

Culver Redevelopment Commission Meeting Minutes

Monday 5 PM

February 21, 2022

The meeting began at approximately 5:00 PM.

Ms. Sally Ricciardi's (President) Introductory Comments

- The CRC meeting is held under guidance provided by Indiana Governor Holcomb's Executive Order 20-02 and the Culver Town Council Resolution 2020-002
- The meeting is being recorded on Microsoft Teams and participation in the meeting is consent to be recorded and to the rebroadcast of the recorded meeting
- The recorded meeting will be posted on the Town of Culver YouTube account

1. Roll call

Mr. Gary Peric (Secretary) conducted roll call: Ms. Ricciardi, Mr. William Cleavenger (Vice President), Mr. Marty Oosterbaan (Commissioner), Ms. Karen Shuman (CCSC non-voting Commissioner), Mr. Tony Mayfield (Commissioner) and Mr. Peric were present and attended the meeting at the Culver Town Hall.

2. Pledge of Allegiance

3. Welcome Mr. Tony Mayfield

Ms. Ricciardi and the other Commissioners welcomed Mr. Mayfield to the CRC.

4. Approval of the Minutes

A *motion* to approve the 1.17.22 meeting minutes was made by Mr. Cleavenger and seconded by Mr. Oosterbaan. The *motion* was unanimously approved.

5. Town Manager Report

Ms. Ginny Munroe (Town Manager) presented the 2.21.22 CRC Report on the following topics:

- TIF review
- Lake Max Trail, Phase 2 (INDOT Stellar Communities Grant)
- Lake Max Trail, Phase 3 (INDOT Grant)
- Slate and Jefferson Trail
- Broadband Fiber Taskforce/Thomas Miller contract
- Tamarack Property Annexation and Housing Development on McGee Property
- Crossroads Culver

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- Culver Comprehensive Plan
- READI Grants
- Property on Corner of Lakeshore Drive and Main Street
- Regional Stellar Park Project

6. Financial Report

- a. January 2022 financial reports

Mr. Cleavenger requested clarification about the CRC payment for the new ambulance; Ms. Karen Heim (Culver Clerk-Treasurer) indicated that half of the payment was due in 2021 and the other half was due in 2022.

A *motion* to approve the January financial reports was made by Mr. Oosterbaan and seconded by Mr. Mayfield. The *motion* was unanimously approved.

7. Old Business

- a. A *motion* to approve all claims was made by Mr. Oosterbaan and seconded by Mr. Cleavenger. The *motion* was unanimously approved.
- b. Fiber/Broadband Task Force update by Mr. Peric:
 - 2.2.22: met with Mr. Scott Rudd(Consultant) to further develop the town's strategy towards broadband; met with Mr. Bill Soards(Indiana State President AT&T) to discuss Culver's requirements as well as AT&T's capabilities
 - 2.11.22: met with Mr. Rudd to further develop Culver's strategy; also met with Mr. Mark Smith(T-Mobil) to discuss wireless deliver of broadband to Culver
 - Many more Task Force meetings to come

8. New Business

- a. Appointment of CRC Façade Grant Coordinator
Ms. Ricciardi asked the CRC for their thoughts on a Commissioner to be the Façade Grant Coordinator. A *motion* to nominate Ms. Ricciardi to the position was made by Mr. Oosterbaan and seconded by Mr. Mayfield. The *motion* was unanimously approved.

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- b. Visitor Center Branding Request – Mr. Matt Keedy (Director Culver & Lake Maxinkuckee Visitor Center (“CLMVC”))

Ms. Tracy Fox (CLMVC Board Member) kicked off the funding request presentation and emphasized that once vendors, that were engaged by CLMVC, completed their services these vendors would bill the CRC directly for their services.

Mr. Keedy presented a five page 2022 funding request document to the CRC:

- 2021 Review
 - \$9,550 of branding and marketing requests approved by CRC
 - Metrics presented:
 - CLMVC Instagram account reach is up 1,330% year over year
 - Findculver.com website visits, unique visitors and page views up between 13% - 18% month over month
- 2022 Request \$15,150 comprised of
 - Plein Air Magazine package print out weekend
 - Lakes Magazine continued advertising
 - Bowen Printing Services
 - Indianapolis monthly magazine summer travel supplement
 - Two-Six Digital Marketing 6 hour block of consultation time

After Mr. Keedy answered several CRC questions and a spirited discussion among the CRC Commissioners, Ms. Fox, Ms. Munroe and Ms. Heim concluded, Mr. Oosterbaan made a motion to approve the 2022 request of \$15,150 which was seconded by Mr. Mayfield.

The CRC voted as follows: Mr. Cleavenger (nay), Mr. Oosterbaan (aye), Ms. Ricciardi (aye), Mr. Mayfield (aye) and Mr. Peric (nay). The *motion* was approved three to two.

- c. Determination of 103 E. Lake Shore Drive – The CRC will revisit this property during the next CRC meeting.

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9. Public Input

None

10. Member Input

None

11. Adjourn, sign Claims

Mr. Peric made a *motion* to adjourn the meeting and sign claims that was seconded by Mr. Mayfield. The *motion* was unanimously approved.

The meeting concluded at approximately 6 PM.

Respectfully submitted,

Gary Peric
CRC Secretary

Meeting Minutes