

Culver Redevelopment Commission Meeting Minutes

Monday 5 PM

April 19, 2021

The meeting began approximately at 5:00 PM and Ms. Sally Ricciardi (President) indicated 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. She further explained that the meeting was being recorded and participation in the meeting is consent to be recorded and to the rebroadcast of the recorded meeting. Finally, indicating the recorded meeting will be posted on the Town of Culver webpage.

1. Roll call

Mr. Gary Peric (Secretary) conducted roll call: Ms. Karen Shuman (CCSC non-voting Member), Mr. Peric, Mr. John Rogers (Member), Ms. Ricciardi, Mr. William Cleavenger (Member), and Mr. Paul de Benedictis (Vice-President) were all present and attended the meeting at the Culver Town Hall.

2. Approval of the Minutes

Approval of the 3.15.21 Meeting Minutes was next on the agenda. A *motion* to approve the meeting minutes was made by Mr. Cleavenger and seconded by Mr. de Benedictis. The *motion* was unanimously approved.

3. Financial Report

a. Mr. de Benedictis indicated CRC needed a financial dashboard or forecasting tool to monitor cash revenue and expense flow, prospective commitments, as well as amount of available funds so we can build an annual budget, and what monies are available for future funding of projects. The dashboard would provide a full year-to-year financial picture for current CRC members as well as future members as the CRC member composition changes over time. Mr. Peric indicated he was developing a financial dashboard so that current and future CRC members could make informed decisions about CRC commitments.

b. A *motion* to approve the March 2021 CRC financial reports was made by Mr. de Benedictis and seconded by Mr. Rogers. The *motion* was unanimously approved.

c. A *motion* to approve the annual TIF management report was made by Mr. Cleavenger and seconded by Mr. de Benedictis. The *motion* was unanimously approved.

4. Town Manager Report (Stellar Projects)

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Ms. Karen Heim(Clerk-Treasurer) provided an update detailed in [Attachment 1].

5. Old Business

a. Ms. Laura Walls (MCEDC CEO) Presentation

Ms. Walls addressed the CRC remotely:

- Hoping to present report and additional activities during the May CRC meeting and wanted to keep today's presentation to more of an introduction
- Has been with MCEDC for approximately 4 months
- Has connected with lots of Culver folks and other Marshall county communities
- Toured Culver schools with Ms. Shuman during spring break
- Use of regional cities dollars for and e-hub in Culver has come up
- Has not found evidence of funds being used in the past for a Culver e-hub; invites CRC members to share any knowledge of funding off-line with her
- Her approach is to be as communicative and transparent as possible while engaging with various communities; currently there are 12 active projects throughout Marshall county but no industrial project within Culver limits at this time
- Meet with Visit Culver and Culver Main street
- A big believer in Main streets, and Culver has a very beautiful downtown and feels a special kinship already
- Believes tourism is economic development
- Here to help along with MCEDC's Ms. Pam Davis (Office Manager) and Mr. Greg Hildebrand (Project Manager)
- Serving CRC is high on her priority list

Ms. Ricciardi recalls that because Culver did not have a plan/building/location for an e-hub we were unable to obtain the funding and it went to Plymouth. Mr. Marty Oosterbaan confirmed that Plymouth received the funding but points out that in the minutes that the Plymouth funding was a deferral of the Culver e-hub and may still be available to Culver if not fully utilized by Plymouth. Ms. Walls will examine this and other sources of funding for a future Culver e-hub since the high school has the space to accommodate it.

Mr. de Benedictis asked Ms. Shuman for confirmation that space was available for the e-hub at the high school, which she confirmed. Ms. Walls indicated she would be able to participate in economic development workshops with Cheryl Morphew (President CRMorphew Consulting, LLC)

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Ms. Ricciardi and Mr. Clevenger were not aware that Culver and MCEDC have an active contract and that progress on finalizing the contract has paused to the change in Town Manager. CRC will leverage the final Culver/MCEDC contractual language when developing its specific contract with MCEDC. Ms. Ricciardi indicated that it would be constructive to provide Ms. Walls with the expired contract between CRC/MCEDC so she can see the historic contractual framework.

b. Branding/Find Culver

Ms. Tracy Fox(President) Visitors Center/Find Culver("VC") introduces the VC board members Ms. Sue McInturff (Vice President), Mr. Rich West(Treasurer), Ms. Judy Campbell(Culver Development Officer), Ms. Daniel Maverick, Mr. Marty Oosterbaan, Ms. Patty Stallings(Member Emeritus) and Mr. Matt Keedy (Executive Director).

