

**Bloomington Urban Enterprise Association  
Board Meeting Minutes  
City Hall, McCloskey Room - 401 N. Morton St.  
January 8, 2020**

- I. Roll Call**
- II. Approval of Minutes**
  - December 11, 2019 Minutes
- III. Reports from Officers and Committees**
  - Director's Report
  - Financial Report
- IV. New Business**
  - 2020 Budget Discussion
  - Read out of Financial Process Review
- V. Unfinished Business**
  - Cook Center/SBDC annual report
  - Revision to Bylaws
- VI. General Discussion**
- VII. Adjournment**

**Next BUEA Meeting will be on Wednesday February 12, 2020 at 12 PM**

**Bloomington Urban Enterprise Association  
Board Meeting Minutes  
City Hall, McCloskey Room - 401 N. Morton St.  
December 11, 2019**

**ROLL CALL**

**Members Present:** Paul Ash, Jackie Yenna, Jane Kupersmith, Julie Donham, Karin St. John, Alex Crowley, Margaret Fette

**Members Absent:** Chris Sturbaum

**City Staff Present:** Larry Allen, Kevin Curran, Jordan Morang; Laurel Waters

**Guests:** n/a

**APPROVAL OF MINUTES** – November 13, 2019

No changes to minutes in packet. Jackie made a motion to approve the minutes with the corrections noted. Motion was seconded by Karin.

**REPORTS FROM OFFICERS & COMMITTEES**

**Director's Report**

Alex announced Laurel Waters retirement. Thanked her for her significant contribution to the BUEA and department, which was supported by board.

Alex announced that Jane Kupersmith will be joining the department to replace Brian Payne. Jane will take the role of BUEA, starting with City on January 13, 2020. Julie asked about whether Jane needs to replace herself – Alex indicated that the end of January will naturally cause some terms to end, including Jane's.

Alex recognized Chris Sturbaum's contribution to the BUEA and thanked him for his service. Council will replace Chris. Alex will meet with new Council staff to facilitate Council appointments.

AIEZ (Association of Indiana Enterprise Zones) reviewed the 2020 budget. They expect to have \$130K in programming fees total in 2020. They expect to spend \$68K of that, the majority is a 2-year contract for advocacy. Additionally have \$10K for marketing. Limited overhead.

Recruitment: Have been in contact with Torlando, planning to meet with him.

2 scholarship applications – one in summer, one recently received. Will likely be applicable to 2<sup>nd</sup> semester.

Staff is catching up on posting historical packets.

## **Financial Report**

Alex revised format of financial report to better align columns and make it easier to read. And fixed some minor formula errors.

This month:

- Audit services: we are replacing Keough.
- School grants: paid out. The amount budgeted was \$31.3K, but we spent \$33.4. Alex will research why it didn't show in 2019 carry-over.
- Business Scholarship: Civic Champs support for pitch in California – a volunteer management software platform. Margaret made point that it was impressive they were invited to pitch.
- Grand total slightly different than last month because of

Karin asked what the carry-over is: Alex explained that carryover is unspent from previous year. Regarding MCCSC amount, Alex speculated that the lack of carryover could result from BUEA continuously making payments from previous year.

Kevin Curran indicated that he will be taking over BUEA treasury activities for Controller's office. Karin asked whether the process is a full-blown audit – Kevin indicated he wasn't sure but would confirm. Kevin indicated that we could do a full financial review for the BUEA at upcoming meeting. Karin asked if small group of BUEA could get together to review processes in advance of the next meeting – Alex indicated he would set it up before the January meeting.

## **NEW BUSINESS**

- n/a

## **UNFINISHED BUSINESS**

### **Social Media**

Jordan Morang (ESD's O'Neill fellow) presented social media accounts – all are @BloomingtonUEA

On Facebook, can follow and share. Nothing posted on Instagram yet, but can follow page. Same with Twitter, can follow page and retweet. Facebook is good for general information, a central depository of information. First postings are introductory to BUEA's various benefits. Jordan presented HootSuite (backend posting management system) to show how the process will be managed in 2020.

Jordan asked whether BUEA page should follow businesses generally and post about them, or be more. Jane proposed that BUEA should focus on activities more directly related to BUEA.

Jordan asked whether BUEA should follow other pages. Julie was concerned whether we might miss people. Margaret suggested that it would be worthwhile. Karin indicated that it would be beneficial to

expand reach. Margaret suggested reviewing content of pages before following in case it's inappropriate. Alex indicated that staff would raise any issues related to social media activity at BUEA meetings as appropriate.

