

Redevelopment Commission

MEETING DATE: September 24, 2020
LOCATION: Pendleton Town Hall
100 W. State Street Pendleton, Indiana
TIME: 6:00 p.m.

ORDER OF BUSINESS

I. CALL TO ORDER

Meeting was called to order by Craig Campbell at 6:00 pm

II. ROLL CALL AND DETERMINATION OF QUORUM

Board members in attendance were Craig Campbell, Steve Denny, Dave Cravens and Bill Hutton. A quorum was established. Individuals representing the Town were Planning and Zoning Administrator Kayla Hassett, Town Manager Scott Reske and Town Attorney Jeff Graham.

III. APPROVAL OF MEETING MINUTES

A motion to accept the minutes from the July 27, 2020 and August 27, 2020 meetings as written was made by Steve Denny and seconded by Dave Cravens. The motion was carried.

IV. OLD BUSINESS

A. Community Sports and Wellness Center – Staff Update

Kayla Hassett reported the following that no update to be provided at this time.

Craig Campbell commented that the walls are up, windows going in and all seems to be going well.

B. Interstate Quadrants Master Plan – Staff Update

Kayla Hassett reported the following that Focus Group Meetings have been held and going well.

Scott Reske added the following:

- Great participation and input from the Focus Group Members
- Staff needs to work with Consultants on some issues
- Staff needs to push Consultants harder beyond text book answers

The following discussions took place:

Dave Cravens inquired as to expected timeframe for when the market analysis should be ready. Craig Campbell replied that the market analysis should be presented in October, but will not be final version. Kayla Hassett confirmed this information.

Craig Campbell asked if the Focus Group Meeting was recorded. Kayla Hassett replied that the meeting was recorded via zoom.

Dave Cravens commented that he is interested in hearing Consultants input as to pre and post Covid -19 effects on the Master Plan and how business/retail is changing in respect to Covid-19.

C. Revolving Loan Fund Program – Committee Presentation

- Craig Campbell reported that he and Dave Cravens have taken a look at the Revolving Loan Fund Program to help determine why not being used. Campbell further stated that Dave Cravens has reviewed the Resolution and Ordinance that relate to the program as well as have met with Gary Erskine to gather tips and ideas as to how best to manage the fund.
- Dave Cravens reported that he has reviewed the Resolution and Ordinance as it relates to the Revolving Loan Fund Program, finding inconsistency between the documents. Cravens also shared his thoughts and focal points to consider as followed:
 - Need to develop goals, mission and local resources for the RLFP as well as determine desired audience
 - Need to determine how funds are to be used, such as use for building, remodel, job creation, Phase I, Phase II
 - Suggests to wait for Kimley Horn findings on Interstate Quadrants Master Plan

- Recommends consideration of expanding the zone as well as asking business owners to provide a two-year business plan with their application, suggesting business needs skin in the game to finish the project
- Need to tie excitement into the Community to enhance infrastructure for the purpose to both beautify city and keep small town feel
- Need to seek accountability and creativity with funds given
- Suggests consideration of placing limits on banking/financial institutions permitted
- The following discussions took place:
 - Craig Campbell added the following comments:
 - Idea of the Revolving Loan Fund Program came from the Office of Community and Rural Affairs funds.
 - The RLFP has not been used, no marketing has taken place as well as need to determine if there is a desire from local businesses to fix up their buildings.
 - The goal of the program needs to be determined as well as whether the RDC wishes to improve the buildings downtown or identify another goal.
 - Gary Erskine suggested for the RDC to start businesses in the TIF District and/or remodel buildings that require significant funds.
 - Need to ask how the RDC wishes to use the funds, if fund is necessary and if original intent needs changed.
 - Rachel Christenson has been working with Food & Beverage Tax Distribution and has been recently approved with anticipation to start receiving distributions in approximately one year.
 - Dave Cravens asked Kayla Hassett for the estimated amount to be earned from the Food & Beverage Tax. Hassett replied up to \$250,000.00. Craig Campbell added that the first go around was projected to be approximately \$100,000.00 with the next round up to \$250,000.00.