VC is asking for \$9,455 to execute on the Culver branding/marketing campaign for the remainder of 2021.

Since CRC has received conformation from its attorney that branding/marketing expenses are appropriate Ms. Fox asked CRC to approve these expenses as soon possible.

Mr. West then provided a historic overview of VC:

- 2014: VC formed and applied for tax-exempt status from the IRS
- 2015: Culver and VC entered into an agreement for VC to stimulate tourism; Culver funded VC \$7,000 for a branding campaign
- 2016-2018: Culver funded VC approximately \$13,000 - \$19,000/year; VC became the marketing arm of the Stellar project
- 2019-2020: CRC funded approximately \$13,000/year for branding
- 99% of the funding provided by CRC goes directly to VC contractors that engage in marketing/branding; Pilot News is a frequent contractor
- VC works with many town events such as Fall Fest, Holiday Hop and Lake Fest; VC also helps in writing grants
- Most recently VC wrote an AARP multigenerational playground grant request with the Culver Park District

Mr. de Benedictis asked Mr. West if VC had a contract with CRC, Mr. West indicated that VC has never entered into a contract with CRC but Culver has a contract with VC. Mr. West also reiterated that VC funding requests of CRC are for payment of marketing/branding invoices to contractors/pass through bills. The VC/Culver contract does not indicate what CRC obligations/responsibilities are related to marketing/branding.

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Mr. Keedy presents "Culver and Lake Maxinkuckee Visitors Center | Case study in progress: Collaboration and partnership with the St. Margaret's Guild Decorator Show house | 2021 Funding Request" slide deck [Attachment 2]. Also provided was a St. Margaret's Guild Show House insert [Attachment 3] that will be available in the Showcase room, and a TwoSixDigital testimony letter from Ms. Cori Humes (Executive Director Visit Marshall County) [Attachment 4]. Mr. Keedy was first introduced to TwoSixDigital during a virtual Indiana tourism meeting in March 2021. Mr. Keedy is working with Ms. Rose Workman on promoting Lake Fest.

Mr. de Benedictis and VC representatives discuss the Show house concept and marketing/branding opportunities surrounding the event. Mr. Keedy indicated that success for this event would mean additional visitors to Culver as well as a measurable uptick in VC social media traffic. Mr. de Benedictis feels a successful Show house event should manifest itself into additional revenues for Culver businesses.

Ms. Shuman indicated that at a recent superintendents conference in Indianapolis attendees brought up Culver and the Show house event. Sometimes word of mouth marketing/branding is not measurable.

Mr. de Benedictis identified specific VC funding requests such as reprinting/correction of VC brochures, hiring a consultant to develop a marketing plan, and fixing VC website as operational costs that should not be funded by CRC. Culver funds approximately \$14,000 of VC operational costs this year. Ms. Ricciardi agreed that CRC does not fund operational costs of VC.

A debate regarding VC Operational v. Marketing/Branding expenses ensued between Mr. de Benedictes, Ms. Ricciardi and Ms. Shuman. Mr. de Benedictes indicated that some of the items VC is requesting are operational and should not be funded by CRC. Ms. Shuman feels the entire request is related to the VC's marketing/branding mission for Culver. Mr. Oosterbaan suggested that the entire VC request is related to marketing/branding and that developing its infrastructure enabling it to do marketing is the same as marketing/branding

Mr. Clevenger initiated a CRC member discussion regarding whether to make the VC funding a draw. Ms. Shuman indicated that the amounts in question did not require a draw. Mr. Rogers felt that examining the draw mechanism from a long term perspective would be beneficial but feels that due to the urgency of the VC request the amount should be approved.

