



S.T.A.R. (Super Town of Albion Revitalization) Team Committee Meeting Minutes May 25, 2011

In attendance: Mary Ann Troutner, Beth Shellman, Kelly Tieman, Steve Hook, John Bry, Joy LeCount, Chris Magnuson, Judith Carpenter, Phyllis Herendeen, Judy Owen, Terry Dazey, Tammy Luce, Vicki Jellison, Orland Leitch, Max Weber, Bob Braley.

The meeting started at 6:10 p.m. in the Cole Meeting Room (lower level) of the Noble County Public Library at 813 E. Main Street, Albion IN. Mary Ann Troutner started the meeting by asking for attendee introductions and welcoming new attendees.

Approval of April 27, 2011 minutes

Mary Ann asked the committee if there were any needed additions or corrections to the April 27th meeting minutes. Hearing none, a motion was made by Terry Dazey to approve the minutes. The motion was seconded by Judith Leitch. Motion carried.

Treasurer's Expense/Revenue Report

Phyllis Herendeen presented the Treasurer's Report. Phyllis reported a current balance of \$648.76. The Gala Dinner held on May 6th had a total cost of \$636.00 and profit of \$479.76. To date, the S.T.A.R. Team has seen total revenue of \$2,150.00 and \$1,501.24 of total expenses, leaving a bank balance of \$648.76.

Phyllis and Mary Ann Troutner reminded the committee to bring sub-committee expenses greater than \$50 before the committee for approval. John Bry made a request of each sub-committee to continue developing their proposed budgets for their projects.

John Bry made a motion to approve the Treasurer's Report. The motion was seconded by Terry Dazey. Motion carried.

Economic Restructuring Sub-Committee Report (Indy 500, Business Retention Plan)

Phyllis Herendeen reported on a two hour meeting she, Beth Shellman and John Bry had with a local business owner. The business owner gave the impression the S.T.A.R. Team is on the right tract to support Albion businesses. The business owner stated his appreciation for the meeting.

Beth Shellman shared with the committee the results of the Back Home Again in Indiana Indianapolis Design Contest. The town of Brownstown won the contest. However, Beth was informed by people from Brownstown that Albion was a close second. Brownstown won based on their inclusion of the

community in the contest. It is believed a similar contest will be held next year. Albion will strive to win next year.

Logo Contest

Mary Ann Troutner explained to the committee there was a request to see all nine Logo Contest entries submitted. Originally, the committee at the April 27th S.T.A.R. Team committee meeting only saw the top three logos as selected by the Organization sub-committee. The top three logos were displayed on a poster along with their description describing the inspiration for the design and a reduced size logo. Mary Ann asked Steve Hook to show the committee the nine Logo Contest entries received. Steve passed around a handout containing the nine logo entries.

The winning logo chosen from the top three by the S.T.A.R. Team committee was unveiled at the Gala Dinner function held at the County Courthouse on Friday, May 6th. Gran Roberts, designer of the winning logo, shared with the Gala Dinner attendees that he was inspired by the County Courthouse as seen from a distance while traveling to town.

Update on Albion RDC – Façade Program Funding Split

John Bry gave a report on a meeting he had with Jane Rich, associated with the Indiana Small Business Development Centers. They discussed issues with business retention visits and providing business start-up plans for free. John stated the importance of newly formed businesses underestimating the importance of these plans. He would like to keep this from happening.

Beth Shellman reported on a meeting she had with the Albion Redevelopment Commission (RDC). The commission has approved a ten year spending plan that includes continuance of the façade grant-program. Beth also informed the committee that the plan discussed at the February's committee meeting involving façade grants with a 50 percent RDC/25 percent STAR/25 percent business contribution cost split was never approved.

There was much discussion about the Albion Façade grant program and the S.T.A.R. Team's involvement. John Bry stated the importance of business owners paying into the program. Beth said the maximum façade grant available is \$15,000.00. The façade grants also allow for an additional \$1,000.00 to cover engineering costs. Tammy Luce said that the maximum façade grant the S.T.A.R. Team could participate in would be for \$30,000.00—\$15,000 (50% RDC grant), \$7,500 (25% STAR grant) and \$7,500 (25% business contribution). Terry Dazey stated the importance of having the committee notify people in town that most of the work performed on façade improvement projects will be done by volunteer labor. Beth stated that the 25 percent business contribution cannot be in-kind money. Also, money is not distributed to a business until after work is completed; the façade grant is considered a reimbursement grant.

