

Pulaski County Economic Development
(Pulaski County Community Development Commission)
Conference Room, Winamac Municipal Utilities Building
Winamac, Indiana
4 June 2013

Meeting Minutes

PCED members present: President Bill Champion, Vice-President David Broad, Secretary David Zeltwanger; Medaryville Councilor Derrick Stalbaum, Amy Jo Hoover (Chamber); Rebecca Anspach, Greg Comoglio, Andrew Fritz, Krysten Hinkle. Executive Director Nathan P. Origer.

PCED members absent: Past President Rod Button, Membership Officer Jamie Bales; County Commissioner Larry Brady [conference], County Councilor Alex Haschel, Lawrence Loehmer (Monterey); Cheryl Stone [medical]

Guests: Greg Williams, Associated Images

Call to Order

President Champion called the meeting to order at 7:00 *p.m.*

Consent Agenda

With no requests for extraction having been made, the Consent Agenda was adopted.

Old Business

Presentation: Associated Images' Savor Indiana/ExtraordINARY Indiana proposal: Director Origer introduced Mr. Greg Williams, of Associated Images, with whom he had met in February and whose information the director had first presented in March. He provided a brief history of the company, discussed the eight Indiana PBS networks on which their programs air, and introduced the tourism-oriented *Savor Indiana* (*'Savor'*) and their new product, *ExtraordINARY Indiana* (*'Extra'*), which highlights important or unique businesses in the community and would make its debut this fall. Mr. Williams reported that recent research suggests that families are still traveling, but that the durations and distances of trips have lessened, creating a greater demand for closer-to-home venues; with this introduction, he showed a short video featuring past customers of *Savor*.

The program is broken into six three-to-four-minute segments, each highlighting a prized or unique, tourist-worthy venue in the featured community.

Broken into five segments, *Extra* offers the opportunity for a "third-party endorsement" of the community, with testimonials from existing employers, which can be used as a business-attraction tool. Significant discussion ensued, with a focus on footage, the editing process, license ownership, television-run time, funding, and filming timeline. An episode would run at least twice each in 2013 and 2014 and once or twice in 2015; although Associated Images would own the content, but PCED would retain a lifetime license and the right to re-license. About six weeks would elapse from scripting to filming. Mr. Comoglio asked about smaller counties with which Associated Images has worked, and Mr. Williams listed some; he noted, "We *want* to focus on smaller communities, [to provide a walk down] Memory Lane." He assured Mr. Comoglio that, so far, no clients have expressed disappointment.

Motion to move forward with both programs this year, at a cost of \$35,000 (with any of which not be raised from the private sector to be covered by PCED, pending County Council's approval of additional appropriation): Secretary Zeltwanger; second: Vice-President Broad; discussion as follows:

Mrs. Hinkle asked about the cost breakdown between *Savor* and *Extra*; Mr. Williams noted that the true costs are about \$30,000 and \$50,000 respectively, with actual costs of \$10,000 and \$25,000, respectively. Responding to Secretary Zeltwanger's query, Mr. Williams explained that the difference between true and actual costs is to be made up through underwriting.

Director Origer asked when an episode would air, were the green light to be given immediately; it would do so in the first week of October. The secretary noted that he had been

skeptical of this project, but had come to support it. President Champion cautioned delicacy in addressing the County Council and suggested that a rejection now may lead to better chances for inclusion in the 2014 budget. Mr. Stalbaum questioned whether the return on investment would be at least \$35,000. The president at this point called for a vote.

In favor: Vice-President Broad, Secretary Zeltwanger, and Ms. Hoover; opposed: all others; motion failed.

President Champion enquired of anyone desirous of offering another motion. Mr. Stalbaum expressed a preference for *Savor* over *Extra*; the secretary concurred, suggesting that it provides “a message for drawing people in [to Pulaski County].” Mr. Stalbaum suggested the possibility of starting with *Savor* in 2013 and possibly pursuing *Extra* in 2014, depending on reception to, and any measurable outcomes of, *Savor*.

