

Culver Redevelopment Commission Minutes
Meeting September 21, 2020

1. The CRC meeting was held under guidance provided by Indiana Governor Holcomb's Executive Order 20-02 and the Culver Town Council Resolution 2020-002. The CRC President Mr. West, Paul de Benedictis and Sally Ricciardi attended the meeting at the Beach Lodge; the other CRC members and most of the public participated remotely. At the start of the meeting it was explained that the meeting was being recorded and participation in the meeting was consent to be recorded and to the rebroadcast of the recorded meeting. The recorded meeting will be posted on the Culver town webpage.
2. The meeting began at 5:03 PM. Roll Call was conducted; Mr. Rich West, Ms. Sally Ricciardi, Mr. Tom Yuhas, Mr. Paul de Benedictis, Ms. Sue McInturff and Ms. Karen Shuman (non-voting member) were present.
3. Approval of CRC Meeting Minutes. A motion to approve the CRC meeting minutes for the August 17, 2020 monthly meeting was made by Ms. Ricciardi and seconded by Mr. Yuhas. The Secretary conducted a roll call vote. Ms. McInturff abstained since she did not attend the August meeting. All of the remaining CRC members voted to approve the minutes. The motion was approved.
4. Financial Report.
 - A. The September 2020 cash flow statement was shared with the CRC members.
 - B. The August financial statement was presented to the CRC members. After a short discussion, a motion to approve the August 2020 financial statement was made by Ms. Ricciardi and seconded by Mr. de Benedictis. The Secretary conducted a roll call vote and the motion was unanimously approved.
 - C. The claims approval process as modified under the TC Resolution 2020-002 was explained in the April 2, 2020 CRC meeting. Claims as provided by Ms. Heim were reviewed and discussed. A motion to approve the claims as presented and for Mr. West to sign was made by Ms. Ricciardi and seconded by Mr. de Benedictis. The Secretary conducted a roll call vote and the motion was unanimously approved.
5. Town Manager's Report (Attachment 1).

Mr. Leist stated there was minimal change in the status of the town's Stellar projects as well as the County Stellar and Town Projects (see Attachment 1). There was a brief discussion about using the SharePoint tool for CRC documents.

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6. Old Business

- A. CRC Survey: Develop Culver Online Sales Program. Mr. de Benedictis presented the summary survey results of the Develop Culver Online Sales Platform that CRC funded (Approx. \$4,300) in April as a result of the negative impact of COVID restrictions on local businesses earlier in the year. Develop Culver's goal was to have up to six businesses using the Online platform within 30 days of CRC's approval. CRC surveyed the eight businesses that were involved; four businesses used the Online platform, one of which was up and running by the target date. A *motion* to share the two reports (the survey summary and full survey results) with the Town Council and the Develop Culver Board, was made by Mr. de Benedictis and seconded by Mr. West. The Secretary conducted a roll call vote and the *motion* was unanimously approved.
- B. Update on the municipal utilities study. Mr. Leist stated the town continues to explore options.
- C. CRC documentation deadline for agenda items.
 - 1. The deadline for documentation topic was initially discussed at the August CRC meeting. Mr. de Benedictis brought up the question of how to communicate this deadline to the public/interested parties; it was decided that deadline information would be posted on the town website(s), Facade Grant applications and fact sheets, as well as the Town, Gown & Lake email list. Ms. Shuman asked how emergency/urgent actions that were not received by the deadline would be handled. CRC members decided that if a consensus of CRC members agreed the action was urgent, they would allow such a submission.
 - 2. The topic was opened to public input or comment. None was received.
 - 3. A *motion* to establish "Deadlines for the submission of topics/information/actions to be considered at a given CRC meeting. Information received after the deadline will be considered at the following scheduled CRC meeting, unless a consensus of CRC members deem that submission to be of an urgent nature. Specific deadlines: Facade Grant applications must be received by the second Monday of the month, all other submissions must be received by the Close of Business (COB) on the Thursday prior to the CRC meeting." was made by Mr. de Benedictis and seconded by Mr. Yuhas. The Secretary conducted a roll call vote and the *motion* was unanimously approved.

