

Pulaski County Economic Development

Winamac Municipal Utilities Building, Conference Room
Winamac, Indiana 46996

4 October 2011

Executive Committee Minutes

Executive Committee members present: President David Broad, Secretary MacKenzie Ledley, Courtney Poor, Executive Director Nathan P. Origer (*ex officio*)

President Broad opened the meeting at 6:31 p.m.; Director Origer was asked to excuse himself so that the members present could discuss the executive-director-review forms submitted to Secretary Ledley. After a period of discussion, they invited Director Origer to re-join them; the Committee and Director Origer discussed the six-month review of his performance. President Broad closed the meeting at 7:01 p.m.

Public Meeting Minutes

PCED members present: President Broad, Secretary Ledley, Mr. Poor, Commissioner Ken Boswell, Carolyn Hildebrandt, Cheryl Stone, Jamie Bales, Monterey Councilman Jim Fleury, Andrew Fritz; Director Origer

Call to Order

President Broad called the meeting to order at 7:03 p.m.

Approval of Minutes

Upon the president's request, members reviewed the minutes of the 13 September 2011 meeting. Commissioner Boswell moved for approval, Mr. Poor seconded the motion, and the minutes were approved unanimously.

Executive Director's Report

Strategic Relationships: Director Origer reported on the various available buildings that he had shown to Kevin Bostic, campus dean of Ivy Tech – Logansport, as possible sites for classroom space in Winamac; he noted that Mr. Bostic had not yet set a date for a second review with the Ivy Tech – Kokomo chancellor, but hopes to have space available in time for classes beginning in January. Director Origer provided assistance with, and submitted a letter of support for, an application submitted by Greenspace Winamac for a Pulaski County Community Foundation grant to beautify the southeast corner for the US-35/Washington-Street intersection. At the Indiana Economic Development Association's workforce-development-themed fall conference in South Bend, Director Origer encountered ideas that he hopes will help PCED to improve the county's workforce, and also learned of some State-level entrepreneurial-development opportunities of which he had been unaware.

In Francesville, Director Origer manned a booth at the Fall Festival in mid-September and hosted the PC-CARE Economic Summit on 22 September at the fire station. Following up on the Complete Streets program, and tied to the Pulaski Health Foundation's (PHF) potential plans for downtown development, the director met with Sharon McKinley to discuss

preliminary concerns about the potential conflict between the proposed development and the Panhandle Pathway. Having met with Sharon and spoken with the project architect, Director Origer was pleased with the plans; he is working to schedule a meeting with PHF and the Friends of the Panhandle Pathway. Along with Secretary Ledley, Director Origer met with a Winamac resident employed at Ivy Tech – Logansport to discuss a college fair to be hosted in Winamac, one directly primarily toward adult/alternative college students.

Business Retention/Expansion and Entrepreneurial Development: The director continued to work with Remington Seeds and Plymouth Tube on tax-abatement projects; the requests would be presented to the County Council on 10 October. Work with a local agri-business looking to expand square footage and production continued, although an appropriate site had yet to be found. Director Origer is serving on the Chamber of Commerce Fundraising Committee; suggestions that may be pursued include a “Pulaskiopoly” board game and a grilling competition. Neither idea is without faults, but both will be presented to the full Chamber board. A local business sought preliminary consultation from the director regarding development incentives and land in the Winamac Industrial Park.

Workforce Development: The first session of the welder-training course ended successfully; the second session would begin on 10 October. Some issues had arisen regarding responsibilities and a steel supplier that is backing out of the program, so a meeting would be scheduled to assess the issues, to assign clear responsibilities, and to discuss related workforce-development issues. The director reviewed unemployment rates for August, July, and August 2010. At 7.3 percent, Pulaski County continues to lead the region.

Financial Report: Through the end of August, PCED had expended \$55,147.25, or 61.26 percent, of its \$90,016 budget. The CDC Donation Fund had a balance of \$3,062.56. Commissioner Boswell noted that a final invoice from Rhein-Bach would still be arriving for the land-use maps. Secretary Ledley enquired about the presence of Five Loaves on the Donation Fund’s expenses; Director Origer explained that this covers gratuity for the on-site service provided at the Economic Summit.

Councilman Fleury moved to accept the Executive Director’s Report, including Financial Report, as presented; after a second from Commissioner Boswell, the Report was unanimously approved.

Priority List and Monthly Calendar: The director’s schedule for the next month was reviewed; Director Origer especially highlighted the 20-October “Branding Your Business” Economic Summit in Winamac; a regional-economic-impact workshop in LaPorte; and the Indiana Main Street conference, the first day of which he should be attending on 19 October.

Old Business

Strategic Plan – Economic Summits: Director Origer directed members’ attention to the list of to-date responses to the “Branding Your Business” summit in Winamac. He reported that although attendance was not as impressive as hoped, the guest speakers at the PC-CARE summit were very interesting and informative, and those who did attend appreciated the information presented. The potential for economic development on this front is strong, although logistical and technical issues have to be resolved in the sector, particularly in regards to harvesting, transporting, and storing corn stover. Discussion about the existing CSX rail line – the old Monon line – that makes the west side of the county ideal ensued. Then the director noted that the only remaining question about the Winamac summit relates to catering.

Strategic Plan – PC-CARE: In the wake of the Economic Summit, the director is working with Roger Cummings to set up a meeting with Pulaski West Developers. A businessman in the

Francesville area has plans, the nature of which are unknown to the director, that Mr. Cummings noted.

