

**COMMON COUNCIL
ECONOMIC DEVELOPMENT COMMITTEE
OCTOBER 13, 2021**

The City of Noblesville Economic Development Council Committee met pursuant to public notice on Wednesday, October 13, 2021 in room A213 at City Hall. Mike Davis, Greg O'Connor, Aaron Smith, and Megan Wiles were present.

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

1. CALL TO ORDER

Mr. O'Connor called the meeting to order at 10:29 a.m.

2. NEW BUSINESS

a) Business Attraction/Marketing

Mr. Haberman stated BlueSky Commerce was hired to help the City compile a unified message to attract and retain business. He stated the discovery session and audit of the Economic Development website is complete. He stated stakeholder meetings are being scheduled. He stated the project is progressing well. He explained Phases I and II are due to finish by the end of the year, with bi-weekly meetings until then. He stated the new marketing campaign is expected to launch on January 1, 2022. Mr. O'Connor asked if the committee will receive an update before the launch. He asked when the committee's next meeting will be. Ms. Lees replied the next meeting is December 10. Mr. Murray stated an update will be provided at that meeting.

b) Innovation Mile

Mr. Murray displayed an aerial view of the proposed Innovation Mile, along 141st Street from Olio Road to Prairie Baptist Road. He stated they plan to offer shovel-ready sites to promote to businesses centering on innovation. He displayed a concept plan that includes roundabouts dividing the mile roughly into thirds, with greenspace in the middle. He stated they want to get it right, so they are not in a hurry. Mr. Murray and Mr. Haberman both emphasized that the City will be specific as to what types of businesses will be welcome. Mr. Murray explained there are only three property owners, with whom he is in constant communication. He stated the concept fits the City's comprehensive master plan. There was a discussion concerning current and future land use in the area. Mr. O'Connor suggested underground parking to maximize land use and avoid a sea of asphalt. Ms. Wiles asked if distribution centers would be permitted. Mr. Murray and Mr. Haberman both agreed distribution centers will not be permitted. They said interest in the area is very high. Mr. O'Connor stated infrastructure will be key. He stated fiber optic cable is essential. Mr. Haberman replied internet providers have already contacted them to install their cable in the area. Mr. Murray stated BlueSky Commerce will help market the area. There was a discussion concerning extending 141st Street further east over Mud Creek. Ms. Wiles stated the

first priority is building a bridge over Cicero Creek for the Pleasant Street corridor before other bridges are considered. Mr. Murray stated there will be a dedicated pro forma for the area that will include funding sources for any improvements.

Mr. Davis asked if a speculative building is constructed, how the City will control what business uses the building. Mr. Murray explained the City can still control uses through development agreements, construction standards, and permitted uses within zoning and planned development ordinances, all of which must be approved by the Council.

c) Q3 – 2021 Update

Mr. Haberman distributed a handout of Leads Tracking Data that he reviewed for the committee. He stated the majority of business leads were for manufacturing. He stated leads dipped in the second quarter and rebounded in the third quarter. He stated he expects the fourth quarter to have even more. Mr. Murray added once Salesforce is back in use in 2022, leads will be much easier to track. Mr. Haberman stated Salesforce will also provide more analysis of the data.

Mr. Murray displayed a PowerPoint presentation to review business development in the third quarter. He compared the department's goals to the actual year-to-date data, and almost all goals have been exceeded. He stated these were the first goals they have set, and they were not sure what the results would be. Mr. Haberman pointed out that if there has been \$333 million in capital investment without a marketing plan, think what it will be with a robust marketing tool in place.

3. Open Discussion

Mr. O'Connor asked for an operations update. Mr. Murray stated he is working on a job description for the new position that will be added in 2022. He stated Mr. Haberman and Ms. Smith will attend Oklahoma University Economic Development Institute in Fort Worth, Texas. He stated they will both graduate from the program at the end of this session.

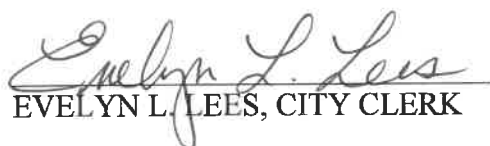
Mr. O'Connor asked for a Workforce Development Update. Mr. Haberman stated the City, the Chamber of Commerce, and Ivy Tech joined to hold a data analytics and visualization boot camp for the local workforce. He stated the boot camp was well received. He stated future boot camps by the City and Chamber of Commerce are planned for the future.

4. ADJOURNMENT

The meeting was adjourned at 11:09 a.m.



GREG O'CONNOR, COMMITTEE CHAIR



EVELYN L. LEES, CITY CLERK