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A *motion* to approve VC's \$9,455 funding request was made by Mr. Clevenger and seconded by Mr. Rogers. The *motion* was approved 3 in favor (Mr. Clevenger, Mr. Rogers and Ms. Riccardi) for – 2 against (Mr. de Benedictis and Mr. Peric).

c. Culver Economic Development Workshop update

Ms. Riccardi indicated that the workshop would be scheduled after the new Town Manager Ms. Ginny Munroe starts her job May 3rd.

d. Claims

Mr. de Benedictis indicated that CRC received Feb and March invoices of \$400 each from VC for Lakes Magazine advertising prior to today's approval of VC funding for \$9,455 and whether there was an issue with that. Ms. Riccardi and Ms. Shuman felt that that was not an issue or problem.

A *motion* to approve all claims was made by Mr. Clevenger and seconded by Mr. Rogers. The *motion* was unanimously approved.

6. New Business

a. Façade Grants – John Rogers

Mr. Rogers indicated that there were no new requests but was working with Frida's and Papa's. Papa's had received a grant approximately 4 years ago and 1 more year would have to pass before another grant could be applied for if the full \$30,000 was utilized. Mr. Rogers also indicated that he had a transition discussion with Mr. Tom Yuhas (former CRC member) who was the previous Façade Grant champion.

7. Public Input

No online public input was provided.

Ms. Leigh Marshall (Mr. de Benedictis' spouse) was present and articulated her position and rational against CRC funding of VC for 2021. Ms. Marshall's main points can be found in 4.18.21 12:55 PM e-mail to CRC members [Attachment 5], CRC proposal.docx [Attachment 6] and 3.23.21 Ms. Rose Workman e-mail to Ms. Marshall [Attachment 7].

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Mr. Oosterbaan thanked Ms. Marshall for her service on the BZA, but due to a lack of finding of any conflicts of interest, criminal or unethical behavior by the town attorney, originally alleged by Ms. Marshall against two former CRC members, Mr. Oosterbann feels her position lacks any credibility.

Ms. Shuman, as a board member of Culver Chamber of Commerce, articulated the Chamber's position that Town Council/CRC/Chamber should all work together in a streamlined process to bring families and visitors to Culver to spend money.

Mr. Oosterbaan indicated that Scotty's, the new sandwich shop, is interested in the micro loan program to buy a new oven but needs a halon fire suppression system. Mr. West toured the old Evil Czech building and does not feel that the building has a functioning halon suppression system.

8. Member Input

Ms. Shuman: if Culver Schools are to grow we need economic development.

Mr. Clevenger: suggests time limitations for member input should be put in place.

Mr. de Benedictis believes if there are limitations they should be consistent for all Culver boards for citizen input; perhaps Town Council can decide on a consistent limitation. Also, he articulated the following points to the CRC:

Point 1 – How can CRC be involved in ensuring the old Evil Czech building is utilized to its highest potential?

Point 2 – CRC members need to get a clear understanding of how residential TIFs can benefit Culver.

9. Adjourn

Mr. de Benedictis made a *motion* to adjourn the meeting that Mr. Clevenger seconded. The *motion* carried unanimously. The meeting concluded at approximately 6:40 PM.

Respectfully submitted,

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Gary Peric

CRC Secretary

Meeting Minutes/TBD attachments

Culver and Lake Maxinkuckee Visitors Center

Case study in progress: Collaboration and partnership with the St. Margaret's Guild Decorator Showhouse

2021 Funding Request

Metrics Appendix - Instagram, Facebook, [findculver.com](https://www.findculver.com) and Indianapolis Monthly magazine

Matt Keedy - April 19, 2021

Showhouse Campaign - Case Study

Creative Partnerships to drive tourism to Culver

The positive support and encouragement from the community has been fantastic!

