

Minutes and proceedings of the meeting of the Town Council of the Town of Hope, Indiana.

Be it remembered that the Town Council of the Town of Hope, Indiana held called meeting at the Hope Town Hall in said town at 6:00 p.m. on April 7, 2014.

A quorum was declared present based on the presence of the following council members: Jonathan Titus (Vice-President), Tim Shoaf, Jerry Bragg and Greg Sims. Clerk Treasurer, Diane Burton was also present. Absent: Paula Pollitt (President). Greg Sims left early.

Purpose of meeting: Working Session

The meeting was called to order by Jonathan Titus.

NORTH STAR BRANDING

Telephone Conference – Rupa DeLoach, Vice-President of Research Services, stated North Star has been in the business of community research since about 2000. We really started our research services with a focus on community branding. Rupa referenced a handout of a map. Rupa stated North Star has provided services to over two hundred communities in forty-two states. The map shows all the states and communities that we have provided some services to. We have dealt with communities as large as Florida. We are currently also branding Sacramento, California. These are really large scale economies. We have also serviced smaller communities, as small as five hundred people. Our passion really is about making communities competitive regardless of their size or budget. Our research practices often times are if you think of it in terms of an hour glass. Everything we find out about a community, all of the market research both quantitative and qualitative basically goes into the very top of the hour glass. We probably have several hundred component research products that when we are doing a brand print, that would go into that but then we have unbundled all of those research services and are able to provide the communities basically piece mail so that they can create their own customized research pieces and draw from it whatever perceptions or segmentation or calculations they need derived. One of the things that we really try to do in terms of all our research services is to create benchmarking as an evaluative tool for communities so that you can over a period of time see how your policies, your decisions have made an impact in terms of whether it's an economic benchmarking or everybody wants to measure jobs or job creation. We also do a lot of competitive analysis. We really try to look at research in terms of community competition and consumer. You have the community but you also have various stakeholders or consumer growths within the community. You have all the external perceptions or competitive landscapes that you have to consider in relationship to that research or whatever insights that you are going to create. Getting into our actual research component pieces; more and more people want empirical evaluations of what their assets are. What their potential is. They want to basically take all the guess work out of policy development and planning and say here is the measurable impact of what we are doing. Here we're creating transparency by benchmarking and evaluating everything they're doing in terms of government and creating a very transparent form of government for our community. It was because of this need that we saw within the communities we were dealing with in terms of our branding that we realized that we really needed to kind of unbundle all of our research arsenal and offer some custom solutions that would fit communities based of their unique opportunities or challenges. When we think of research, we think of it in terms of economic development, community development or tourism development with the understanding that all three of those items really encompass your baseline economic development. Our flagship research piece is really measuring passion. More and more empirical research has shown that people are far less likely to believe what a government agency is telling them or what an advertising agency is telling them or what a corporation is going to tell them. Our national studies have shown that it's really when people make reference or referral for a particular product that there is actually a greater buy in from consumers. Looking at that we developed basically a brand barometer. Your brand is what people say about you when you're not present. Branding is what you do about it but whether you have done something about it or not, you have a brand. In order to capture this brand, we took the Edelman Trust Index and put together what we call a brand barometer. Basically it is a simple question. We

