

Carmel Small Business Network Meeting transcript - August 8, 2024

Speaker 1 ([00:00](#)):

My name's Kevin Whited. I work for the City of Carmel and I'd like to welcome you to the August 8th Carmel Small Business Network. There's one more left this year in October. We'll talk about that later. Welcome to the Carmel Fire Department headquarters. This is called two 10 Midtown and you can rent it out if you'd like. Apparently one of our AV guys, our video guy, is getting married here in a few weeks. Is that correct? Alright, so wanted to mentioned, if you haven't signed in, there's a signup sheet over there if you could do that. If you are new, if you could put all of your information in, if you're a regular person, as long as you put your name and email address, that's fine. Lunch today is from Jackie's Catering and our lunch sponsor is State Bank and I'd like to introduce Jim Badger from State Bank. Jim? Yeah, there you're, would you like to come up and say a few words? Sure.

Speaker 2 ([00:58](#)):

I am back at my old homestead here in Carmel. I graduated in 1980 from Carmel High School, so I love watching this place grow. In fact, I call my old high school Carmel Community College. I dunno if you've seen it or not, but it keeps growing. We are now in Hamilton County, been here a couple of years on hundred 26th Street and Megan Wave, she's our branch manager out there. So we'd love for you guys to come by and see us. We've got a home equity loan special, six months lower rate, and I actually told you the rate I'd be here for 20 minutes doing the disclosure, so we won't do that. But we got a lot of good things going on and we just love being here in Carmel. So thank you very much.

Speaker 1 ([01:43](#)):

Thanks Jim and thanks for lunch. It's great. We also like to thank Just Love Coffee for donating the coffee and the cookies are over there. Is Erica here if you want to raise your hand. That's Erica. We'd also like to thank Captain John Moriarty and the Carmel Fire Department as well as Chief Habush and everyone from CFD for having us here and for providing the information Booth in the lobby. If you haven't seen that outside, stop by and if you didn't do it beforehand, just do it afterwards because you're leaving. And then I have a few notes from Karma Utilities and it's about rain on main. So Rain on Main is currently underway and the barrels will be placed on Main Street in the Carmel Arts and Design District on August 9th, so that's tomorrow. The random main team is looking for Rain Barrel sponsors. If you're interested. There's a handout in the back of the room. And with that said, I'd like to introduce Mayor Sue Finke.

Speaker 3 ([02:54](#)):

Hi

Speaker 4 ([02:55](#)):

Everybody. Do I have to stay in one place? No, you can

Speaker 1 ([03:00](#)):

Just pull it out and walk

Speaker 4 ([03:00](#)):

Around. Good deal. I'll try to stay put. Thanks for coming. Really appreciate to see your smiling faces here and State Bank. Jim, thank you again for sponsoring and for Jackie's for the Amazing Catering. I feel like 20 pounds heavier after that chicken salad sandwich, but it's worth it. So anyway, we would like to just take an opportunity now just to go quickly around the room and introduce yourselves and your company. I think I'm going to do, am I going to squelch if I take this back toward you guys or are we

going to be good? I'm going to walk around with Mike and so we can get you guys talking. I'm going to start over here. So good morning, good afternoon,

Speaker 3 ([03:36](#)):

Jill Jacobowsky, bash Boutique, Carmel, yay, Amber Noon, bash Boutique Carmel.

Speaker 4 ([03:44](#)):

Seth won less City of Carmel. Seth is our interim technology department director and we are ultimately very, very grateful to him because he stepped in a gap time. So thank you sir.

Speaker 5 ([03:55](#)):

Dan Johnson. Aaron Johnson, legal Consulting Company. Thank you. Jeremy

Speaker 6 ([04:04](#)):

Cashman, city of Carmel,

Speaker 4 ([04:06](#)):

And you'll hear from him a little bit.

Speaker 6 ([04:08](#)):

Zach daring. Darrington Construction, LLC. Justin Jones, Bova Coffee

Speaker 7 ([04:18](#)):

Min is Bova Coffee.

Speaker 4 ([04:20](#)):

And when are you opening to be

Speaker 8 ([04:24](#)):

Determined? mid-October. Okay. John Moriarty, division Chief of community Relations with the City of Carmel Fire Department. 42 years. I love you all.