- "This is very cool! Nicely done! Congrats." - Debbie Palmer, Executive Director, Lake Maxinkuckee Environmental Fund 4/13/21
- "What a major achievement to showcase Culver in this way. Congratulations." - Patty Stallings 4/13/21
- "Matt! As always, you are creative, innovative, and provide info to exciting new activities. Being at 54th and Meridian, the house must be quite impressive. What a fascinating history you outlined. I grew up not far south of that over on Pennsylvania St. ... that's my turf! Best wishes for a most successful event!" - Katy L., cottage owner 4/13/21
- "This is excellent, Matt! So proud of your efforts. Hopefully I can get to Indy to take the tour. I try and go every year. I get home from Bangkok the 16th and if I can muster the energy I will get my brother to come with." - Jill Becker, cottage owner 4/13/21
- "Thank you @FindCulver for the shout out. It was our pleasure to work with Matt and to highlight the connection between this years show-house and Culver!" - Sassy Green Interiors 4/13/21
- "Thank you so much for all you are doing to support our important cause." Julie DeWitt, General Chair, DSHG 2021 4/12/21



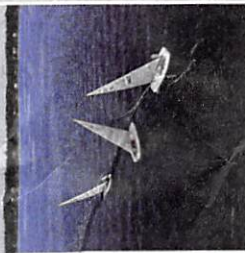
findculver
Culver, Indiana

Are you going to this year's St. Margaret's Guild Show House? Visit us in Room #17 designed by Sassy Green Interiors - or go to www.findculver.com/showhouse

Find Culver
Just two hours from Indianapolis!

Come discover the stunning town of Culver, home to the world famous Culver Hotel, and the beautiful Lake Michigan shoreline. Indiana's answer to get started! Island life.

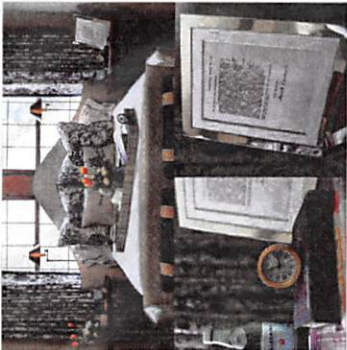
Plan your summer getaway now - whether you want for the day, the week, a month or longer - call now to get the best rates!



findculver
Culver, Indiana



findculver
Culver, Indiana



SHOWHOUSE CAMPAIGN

3 Roll out Posts on Social Media
INSTAGRAM ONE WEEK SNAPSHOT
(April 7-13, 2021)

You can see

Accounts Reached

Impressions broken down into:

Home
Hashtags
Profile
Other

Percent of audience reached who
Don't follow findculver in IG (growth/exposure)

Discovery ①

221

Accounts reached
49% weren't following findculver

Follows	N/A
Reach	221
Impressions	241
From Home	123
From Hashtags	116
From Other	2

Discovery ①

168

Accounts reached
7% weren't following findculver

Follows	N/A
Reach	168
Impressions	184
From Home	166
From Profile	7
From Hashtags	6
From Other	5

Discovery ①

159

Accounts reached
7% weren't following findculver

Follows	N/A
Reach	159
Impressions	168
From Home	149
From Profile	10
From Hashtags	2
From Other	7

Show House Campaign \$2960.00

- May 2021 Indianapolis Monthly half page ad \$2800 (regularly \$4800 - AD ONLY)
- Circulation 200,000 monthly
- 34,000 subscribers with average household income of \$194,000
- Card stock insert in Culver brochure and distributed at Show House - 10,000K + visitors over 2 weeks (\$160 to Bowen Printing)
- Both ad and insert have unique landing page and QR code for tracking metrics resulting from this campaign
- Secured interview for 2021 Indianapolis Monthly Summer Travel Supplement (May issue 300 words)—Culver will be one of four destinations promoted and one of only two in Indiana as a result of ad buy.

Are you going to this year's St. Margaret's Guild Show House? Visit us in Room #17 designed by Sassy Green Interiors - or go to www.FindCulver.com/ShowHouse

FIND Culver

VISIT. DISCOVER. UNWIND. 

**Just two hours
from Indianapolis!**

Come discover the charming town of Culver, home to the world famous Culver Academies and set on the shores of Lake Maxinkuckee, Indiana's second largest natural inland lake.

Plan your summer getaway now - whether you come for the day, the week, a month or longer - visit our website to get started!



