

MEETING MINUTES

WHITESTOWN ECONOMIC IMPROVEMENT BOARD MEETING



(317) 769-6557 

6210 Veterans Drive 

Whitestown, IN 46075 

WHITESTOWN ECONOMIC IMPROVEMENT BOARD MEETING Tuesday, January 14, 2025 AT 3:00 PM Meeting Minutes

1. OPENING THE MEETING

a. Call to Order - 3:04PM

b. Roll Call

EIB Members

- Pete Anderson, President
- Todd A. Barker, Secretary, Director of Development Services, AICP
- John Cumming
- Bobby Jensen
- Sri Venugopalan

Whitestown Staff

- Ashley Ulbricht, BZA/WPC Attorney
- Shannon Downs, EA of Development Services

c. Pledge of Allegiance

d. Election of Officers

a. President

Motion: Bobby Jensen nominated **Pete Anderson** for EIB president. Todd Barker made a motion to **APPROVE** Pete Anderson for the EIB president, seconded by Sri Venugopalan. Motion **Passed 5-0**.

b. Vice President

Motion: Bobby Jensen nominated **Pete Anderson** for EIB president. Todd Barker made a motion to **APPROVE** Pete Anderson the EIB president, seconded by Sri Venugopalan. Motion **Passed 5-0**.

c. Secretary

Motion: Pete nominated **Todd Barker** for EIB secretary. Todd Barker made a motion to **APPROVE** the nomination for secretary, seconded by Sri Venugopalan. Motion **Passed 5-0**.

2. APPROVAL OF THE MINUTES

Motion: Todd Barker made a motion to **APPROVE** the October 08, 2024, minutes as presented, seconded by Pete Anderson. Motion **Passed 5-0**.

3. PUBLIC REQUEST TO SPEAK (Topics NOT related to an Agenda item)

- a. Peter Anderson asked if there was any Public Request to speak. **None**.

4. PRESENTATIONS

- a. CIRTAs 2024 Update and Overview of transition of new Whitestown Connect service provider, Go Express

Amanda Meyer (CIRTA) – provided an update on the transition to Go Express which occurred on January 2, 2025. The signage has been updated for vendor changes and branding on vehicles, CIRTA and GO Express. They will be adding “Work Force connector” to the vehicles to eliminate confusion. Bike racks will be installed and provided by Go Express.

The most improved piece of the change has been the electronic tracking and communication piece that is offered to address riders’ concerns. The vehicles have cameras inside transportation vehicles as well on the outside. These cameras allow us to see live activity of the transportation in routes. The cameras can provide accurate information with date/time stamps and can see who is waiting at stops and can also communicate arrival time for riders if they should call. The cameras will be able to assist with addressing complaints from the customers and concerns.

Looking at options of redesign and collaborating with a consultant to increase ridership. This would be making changes to the starting location. The changes would be to the route either eliminating or adding stops to the route. Also is the best start of the route location Traders Point and would another location on 38th St. be a better option.

Would like to see about adding an option for the riders to be able to track the bus location on the route. The option for the rider to be able to track the bus would allow them to be able to not be in the cold as long.

CIRTA and Go Express will be meeting to check in on the transition, options available for the riders to track the bus location, and ways to increase ridership.

Todd Barker – numbers have increased monthly throughout the year. Previously 2021 and 2023 had higher numbers. 2024 numbers grew and was the highest overall for the 5 years. Will be sharing the annual report and 5-year history.

Amanda – asked if the EIB board would be interested in discussing adding a start option at 38th street, this would change the rider time to be more than an hour.

Pete Anderson – asked if there is demographic information on where the riders start?

Amanda Meyer (CIRTA) – a survey could be conducted, however knowing the demographic information starting at 38th street would be a win. Have met with Trans-pro about the stop addition to 38th street.

Todd Barker – asked if the 38th street start location be a replacement or addition?