### **Revision of Bylaws**

Alex suggested that the current bylaws revision could potentially provide us opportunities to review the entire document.

Larry indicated bylaws call for 11 members, but current statute calls for 12 members (which the BUEA has adhered to). Organized labor from construction trades was the extra position that was not reflected in bylaws.

To amend the bylaws, the only real procedural mechanism is that the amendment has to be in writing 10 days prior to meeting and then there needs to be a majority vote. Larry would draft amendment to existing document. Currently the only amendment Larry sees is to update the membership.

Alex and Larry will look through the bylaws to see if there's anything glaring that needs to be changed; at first glance there isn't anything although the role of Executive Director might be included for clarity. Target February's meeting for a fuller review.

Larry recommends keeping any language general to maintain flexibility.

Margaret asked whether the size of the board is too big. Larry indicated that the hybrid nature of the BUEA (governmental and nonprofit) may be the reason too.

### **Meeting Date/Time change**

Margaret indicated she still had challenges with the timeframe. Larry reiterated that no official action can be taken without a quorum.

Alex confirmed that staff circulated a Doodle Poll with alternative dates/times and there was no clear alternative. Part of the issue was that on the second Wednesday, the room constraints limited options. Margaret indicated lunchtime was challenging for her. Others indicated lunchtime was better. Alex suggested short-term to limit meeting length to less than 60 minutes.

### **GENERAL DISCUSSION**

n/a

### **ADJOURNMENT**

Meeting adjourned at 12:55 p.m.

**BUEA Budget Report: December 2019**

<b>Administrative Budget</b>						
<b>Item</b>	<b>Budget Amount</b>	<b>2018 Carry-over</b>	<b>Amount Spent This Month</b>	<b>Amount Spent To Date</b>	<b>Balance</b>	<b>Notes</b>
Professional Services	\$ 35,000.00	\$ -	\$ 70,000.00	\$ 70,000.00	\$ (35,000.00)	Includes 2018 amt
Audit Services	\$ 1,000.00	\$ -	\$ 940.00	\$ 2,000.00	\$ (1,000.00)	2019 tax preparation
Subscriptions/Dues	\$ 750.00	\$ -	\$ -	\$ -	\$ 750.00	
Professional Bonds	\$ 2,300.00	\$ -	\$ -	\$ 2,172.00	\$ 128.00	
Miscellaneous Expenses	\$ 500.00	\$ -	\$ 155.00	\$ 177.00	\$ 323.00	BUEA envelopes with new logo
Advertising/Marketing	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 5,000.00	
<b>Sub-Total</b>	<b>\$ 44,550.00</b>	<b>\$ -</b>	<b>\$ 71,095.00</b>	<b>\$ 74,349.00</b>	<b>\$ (29,799.00)</b>	

<b>Program Budget</b>						
	<b>Budget Amount</b>	<b>2018 Carry-over</b>	<b>Amount Spent This Month</b>	<b>Amount Spent To Date</b>	<b>Balance</b>	<b>Notes</b>
<b>Education:</b>	<b>\$ 39,840.00</b>	<b>\$ -</b>	<b>\$ 600.00</b>	<b>\$ 70,200.00</b>	<b>\$ (30,360.00)</b>	
School Grants	\$ 31,340.00	\$ -	\$ -	\$ 64,700.00	\$ (33,360.00)	
Resident Scholarships	\$ 6,000.00	\$ -	\$ 600.00	\$ 3,000.00	\$ 3,000.00	Wendy Lee Spacek
Lemonade Day	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ -	
<b>Business and Entrepreneurship:</b>	<b>\$ 36,000.00</b>	<b>\$ 1,001,676.00</b>	<b>\$ -</b>	<b>\$ 1,030,898.00</b>	<b>\$ 6,778.00</b>	
Business Scholarship Program	\$ 6,000.00	\$ 1,676.00	\$ -	\$ 898.00	\$ 6,778.00	
SBDC/Cook Center	\$ 30,000.00	\$ -	\$ -	\$ 30,000.00	\$ -	
CDFI Project	\$ -	\$ 1,000,000.00	\$ -	\$ 1,000,000.00	\$ -	
<b>Arts and Culture:</b>	<b>\$ 120,000.00</b>	<b>\$ 61,925.00</b>	<b>\$ 10,680.33</b>	<b>\$ 58,052.34</b>	<b>\$ 123,872.66</b>	
Zone Art Grants	\$ 40,000.00	\$ 38,000.00	\$ 7,180.33	\$ 44,552.34	\$ 33,447.66	Early Music, Landlocked, DMI
Historic Façade Grant	\$ 50,000.00	\$ 23,925.00	\$ -	\$ 10,000.00	\$ 63,925.00	
City Art Program	\$ 30,000.00	\$ -	\$ 3,500.00	\$ 3,500.00	\$ 26,500.00	Trades Mural (Bartlett)
<b>Strategic Communications Professional</b>	<b>\$ 5,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,000.00</b>	<b>\$ -</b>	
<b>Sub-Total</b>	<b>\$ 200,840.00</b>	<b>\$ 1,063,601.00</b>	<b>\$ 11,280.33</b>	<b>\$ 1,164,150.34</b>	<b>\$ 100,290.66</b>	