Motion to move forward only with *Savor Indiana* this year, at a cost of \$10,000, pending County Council approval, with the possibility of considering *ExtraordINARY Indiana* in 2014: Mrs. Hinkle; second: Mr. Fritz; discussion as follows:

Mr. Comoglio endorsed this proposal. Secretary Zeltwanger said that seeking front-end buy-in, in terms of input at least, if not financial support, would be valuable, so as to create excitement about the project. Mrs. Anspach cautioned against making promises to any local venues, especially with respect to soliciting funding, because, as Mr. Williams noted, no promises could be pre-editing, that any particular venue would be featured in the final product. Mr. Williams, though, did say, replying to the secretary, that Associated Images would do their best to make everyone happy. The president at this point called for a vote. **Approval: all.**

Mr. Williams was thanked for his time, informed by Director Origer that communication would ensue regarding the County Council’s decision and departed.

PC-CARE engineering-study proposal: The director had a helpful and informative meeting with CSX’s Jeff Wagoner and Territorial Engineering; he reiterated that the primary obstacle continues to be finding willing, interested landowners. Mr. Fritz reported that a forthcoming land auction in the Francesville area may provide a helpful insight into current land values, and Secretary Zeltwanger noted, “The land is sensitive”, remarking that his conversations suggest a variety of price ranges per acre for development. Director Origer reiterated Mr. Loehmer’s caution that price cannot be the ultimate criterion, and that the perfect location is worth the premium. Secretary Zeltwanger asked about considering land north of Medaryville, which is less valuable, as someone had suggested to him; the director explained that, in addition to the cost of building new track and a rail bridge, such a scenario poses the problem of finding a large-enough parcel that is not misshapen.

Student-business-plan competition: Two of the five judges, including Secretary Zeltwanger, had submitted their scores of the six students’ plans to Director Origer. The director reflected on the quality of the plans and on what he had realized would have to be done differently in the future. Secretary Zeltwanger offered his thoughts on the plans and suggested that the director disseminate them to all members for them to comprehend the program’s pilot-year results; Ms. Hoover, also a judge, offered further reflections.

Pulaski County signage/billboard project: Mr. Fritz reported that the company’s with billboards on I-65 were not interested in negotiating on price. Mrs. Stone having been unable to meet with her, Ms. Hoover had nothing to report. Director Origer suggested that in light of the decision to proceed with the *Savor Indiana* project, expending additional marketing funds on this effort may not be appropriate currently. Discussion ensued.

Motion to postpone indefinitely: Mr. Stalbaum; second: Secretary Zeltwanger; no discussion; approval: all.

Tippecanoe River State Park wireless project: The director reported that Property Manager Vernon Gillum had informed him that annual maintenance costs were expected to be \$1,500 per access point, on top of installation costs; the State Park lacks funds to budget for this. Discussion ensued, and Director Origer suggested that worthy as the project is, PCED probably could not justify funding this.

Motion to postpone indefinitely: Secretary Zeltwanger; second: Mr. Stalbaum; no discussion; approval: all.

Part-time assistant/secretary position: The director reported that he would be making a combined transfers/additional-appropriation request, for the *Savor Indiana* project and to fund the part-time position, at the forthcoming County Council meeting, on 10 June.

2013 Summit: A caterer had been secured; Mr. Loehmer had spoken with the fire chief in Monterey, and the event had been set for Thursday, 27 June, at 6:30 *p.m.* at the Monterey fire station. A guest speaker still needed to be found.

CAGIT-rate issue: Secretary Zeltwanger expressed concern, as Mr. Loehmer previously had raised. Director Origer reviewed the events of the last month, particularly regarding Governor Pence's veto of the bill that would have retroactively approved recent years' tax rate and continued that rate through 2021 and the pending attempt to override the veto. The secretary suggested that, depending on just what the impact of the tax rate is and the impact of a reduction thereof would be, the County Council and Commissioner be lobbied to lower the rate to the lower of either the statewide average or the average of the five bordering counties' rates. President Champion cautioned that changing the rate would be a lengthy, involved ordeal. Director Origer would obtain and provide financial reports on the fund in question.

New Business

Pulaski County Young Professionals Network: The director intended, probably in the third quarter, to work with younger PCED members and a few interested residents to start a group for young professionals in the county; discussion ensued, and the members' approved of the proposal.

