there will also be 6 to 7 leased studios for small startups, as well as an event space. The idea is to cluster and amplify our innovation economy and entrepreneurial community in one great space that also acts as a retention and attraction tool for businesses that want to locate here and in The Trades District.

Brian continued by stating the City is investing a lot of money into building the facility, and to making The Trades District a great place to be. Once the Dimension Mill opens the City will invest no money in the facility. The facility will be funded by revenue from co-working members, lease of the office spaces, reservations of the event space and classrooms, and then to some degree through sponsorships.

Brian talked with the DMI about the possibility of the BUEA providing a short term bridge loan with little to no interest that would give them capital to launch, and make them successful. Brian listed the reasons why he thinks this would be a good idea. The thought was a loan around \$100,000 with payment terms negotiable.

Alex explained the Redevelopment Commission would have an agreement with the not for profit Dimension Mill Incorporated Board & Staff. DMI will run the building, they will be responsible for income and expenses from the day it opens, including expenses of employees.

Jeff Underwood stated that he believed the facility would open with about 200 members and space already rented. This will be a tiered system of membership. There will be a basic membership, and then a high end membership where you have a dedicated spot. Low end would be come in and find an empty desk. There will also be rented space.

There was discussion on this topic and the majority of the Board said they would need further information, collateral, the budget, the payback, etc. before moving forward.

#### Update on Rhino's

The Rhino's building is being sold and before that happens the loan will be paid off in full plus \$64.

#### **ADJOURNMENT**

Margaret made a motion to adjourn. Chris seconded the motion. Meeting adjourned at 1:27 p.m.