<b>2019 Budget Summary</b>	<b>Budget Amount</b>	<b>2018 Carry-over</b>	<b>Amount Spent This Month</b>	<b>Amount Spent To Date</b>	<b>Balance</b>
Administrative Budget	\$ 44,550.00	\$ -	\$ 71,095.00	\$ 74,349.00	\$ (29,799.00)
Program Budget	\$ 200,840.00	\$ 1,063,601.00	\$ 11,280.33	\$ 1,164,150.34	\$ 100,290.66
<b>Grand Total Budget</b>	<b>\$ 245,390.00</b>	<b>\$ 1,063,601.00</b>	<b>\$ 82,375.33</b>	<b>\$ 1,238,499.34</b>	<b>\$ 70,491.66</b>

2020 BUEA Budget Worksheet

DRAFT v.1

	2017			2018			2019			Proposed 2020
	Budget	Actual	var.	Budget	Actual	var.	Budget	Actual	var.	Budget
<b>Administrative Budget</b>										
Professional Services	\$35,000.00	\$35,000.00	\$0.00	\$35,000.00	\$0.00	\$35,000.00	\$35,000.00	\$70,000.00	(\$35,000.00)	\$35,000.00
Audit Services	\$2,300.00	\$0.00	\$2,300.00	\$2,300.00	\$1,180.00	\$1,120.00	\$1,000.00	\$2,000.00	(\$1,000.00)	\$2,500.00
Postage	\$100.00	\$0.00	\$100.00	\$100.00	\$0.00	\$100.00		\$0.00	\$0.00	\$0.00
Subscriptions/Dues	\$760.00	\$750.00	\$10.00	\$781.00	\$750.00	\$31.00	\$750.00	\$750.00	\$0.00	\$0.00
Professional Bonds	\$2,300.00	\$2,241.00	\$59.00	\$2,300.00	\$2,145.00	\$155.00	\$2,300.00	\$2,150.00	\$150.00	\$2,300.00
Miscellaneous Expenses	\$1,000.00	\$77.21	\$922.79	\$1,000.00	\$624.95	\$375.05	\$500.00	\$177.00	\$323.00	\$500.00
Advertising/Marketing	\$5,000.00	\$0.00	\$5,000.00	\$5,000.00	\$0.00	\$5,000.00	\$5,000.00	\$0.00	\$5,000.00	\$5,000.00
<b>Administrative Sub-Total</b>	<b>\$46,460.00</b>	<b>\$38,068.21</b>	<b>\$8,391.79</b>	<b>\$46,481.00</b>	<b>\$4,699.95</b>	<b>\$41,781.05</b>	<b>\$44,550.00</b>	<b>\$75,077.00</b>	<b>(\$30,527.00)</b>	<b>\$45,300.00</b>
<b>Program Budget</b>										
<u>Education:</u>										
School Grants	\$30,000.00	\$63,865.00	(\$33,865.00)	\$30,000.00	\$0.00	\$30,000.00	\$31,340.00	\$64,700.00	(\$33,360.00)	\$35,000.00
Resident Scholarships	\$6,000.00	\$4,402.55	\$1,597.45	\$6,000.00	\$1,800.00	\$4,200.00	\$6,000.00	\$1,800.00	\$4,200.00	\$5,000.00
Lemonade Day	\$2,500.00	\$2,500.00	\$0.00	\$2,500.00	\$2,500.00	\$0.00	\$2,500.00	\$2,500.00	\$0.00	\$2,500.00
Sub-Total	\$38,500.00	\$70,767.55	(\$32,267.55)	\$38,500.00	\$4,300.00	\$34,200.00	\$39,840.00	\$69,000.00	(\$29,160.00)	\$42,500.00
<u>Business and Entrepreneurship:</u>										
Business Scholarship Program	\$4,000.00	\$984.00	\$3,016.00	\$4,000.00	\$4,269.00	(\$269.00)	\$6,000.00	\$2,088.00	\$3,912.00	\$5,000.00
SBDC/Cook Center	\$30,000.00	\$30,000.00	\$0.00	\$30,000.00	\$30,000.00	\$0.00	\$30,000.00	\$30,000.00	\$0.00	\$30,000.00
Grease Interceptor Program	\$100,000.00	\$0.00	\$100,000.00		\$0.00	\$0.00		\$0.00	\$0.00	
CDFI Project	\$75,000.00	\$15,000.00	\$60,000.00		\$60,000.00	(\$60,000.00)		\$0.00	\$0.00	
CTP Direct Business Assistance	\$25,000.00	\$0.00	\$25,000.00		\$0.00	\$0.00		\$0.00	\$0.00	
Bloomington Hospital Consult.	\$25,000.00	\$0.00	\$25,000.00		\$0.00	\$0.00		\$0.00	\$0.00	
Unbudgeted Grants		\$66,261.33	(\$66,261.33)		\$8,952.00	(\$8,952.00)		\$0.00	\$0.00	\$10,000.00
