



Envision Ellettsville Business Task Force
January 24, 2023
Meeting Summary

Attendees (20)

- Christa Curtis
- Dan Rarey
- Kyle Hannon
- Mike Farmer
- Hailey Roark
- Ron Taylor
- Chris Clouse
- George Robinson
- Mike Burns
- Denise Line
- Darrell Lorenzen
- Alice Lorenzen
- Pat East
- Jimmie Dunnill
- Jeff Farmer
- Donald Brown
- Clark Greiner
- Liz Irwin
- Sandra Hash
- Kevin Patton

Meeting Agenda

- Welcome and Introductions
- Vision Plan Overview
- Task Force Orientation
- Priorities for the Future

Action Items

- Explore ways to connect between monthly meetings
- Next meeting Tuesday, February 28, 10 am, Town Hall

Summary

Welcome and Introduction

Christa Curtis, Chair of the Envision Ellettsville Advisory Board, welcomed the attendees to the meeting. Reviewed the activities that brought us to this point. Excited about how the Business Task Force will help the community. Then each attendee introduced themselves.

Vision Plan Overview and Task Force Orientation

Hailey Roark from Taylor Siefker Williams Design Group shared overview slides about the vision plan and implementation steps. She reviewed the Business Task Force handbook, including roles and responsibilities and the Task Force's purpose.

Priorities for the Future

Hailey explained that the first vital task is an update of the Comprehensive Plan. This plan does NOT change zoning, push anybody off their property, or force anybody to change activities. Rather, it sets the stage for future development and growth to match what the community said it wants.

Key Takeaways from the Discussion

General comments

- Participants acknowledge larger companies and retail operations at the south and west ends of town, but what about small businesses?
- The group talked about Main Street types of businesses compared with start-ups. Main Street requires foot traffic and access while start-ups need attractive locations while requiring less parking.
- Does the map allow businesses next to housing? Requiring retail on the main floor of residential isn't always what is needed, but prohibiting it doesn't work either. Would a co-working space be successful in Ellettsville? The location of "cool" restaurants is important so downtown workers and knowledge workers have a place to gather.

How should we define success?

- Economic development = population growth

What are the top priorities?

- Connectivity and Safety
- Development Standards – We want to encourage front porches and sidewalks in all neighborhoods.
- The desire for local services within neighborhoods.
- In terms of market demand, we want to be a regional draw but let's start locally.
- Lack of daycare is a huge challenge for workers.
- Opportunity for a co-working space in Central Ellettsville.
- Importance in understanding the different needs of main street businesses versus start up businesses.

Is there someone missing from this group?

- We need more of the younger generation to be part of this discussion.

What are the challenges?

- Broadband Access – especially for the westside business district
- Public Safety – they've been reactive to growth instead of proactive. How can we get them involved in the development review process?
- Parking – Ellettsville has a perceived parking problem. How do we get people to walk?
- Existing mixed-use developments (apartments with commercial on ground level) have created major traffic problems.
- Attracting small businesses