Joy LeCount asked if the façade contribution cost split plan needs to be in writing before the committee votes? There was discussion about having a demonstrator project which may make other businesses interested in pursuing the grant.

As part of the written plan, Beth asked who would be responsible for coming up with indemnification language. Chris Magnuson also added that the plan should require that a business' grant request include their anticipated scope of work. John Bry responded to Beth's question by sharing from his past

experience working with façade grant programs that insurance was put in place to cover volunteer labor. Mary Ann Troutner asked if the Courthouse Square Preservation Society, Inc. has done this. Joy LeCount stated no.

ACTION ITEM: John Bry agreed to check on the S.T.A.R. Team’s need for insurance coverage for volunteers.

John Bry said that he will review his involvement with past façade projects he was involved with to help address some of the committee’s questions.

Vicki Jellison asked how the committee should prioritize façade grant requests. John suggested the committee should handle grant requests on a first-come-first-served basis. The committee can distribute façade grant applications to interested businesses and work on plans in the order received.

Another question was discussed—will S.T.A.R. Team money made available for façade grant matches come from fundraising. The consensus was yes.

ACTION ITEM: Beth Shellman concluded discussion on the façade grant program by suggesting the committee prepare guidelines mentioning things that aren’t eligible for the grant program.

Committee Reports

Projects/Design Sub-committee Report—Terry Dazey gave an update on progress with the Lucky U façade project. Terry said the sub-committee has received a \$5,000.00 quote for HVAC work from John Hoover. Only one canopy quote has been received. Two additional canopy quotes were pursued, but the contractors never showed up. Beth Shellman stated that three contractor quotes are required to be sought in order to apply for Albion’s façade grant. Beth also stated that the S.T.A.R. Team can be the applicant for the grant on behalf of a business.

Orland Leitch shared his dissatisfaction with the proposed canopy design. His suggestion is that if a design can’t be agreed upon that the sub-committee pull the existing top down and recover it to save money.

Max Weber shared with the committee that he has received an additional quote for brick repair. He said that the sub-committee will work on the Lucky U’s front façade first. The façade grant covers repair for both the front and back. The façade project should be considered a phased project.

A question was raised by the committee to Beth Shellman about whether or not a business can apply and receive multiple façade grants back-to-back. Beth said that a business can indeed receive multiple façade grants back-to-back with no time restriction between applications.

Max ended the sub-committee’s discussion by reporting on quotes received for both front and tuck leaning and an awning quote from John Hoover. Chris Magnuson will also be meeting with a contractor tomorrow.

Organization Sub-committee Report—Joy shared with the committee her thoughts on the success of the Gala Dinner function. Joy gave her thanks to everyone that helped with the dinner. Joy expressed her happiness with the work performed by Max Weber’s MC work and Terry Dazey’s great presentation

on the history of the first Indianapolis 500 race. Joy covered some of the out of pocket expenses she and Vicki Jellison incurred (photos and photographers). Joy thought the car parade was rather nice.

Promotion Sub-committee Report—Mary Ann presented an update on the Promotion sub-committee. There will be a 3 on 3 Basketball event with a nominal fee to be held on the June 3rd First Friday. There is still a need for two portable hoops. Terry Dazey volunteered to help in finding them. An application for this event will be placed in next week's Albion New Era newspaper. There's no deadline for applying. A \$15.00 application fee is required to participate. Some of the money will be used for a prize award.

Some of the additional events to be held during the June 3rd First Friday include: 1) the Noble County Public Library will host a Duck Pond; 2) Bob Duff, Conservation Officer, will give a presentation on water safety (People participating in these two events are not associated with the S.T.A.R. Team.); 3) Jack Meyer will be hosting a lawn mower competition; 4) a car show will be held in tandem with the June 3rd First Friday event; 5) a football throw is also planned.

The committee had a discussion about concerns heard from downtown restaurants about food being sold on the corner during First Friday events. The thought is that people selling food will take food sales away from downtown businesses. First Friday events should not be competing with downtown businesses. Beth Shellman stated the town has a written policy and requires groups to sign-up if selling food on the corner. The corner sign-up calendar has been blocked off for all First Friday events to prevent groups from signing up to sell food on those nights.