Amanda Meyer (CIRTA) – it would be a replacement for the Trader's Point pick up location.

Pete Anderson – if starting at 38th street the commute would be longer than the hour but would be a better overall commute. If moving the start location and improving the ridership why would the time be an issue if it is a bit more than an hour? Would like to see what the riders think and feel if this would be a benefit to them or leave it how it currently is.

Amanda Meyer (CIRTA) – will take back questions and concerns about the location start change.

John Cumming– could companies that already participate survey their employees. It would be great to grow and increase ridership numbers if changing to 38th Street. Does not feel that adding 15 minutes to their ride time would be a bad transition if this stop eliminates an additional bus transfer or additional ride time, they are making to get to the Trader's Point pick up location.

Pete Anderson – asked if CIRTA would be willing to reach out to the employers utilizing the ridership transportation, to find out if there is a better way to serve those utilizing the ridership program.

John Cumming – asked if there is an ongoing effort for outreach collaborating with local employers.

Amanda Meyer (CIRTA)– confirmed that weekly there is a CIRTA rep meeting with new businesses and communicating about the options available for transportation being office with the connector to increase ridership in your area.

5. UNFINISHED BUSINESS

a. District Expansion

Pete Anderson – inquired about ways to increase the district area that could utilize the ridership program?

Todd Barker – confirmed that the state statute changed, and yes, we can expand the district. We have to create a marketing piece for local businesses and should an application process. Will be working on that in 2025.

Amanda, Sam, Sri and Todd – meet to discuss the outreach pieces for the Whitestown Connector with local businesses and expanding the district.

Pete Anderson – would like to see a map with businesses and are they utilizing the connector ridership program. Willing to help with outreach to local businesses and building owners.

Pete Anderson – can the change to the district be made a set number of times or could this be done multiple times?

Todd Barker – Didn't recall there would be a limitation on the number of times the district could be expanded. Will need to touch base with Abbi R.

Pete Anderson – if adding businesses to the district utilizing the Whitestown Connector should look at having them join prior to March 1, 2025.

6. NEW BUSINESS

a. 2024 Whitestown Connector Annual Report

EIB Discussion:

Todd Barker – The EIB has statutory requirements and one of those being an annual report that needs to be completed by 2/15/25. Todd shared information on ridership numbers, connector cost and the overall cost to the EIB. The overall 2024 costs of \$413,676.30 The charge that the board was charged was \$225,593.00. The grant is no longer available, and the EIB will now be funding the ridership program, which began in November of 2024. Would the EIB board like to see any additional information in the annual report on what was shared today. Will be sharing the report with the EIB at the end of the month. The annual EIB report will be presented to town council at the February meeting.

Pete Anderson – asked if there are grants available? If adding 38th street to the route and with an expansion would that help with getting a new grant.

Amanda Meyer (CIRTA) – will look into what grants may be available to the EIB, will work with Phillip.

Pete Anderson – asked for clarification on ridership run time. When breaking down the overall number, there are 10-12 riders per day. Inquired how many days a week transportation is being provided?

Amanda Meyer (CIRTA) – The connector runs 6 days a week with the 6th day being a half day.

Pete Anderson – asked if the current route map could be included in the annual report along with the approximate number of riders per day.

John Cumming – Could new business be asked if they'd like to participate in the ridership program when applying for a building permit and does the annual report have to be submitted to anyone other than the Town Council?

Ashley Ulbricht, Town Attorney BZA/WPC – will verify that the annual EIB report needs to go anywhere other than the Town Council.

Todd Barker – the town council may have questions on the report. The report does not need to be approved by the EIB prior to being presented to town council.

7. OTHER BUSINESS

a. None

8. ANNOUNCEMENTS

a. None

9. ADJOURNMENT

Motion: John Cumming made a motion to adjourn, Pete Anderson seconded the motion. Motion **Passed 5-0**. Meeting adjourned at 3:52PM



Pete Anderson, President



Todd Barker, Secretary