Sub-Total	\$259,000.00	\$112,245.33	\$146,754.67	\$34,000.00	\$103,221.00	(\$69,221.00)	\$36,000.00	\$32,088.00	\$3,912.00	\$45,000.00
<u>Arts and Culture:</u>										
Zone Art Grants	\$40,000.00	\$30,930.00	\$9,070.00	\$40,000.00	\$15,368.20	\$24,631.80	\$40,000.00	\$41,235.87	(\$1,235.87)	\$40,000.00
Historic Façade Grant	\$50,000.00	\$1,000.00	\$49,000.00	\$50,000.00	\$16,075.00	\$33,925.00	\$50,000.00	\$10,000.00	\$40,000.00	\$30,000.00
City Art Program	\$30,000.00	\$0.00	\$30,000.00	\$30,000.00	\$0.00	\$30,000.00	\$30,000.00	\$3,500.00	\$26,500.00	\$30,000.00
Strategic Communications Professional		\$0.00			\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$0.00	\$0.00
Sub-Total	\$120,000.00	\$31,930.00	\$88,070.00	\$120,000.00	\$31,443.20	\$88,556.80	\$125,000.00	\$59,735.87	\$65,264.13	\$100,000.00
<b>Program Budget Sub-Total</b>	<b>\$417,500.00</b>	<b>\$214,942.88</b>	<b>\$202,557.12</b>	<b>\$192,500.00</b>	<b>\$138,964.20</b>	<b>\$53,535.80</b>	<b>\$200,840.00</b>	<b>\$160,823.87</b>	<b>\$40,016.13</b>	<b>\$187,500.00</b>
<b>BUEA Total</b>	<b>\$463,960.00</b>	<b>\$253,011.09</b>	<b>\$210,948.91</b>	<b>\$238,981.00</b>	<b>\$143,664.15</b>	<b>\$95,316.85</b>	<b>\$245,390.00</b>	<b>\$235,900.87</b>	<b>\$9,489.13</b>	<b>\$232,800.00</b>

Other Disbursements

\$130,758.67

\$13,969.09

\$1,015,402.00

2020 BUEA Budget Worksheet

check

Total Above

\$383,769.76

\$157,633.24

\$1,251,302.87

Total Payment Detail

\$383,769.76

\$157,633.24

\$1,251,302.87

Variance

\$0.00

\$0.00

\$0.00



December 20, 2019

Alex Crowley  
Director, Small Business Development  
Acting Director, Bloomington Urban Enterprise Association (BUEA), City of Bloomington  
Economic & Sustainable Development Department (ESD)  
401 N. Morton St., Suite 150 PO Box 100  
Bloomington, Indiana 47402

Dear Alex:

The Ivy Tech Gayle & Bill Cook Center for Entrepreneurship and the South Central Small Business Development Center are providing this progress report for the Bloomington Urban Enterprise Association (BUEA) Board of Directors per our grant Agreement for FY 2019 to update everyone on progress to date. This report documents progress and value to the BUEA and Enterprise Zone:

**Ivy Tech-Cook Center Report:**

**Cook Institute Sponsorship:** The BUEA was recognized as a Presenting Sponsor for the 10<sup>th</sup> Annual Cook Institute for Entrepreneurship event at Ivy Tech's Shreve Hall. Mina Starsiak Hawk and Tad Startiak from the hit HGTV show, *Good Bones* served as the keynote speaker and wowed the audience of over 250 with stories about their *Two Chicks* and a *Hammer* business growth in Indianapolis, their successful HGTV show and their time in Bloomington while in college at IU. We are grateful for the support of the event and the table for the attendees that were able to be there. The event included attendees from several Zone-related businesses as well as elected officials, education leaders and industry attendees.

