

**Bloomington Urban Enterprise Association
Board Meeting Minutes
City Hall, McCloskey Room - 401 N. Morton St.
February 12, 2020**

Roll Call

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

City Staff Present: Kevin Curan, Larry Allen

Guests: Jordan Morang

I. Approval of Minutes - January 08, 2019

Paul motioned to approve the minutes with a typo changed, Jackie seconded the motion. The motion was approved unanimously.

II. Reports from Officers and Committees

- Director's Report
 - i. Jane suggested that the Directors Report will essentially all be under New Business and moved on to the financial report.
- Financial Report

There was no payments from January. Jane explained that there would be more action in February.

Jane went over the 2020 proposed budget. She said that the changes included Professional Bonds which would be lowered as she just received the bills. The \$250 for Postage was for a specific mailing campaign to get Zone businesses more aware of the BUEA. The professional bonds were decreased because bill came in and there was no longer a need to estimate.

Jane explained that the advertisement for the bus wrap was built into the budgeted School Grants part of the MCCSC project grant. Julie said that there would be a presentation by MCCSC for that money. Julie asked if the Strategic Communication Professional was the line where Rachel's professional communication services were used. Jane said that it was and that the \$5,000 in the Advertising/Marketing should be kept there for future opportunities. Jane said that she and Jordan hope to be able to disperse the \$6,000 Resident Scholarship money and that the \$2,500 Lemonade Day line had been authorized by the Board via email vote.

Jane said that Steve from SBDC/Cook Center would likely come in March to discuss the \$30,000 that was budgeted for the SBDC/Cook Center. Jane said that this discussion with the board would likely happen at the next meeting. The \$10,000 for Unbudgeted Grants was there for items that are not on the 2020 budget but that the BUEA does want to fund. Jane said the Historic Façade Grants is down to \$30,000 because it has been underutilized in the recent past. She mentioned that she had talked to Conor Herterich, the Historic Preservation Program Manager,

about taking another look at it and creating a more formalized process. She hopes to get all \$30,000 granted and then be able to increase the Façade Grants to its original amount in the coming years.

Karin asked what the professional services were. She then asked that there was an increase in the contract to 40,000 from the 35,000 in the 2020 budget. Jane said that the board should discuss this in the New Business section.

III. New Business

- 2020 Budget Discussion

Jane asked Larry if he would be willing to give the board an introduction into what the contract has been in the past and some other background.

Larry discussed the background to this line item. He said that in the past the contract was done in three year terms and that the last had been done in 2015 at \$35,000 a year. He said that there should have been a 5% increase year to year from 2015 to 2020. Had this been enacted, the contract would be at around \$45,000 for the 2020 year. An internal discussion was had and they came to the conclusion that \$45,000 would be a little unfair. The 40,000 is reflective of the increase that should have been paid at the end of the last three year agreement (ended at the end of 2017). The contract will also shift from a 3 year contract to a 1 year agreement. This is to ensure that the BUEA Board and the City are happy with the agreement.

Jane stated that she is working with Kevin to get the balance sheets and advance the financial reporting. Julie asked if Kevin knew the timing when the Board would be able to receive this data. Kevin and Jane will sit down to discuss what is appropriate to generate and disperse to the board. Jane said that she would like the monthly meetings to include the balance sheet in the financial discussion. Jane said that she is working to get “view-only” logins for the officers to be able to get into QuickBooks. Kevin said that he is learning QuickBooks and is waiting on Jeff Underwood to get back from surgery to be able to get all the information that Jane is requesting.

Julie asking if the financial agreement should be voted on. Jane suggested that there should be a vote at the next meeting on this and in the mean time she would get the balance sheet and other financial data.

Larry said that under the past agreement with the City the signatories for the BUEA had to be bonded. He suggested that Jane take this extra time to address this issue as well. Larry said that he just wanted to make sure that the board understood that the new signatory would have to go through that bonding process. Margaret and Julie both suggested that they do not remember being bonded or signing anything of that sort. Alex said that the City would look into it.

