



MEETING MINUTES

WHITESTOWN ECONOMIC IMPROVEMENT BOARD MEETING



(317) 769-6557 
6210 Veterans Drive 
Whitestown, IN 46075 

WHITESTOWN ECONOMIC IMPROVEMENT BOARD MEETING Tuesday, April 8, 2025 AT 3:00 PM Meeting Minutes

1. OPENING THE MEETING

a. Call to Order - 3:00PM

b. Roll Call

EIB Members

- ☒ Pete Anderson, President
- ☒ John Cumming
- ☐ Bobby Jensen
- ☒ Sri Venugopalan

Whitestown Staff

- ☒ Todd A. Barker, Director of Development Services, AICP
- ☒ Ashley Ulbricht, BZA/WPC Attorney
- ☒ Shannon Downs, Executive Assistant of Development Services

c. Pledge of Allegiance

2. APPROVAL OF THE MINUTES

Motion: Sri Venugopalan made a motion to **APPROVE** January 14, 2025, minutes as presented, seconded by **John Cunningham**. Motion **Passed** 4-0.

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

a. None.

4. PRESENTATIONS

a. None

5. UNFINISHED BUSINESS

a. Whitestown Connector route options

Amanda Meyer, CIRT – Shared presentation, working with Trans-pro to increase ridership for the town. A study has been conducted on the stops for the average daily ridership numbers. Currently there are 15 stops on the current route with a cycle time of 53 minutes. Proposing a change in stops from 15 to 12 stops. This proposed change has been tested. There is a new map and schedule in the presentation. CIRT would like to change the route removing the stops at the Shops at Whitestown, Meijer, park 130 and Anson Acres as these stops are underutilized. Moving the connection point to 38th street from Traders Point. Moving this location to 38th street will allow for increase ridership as there will be two Indigo buses to the 38th street stop. There is a shelter at the 38th street pick up location. Working on a timeframe to communicate to the public and relocate stops. June 2nd is the target date for the change to begin.

There will be a survey on the bus to find out what business the riders will be going to utilizing the ridership program to get to and help improve the process and numbers.

This July 2025 the Whitestown Connector will be in service for 10 years.

Todd Barker – CIRT has been in communication with the Town of Whitestown about the changes to help improve the routes and ridership. There were three options reviewed, and this option presented and tested was the one that offered the best options for the riders utilizing the ridership program.

John Cumming – feels the changes presented will be a positive change.

Todd Barker – asked if the end of the alternative route before getting back on at exit 131/CR 550. Could there be a stop included at the end of the route before the interchange, at the four-way stop.

Amanda Meyer – routes can be reevaluated and changed along with growth and change of ridership numbers at stops. The goal is to keep the travel time with a 50-minute timeframe.

Sri Venugopalan – inquired what the run times will be for the new route.

Amanda – starts at 5:10a.m. and will run hourly on the hour with a lunch break until 6:00p.m., Monday – Saturday (does not run all day this day).

John Cumming – what time does it leave 38th street.

Amanda – the first pick up at 5:25a.m., the first few hours of the day are the busiest. Will be marketing the changes with PR to help increase ridership, utilizing the 50,000 dollars to help promote the changes and increase ridership.

Motion: Todd Barker made a motion to approve the alternative design as presented by CIRT, **John Cumming** seconded motion. Motion **Passed** 4-0.

b. District boundary expansion process/timing

Todd Barker – meeting on Friday 4/11/25, with Abbi to discuss the boundaries and will have follow up information at the next meeting.

c. **Ridership employment locations**

Todd Barker – There will be a survey for the riders to complete. CIRTAs has zip code data but will add data on their work location. The riders will complete the survey.

John Cumming – asked what the process for building tenants/business owners that have recently joined Whitestown. How can we get them in contact or made aware of the ridership program.

Amanda Meyer, CIRTAs – happy to meet with the new businesses and discuss the program available.

Todd Barker – suggested the Town of Whitestown work on building the relationship with CIRTAs by including CIRTAs ridership information in the welcome bags the town provides to new businesses.

John Cumming – would there be a default way for the business to come in contact with someone?

Pete Anderson – suggested the utility billing for communication purposes or way to notify new business of the ridership / connector program the town offers to businesses.

Todd Barker - will work with the town's PR department to get information to the new businesses.

John Cumming – utility bill may be sent to a corporate location vs local business so maybe not reaching the local business themselves.

Pete Anderson – feels it is easy to reach the initial developer but after a sale takes place how can we get in touch with those new owners/tenants.

Amanda Meyer – would like to have information in the welcome bags to help with the connection of a relationship being built.

6. NEW BUSINESS

a. **2025 Whitestown Connector Update**

Amanda Meyer, CIRTAs – Brooks has recently signed up new riders. month of March, CIRTAs has attended a few fairs within Marion County to share ridership and connector options. March ridership was up to 848 riders which was up from February. Meeting bi-weekly with the express-go company. They have been great to work with.

Todd Barker – have been tracking ridership numbers. The first quarter of 2025 has been the highest overall numbers.

7. OTHER BUSINESS

a. None

8. ANNOUNCEMENTS

- a. None

9. ADJOURNMENT

Motion: Todd Barker made a motion to adjourn, **Sri Venugopalan** seconded motion. Motion **Passed** 4-0. Meeting adjourned at 3:38PM

Pete Anderson, President

Todd Barker, Secretary