Culver & Lake Maxinkuckee Visitor Center



@FindCulver

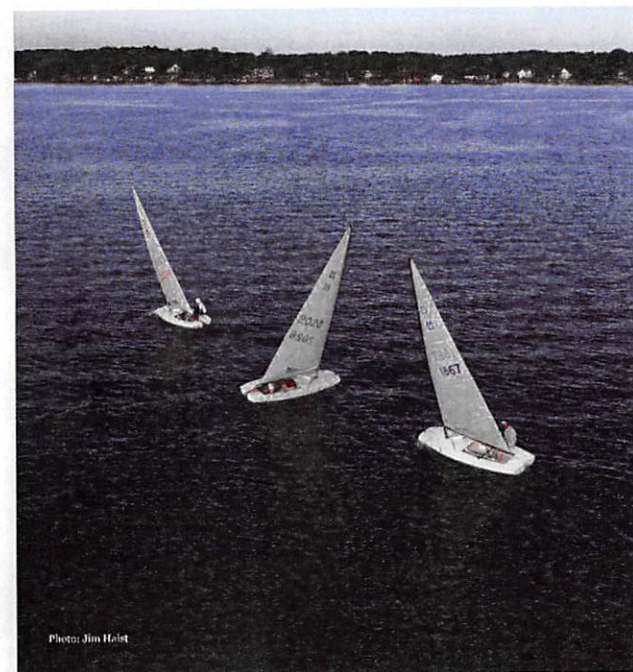


Photo: Jim Heist

Funding Request

\$9455

- TwoSix Digital Consulting - 6 hour block. \$1250
- Lakes Magazine \$400/month x 7 \$2800 (to include at least one for LakeFest - depending on timing can do two), Fall Fest, Holiday Hop/Small Biz Saturday/etc.
- Social Media Boosts - \$100/month allowance x 7 \$700 to include Show House Campaign, LakeFest, Fall Fest, etc.
- Replacement Brochure Printing (1000 count/Savor Gator) \$665
- Radio Ads (typically with fall football events) \$240x2=\$480
- Print Co-op Ads (Culver Citizen, Pilot News) with various organizations to support their events (Lake Fest, Fall Fest, Christmas Tree Lighting and Parade) \$600
- Show House (see previous slide) \$2960



Start planning your visit to Culver now!

ACCESS CULVER RENTALS & PROPERTY MANAGEMENT accessculver.com 574-842-2469
 ALOHA REALTY RENTALS culveraloharealty.com 574-842-5116
 COLDWELL BANKER - REAL ESTATE GROUP www.katamarshallhomes.com 574-229-0076
 COLLINS REAL ESTATE www.collinshomes.com 574-842-4652
 THE CULVER COTTAGE B&B theculvercottage.com 574-842-2746
 CULVER COVE LAKESIDE CONDOMINIUMS via AIRBNB <https://www.airbnb.com/users/287781849/listings>
 CULVER RENTAL MANAGEMENT, INC. culverrentals.com 574-250-3852
 CULVER RESERVATION RENTALS culverreservations.com 574-216-0888
 THE INN BY THE LAKE m.inn-bythelake.com 574-842-4780
 LAKE MAX MEADOWS lakemaxmeadows.com 574-598-0022
 SUSIE MAHLER RENTALS susie@susiemahler.com 574-842-4444
 STURMAN REAL ESTATE SERVICES jimsturman.com 317-697-6666
 VONNEGUT HOUSE vonneguthouse.com 574-404-7740
 AIRBNB and VRBO search: Culver

INSTAGRAM METRICS - SNAPSHOT

April 6-13, 2021

Content Interactions - UP 51.4%

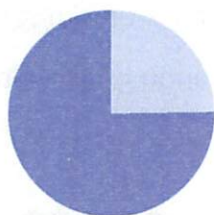
*Audience: 75% women / 25% men

*Audience location: Culver 22.8% Indianapolis/Carmel 9.9% Plymouth 6.4% Chicago 4%

*Age Range: (35-44) 36.6% 45-54 (22.1%) 25-34 (17.4%)