Karin asked if there was currently an agreement in place with the city for the services. Larry said that there wasn't but the future agreement could be applied retroactively to ensure that both parties were covered. Larry asked that any questions or comments that do come up about the agreement between the City and the BUEA be emailed to him so he can address them before the vote.

Karin asked if the BUEA had been using QuickBooks. Kevin said that it had and that there should be data from the past in QuickBooks that could be accessed. Karin said that they would likely want the monthly report with the year to date, income statement, and balance sheet. She also said that it would be beneficial to see the 12.31.2019 statement as well.

Jane suggested that the finances could be earning more interests. She said that this would be a mid-range goal so that the money in the banks in making the most interest that it could be.

Julie said that she would be fine with amending the Professional Services line item of the budget for 2020.

Paul motioned to approve the 2020 budget as amended. Jackie seconded the motion. The motion passed unanimously.

- Recruitment for the BUEA

Jordan explained the creation of the business database. This database had been used to send out emails and Facebook messages alerting the businesses to potential grants or abatements they may be eligible for. Jane said that the emails that were sent out have gotten a lot of feedback. The goal of this was to get the BUEA name out there and potentially bring in more EZID earnings. Jane said that large projects that would be eligible for an EZID but also within the TIF district are unlikely going to be paid to the BUEA but rather go into the TIF. Jane explained that TIF trumps EZID almost every time. She went on to explain the retroactive possibility of the EZID with other businesses. Jane explains that, in the past, EZIDs have been somewhat passive. She hopes that there will be more as she and Jordan begin to pound the pavement. Julie said that she appreciates this as the BUEA will have a big income drop off in the next few years. Margaret asked about the reasoning for the denial of the Kroeger project. Jane explained that she would find out why this was denied, but was likely because of the TIF project.

Julie asked where the TIF district was. Larry explained that the TIF impacts much of the Zone. Jane said that she would get the TIF map and the Zone map to the board members.

Jane said that a lot of the non-profits within the Zone employ Zone resident and were in the dark about receiving credits for that. The outreach campaign was also an attempt to get more of these organizations the abatements that they could qualify for.

Karin pointed to the chart displaying the future revenue projections and stated that it was likely to drop about 50% in the next few years if there weren't a large increase in EZIDs. With this knowledge the board should think about the ability to fund larger project in the future. Alex said that the board may also want to consider how to shift the expenses in the future as well. Jane said that the movement and dissemination of information about potential EZIDs could positively impact the revenue stream a few years down the road.

Larry suggested that the board should talk to Council about what their priorities were for tax abatements. This would hopefully eliminate an additional hurdle if there were a potential EZID project within the TIF. Alex went on to explain that either the additional revenue comes to the

TIF or to the BUEA. Larry stated that there is a limit on the retroactivity that could be applied to a potential EZID project.

Larry explained that the Council has made it a precedent that they are unlikely to approve an EZID that is within a TIF. There was further discussion about how the BUEA should approach EZIDs when they would need approval by Council.

All agreed that it was important to meet with Council and discuss the merits of the BUEA and EZIDs. Karin said that it comes down to ensuring that the businesses which are making improvements can be approved for EZIDs.

Alex said that the future of the BUEA should continue to be discussed. It is important to keep in mind that the money can be fully dispersed and the BUEA run its course.

- Housing maintenance/repair support

Jane said that Ihsan would be taking on this project. Jane also said that HAND may be able to play a part in this as well. She said that Conor suggested that the Façade grant be expanded to residential properties as well. Further discussion on the possibilities of expanding the Façade grant will be had in the future.

IV. Unfinished Business

- Lemonade Day vote authorization follow up

Jane said that the Lemonade Day folks send their thanks. Jane is working on the Lemonade Day advertisement.

Julie stated for the record that the board voted via proxy to approve the \$2,500 expenditure for Lemonade Day.

V. General Discussion

It was decided that the next meeting would be March 18th, 2020.

VI. Adjournment

The meeting was adjourned at 1:05 PM

Next BUEA Meeting will be on Wednesday March 11, 2020 at 12 PM