Speaker 9 ([04:35](#)):

Nick Weber, city of Carmel.

Speaker 4 ([04:37](#)):

Six months. I know it's, it's Tiara Bush, city of Carmel. Three months. We have City Carmel staff over here. I won't bother because I'll drive George crazy with the camera. So

Speaker 3 ([04:53](#)):

Theresa Chapman, state Farm Insurance,

Speaker 2 ([04:58](#)):

Carlton Bale, fourth Street Management Company. Kelvin ok, Komoto Green, bottom line. Jeremy Wang. Good

Speaker 5 ([05:05](#)):

Creative Partners.

Speaker 7 ([05:08](#)):

Ashley Bridges, lake City Bank, Carmel,

Speaker 3 ([05:12](#)):

Riley, addon, lake City Bank, Carmel, Felix Malco. CCA Gallery

Speaker 4 ([05:21](#)):

On you guys.

Speaker 1 ([05:22](#)):

David

Speaker 3 ([05:23](#)):

Kaban,

Speaker 1 ([05:24](#)):

Future VO Mobility.

Speaker 3 ([05:26](#)):

Leah York, Tawa Talent, nonprofit Recruiters, drove by

Speaker 6 ([05:33](#)):

Jamie Voler Tropical Smoothie Cafe. I'm Jeff Watkins, environmental Service Associates here in Carmel.
Melanie

Speaker 4 ([05:44](#)):

Brewer, city of Carmel, Jamia Smith, Petco, Carmel City Center, Indian Design Center, United Fidelity Bank, a couple hats. Becky Nall, 3 1 7 Home in

Speaker 6 ([05:57](#)):

Carmel City Center. Carla Mackey Uplift, intimate Apparel. Carmel City Center,

Speaker 5 ([06:08](#)):

Logan Gold, alpha Graphics, Carmel,

Speaker 3 ([06:12](#)):

Megan, Melvin State Bank,

Speaker 2 ([06:15](#)):

I get to do it again. Jim Badger State Bank cover Mark Roger, pt.

Speaker 9 ([06:21](#)):

Four Financial advisors.

Speaker 6 ([06:23](#)):

Kathy Boone, black Indiana Integrative Hypnosis here in Carmel.

Speaker 3 ([06:31](#)):

Chris Monson with Office Evolution Carmel. Linda Copp with Office Labs Carmel, Eric, cast Steele. Just love Coffee Cafe. Monica with the signature group

Speaker 4 ([06:46](#)):

More Amazing. Carmel. Carmel City employees back here. Did I miss anybody? We got everybody. Great. Thanks for the exercise. Now your goal is when we're done to say hi to someone you haven't said hi to earlier. So now you know everybody's names. So a couple of things that just bring you up to date on. We have a new GIS viewer on our website. It was taken down, built better. A couple of things that are interesting about it is easy to access buttons for information like active transportation initiatives, public hearings, flood, plain information, parks, locators, et cetera. So if you haven't seen that, go check it out. If you have any questions, let me know. We'll get you with the right person to help you out there. We also started some zero based budgeting. You've seen that in the news. Our city staff is working hard to deliver more for our residents on a limited budget because everyone has challenges with rising costs and revenue challenges. It's no different in the government. So our staff has been working really hard and really proud of the effort everybody's been putting in.

([07:49](#)):

So you'll see more on that where our budget will be delivered publicly toward the end of September and we'll have some public notices there, but we're trying to prioritize public safety. We're trying to prioritize our road infrastructure, transparency, fiscal responsibility and all the other amazing things we do, including the stuff in the Arts and Design district. So it's challenging, right? Because right now our budget's sitting about 12 million above what we need it to be. So we have to make hard decisions just like you guys all do in your businesses as well. So that's underway. Hopefully some of you're able to visit us at the Carmel Police Department on July 25th when we did the grand opening of that building, which has been as under construction for a while. It's a beautiful building. The police are there, our courts are there and our city clerk is there and a lot of people on the city staff had blood, sweat and tears into that building. Opening Envoy was our construction partner.

