

**COMMON COUNCIL  
ECONOMIC DEVELOPMENT COMMITTEE  
APRIL 13, 2022**

The City of Noblesville Economic Development Council Committee met pursuant to public notice on Wednesday, April 13, 2022 in the Council conference room at City Hall. Greg O'Connor called the meeting to order at 8:30 a.m. with Aaron Smith and Megan Wiles present. Mark Boice was absent.

Also present were City Clerk Evelyn Lees, Economic Development Director Andrew Murray, Economic Development Assistant Director Chuck Haberman, Economic Development Manager Maranda Taylor, Economic Development Specialist Amy Smith, Tom Dickey of Hageman Group, and WSP consultants Jeff Hill and Kelli McNamara. Community Development Director Sarah Reed arrived at 8:34 a.m.

**1. APPROVAL OF MINUTES: December 10, 2021**

The minutes were approved.

**2. NEW BUSINESS**

**a) Innovation Mile**

**i) Strategic Land Acquisition**

Mr. Murray displayed a PowerPoint presentation supplementing the agenda. He stated purchase of land in Innovation Mile is on schedule to close June 1, 2022.

**ii) Innovation One project**

Mr. Murray stated the Innovation One project was approved at the Council meeting last night.

**iii) RFP – Master Planning and Development Services**

Mr. Murray introduced the consultants hired through A Request for Proposals (RFP) process to help the City master plan Innovation Mile. WSP, Hageman Group, and the Etica Group make up the project team. Mr. Hill, Mr. Dickey, and Ms. McNamara explained their experience and why they are excited to be involved in the project. Mr. Dickey asked about the businesses involved in Innovation One LLC. Mr. Haberman explained Innovation One consists of a business that cleans and services lead garments for medical settings; a business that produces medical devices; a broker; and a builder. He stated the building may include leasable space in the beginning. Mr. O'Connor was pleased to see the project moving forward. He expressed appreciation for City leadership in 2005 that issued a \$90 million bond to extend 146<sup>th</sup> Street from Cumberland Road to I-69. He stated because they were willing to take that risk, the City now has this opportunity. He expressed some uncertainty about the economy, but thought interest rates should stay low for now. Mr. Hill replied they expect to plan big and execute small, which will protect the City in

case of an economic downturn. Mr. O'Connor agreed it is important to be patient and make sure the end product is what the City envisions. He stated the new Assessed Value that will be generated will make a difference. Mr. Smith noted Innovation Mile will also help the City compete outside the county. Ms. Wiles observed it will be good to accept only the businesses that the City finds desirable. Mr. Haberman added it will no longer be first come, first served. Mr. Dickey stated there may be a recession before the project is built out. He stated it happened on another of his projects. He cautioned it is important to be strategic. He stated the land could sit for a few years and then construction can begin again.

Mr. Hill, Ms. McNamara, and Mr. Dickey left the meeting.

a) Real Estate Development

Mr. Murray stated the groundbreaking for the East Bank project will be held at 11:00 a.m. on Thursday, April 14. He displayed a list of projects in various stages of development.

b) Workforce Development

Mr. Haberman stated the Make My Move program was developed by the same people who started T-Map, which was software to attract Purdue alumni to Indiana. He stated T-Map spread to other universities and businesses, but the pandemic caused them to shift to attracting remote workers to rural municipalities. He stated the idea was that workers would bring their families and add a ripple economic impact. He stated Bloomington, Terre Haute, and West Lafayette have used the program successfully, and now it is spreading to other municipalities. He stated the Indiana Economic Development Corporation (IEDC) is matching the City's \$150,000.00. He stated all administrative costs will be paid by the IEDC funds. Ms. Wiles asked if there will be a distance requirement for applicants to move. Mr. Haberman replied no, there is not, but the City will select the recipients. He stated the goal is to bring people from out of state. Mr. O'Connor suggested concentrating efforts on Illinois, California, and New York, since many people in those states are interested in relocating to other states. Mr. Haberman stated they plan to incentivize 15 people. Mr. Murray stated an update on the program will be provided at the next meeting.

Mr. Haberman stated local workforce development is shifting from a pandemic response to the "new normal". He stated the focus is on workforce recovery. He stated there is a county workforce training program now with satellite locations in county schools with the goal of providing a local alternative to the J. Everett Light Career Center in Indianapolis. He stated the program is successful, and funding is in place. He stated the program is working toward being employer-led. Ms. Reed observed it is difficult to foster coordination among county entities that are competing for projects. She stated the regional development authority will help. She stated she hopes committees will be formed to focus on specific topics, but they will take time to evolve.

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### c) Business Development

Ms. Taylor displayed a tour of the new Economic Development website that is in development with the help of BlueSky Commerce. She stated the first impression businesses receive is most important. She stated a new strategy for social media is being developed, with a specific cadence. Mr. Smith stated he has noticed an uptick in activity recently. Ms. Taylor stated currently posts are on LinkedIn only. She encouraged the committee to like and share the department's posts to spread the City's message. Mr. Haberman agreed that LinkedIn and individual websites are most important to site selectors. Ms. Reed added Communications Director Emily Gaylord is working to provide a consistent message about the City. Ms. Taylor stated BlueSky is working at a fast pace and is on schedule.

Ms. Taylor stated local small businesses will be highlighted during Small Business Week the first week in May. She stated the City is collaborating with the Chamber of Commerce and will produce videos highlighting small businesses on the website. She explained a business is considered small if it has fewer than 500 employees. There was a discussion about possible businesses to interview.

### d) Finance

Ms. Smith distributed a handout summary of the TIF proformas. She reviewed the handout for the committee. Mr. Smith stated the proformas make sense as the City grows. Ms. Wiles added they are very helpful to the Council to know what funds are available for use.

Mr. Murray stated currently the Redevelopment Commission has a fund created to cover the cost of professional service contracts. He stated soon there will be a Redevelopment District Fund. He stated the fund will accept abatement fees, the sale of land proceeds, and profit sharing, with expanded allowable uses. He stated he is working with the Controller's office to determine whether the fund will be new or fund 500 will be repurposed. He stated once a decision is made, he will also update the Finance Committee. Ms. Wiles stated one reason for not pledging all TIF to a developer was to keep revenue in order to provide City services to those areas. She asked if that TIF revenue could be deposited in the General Fund. Ms. Reed replied they would research the question. There was a brief discussion on the City's growth requiring more staff in all departments.

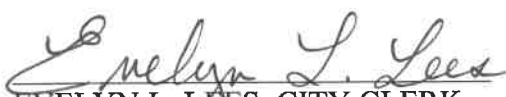
Ms. Smith stated she will present a report on tax abatement compliance to the Council in the near future. She stated currently there are 9 personal property tax abatements and 21 real property tax abatements.

## 2. Open Discussion

Mr. Haberman stated the local Veterans of Foreign Wars building has become an incubator for three restaurants. He explained they rent their commercial kitchen. He stated the current business using the kitchen is Mochi Donuts.

### 3. ADJOURNMENT

The meeting was adjourned at 9:51 a.m.

  
GREG O'CONNOR, COMMITTEE CHAIR  
EVELYN L. LEES, CITY CLERK