- Craig Campbell commented that the RLFP is a great idea, but no one is using. Campbell also stated that RDC needs to work closer with the Pendleton Business Association.
- Steve Denny expressed his agreement that businesses need a business model and skin in the game. Denny also asked how much funds are available. Craig Campbell replied that there are currently no funds available and need to put out Bond, but expect a total of \$500,000.00, with each applicant borrowing up to \$25,000.00.
- Steve Denny inquired if the purpose of the funds was to improve the face of the buildings. Dave Cravens replied that the fund can cover multiple projects, such as the face of the building, create new jobs, etc. Craig Campbell added that it is fairly broad. Cravens also mentioned some of the items listed on the loan applications, including but not limited to interior improvement, window repair, landscaping and building enhancement. Cravens also suggested to tie in Phase I in with Kimley Horn's findings as might create idea for smaller business. Cravens added that big businesses create small businesses.
- Steve Denny asked if the funds from the Food & Beverage Distribution can be used for façade. Kayla Hassett replied yes.
- Dave Cravens suggested that the Phase I funds of Revolving Loan Fund Program be split into two categories, such as \$100,000.00 designated for redo of buildings and \$400,000.00 designated for items such as job creation and landscaping. Cravens further suggested Phase II to focus on economic development and small business ideas.
- Scott Reske advised that he is interested in the Commission's ideas and brainstorming, with no formed opinion at this time. Craig Campbell encouraged the Commission to consider Gary Erskine's suggestion to take a look at the TIF District, from Highway 69 to State Road 67 in their brainstorming exercises.
- Craig Campbell suggested to Staff to check building permits issued in the downtown/TIF District and how

much activity is taking place. Kayla Hassett indicated that she and Brett Mabrey, new Building Inspector, will monitor this activity as they issue permits. Hassett also added that there is a lot of improvements taking place, including the following:

- Garage next to Falls Perk
- Bakery investment going in place of Nameless Catering
- Rhoades Real Estate restoring facades in A.B. Taylor Building

Hassett further commented that there are several needs for these funds.

- Dave Cravens commented that eligibility, criteria and benchmarks all need to be determined.
- Bill Hutton suggested contacting local businesses and advise of funds to gain input.
- Steve Denny stated that the RDC needs to first clean-up/mirror the two documents through Town Council with second step to get with Julie Schnepf from PBA to get input.
- Craig Campbell stated that Gary Erskine reviewed the application and advised should not deter one from applying. Steve Denny added that RDC should get things rolling by next meeting.
- Jeff Graham advised that the RDC should define what is desired, determine what to target through the fund and have documents to reflect the same. Graham added that using the term “revolving” loan may be a deterrent for some as well as need to address marketing and tighten goals.
- Steve Denny commented that an 80/20 match fund would be ideal for any business owner. Jeff Graham stated that in dealing with the Food and Beverage Tax, a 50/50 match usually applies; therefore, 80/20 match is a great deal.
- Dave Cravens commented that economic anchors are very important as well as what Kimley Horn markets will play a big role in what businesses are drawn into the

Town. Craig Campbell added that the Sports and Wellness Center serves as an anchor for that side of Town. Cravens expressed agreement that the Center serves as an anchor, but a different type of anchor, one in which the Town needs to be careful to not draw in only industrial business in that area.

- Craig Campbell asked Jeff Graham the best way to get the applicable Ordinance and Resolution to compliment each other. Graham advised that he can help, but that the Town Council will want to know what changes the RDC feels are necessary to pass.
- Craig Campbell will contact the two RDC members not present to set up date/time to go through the Resolution and Ordinance. Dave Cravens asked if a Special Meeting with 48-hour notice is necessary. Jeff Graham advised that should a Special Meeting be held, a 48-hour notice is necessary and need to make available on Zoom for those that wish to participate virtually. Kayla Hassett stated that Staff can make the Council Chambers available for the meeting. Dave Cravens suggested for the RDC to first get a rough draft after looking at the Ordinance/Resolution and then to follow-up with Jeff Graham for review before taking to the Town Council. Jeff Graham added that he will review to make the changes follow Statute.
- Scott Reske suggest that he and Jeff Graham can review and consult with banking industry. Reske also added that they can also work together to conduct root cause analysis to determine what is crucial for economic strength and vitality of the Town. Reske confirmed his thoughts were to not dictate direction, but to make review more powerful. Kayla Hassett praised the RDC for their hard work and great job in running with this project.
- Craig Campbell stated that he will also reach out to the non-attending members to set up a meeting to smooth out the Ordinance and Resolution. Campbell added that this matter is not an urgent need as no funds available at this time, however, a tool desired for the near future.
- Jeff Graham provided clarification as to the following:
 - Resolution generally governs internal workings

- Ordinance generally governs other people
- Craig Campbell stated that there may be one language in the Resolution and another language in the Ordinance. Jeff Graham added that they each have slightly different functions and now facing an Ordinance and Resolution that are at opposite poles, creating wide net.

V. NEW BUSINESS

A. No New Business

VI. ADJOURNMENT

Meeting was adjourned at 6:35 p.m.

Next meeting October 22, 2020