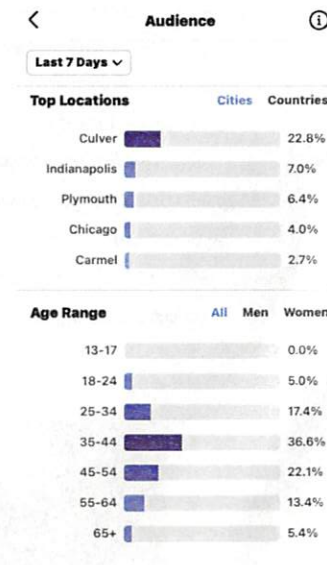
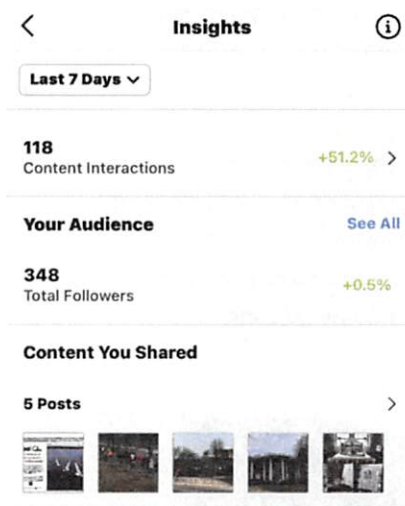
*Consistent over a 4 week period

Gender



75.3%
Women

24.7%
Men



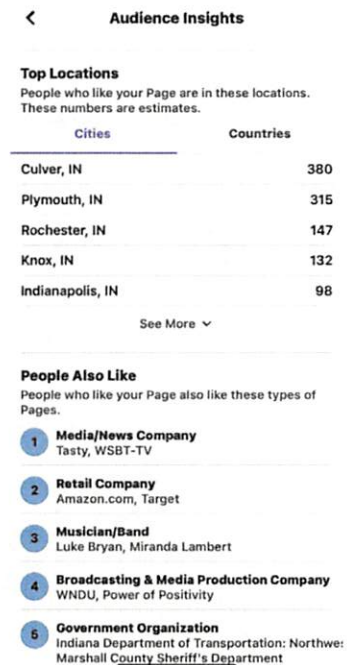
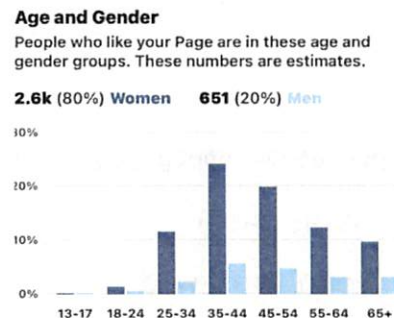
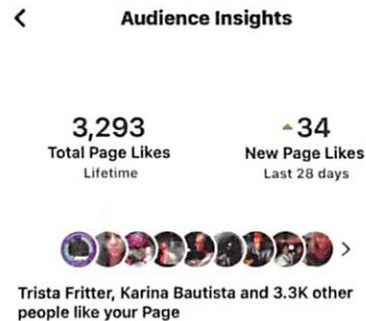
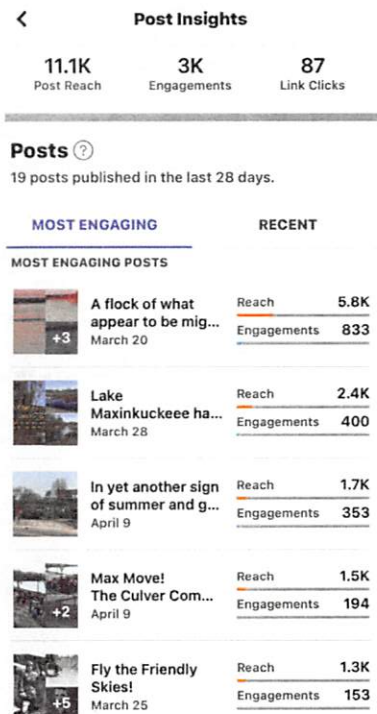
FACEBOOK METRICS - SNAPSHOT (4.07-13.2021)

Reach in past 28 days: 11.1K with 3,293 engagements/page likes, 34 new page likes and 87 clicks to website

Gender: 80% Women and 20% Men

Popularity by Age Group (1) 35-44 (2) 44-54 (3) 55-64 (4) 25-34 (5) 65+

Location by Cities by Popularity: Culver, Plymouth, Rochester, Knox, Indianapolis



