

**COMMON COUNCIL  
ECONOMIC DEVELOPMENT COMMITTEE  
MARCH 5, 2019**

The City of Noblesville Economic Development Council Committee met pursuant to public notice on Tuesday, March 5, 2019. Wil Hampton, Greg O'Connor, and Megan Wiles were present. Darren Peterson was absent.

Also present were Mayor John Ditslear, Deputy Mayor Steve Cooke, Deputy Clerk Charlene Cummings, Planning Director Sarah Reed, Economic Development Director Judi Johnson, Economic Development Specialist Aaron Head, Economic Development Assistant Amy Smith, Administrative Manager Michelle Glodowski, and Keriann Rich of Imavex.

Mr. Hampton called the meeting to order at 8:17.

**Communication Plan**

Ms. Johnson introduced Ms. Rich to update the committee on communication plans for upcoming construction projects in the City. Ms. Rich proposed a messaging plan that informs, engages, and activates the stakeholders. Ms. Rich stated her company will target two audience groups. She stated the first group is the Stakeholders, which includes business owners, residents of Old Town, the community, and visitors. She stated the second group is the Partners, which includes Main Street, the Chamber of Commerce, Nickel Plate Arts, Hamilton County Tourism, and Hamilton County government. She noted the importance of message consistency by using the correct number of parking spaces, number of apartments, and number of retail businesses in the Levinson. She stated the Noblesville Now website needs to be used immediately to let the public know the timelines. Mr. Hampton stated he has talked to people who don't use the websites for information and wonder how they will receive the information. Ms. Rich stated there are plans for connecting with these citizens. Ms. Reed said it is important to keep all business owners involved in communications and not just the ones directly affected by the Levinson. Mr. O'Connor asked if a camera could be used to track the changes as they happen. Ms. Reed stated the Public Safety Building is already installing a camera to monitor the construction process. Ms. Johnson stated her department is putting together all of the information available now to share with the Council. Ms. Rich stated the process will move forward quickly.

**Marketing Updates**

Ms. Johnson reported on a conference in Chicago where she was able to promote the City of Noblesville for businesses interested in relocating. She stated she has been contacted by a major distributor of frozen foods who is interested in property located at State Road 37 and Cumberland Road. She stated this is a fast growing light industrial market.

**Façade Grant Updates**

Mr. Head reviewed changes to the Façade Improvement Grant Application. Ms. Reed stated the Downtown boundaries are constantly changing; she suggested using the flex-viewer boundary lines. Mr. Head stated there are two due dates for applications: March 31 for Round 1 Grants and June 30<sup>th</sup> for Round 2 Grants. Ms. Wiles stated the June 30<sup>th</sup> date seems a little late for the applicant to obtain permits and arrange for contractors before the weather hinders construction. The committee agreed to recommend one submission date of May 15<sup>th</sup> in 2019. Mr. Head asked since the grants will expand to all areas of the City, should there be a minimum age for a building to receive a grant. The committee agreed the age of the building is not the most important factor, as long as all other criteria are met.

### **Parking Lots**

Mr. Cooke discussed the feasibility of using a trolley service to transport people from parking lots to businesses. He stated he is concerned the wait for the trolley and the variety of desired destinations might be a hindrance to the program.

Ms. Reed discussed assigning colors to all City parking lots. She stated the lots could be promoted on our website and electronic sign. Mr. Cooke discussed all City lots need to show availability during daytime versus nighttime use. Ms. Reed stated the employee lot is full currently because of the Parks Department using our building while their offices are being updated. She stated it will probably be June before the Parks office is completed. Striping the east side of Tenth Street next to the employee parking lot for street parking was discussed.

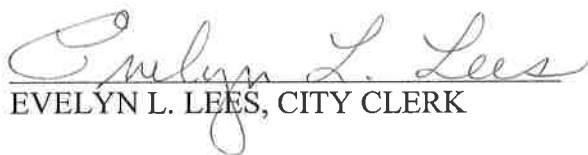
### **Key Bank**

Ms. Wiles asked Ms. Johnson if she has heard of any groups who are interested in the Key Bank building that will soon be vacant. Ms. Johnson replied currently the building is not listed for sale, but Key Bank has made it known they do not want another banking institution to go in the building.

The meeting was adjourned at 9:55 a.m.



WIL HAMPTON, COMMITTEE CHAIR



EVELYN L. LEES, CITY CLERK