Land-Use Update: The Plan Commission will appear before the County Commissioners on 17 October to ask them to approve the *Unified Development Document*; PCED board members are asked to attend this meeting to show support.

Complete Streets: One of the outcomes of the meeting with Sharon McKinley was a request that the Town and PCED look into implementing Complete Streets programming, especially in downtown and between downtown and the park. Director Origer was unable to obtain a proposal from the Active Transportation Alliance in time, but noted that one would be forthcoming. He asked that the board consider providing financial support for this project; discussion ensued, covering the question of using County money to support a project in one municipality, and how this could be done equitably with respect to other Pulaski County towns. The important of community buy-in in such projects was emphasized. The board agreed to postpone further discussion until the director received a proposal.

"Jr. Board": Although none of the area high-school principals attended the meeting, all had expressed some interest in establishing this program. Director Origer would continue exploring this project with the local schools.

New tourism/marketing brochure: Director Origer brought back to the conversation the idea of producing a new brochure, highlighting the tourism opportunities that Pulaski County offers. He noted that the quantity of previous brochures on-hand had dwindled significantly. He explained some of his ideas for the brochure and asked for a committee, and related discussion occurred. The board instructed the director to seek cost estimates for a new brochure; Christy Perdue, as the board's Chamber member; Mrs. Hildebrandt; Secretary Ledley; and Councilman Fleury were appointed to serve on the committee. Mr. Bales enquired about tourism content on the County Website; Director Origer replied that a page exists, but little work has been done on it.

Pulaski County signage/billboard project: President Broad returned to discussion a previously tabled notion to put up Pulaski County billboards along highways, possibly US-31 or I-65. Mr. Poor had spoken with a local billboard owner in the spring, and volunteered to drive both highways to see if similar signs are currently employed by municipalities or counties. He, Mrs. Stone, and Councilman Fleury agreed to serve on a Billboard Committee. Commissioner Boswell expressed skepticism about the efficacy of billboards; discussion ensued regarding the return on investment for such a likely costly project.

Arens Field discussion: Having been tabled in August, the discussion of the proposed Arens Field runway extension returned to the PCED board. Councilman Fleury moved for a silent-ballot vote on whether formally to endorse the project or not, and if so, whether to make a public statement as a board or simply to announce to the appropriate governing boards that the endorsement had been made. After a second by Mrs. Stone, Director Origer distributed paper ballots; Secretary Ledley and Commissioner Boswell abstained from the vote, with Commissioner Boswell anticipating having to vote on the project in his role as commissioner, and Secretary Ledley having been instructed by the Library board not to vote, because the Pulaski County Public Library, as a taxing entity, would be affected by the project. Secretary Ledley collected and tallied votes: The board members voted 7-0 in favor of endorsing the project, with a four-person majority opposing a public board statement. (Document attached.)

New Business

Transfer of Funds: Director Origer requested permission from the board to ask the County Council to approve to fund transfers: \$250 from Professional Services to Equipment (to take

advantage of discounted prices on books related to economic development) and \$500 from Professional Services to Advertising. Secretary Ledley moved to approve this request, Mrs. Hildebrandt seconded the motion, and the board approved unanimously.

Ivy Tech/Pulaski County Public Library College Fair: Director Origer further explained the aforementioned adult-oriented college fair discussed by himself, Secretary Ledley, and Ivy Tech's Krysten Hinkle. The board expressed support for it and offered thoughts on scheduling; on a motion from Mr. Poor and second from Councilman Fleury, the board voted unanimously to allow the director to expend up to \$250 in advertising to promote the event when it happens, tentatively in mid-November.

Donation Fund: Director Origer noted that the balance of the Donation Fund had diminished and asked for suggestions on how to re-build the fund. Approaching private-sector businesses was deemed to be too risky, perhaps suggesting the potential for favoritism or *quid-pro-quo* situations; the director was encouraged more aggressively to seek support from utilities, which have been the strongest supporter in the past.

Financial-Support Request: Chamber director Angie Anspach enquired of Director Origer as to whether PCED would help to pay some or all of the advertising costs associated with the Chamber's scarecrow competition. With it having been noted that the Advertising budget is in need of a funds transfer, and that PCED already had provided significant support to the Chamber throughout the year, no-one moved to provide this funding, and the issue died.

Executive Director Review: Director Origer reported that prior to the meeting, the Executive Committee met in executive session to conduct his six-month review; he noted that he was pleased with it, and Mr. Poor informed the board the Director Origer had been reviewed favorably by the executive-committee members.

Community Reports

- Mr. Poor: To raise funds for the Historical Society, his band, Band Over, would be putting on an "and-friends", mostly acoustic show at the Vurpillat in November.
- Commissioner Boswell: The Plan Commission would be presenting the *Unified Development Document* to the commissioners as early as possible at the 17 October meeting. Director Origer noted that he had recently been contacted again by a wind-company representative who is interested in the progress of land-use planning in the county.
- Councilman Fleury: The Labor-Day-weekend Monterey Days festival was a success.
- Secretary Ledley: Library patrons can now use e-books on their Kindles.
- Mrs. Stone: The Crane Cruise would take place on 22 October in Medaryville.
- Mr. Fritz: The harvest is starting.
- Mr. Bales: The Francesville Fall Festival was successful. Vendors were pleased with the traffic this year.

Adjournment

Secretary Ledley moved for adjournment at 8:39 p.m. Mr. Bales seconded this motion, and the board approved unanimously.

Respectfully submitted,
MacKenzie Ledley, Secretary