

Sept 13,2022
11:00 AM
PLAINFIELD EID CORP MEETING

CONSENT AGENDA

Welcoming / Quorum

Consent Agenda Approval Grant Goldman

Financial Committee Recommendations Marc Armstrong/ Bill Kirkoff
Financial Statements Kate LeGrand
Financial Review Proposal from Kemper

Business Grant Goldman
2023 Strategic Plan
2023 Budget

Reports and Updates Grant Goldman
CIRTA Jennifer Gebhard
Plainfield Connector Review Philip Roth, Structure Point
Marketing Jaime Johnson
Town

Other Cinda Kelley/Andrew Klinger

Public Grant Goldman

Next Meeting Tuesday, Oct. 25th 11:00AM.
Yeager Office Suites, Conf. Rm.

Adjourn

**PLAINFIELD ECONOMIC IMPROVEMENT DISTRICT BOARD OF DIRECTORS MEETING
April 13, 2022**

The Board of Directors for the Plainfield Economic Improvement District (EID) Corporation held a public board meeting at 11:00AM on April 13, 2022, at the Yeager Office Suites of Plainfield, 2680 E Main St, in Plainfield. In addition, members and community partners were invited to participate via a Zoom teleconference if they were unable to attend in person.

Board Attending (virtually):

President: Grant Goldman
Vice President: Jill Evans
Treasurer: Marc Armstrong
Secretary: Paige Bauernfeind
Director: Carissa Clark

Board Absent:

Director: Bill Kirchoff

Members attending (virtually):

Town of Plainfield: Todd Cook

Others attending (in person):

Vendors:
Kelley & Associates: Cinda Kelley
Kelley & Associates: Jaimie Johnson

Others attending (virtually):

Vendors:
Alliance ProAdvisors: Kate LeGrand

At 11:02 AM a quorum was established. President, Grant Goldman welcomes everyone and presents the **meeting minutes** from the meeting held on January 19, 2022. No comments by the Board. Jill Evans moves to approve the meeting minutes and Marc Armstrong seconds. All approve.

Financial Committee:

Financial Statements: Marc Armstrong presents the financial statements. Armstrong asks the Board if anyone has any questions. None. Armstrong informs the Board that all payments are now being completed online, which has been very efficient. Armstrong mentions that the transportation services expenses are tracking to be under budget year-to-date, even with the full/complete bus service operating. The Board accepts the financial statements as presented.

Cinda Kelley informs the Board that she has received confirmation from the State Board of Accounts that they would not require an audit of the financials and the State Board of Accounts does not consider the funds that the Plainfield EID receives to be classified as government funds. Kelley suggests the Board to consider an annual financial review or annual compilation. The Plainfield EID Finance Committee recommends an annual financial review to be completed of the previous year finances. Marc Armstrong motions to approve the engagement of a third-party firm to complete an annual financial review of the 2021 finances and Jill Evans seconds. All approve.

Business:

None.

Reports & Updates:

CIRTA: There is not a CIRTA representative present. The Board is informed that John Seber is no longer an employee of CIRTA. CIRTA February and March Mobility Management Reports are provided. Cinda Kelley says that she will reach out to CIRTA to request further information, data, and overall updates on the Plainfield Connector service.

Marketing: Jaime Johnson presents the 2022 Q1 Marketing Reports provided. Johnson explains that the geofencing service was previously being provided by Regan, which was found not to be efficient anymore due to the costs and lack of detailed information and tracking available. Johnson explains that with Facebook, in March there were approximately ~10 events that we were able to send leads to companies, and in February there were approximately ~415 events. The average costs are approximately \$2,550/month. The previous month, Johnson doubled the amount of adds which cost approximately \$5,000, but didn't recognize much of a benefit. Johnson has requested the Board to reallocate the budget to cover Johnson's expenses and efforts to further analyze different marketing opportunities with TikTok, Instagram, LinkedIn, Google Ads, etc.. Johnson's total re-allocation of funds request is \$12,000 for the year. Grant Goldman motions to approve the total \$12,000 re-allocation of funds in the budget for the year, of which \$6,000 to be re-allocated from the Tenant Retention expense account in the budget and the remaining \$6,000 to be re-allocated from the Workforce Development expense account in the budget. Jill Evans seconds. All approve.

Other Business:

Town: Todd Cook provides a brief update on some of the pending projects in the Town, which includes industrial, retail, and multi-family development projects.

Public Comments: Grant Goldman opens the meeting for public comment at 11:50am. **None.** Public Comments closed at 11:50am.

Next Meeting:

Cinda Kelley reminds the Board that the Annual Action Plan and Budget is due to the Town by November 1st. Kelley suggests the Board to meet in September and October. In the interim, Kelley and Jaime Johnson will be reaching out to each chair to discuss/analyze the strategies developed last year.

The next two Plainfield EID Board Meeting have been scheduled.

The first will be held on September 13th, at 11:00am.

The second will be held on October 25th, at 11:00am, which Board members are required to attend in-person

Adjourn: Grant Goldman adjourns the meeting at 11:57am.