asked people if they would be willing to refer their community as a place to live, as a place to visit or as a place to conduct business. Based on a ten point scale, we can tell whether or not the citizens of your community are more likely to be net promoters of your community. Meaning they will passionately advocate for your community or if they are just passive or active attractors of your community. We have over the past eight years developed a National Indices that we keep updating every quarter. Every year we put out this list of the top places to live, to visit or to conduct business. This is really important information I think for you all as council members and as a governing body to have and to know about your own community. To say how can we leverage our net promoters. How can we help shift our detractors or those folks who are just going to be passive about our community and help them become promoters of our community. Rupa discussed economic status and long term strength. Rupa stated one of the reasons we did this is to look at how can we transition various counties within the state into more competitive areas that businesses would want to come and locate to. It became more of a development tool for business recruitment and allowed us to make a determination how do we incentivize or how do we incentivize the businesses to come into maybe more distressed areas. Basically this can be tweaked and processed for on the city level or on the township level as well. There are any number of Labor Market Analysis that we can do looking at labor force assessments. We can look at what parts of your labor force specifically like what occupational sectors or growth sectors versus those that are in decline. And kind of collate those with the next section which is Targeted Industry Analysis so that we can kind of determine here are the growth industries for your town or for your region and how can you piggyback off of that in order to bring in business. Rupa asked are there particular industries that you have a focus on in terms of economic development. Jonathan answered I'm not sure I would really say we have a focus per say. Rupa asked can you discuss a little bit what are your economic development or business recruitment efforts. Jonathan stated in the last few years we've put a lot of emphasis on tourism aspects. We've spent some of our Economic Development money to promote various activities. We have some festivals. We just finished this last weekend with Civil War Days, celebrating the contributions of people from this area to the Civil War. We have some different things of that nature going on. We just opened a branch of the county historical repository. It is now in Hope. They just had their grand opening and a program this past weekend. There'll be some additional programming there on a basis so that the County Historical Society isn't just based in the main city of our county but that it gets out into the county. That's kind of where our focus has been the last couple of years. Rupa asked what markets are you targeting to bring them in. Jonathan answered we have kind of an expert in media. He's lead us to promote in various ways over the last years like we target the Cincinnati market to a certain degree. For whatever reason we seem to draw people from there for our antique shows, for our festivals and things of that nature. The state of Indiana has tourism magazine and a festival guide. Our REMC Electric has a state wide magazine. What we did this last weekend was in both of those. We've kind of tried to target our advertising if you will to audiences that we think would be interested in possibly visiting. Rupa asked are you all measuring the economic impact of all of that. Jonathan answered we are attempting to start to analysis that for various festivals, data collection has begun over the last few months. Rupa asked what process or methodology are you using. Jonathan answered primarily surveys at this point. We've begun to work with a larger visitor's convention bureau that's near us as far as being able to count and prove some of the impact economically the tourism is bringing. Rupa asked are they segmenting the results specifically for you all. Jonathan answered that I don't know. Rupa stated we also do quite a bit in terms of consumer perception studies as well as evaluation of programs such as that doing basically visitor segmentation and conversion studies. If you all had a data base in terms of tourism requests, does anyone maintain any kind of data base in terms of what request for information you get. Jonathan answered we have a Welcome Center, just within the last year we as a council have pushed for them to do a better job of informing us of numbers so that effort is underway. Prior to the last few months I would say it was really nonexistent to be honest. Rupa stated you had mentioned in terms of your marketing efforts that you are targeting Cincinnati. If you don't currently have a data base of inquirers for either potential or existing visitors, one of the things you can actually do is purchase survey panels in designated markets and qualify the correspondence to say have you visited the town of Hope. Put that as a qualifier and then kind of see where you're actually getting your visitor pull from then also looking at in terms of I'm getting my visitor pull from this market