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7. New Business

A. Facade Grants. No new grant requests were presented at this time.

B. Economic Development workshop (Attachment 2)

1. Mr. Leist stated the Town Council desires to engage a consultant, Ms. Cheryl Morpew, to host a series of economic development workshops/sessions with local organizations for a work plan going forward (see Attachment 2). Town Council will pay a portion of the cost, but is seeking funding from CRC, the Chamber and Develop Culver for this action.
2. Mr. Leist requested CRC support this effort by providing 1/3 of the funds for the cost of the proposal (\$3,167). A *motion* to fund 1/3 of the cost of the proposal, not to exceed \$3,167, was made by Ms. Ricciardi, seconded by Mr. de Benedictis. The Secretary conducted a roll call vote and the *motion* was unanimously passed.

C. Thank you note from Ms. Whitney Alvis. Mr. West read a note from Ms. Alvis describing the positive visual impact the flower plantings have had on the town's commercial district and thanked CRC for funding the project.

8. Public Input. None.

9. Member Input. None.

10. Adjourn the meeting. A *motion* was made by Mr. de Benedictis to adjourn the meeting, seconded by Mr. Yuhas. The Secretary conducted a roll call vote and the *motion* was unanimously passed at 6:01 PM.

Respectfully submitted,

Paul de Benedictis
CRC Secretary

Meeting Minutes/ 2 attachments

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Attachment 1

CRC Report

September 2020

Stellar Updates

- We are all set for a ribbon cutting for Cavalier Park at 3:00 p.m. and the Beach Lodge at 4:30 p.m. on Friday, September 25. Both will be open to the public, following health department guidelines.
- Right of way acquisition parcels are staked on South Main and those property owners will be contacted soon by the subcontractor.
- We put out an RFP for design services for the Slate, Cass, and Jefferson St Trail project (our county stellar project) and received two responses (Troyer Group and A&Z Engineering). Karen, Bob, and I will score those and select a contractor based on the INDOT procurement process.

File sharing

- Karen and our IT people recommended using One Drive to share documents since that was already part of our Microsoft package. I invited all members to use the folder and Rich and I began using it. Let me know if you like this or want something else.

Economic Development Workshop

- Develop Culver recently approved \$750 from a very limited budget to help fund this project to hire an economic development facilitator to host a series of economic development workshops with local organizations, and help update build consensus around a work plan moving forward. I am on the agenda for the Chamber board meeting on September 29 to discuss them contributing financially as well. This will be on the council agenda again Tuesday for consideration after a split vote with only four members present at our last meeting. I am attaching the proposal for your review, it was drafted to be quite flexible in the number of meetings and size of groups to allow for options related to health restrictions on large meetings. **Action requested: motion to approve a 1/3 cost share with the Town and Chamber for the proposal from Cheryl Morphew for not to exceed \$3,167 to host an “economic development bootcamp” series of meetings with stakeholders this fall.**

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Attachment 2

August 12, 2020

Ms. Ginny Munroe, President
Culver Town Council 200 East Washington St. Culver, IN 46511

RE: Letter of Engagement

Dear Ginny,

I so enjoyed “meeting” you and a couple of members of your community. Witnessing the passion and desire for a long-term vision for Culver was infectious. One of the reasons I started my firm was to provide rural communities like yours with sustainable solutions using collaborative models. I appreciate the opportunity to help you lay the groundwork for that vision and sincerely look forward to working with you and your team should the Council agree to move forward.

Based on our discussion, I have summarized the current challenges facing your community.

- First and foremost, the community is operating without a clear vision for the future of Culver. Rather than strategically driving growth and investment to position the community for long-term sustainability, growth occurs organically. The danger is the Town is not in the driver’s seat.
- There is a need to understand the principles and best practices of economic development and how to implement effective initiatives to support desired growth.
- Collaboration needs to be stronger among key stakeholders throughout the community, and strategic partnerships and coalitions need to be developed to ensure success of the new vision.
- The community struggles to promote itself effectively, to leverage advantages, and showcase successes such as its 2017 Indiana Stellar Communities Designation. It is my understanding you would like to engage my firm to assist you in addressing these challenges. Through further discussions it has been determined the highest priority is to help the community first understand the basics of economic development. To also highlight best practices and bring an awareness of how that knowledge can be used to build a long-term vision, launch key initiatives, and drive new investment and job creation. As such, I propose the following Scope of Services:

