



(317) 769-6557 

6210 Veterans Drive 

Whitestown, IN 46075 

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

1. OPENING THE MEETING

a. Call to Order - 3:02PM

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, Taft Law, Town Attorney

Shannon Downs, EA of Development Services

c. Pledge of Allegiance

2. APPROVAL OF THE MINUTES

Motion: Todd Barker made a motion to **APPROVE** the July 8, 2025, minutes as presented, seconded by John Cumming. Motion **Passed 3-0**.

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

a. John Cumming asked if there was any Public Request to speak. **None**.

4. PRESENTATIONS

a. None

5. UNFINISHED BUSINESS

- a. District Boundary expansion process/timing
Todd Barker – no updates, working on locating additional contact information.
- b. Ridership survey results
Amanda Meyer, CIRT – did not get a good response from survey results, had a total of five participants. CIRT PR department is working on follow-up with those who participated. Have a few participants that started at the Lafayette Square mall and the remaining were from the downtown transit center. There were two participants that were willing to speak with CIRT, and CIRT will reach out to those participants.

EIB Discussion:

John Cumming – asked if there is a possibility of extending the survey.

Amanda Meyer, CIRT – is happy to work on getting additional survey is when riding as well as extending the timeframe.

- c. Review of Plainfield Economic Improvement District Website

EIB Discussion:

Todd Barker – reviewing what Plainfield has done on their website and inquired with Amanda Meyer if Lyft is through CIRT or Plainfield EIB.

Amanda – Plainfield has a cap on the Lyft program ride amount of \$25.00 and using the program to focus on Hendricks County riders/businesses. This is in a pilot stage.

Todd Barker – Ball State has recently launched a program “Talent Tool Kit” and has reached out to them and will provide an update.

Todd Barker – How do we direct the community to a page to located job information and the ridership program.

Amanda Meyer, CIRT – CIRT does get several calls and do direct them to different websites that will have jobs posted. CIRT also shares information on their site as well with jobs that are located along the Whitestown connector route.

John Cumming – would be interested in learning more about the funding for the Lyft ridership program that Plainfield is piloting.

Todd Barker – will be in contact with Plainfield EIB on the funding of the Lyft program.

John Cumming – another way to get information out would be to have the businesses communicate with the employees.

6. NEW BUSINESS

- a. 2025 Whiteston Connector Annual Report – Third Quarter statistics

EIB Discussion:

Amanda Meyer -Review of shared ridership data, July and September numbers saw an increase in riders, August saw a dip of riders. Sending out mailers/ information to targeted areas to increase ridership. Focusing on Marion County to share ridership information. Go Express has been responsive and has provided great customer service.

Todd Barker – ridership numbers are above the 5-year average for the quarter. Ridership numbers continue to increase since 2020 as well as an increase in riders from 2024 to current.

Amanda Meyer – sharing information with non-for-profit businesses that will share job information about higher paying jobs and the ridership program.

b. Proposed Budget

EIB Discussion:

Todd Barker – this is a proposed increase from the current 2025 budget. Projected revenues have increased. Expenses on the connector budget will be just under \$400,000. The proposed budget includes \$500,000 operations and \$50,000 in marketing this will include adding the website resources.

Todd Barker – inquired if additional shelters would need to be added at some of the stops.

Todd Barker - The proposed budget will require a vote as it will need to be reviewed by town council.

John Cumming – asked about adding shelters in the future. Would that have to be a separate vote?

Ashley Ulbricht – If there is a need for additional funds throughout the year above the approved budget you could approach the council for additional funds / appropriation at a later time if this board decides to do so if it does not fit within the proposed budget.

Motion: Todd Barker made a motion to make a favorable recommendation of the proposed 2026 EIB budget in the total amount of \$550,000, Seconded by **Bobby Jensen. Passed 3-0**

7. OTHER BUSINESS

- a. None

8. ANNOUNCEMENTS

- a. 2026 Meeting Schedule
- i. January 13th – 3pm
 - ii. April 14th – 3pm
 - iii. July 14th – 3pm
 - iv. October 13th – 3pm

9. ADJOURNMENT

Motion: John Cumming made a motion to adjourn; **Todd Barker** seconded the motion. Motion **Passed 3-0**. Meeting adjourned at 3:29PM

John Cumming, Vice President

Todd Barker, Secretary