but this market in terms of proximity and composition of the type of people that will come, that that consumer pull that it shares a footprint with these other markets either that x number of people are coming from these other markets or we have a potential of an untapped market here. Both in terms of proximity and consumer interest, you would be able to kind of target what market to focus your efforts. I can send you some information in terms of that as well if you are interested. Tim asked in the way things are structured around Hope, is this better through the Chamber. As a council we don't really direct festivals or any of that kind of stuff. It's good to be able to help places out and offer them assistance in it but I don't know is that really what we do. Rupa stated we have worked with chambers. We've also worked with councils. A lot of it is dependent on your organizational structure. My understanding is a part of what I'm doing is just to kind of inform you all of some things that could be done. If we can partner with you all we would be happy to do that. It's kind of just to give you an idea of the research services that are out there to really help benefit your community. Tim asked would it be better to link North Star, pass this on to the Chamber of Commerce and see if that is something they would be interested in. Larry Simpson stated or your Town Manager. Rupa asked if they are separate funding structures. Tim confirmed. Rupa stated I think in terms of any type of business development or economic development research, we would be better off to speak directly to the chamber. In terms of a council, do you all conduct any kind of community surveys or citizen satisfaction surveys. Jonathan answered we have done those in the past. We just finished in the not too distant future we finished what we call our comprehensive plan and we looked at potential growth, how that would affect housing and things of that nature. We have done those surveys. We do, even though we are a small town, have our own newspaper outlet here. We've done some surveys through that. We now, within the last year, have our own website. Efforts have been made to try to determine some of that information I think that we would need to go forward. I think Mr. Shoaf makes a good point though. Quite honestly this is a conversation we've not had recently. We are in the process of seeking a town manager sometime this year. This might be something we pass on to him or her as the case may be. Ask them to work with our Welcome Center and with our Chamber to determine is this research we need and how best to go about it. Rupa stated I would agree with you. If you all have any questions specific to types of research you are welcome to ask a question. I don't want to take up more of your time than need be. I would be happy to talk to anyone else within the community that you feel that this would be relevant to. Jonathan stated I don't think anyone on the council yet has had time to completely go through the information you made available to us. My guess would be we are all going to want a little time to look over it. This will probably be something we discuss over the next month or so. I believe our clerk treasurer has contact information for you. Diane confirmed. Jonathan stated it may be a case where we determine this is something we hand off to a town manager once we acquire one or it may be something as Mr. Shoaf has suggested that we pass on to the chamber president once we've look it over and discussed it a little bit ourselves. Rupa stated I appreciate that and I appreciate your time. I will just leave you with one thought regardless of who you use for your research services if you will look at the last page of the research document is a list of the top one hundred leading locations from Area Development Magazine. The highlighted community are all North Star clients. Twenty-two of the top one hundred leading locations for where businesses have chosen to locate happen to be our clients. The thought behind that is when there is focused research, it attracts this creation of this sense of community. The reason we do what we do is to help communities have that sense of place. When there is a sense of community, sense of place and sense of direction, empirical research can really help drive decision making in terms of this is the place I want to live or this is the place I want to visit or this is where I want my business to be located. It's about getting the talk right on the street. Believe it or not that perception strives far more of the decision making than anything else. If we can help you with doing any portion of that we would be more than happy to do so. Jonathan thanked Rupa for taking the time to contact us this evening. Jonathan stated I need a little time to look over this. I think Tim asked a very valid question. We need to kind of look at this. I agree with Larry this might be something to see what the Town Manager thinks. Why don't we look at it and bring it back for at least a five or ten minute discussion at our next Working Session.

CLAIM APPROVAL

Diane requested for approval on the final payment of the 2012 Chevrolet Caprice, Police vehicle, in the amount of \$9,983.38.

Tim make a motion to approve the claim. Jerry seconded. Motion carries 3/0.

BANKING ORDINANCE

Diane made the request to switch the town's checking accounts to MainSource. In contacting the State Board of Accounts for the process, a banking ordinance was needed. Cindy Boll drafted the ordinance based on recommendations from the State Board of Accounts and Indiana Codes. Diane requested the approval of Ordinance Number 2014-02 which reads as follows:

Whereas, the Hope Town Council and the Clerk-Treasurer believe that it is in the best interests of the Town of Hope, Indiana to adopt an ordinance regarding the selection of a financial depository for the Town's financial accounts; and Whereas, the State of Indiana describes the financial depositories that may be used by the Town of Hope, Indiana. Now, therefore, be it ordained by the Town of Hope, Indiana that the Clerk-Treasurer is authorized to place the Town accounts in financial depositories that are located in Bartholomew County and are on the State of Indiana approved list. This Ordinance is hereby passed and adopted at a regular meeting of the Town Council of the Town of Hope, Indiana, this 7th Day of April, 2014, and is effective as of the same date.

Diane summarized this will allow the accounts to be opened anywhere in Bartholomew County that's on the State of Indiana approved list. This will leave it open for future decisions. Tim asked if MainSource is on the State of Indiana approved list. Diane confirmed.

Tim made a motion to waive the first reading on Ordinance Number 2014-02. Jerry seconded. Motion carries 3/0.

Tim made a motion to adopt Ordinance 2014-02. Jerry seconded. Motion carries 3/0.