- Facilitate an educational series on economic development—what it is and what it is not, how it can help create an environment that is conducive to growth, why it is important to a community’s sustainability, and “Best Practices” to consider. The target audience will include elected and appointed leaders, as well as key partners and stakeholders in the community. While the primary goal will be to educate decision-makers and

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influencers on the principles of economic development it will also provide an understanding of how the community is currently positioned in the competitive marketplace, offer the opportunity to explore foundational elements of a solid economic development plan such as collaboration, coalition building, talent development, best-fit business sectors, and other quality of place best practices. Typically, these “bootcamp- style” sessions average 2-3 hours per session and include open discussion among participants as well as a next steps action plan. What is exciting about a series like this is the generation of ideas that can occur within the group. Past examples include the formation of a community-wide workforce development roundtable, the creation of programming to support an entrepreneur ecosystem—including how to tap youth entrepreneurs, the implementation of an existing business visitation program, and the development of a plan for effectively managing business lead inquiries.

With regards to the remaining challenges outlined earlier, attached is an Appendix which provides a list of additional services that could be added later should the Council desire to further their efforts.

Retainer and Fees:

I estimate this facilitation engagement to last approximately three months which would include preparation, facilitation, and follow-up reporting. However, given the uncertainty of COVID’s impact on our process, this plan is intentionally flexible in that it is designed to accommodate a higher number of smaller group sessions and multiple formats such as ZOOM and in-person meetings with social distancing. My suggestion is we move forward with an understanding the timeline could change based on operational practices forced by unforeseen COVID restrictions. As a result, CRMorphew Consulting agrees to enter this engagement at a total cost not to exceed \$9,500.00 which includes all expenses such as mileage, time, and materials associated with the scope of services except for any lodging and meal expenses that may be required. Any such expenses would require prior approval before being incurred.

Should any special project(s) derive from this engagement, it will be considered separate from this proposal and both parties will determine the terms and scope of said new agreement.

Billing:

CRMorphew Consulting will bill the Town of Culver on the last day of each month in three equal installments of \$3,166.00 for services performed along with a summary of said services. Payment is expected within 15 days of receipt.

Please review and let me know your thoughts. This is *your* community’s plan so we can adjust as you see fit to ensure your goals are achieved. If this meets with your approval, I would be happy to present the plan to your full Council and answer any questions prior to final approval.

Thank you again for this opportunity and please don't hesitate to reach out should you have any questions.
Sincerely,

Cheryl

Cheryl Morphew CRMorphew Consulting, LLC

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Appendix Additional Services

As mentioned previously, there are other concerns which were identified during our discussions. They are:

- The community is operating without a clear vision for the future of Culver. Rather than strategically driving growth and investment to position the community for long-term sustainability, growth occurs organically.
- Collaboration needs to be stronger among key stakeholders throughout the community, and strategic partnerships and coalitions need to be developed to ensure success of the new vision.
- The community struggles to promote itself effectively, to leverage advantages, and showcase successes such as its 2017 Indiana Stellar Communities Designation.

Following is a list of additional services designed to address the above challenges should the Council decide to add these later. Project specifics, timelines, fees and/or retainer engagement for any or all three can be discussed at that time.

- Facilitate three – four community-wide stakeholder dialogues on the future of Culver. The primary goal will be to promote inclusivity and collaboration among diverse groups, organizations, and “investors” in your community. This process will aid in strategic coalition building and provide valuable information for the development of the community’s vision.
- Coordinate the planning, facilitation, and implementation of a long-term vision for Culver. This will be a multi-step process and will enlist the support of a strategic advisory group. This group will work collaboratively with the facilitator to lead the project, assist in facilitation of multiple stakeholder groups, aid in the development of the vision document and action plan to ensure the vision is implemented, and provide overall guidance throughout the process.
- Create a plan for improvements to the Town’s website and social media tools to tell a better story, increase awareness, identity, and showcase Culver as a desired location to invest, live, work, play, and learn.