SAMPLE METRICS 1/2

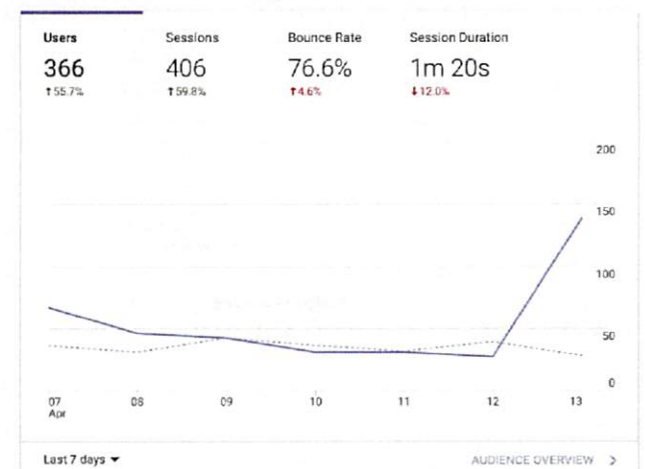
HIGHLIGHTS:

Between April 7-13: findculver.com had 353 new users (91%)

Audience Overview



Google Analytics Home



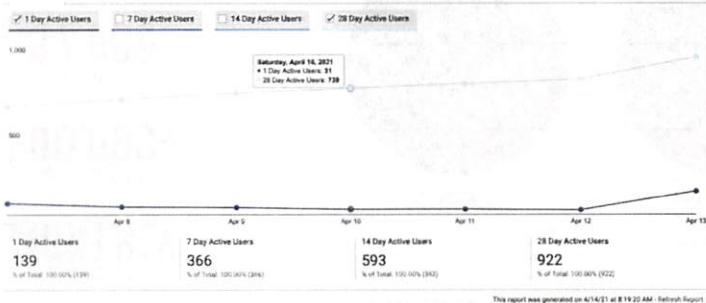
FINDCULVER.COM SAMPLE METRICS

4.7.2021-4.13.2021

2/2

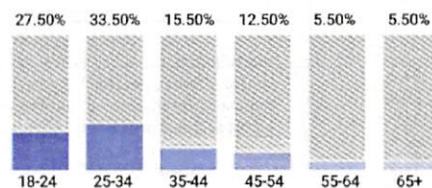
City	Users	% Users
1. Montreal	93	24.73%
2. (not set)	44	11.70%
3. Chicago	37	9.84%
4. Indianapolis	19	5.05%
5. Knox	13	3.46%
6. Carmel	8	2.13%
7. Michigan City	5	1.33%
8. Columbus	5	1.33%
9. Schererville	4	1.06%
10. Los Angeles	3	0.80%

[view full report](#)



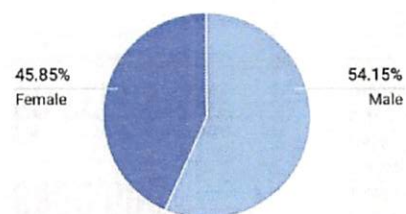
Age

100% of total sessions



Gender

100% of total sessions



Interest Category

100% of total sessions



Indianapolis
MONTHLY

PUBLISHED
MONTHLY

READERSHIP
200,000+

AUDITED
37,000

Source: Circulation
Verification Council 2019

Indianapolis
MONTHLY

MONTHLY PAGE VIEWS
335,975+

MONTHLY SITE VISITS
128,861+

TWITTER FOLLOWERS
71,900+

INSTAGRAM FOLLOWERS
30,000+

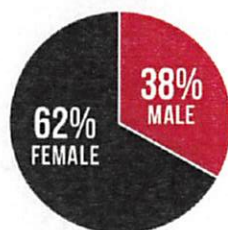
FACEBOOK FOLLOWERS
17,964+

Updated November 2019

PRIMARY READER PROFILE

DEMOGRAPHICS

GENDER*



MARITAL STATUS



AVERAGE SUBSCRIBER
NET WORTH
\$1,160,000

AVERAGE ANNUAL
HOUSEHOLD INCOME
\$193,887*

AVERAGE INVESTMENT
PORTFOLIO
\$852,000

AVERAGE SUBSCRIBER AGE
53 YEARS OLD*

Based on the latest available data
from Ipsos Mediavest
*Circulation Verification Council 2019



AVERAGE SUBSCRIBER HOME VALUE
\$334,000



89% GRADUATED/ATTENDED
COLLEGE*
25% HAVE A
POSTGRADUATE DEGREE*

READERSHIP

Magazines engage people like no other medium. This relationship enhances the credibility of the advertising environment, causing consumers to take action.