**Cook Center Program Support:** We provided business valuations for over 20 small businesses in 2019 with most of the participating small businesses from Bloomington. This program is exciting because it helps provide a baseline assessment about the financial performance of a business over the past 2-3 years and is an essential tool in helping entrepreneurs decide to sell or buy a business. The feedback from the participants was that the information they received from us was extremely useful in their decision-making process to buy or sell a business. Cook Center staff assisted with several client businesses in the Zone and the City of Bloomington including several not-for-profits through our new partnership with SCORE Bloomington, which is an organization of volunteers that provide subject matter expertise to local startups and existing businesses.





Dimension Mill Marketing: In 2019, we collaborated with Pat East (Dimension Mill Director) to market the Mill to Cook Center partners, clients and students at Ivy Tech. The funding for the marketing activities was transferred to Dimension Mill in late November of 2019 so some of the benefits are still to be realized, but the Mill newsletter, event workshops and other Mill-related activities were marketed by our Cook Center and SBDC team throughout 2019 and generated many people visiting the Mill as well as new members for the co-working space.

**South Central SBDC Report:**

Client advising with the intent of focusing especially on the benefits the BUEA can provide to Zone businesses: SBDC business advisors provided services to over 196 clients from Monroe County (184 City clients and 28 BUEA clients) in 2019. We also had 3 new business starts in the Zone last year, with most all others starting in Bloomington/Monroe County. Our outreach and engagement services included one-on-one consultations on their efforts to start a new business and/or expand an existing business, workshops where we partnered with the Chamber, The Mill, and other partners. We provided industry reports to most all clients free of charge throughout the year. We also participated as a founding partner for the Bloomington Chamber's 2019 workshop for small retail businesses learn how to improve their business and grow successfully. We provided free LivePlan business planning tool accounts to some area Zone businesses in 2019. Additionally, the SBDC marketed the ISBDC Technical Assistance Program to local businesses and several in the Zone participated and received funding for projects that enabled them to reach their market with an innovative product or service. Overall 5 Zone businesses received awards, with funding of \$50,000 for mentors to provide the services for the businesses. Four Zone-based vendors were used for these projects to provide professional services to our clients in the Zone, keeping the funding local. Terri Brown provided Launching Your Own Business workshops at the Mill and at City Hall and BEDC in 2019 for people looking to start a new small business.

Fuse Business Awards - EZ Client: The Fuse Business Awards event was held in December 2019 to recognize local small businesses for excellence in many categories. This included several Zone businesses as winners and many applicants. Shine Insurance, Cloudform, Form Assembly, Jason Whitney from IU Ventures, Civic Champs and Mayor Hamilton all received awards at the event. The sponsorship of the event allowed Pat East and the Dimension Mill to host the event and provide awards to several local partners. There were over 60 people at the event and the BUEA was recognized for the sponsorship of the event.



Business Guide Sponsorship: The SBDC developed a small business guide in early 2017 to provide a booklet for people looking to get started in their pursuit of a small business. It includes business plan instructions, help with how to incorporate in the State of Indiana, where to go for tax IDs (Federal and State) and other information. We provided that to every new client from January-December 2019, which numbered around 300 individuals as well as guides that may have been distributed via our sponsors (banks...etc.). The BUEA is listed as the title sponsor inside the front cover. As always, we list BUEA as a sponsor for all our activities at events that the Cook Center and SBDC host throughout the year.

We hope the above activities speaks to the value provided for the BUEA for its investment in our Cook Center and SBDC services related to this Agreement. We appreciate your investment and trust in Ivy Tech and the SBDC for the benefit of Zone residents and businesses. We look forward to partnering with you in 2020 on similar initiatives.

Respectfully,

Steve Bryant  
Executive Director, Gayle & Bill Cook Center for Entrepreneurship  
Ivy Tech Community College-Bloomington &  
Regional Director, South Central Small Business Development Center