

**Bloomington Urban Enterprise Association
Board Meeting Minutes
City Hall, McCloskey Room - 401 N. Morton St.
5-8-19**

ROLL CALL

Members Present: Paul Ash, Julie Donham, Alex Crowley, Matthew Cole, Jackie Yenna, Margaret Fette

Members Absent: Chris Sturbaum, Jane Kupersmith

City Staff Present: Brian Payne, Laurel Waters, Sean Starowitz

APPROVAL OF MINUTES – Jackie moved to approve corrected minutes from April 10, 2019. Julie stated Rachel should be added as guests to the minutes as she was left out. Paul seconded the motion. Motion passed unanimously.

REPORTS FROM OFFICERS & COMMITTEES

- **Director's Report** – Brian stated that he is receiving Enterprise Zone Investment Deduction applications. To date he has received approximately 15-20 have been filed an EZ2 with the County. He is starting to receive checks as well as EZBR receipts for about 10. There has already been over \$100,000 in checks received and deposited.
- **Financial Report** – Brian stated there are still many grantees that have money earmarked for reimbursement, but until they submit for reimbursement the money cannot be disbursed. Brian added \$5300 has been paid on Zone Arts Grants activities that have been completed from 2018 round. Paul made a motion to approve the financial report. Motion was seconded by Matthew. Motion passed unanimously.

NEW BUSINESS

- **Strategic Communications Update – Draft Logo and Media Toolbox Feedback** – Discussion included choosing a logo, color scheme (Madeiran & City Blue), the media toolbox, and work on the list of social media opportunities for the social media calendar.

There was discussion on how to move forward in marketing the BUEA with regard to grants, scholarships, and big dollar partnerships, such as MCCSC, Ivy Tech, and Cook Center, as well as Façade grants. Rachel suggested there be a press tool kit given to individuals and organizations that receive BUEA dollars outlining how they should market.

Suggestions for the calendar – February there is a public info session held on arts opportunities and tax incentives, March a posting on tax incentives, April continue tax info, August is the Art Grant deadline, May or June is Lemonade Day, November is MCCSC Grant request, and then an update when Ivy Tech & Cook Center are funded. Every month a

reminder that if you live in the zone you should take advantage of zone scholarships. Many suggestions were made on how to utilize social media.

Rachel stated it had been mentioned for her to focus on Facebook/Instagram, Twitter, and LinkedIn. Rachel stated by next month she would like to have a pretty solid start on the social media calendar, and/or template for social media.

UNFINISHED BUSINESS - None

GENERAL DISCUSSION

- **CDFI Update** – Alex gave the update, stating there are a couple of areas of focus currently, those being search for the executive director. The job description has gone out to the field. There was some discussion last week on how to be more aggressive in that search. There was discussion on the final entity structures that are necessary at CDFI Friendly Bloomington to receive money in advance of the 5013c formal status, and what happens when that becomes a formal 5013c. There was a fiscal sponsorship agreement between the Community Foundation and CDFI Friendly Bloomington. As an interim step, the Foundation can set up accounts and manage the monies of the CDFI Friendly Bloomington until they decide if they want to spin off and have their own accounts. The Foundation is doing this for free, and not charging the typical management fee, which was voted for through their own Board.

Currently Alex stated he and Brian are playing the role of executive director, and working on deals, and how the handoff will happen between deals happening in Bloomington and the CDFI, in particular regarding the monies that Bank of America has put on the table to help stimulate this model.

There will be a big event the beginning of June. The City of South Bend and Pete Buttigieg is doing a focus on capital and CDFI Friendly South Bend is going to be a portion of his discussion, and Bloomington will get credit for having developed this model they will be replicating in South Bend. Mayor Hamilton will be in South Bend with Mayor Buttigieg when the announcement is made.

Brian stated they have applied for a couple of grants on behalf of the CFB.

Julie asked if there was a deadline for finding the executive director. Alex stated there is no close date on the job.

ADJOURNMENT

Jackie made a motion to adjourn. Motion was seconded. Meeting adjourned at 1:12 p.m.