The committee discussed the Sweet Church's plan to sell pork burgers on June 3rd and that the Asbury Church will be bussing people back to their church for an ice cream social during the July 1st First Friday event. Joy LeCount suggested that these two churches be permitted to continue with their plans in order to keep good public relations. It was noted that the Asbury Church has been hosting an ice cream social for many years—it's considered a tradition that should not be tampered with. However, it was suggested that in the future, food sales be restricted during future First Friday events to food items that do not compete with downtown restaurants.

Beth Shellman shared with the committee that the town has received complaints from downtown businesses of food being sold at the corner and how this is competing with them. The committee discussed the need for food sale guidelines at First Friday events. John Bry stated that activities don't push food. John suggested the committee should focus on activities that aren't food related. Activities should be centered on cultural and artistic events and events focusing on the architectural pieces downtown. The committee should cast their net to the public outside of Albion and encourage them to attend Albion's activities. More customers coming to the downtown will eliminate competition. Joy LeCount expressed how this was epitomized during the first First Friday event held on May 6th. The downtown restaurants were swamped with both local and out-of-town customers.

Mary Ann redirected the discussion to the Albion-opoly activity scheduled for July 3rd's First Friday. Bob Braley has joined the Promotion committee and shared his plans for a Patriotic Monopoly activity. The committee spent time discussing Bob's creative and exciting plans in preparation for the event. The event will involve 5-person teams with each team paying a \$25.00 entry fee in advance. Additional team members will be charged \$5.00 per person. Local Albion businesses will be called to sponsor a board square for \$10.00. Students who attend the Studio may be asked to work on posters or chalk designs for the squares. Patriotic music will be played by the IPFW Brass at the gazebo before and during the

event. Bob will be working with the Promotion sub-committee during the month of June to finalize plans for the July 3rd Albion-opoly event.

Fundraiser S.T.A.R. Team Booth at Chain 'O Lakes Festival (June 8th-11th)

The committee moved discussion to what needs to be accomplished for the S.T.A.R. Team's involvement with the Chain 'O Lakes Festival. The committee agreed at the last meeting to man a Lemon Shakeup & Sno Cone booth at the festival. The following items were discussed in preparation of this event.

- The committee enjoyed a sample of lemon shake-up from a recipe submitted by Chris Magnuson.
- Supply costs for lemons, cups, straws, and sugar were discussed. The cost was estimated to be less than \$1 per serving. The final price for a lemon shake-up was set at \$3 and the price for a sno cone was set at \$2.
- A sign-up sheet was passed around for volunteers to sign up to man the booth. Three people are needed for each work shift.

The following action items still stand from the April 27th S.T.A.R. Team committee meeting:

- ACTION ITEM: Chris Magnuson stated the committee needs to submit the Festival registration.
- Chris also mentioned that the S.T.A.R. Team would be protected from liability by being under Albion's liability umbrella.
- ACTION ITEM: The Committee will need to fill out a health form and send it to Judy Fox. This is necessary since the committee will be distributing food to the public.
- ACTION ITEM: Terry Dazey will need to check with the Central Noble High School to see if they will donate ice.

The committee decided that Mary Ann will be in-charge of the booth and will be working in tandem with both Casey and Beth Shellman with the Town of Albion. The committee will be borrowing equipment from Hidden Diamonds Park to make sno cones.

Fundraising Training at June Meeting (John Bry)

John Bry will give a presentation on how to do fundraising to help raise money for downtown revitalization at the June 22nd S.T.A.R. Team committee meeting.

Submittal of Accumulated Volunteer Work Hours

Mary Ann asked sub-committee chairs to submit accumulated volunteer hours worked to Kelly Tieman.

Announcements

The next Promotion sub-committee meeting will be held on Tuesday, May 31st, at 4 p.m. at the Lucky U shop.

Joy LeCount informed the committee of the Memorial Day Ceremony to be held at the Courthouse Square and hosted by both the Courthouse Square Preservation Society and the American Legion. The

ceremony will celebrate the 175th anniversary of the founding of Noble County. The ceremony will start at 12 noon and last approximately 40 minutes. The Chain 'O Lakes Festival Parade will start at 10:30 a.m. on Saturday, June 11th. Joy also mentioned that she will be taking volunteers to assist her with taking down the courthouse decorations on Monday.

The next S.T.A.R. Team committee meeting will be held at 6 p.m. on June 22nd, at the Noble County Public Library, in the Cole Room. This meeting has been moved from the original date of June 29th.

Adjournment

The committee adjourned at 7:52 p.m.