

**COMMON COUNCIL
ECONOMIC DEVELOPMENT COMMITTEE
MARCH 31, 2021**

The City of Noblesville Economic Development Council Committee met pursuant to public notice on Wednesday, March 31, 2021. Mike Davis, Greg O'Connor, Aaron Smith, and Megan Wiles were present.

Also present were City Clerk Evelyn Lees, Economic Development Director Andrew Murray, Community Engagement Manager Kayla Arnold, Workforce Development Manager Chuck Haberman, and Economic Development Specialist Amy Smith.

Seating was limited due to COVID-19 restrictions. Pursuant to Governor Holcomb's executive order 20-09, a call-in telephone number was provided for interested citizens to listen to the meeting.

I. CALL TO ORDER

Mr. O'Connor called the meeting to order at 8:15 a.m.

II. NEW BUSINESS

a) 2020 Highlights & Q1-2021 Snapshot (Andrew Murray)

Mr. Murray displayed a chart showing highlights of the Economic Development Department's work in 2020. He listed 20 accomplishments achieved during 2020, including the attraction of many new businesses and development of electronic tools and resources. Mr. O'Connor commended the number of accomplishments despite the pandemic.

Mr. Murray reviewed a "snapshot" of first quarter accomplishments for 2021. The categories reviewed were Business Development, Community Development, Real Estate Development, Workforce Development, Finance/Incentives, and Management/Operations. He reviewed a list of goals for the department for 2021. He explained the goals are a first attempt and will likely be refined over time.

b) Department 2025 Strategic Action Plan (Andrew Murray, Chuck Haberman)

Mr. Murray stated the strategic plan is his department's interpretation of the Mayor's vision for the City. He stated the plan lays out the Economic Development Department's role in furthering the community. He stated the plan is titled "Elevate Noblesville". Mr. Haberman reviewed the plan, which he noted is still in development. He stated targeted industries have been defined to provide clarity. He reviewed the driving factors and data on each industry. He noted they are willing to speak with any industry, but the City is most interested in attracting company headquarters and companies with an international presence, regardless of size. Mr. Smith noted that 12 Stars Media has only ten employees, but they have had a large impact on the community through their involvement. Mr. Haberman stated the completed document will include

deliverables and metrics. Mr. O'Connor expressed a desire to tie in these results with the quarterly snapshot.

c) TIF Proforma (Andrew Murray, Amy Smith)

Mr. Murray presented a draft proforma for the Noblesville TIF, which is the most active TIF in the City. He stated each TIF is a separate taxing unit, so each one should have its own spending plan and proforma. He stated Policy Analytics was hired to produce the documents. He reviewed the draft proforma. He stated it is a fluid document that will continue to evolve. He stated much work went into producing the proforma, but it produced valuable information. Mr. O'Connor expressed a desire to show taxpayers the increased Assessed Value that will be available when the TIF expires, which explains the rationale behind the creation of TIFs. Mr. Murray agreed. Mr. Smith requested a comparison between the increased value created by the TIF compared to doing nothing. He requested general percentages rather than exact amounts, so the Council can explain it to taxpayers. Mr. Murray replied the Redevelopment Commission produces an annual report to overlying taxing districts. He stated talking points could be included with the report. He stated each proforma will eventually have a cover page with highlights and a map showing the location of the TIF. Ms. Wiles was pleased with the proforma. She stated it shows available resources for funding future projects. The committee was pleased with the draft.

d) Public Art Ordinance (Kayla Arnold)

Ms. Arnold stated as the City works to embrace public art, the Administration also wants to work with developers to include public art in new developments. She presented a draft ordinance requiring any development over 15,000 square feet to choose one of three options regarding public art. She stated the developer can fully participate, make a payment in lieu of full participation, or can split a payment, with 40 percent given to the Community Development Corporation (CDC) to install public art. Mr. Murray stated the ordinance supports culture and community. Mr. Davis stated the fee is reasonable, much like paying sewer tap on fees. Ms. Wiles supported embracing the arts. She stated this type of request is becoming mainstream and is being required by many communities. Ms. Arnold noted if the developer provides the art, it must still be vetted through the City. Mr. Murray stated the CDC has been underutilized, and this program is a good fit. The committee agreed that the Council should not be involved in approving art installations. After a discussion, Ms. Arnold agreed to research the program further and add clarifications to the ordinance.

e) Department Marketing Collateral (Kayla Arnold)

The committee reviewed a flyer to be used as a "leave-behind" at business meetings. The information will also be added to the City's website. Mr. Murray stated more information may be added. The committee liked the product and offered suggestions.

III. OPEN DISCUSSION

Mr. Murray thanked the committee for their time and input.

IV. ADJOURN

The meeting was adjourned at 10:06 a.m.

A handwritten signature in black ink, appearing to read "Greg O'Connor", written over a horizontal line.

GREG O'CONNOR, COMMITTEE CHAIR

A handwritten signature in black ink, appearing to read "Evelyn L. Lees", written over a horizontal line.

EVELYN L. LEES, CITY CLERK

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