Ind. Ec. Dev. Assoc. summer conference: Director Origer presented the agenda for the conference, to be held in mid-June, and asked for guidance, particularly given his dissatisfaction with the spring conference, scheduling conflicts, and the distance from Winamac to the event. President Champion left it to the director's discretion; learning that President Champion would be at the 20-June meeting with Lieutenant Governor Ellspermann and noting how helpful this conference likely would be, the director committed to attending.

Lieutenant Governor's Listen and Learn Tour events: The director distributed a list of potential invitees and asked that the members provide the names of any individuals not listed who should be included. Discussion ensued Following a meeting with elected officials earlier in the afternoon, the lieutenant governor would be attending the Pulaski County Business and Agriculture Conversation, hosted by the Braun Corporation, late in the afternoon on Thursday, 20 June.

Reynolds Topeka ESIP: Having attended an advisory-group meeting for this project on the previous day, the director distributed an information packet, provided by NIPSCO, and briefly described this under-planning new-transmission-line project. He noted that a public meeting for the project would be held at the Winamac Community High School gymnasium on 22 July.

Other Pertinent Business

OSHA-30 follow-up: Secretary Zeltwanger said that he would like to receive a report on the early-2013 PCED-sponsored OSHA-30 training to determine how much good it served and who benefitted from it. The director agree to provide this in the future, noting that although the Braun Corporation had enrolled the most participants, other companies had, too, and a number of manufacturers expressed interest in a future training opportunity.

Safety-certification training opportunity: On the topic of training, Director Origer noted that the Starke County Economic Development Foundation was looking into offering forklift/scissor-lift safety-certification training, and he had been encouraged to inform Pulaski-County businesses of the opportunity. President Champion noted that Fratco possibly would be interested.

Hotel Feasibility Study: The Winamac Town Council had recently signed an agreement with a consultant, and the process would begin soon.

Pulaski Online upgrade: Secretary Zeltwanger enquired as to the status of the planned overhaul of *Pulaski Online*; the director noted that the County, the Chamber of Commerce, the Community Foundation, and Human Services are all stakeholders, and he had struggled to set up stakeholder-committee meetings to move the project forward. Discussion ensued.

Community Reports

- Ms. Hoover: The Chamber recently changed its meeting date, and a couple of board members had resigned.
- Mrs. Anspach: The Star City Sewer District was being audited; the District had reported seven noncompliant households to the Health Department, but the County had not been offering support thus far.
- Mr. Fritz: Most corn and a lot of beans had been planted, though some replanting would be necessary because of the heavy precipitation.
- Mr. Stalbaum: Save the planting of some grass, the park project had been finished. He had received about 25 phone calls during recent storms as residents worried about flooding; the storm sewers were receiving their first real test, and he had explained to residents that water would not all drain immediately. He happily reported that he had been signed to remain at Rensselaer for the 2013-2014 school year and would be taking on technology responsibilities there, too.
- Secretary Zeltwanger: Ron Schlatter has committed to involving himself more in the community, including by attending PCED meetings, but was unavailable this evening. He had two sons graduate, one with a bachelor's degree and the other with an associate's, in mid-May; the former would be remaining in Kansas to work, and the latter would be heading to a branch campus of Texas A&M to pursue his bachelor's degree. The Illinois-relocation prospect is exceedingly busy and ready to make a move. (Director Origer would again follow-up with the owner.) Gutwein Popcorn has finished its expansion project. DK and Sons, LLC, is keeping busy and would be bidding on a County project.
- Mr. Comoglio: A lull has allowed Plymouth Tube to enroll employees in various training programs to improve skills, and a recently capital improvements project will permit for the production of larger tubes and the fulfillment of larger orders.
- Vice-President Broad: Downtown Winamac is looking healthy.
- President Champion: Fratco recently installed a plastic injection-molding machine, which will allow the company to produce fittings and couplers in-house.
[Mrs. Hinkle had to depart early.]

Adjournment

Motion: Mr. Stalbaum; second: President Champion; no discussion; approval: all.
8:31 *p.m.*

Respectfully submitted,
David Zeltwanger, Secretary