

Indiana Land Resource Council
Monday November 5, 2018
1:30 – 3:30pm
First Floor Conference Room
1 North Capitol Ave, Indianapolis, IN

Councilors Present

Kara Salazar
Steve Eberly
Jeff Healy
Beth Tharp
Tom Slater
Jeff Page
Matt Williams

ISDA Staff

Jeff Cummins
Ben Gavelek
Bruce Kettler

Guests

Justin Schneider – Indiana Farm Bureau
Josh Trenary – Indiana Pork
Paul Arlinghaus – Hoosier Mountain Bike Association

1. Meeting called to order at 1:35pm
2. Welcome and Introductions
3. Approval of Minutes
 - a. Tom Slater moved to approve minutes
 - b. Kara S. seconded
 - c. Unanimous approval
4. Jeff Cummins Executive Director's Report
 - a. Asked for mileage, per diem, and parking tickets.
 - b. Still on track for end of year for completion of project.
 - c. Today is about planning the logistics and substance of the launch of the project.
 - d. There will be one last meeting for feedback gather on November 19.
 - i. Focus on food systems, urban ag, possibly renewable energy.
 - e. Kara notes that Tonya Hall will be adding a section.
5. Brainstorm and Planning Session
 - a. Jeff C.: Goal is to discuss date, time, location, structure and timing of the launch. Notes that at July meeting we discuss initial kickoff followed by regional meetings or attending other existing conferences.
 - b. We should discuss if we want a full day or half day. There was discussion of Hendricks County fairgrounds at our last meeting. How do we attract our audience?
 - c. Steve E: Need to highlight coexistence of ag, development, and people in counties where it's really working well.
 - d. Jeff H: Will there be a cost to this?
 - e. Kara S: Sometimes it's nice to have a small fee to cover lunch and provide some skin in the game for attendees. Maybe \$10-\$15.
 - f. Jeff H: Would there be a live stream?
 - g. Kara S: Hendricks County is very well equipped. We could probably do that.

- h. Jeff: I think the Governor or Lieutenant Governor would be interested in this. I would offer to invite them to open the day up or be a keynote.
 - i. Kara: One format might be to have a welcome and introductions, followed by lunch and then breakout sessions on the different aspects of the project.
 - j. Jeff H: what venues are we thinking? Farm Bureau? State Government conference center? State Fairgrounds?
 - k. Jeff C: I also think Hamilton County has a nice facility. I've been there for events.
 - l. Kara S: We'll also need to do a save the date. Our contract expires August 31st so if we look beyond state fair it probably makes sense to look late August.
 - m. Jeff H: We should avoid Mondays and Tuesdays. Oftentimes local governments hold their meetings at those times and that's essentially our target audience.
 - n. Kara S: So that would leave August 21 and 22, or 28 and 29.
 - o. Jeff C: Justin Schneider has told me that August 21 is Drainage School at IN Farm Bureau. That'll attract 80 or so local government officials.
 - p. Jeff H: we wouldn't want to demand back to back days so the 22nd might not be great.
 - q. Jeff C: Good points. Let's focus on the week of the 28th.
6. Brainstorm notes continued
- a. Schedule
 - i. 10-11a welcome/intro/keynote?
 - ii. 11-12 keynote/public participation section?
 - iii. 12-1 lunch/networking/speaker?
 - iv. 1-1:50 breakout 1 (three tracks)
 - 1. What sections should be highlighted?
 - 2. How do we ensure tracks don't compete too heavily with one another?
 - a. Need to have tracks scheduled in a way that makes sense.
 - v. 2-2:50p Breakout 2 (three tracks)
 - vi. 3-3:30 wrap/final issue
 - vii. 4p hard stop
 - b. Possible keynotes
 - i. Gov, LG, Bruce, major developer to talk about economic development and project completion (e.g. Honda, POET, IEDC).
 - c. Breakout Panels (non-conclusive)
 - i. Urban Ag (the author? Someone from Marion County extension?)
 - ii. Livestock
 - iii. Renewable energy
 - 1. Wind/solar
 - 2. Conservation groups
 - 3. Author of this section has moved on from Purdue
 - iv. Forestry
 - v. Invasive Species
 - vi. Dams/floods
 - 1. White river plans/other water issues?
 - vii. Quality of Place
 - 1. Food Systems
 - 2. Agritourism
 - 3. Natural Resources
 - viii. Media
 - 1. What do we want them to know or attend?

2. Purdue will execute logistics
 - a. Isda will amplify the message on our platforms
 3. Frame the event to help local officials understand the documents
 - a. Tools for Decision Making
 - b. Meetings, processes, participation
 - ix. Takeaways/materials
 1. Additional learning materials?
 2. Items or issues from each councilor's constituency
 3. How to take action or next steps
 - x. Groups to attend
 1. Cities and Towns (AIM), Assoc. of Counties
 - a. Can we provide continuing education credits for local officials
 - b. Surveyors, planners, assessors
 - c. Structure and presenters that will allow much of the day qualify for credit
 - xi. Working Group established to finalize details
 1. Kara, Matt, Steve, Jeff and Katie
7. Meeting adjourned at 3:30pm.