FIRE DEPARTMENT CONTRACT

Bruce Neal stated he reviewed the Fire Department Contract with the department and they found it to be alright. Cindy Boll passed out the final Fire Department Contract for council signatures. The final section to be completed was number eight which is information on the term and dates of the contract. The following was determined: That the period of the contract shall be one year, from January 1, 2014 to and including December 31, 2014, but that the compensation set forth in paragraph five shall be renegotiated annually before the anniversary of the contract.

Tim made a motion to approve the Fire Department Contract. Jerry seconded. Jonathan stated I went through it. It looked to me like everything was what we discussed. Tim asked who is going to develop the Advisory Committee. Is that something that can be worked between the council and the fire department. Jonathan answered that was my hope behind that. With that clause in the contract, we are tasking them with making that effort. It would be my hope that Paula and Bruce can begin that conversation and move that forward. Maybe they can bring suggestions back. **Motion carries 3/0.** Larry Simpson asked the Advisory Board is that meant to provide taxation with representation. Can you tell me what's behind the Advisory Board aspect of this contract. Tim answered it's to get some more eyes and input for suggestions. The council cannot tell them how to do things. It's just to have some more people out there with some suggestions possible when something comes up to bring a different perspective to things. Larry stated so a forum for public input. Jonathan confirmed. We've looked at it for so long. They're heavily invested. Let's see if there is an idea out there. Tim added we've discussed that that's exactly what it is, advisory. There would be no voting power or anything else to that board. Cindy gave three signed copies of the contract to Bruce for Fire Department signatures. She instructed them to keep one for their records and return two copies.

TOWN ADMINISTRATOR

The council decided and agreed to extend the posting time for the Town Administrator position until May 30th. Jonathan asked if we have received any interest so far. Diane confirmed. I have received one resume. It has not

been posted with IACT yet. Tim is going to send Diane IACT contact information and the final advertisement to post the position.

PERSONNEL POLICY

Tabled due to Paula's absence. Jonathan stated I do know having conversations with both Matt and David, they are trying to go with said and current ordinances. They've adjusted their policy.

PUBLIC COMMENT

Larry Simpson requested updated information on the case of the Town Marshal. Cindy Boll provided Larry with a chronological case report of all the court actions. Cindy stated the court date is set for July 22nd.

Larry Simpson updated the council on the status for usage of Edit funds for the Historical Society. The Exhibition for the Historical Society was not available. Larry stated the town would probably want to have a hand in the signage because of the town square improvements. He instructed Julie Hughes to work with the town council. Larry clarified that they have 180 days to provide receipts before they need to come back and ask for an extension on spending that money. The Historical Society had a great grand opening. Jonathan stated Kudos. You can't do anything about the weather. The part of the program I saw was terrific. Abraham Lincoln was fantastic. Larry stated Civil War Days went very well. We brought in a lot of stories again this year. The crowd seemed to be very consistent. For those who have an appreciation, I think it is very full of educational information. The feedback the board and the Historical Society received on the Hawcreek Heritage Center opening was essentially wow. What a great space. It really was a soft open. We didn't get as much of a collection out there as we wanted to. The building is not secure with an alarm system. As that grows, it's going to be phenomenal. As I put in the editorial last week, if you don't know the impact yet, you will. Kudos to the town for your support. This is a great investment. I do think if it's successful, they'll have an option to buy. That would be the best thing to happen is to have them stationed out here. Think of the tourism that's going to develop in us being an educational center. We're almost positioning ourselves, even if we don't have a marketing company doing it for us, it's like a living Conner's Prairie in other words. We've got a one room schoolhouse that's 100% educational showing the heritage. We've got a cemetery and historic churches. We've got Norman cabin which we would love to develop some sort of program in there. You've got everything going on out at Anderson Falls and the fact that it was a Wright Brother family connection to Hartsville and Barton Mitchel. We have a lot of heritage just in these two townships. Jonathan stated the collection that you had out was really neat. Larry stated the fashion show went very, very well. There were standing room only. It's going to be such a positive. Thank you for your support for that and thank you for your support for Civil War Days.

Meeting adjourned at 7:03 p.m.

Attest