The average subscriber has subscribed for more than **5 years** and refers to each issue an average of **4 times**.

2.3

AVERAGE NUMBER OF
PEOPLE PER HOUSEHOLD

60 MINUTES

AVERAGE TIME SPENT
READING EACH ISSUE

DID YOU KNOW?

Magazines show the **HIGHEST** Return on Advertising Spending (ROAS), with an average return of **\$3.94** for every dollar spent on advertising.

*See Advertising Works. How. What's My ROI? Across Media Platforms. Study. Nielsen Circulation Intelligence (NCSI) 2019

LOCAL ADVERTISING RATE CARD

ADVERTISING RATES

FOUR COLOR				
SIZE	12X	6X	3X	1X
FULL PAGE	5,200	5,700	6,000	6,600
TWO-PAGE SPREAD	8,100	8,900	9,350	10,300
TWO-THIRDS PAGE	4,500	4,700	5,050	5,500
HALF-PAGE	4,000	4,200	4,400	4,800
ONE-THIRD PAGE	3,100	3,250	3,600	3,900
ONE-SIXTH PAGE	1,500	1,550	1,600	1,700

BLACK & WHITE				
SIZE	12X	6X	3X	1X
FULL PAGE	3,900	4,100	4,300	4,700
TWO-PAGE SPREAD	6,100	6,200	6,700	7,300
TWO-THIRDS PAGE	3,050	3,150	3,350	3,700
HALF-PAGE	2,400	2,500	2,750	3,100
ONE-THIRD PAGE	1,700	1,800	1,900	2,000
ONE-SIXTH PAGE	1,000	1,050	1,100	1,200

- * Insert & pricing rates available—ask your advertising representative for details and rates.
- * 15% commission paid to recognized advertising agencies only.
- * Additional 10% bleed charges apply on all full-page and two-page spread advertisements.
- * Additional 10% position fees.
- * Additional fees for Pantone-matched or metallic colors are available and can be quoted upon request.
- * Cancellations will not be accepted after issue close date without written consent of Publisher.

DIGITAL FILE REQUIREMENTS

- * Indianapolis Monthly recommends the PDF format for the submission of advertising. We do, however, accept files in the native format of InDesign, Illustrator, or Photoshop. These files need to be packaged, collected, or flattened to ensure all required materials are present for proper output.
- * All files received MUST BE Macintosh-compatible. If not, they will be returned to the client.
- * Indianapolis Monthly is not responsible for output errors or inconsistencies in ads received without a high-resolution color proof.
- * Image resolution must be 300 dpi or higher.
- * Ads can be submitted in the following ways:
 - Through Dropbox, WeTransfer, Google Drive, etc. via sharable link. Make sure to share the link with the email address info@indianapolismonthly.com.
 - Via email to info@indianapolismonthly.com for files that are less than 10MB in size. Make sure to copy in your account executive.
 - On a disk that is sent or given to your account executive.
- * Posted to our FTP site. Your account executive can provide FTP information upon request.

AD SIZES



TWO-PAGE SPREAD
Bleed: 16.25" x 10.75"
Trim: 16" x 10.5"



FULL PAGE
Bleed: 8.25" x 10.75"
Trim: 8" x 10.5"



2/3 PAGE
4.5" x 9.5"



1/2 HORIZONTAL
7" x 4.5"



1/2 VERTICAL
4.5" x 7"



1/3 SQUARE
4.5" x 4.5"



1/3 VERTICAL
2.25" x 9.5"



1/6 HORIZONTAL
4.5" x 2.25"



1/6 VERTICAL
2.25" x 4.5"