([08:47](#)):

Dan Moriarty with his firm here was our architect. So it's just an amazing, amazing building. And also they just went to North Carolina, received their accreditation and it's called klia Commission on Accreditation for Law Enforcement Agencies. And we're one of very few police departments that's been accredited. I think it's nine times. And so it just speaks to the quality and the excellence we have here in our police department. It's something you should be very proud of and should give you peace of mind. Just like our fire department has been accredited again back in February, so super excited about that. Coming up here is an HQ open house. You're in the building, but August 15th, which is next Thursday at six o'clock is a grand opening to, so you can see the fire department headquarters, the safe house that's here. You can see these facilities in the rooftop again as well. So if you're available coming over, that'd be a nice evening and we'd love to have you there. And also you want to talk about public safety day chief? Yeah, come on up. You do it with more passion and more energy than I could ever muster with seven diet cooks. Thank you very

Speaker 8 ([09:51](#)):

Much. Thank you very much. Thank you all for coming out today and to our new building and thank you for giving me the time. John Moyer, division Chief of Community Relations and I want to talk about the safety day. That's going to be Saturday, August 17th from 9:00 AM to 1:00 PM It'll be at a hundred 16th and Pennsylvania. So there's a big open parking lot there by one of the mark buildings and they let us use that parking lot. There'll be three helicopters landing, we'll have cranes, there'll be military vehicles, police vehicles, fire vehicles, there'll be vendors there with food and I'll be there with my booth as well. So we hope to see everyone there. Thank you very much.

Speaker 4 ([10:27](#)):

Thank you Chief. And it is super fun. It is an event for all ages now. It's super cool for the littles because it's almost like touch a tree day, right? They get to see all the cool police equipment and fire equipment. We have multiple partners that are there. I'm assuming the state, the county and numerous other partners that'll be there across the helicopters are awesome, awesome. So the little kids love it, but adults love it too. It is just something you just get access and you get to learn so much. Our motorcycle team is there from CPD, and you get to just better understand what they're doing and what they're working on. Last year a big exciting piece was our officer with Carmel Police Department has the drone equipment that we have. So please come out, everything is really well planned. Kudos to our region and public safety teams, public education teams that do that.

([11:14](#)):

As you guys know and some of you have participated in, we've been working on rebranding and so that's moving along. You'll see something here in the next couple months and I'm super excited about where that's headed. We're trying to also coordinate that with the city of Indianapolis. We're not the city of Indianapolis, but the Indie Chamber who's rebranding as well. How do we look at ourselves as part of a region that's vibrant and growing and who needs each other from Indianapolis and Carmel and Fishers and Westfield and Noblesville and Zionsville. We're all vibrant and growing at the same time. And how are we differentiate ourselves, but at the same time, how are we something bigger and greater than ourselves? So it's not easy, but it's a great challenge and discussion for us to have because regionalism keeps coming up in all the discussions that we're having with our state partners that are state representatives and state senators as well as our other agencies that we're involved with and groups like Onezone and Carmel, excuse me, Indy Chamber. So more to come on that soon.

([12:12](#)):

Has anyone had any fun watching the Olympics? Yeah, my sleep is toast because staying up till 11, 11 30, 12 to watch all the Olympics and then watch the recap of the stuff I didn't get to see. But super exciting that we've had three swimmers, a coach and a tennis player out there representing Carmel and someone just sent me a link that I didn't catch and my media tracker didn't catch it of the day. Rajiv Rahm won his silver. He was on with Maria Taylor later in studio and they did a big shot of Midtown with his name on a sign and made, she said Carmel, we'll give it to her. She put us on prime time, she gets to be excused. But that was a really nice clip too. So we've got literally millions of dollars of earned media from those swimmers and Raji Ram and his decades of excellence representing Carmel High School in the city of Carmel.

([13:04](#)):

So we hope to do something for them when they come back. It's going to be challenging because all of them are also competing. Alex Shack's got to go back to high school. I dunno how you go from the Olympics and winning a silver and a gold to back to high school, but she's going to have to figure it out. So we're super proud of them and we looked to hopefully if we can't do something for them, at least publicize when the state of Indiana does something for them. So you get to celebrate with them as well. Rajeev has promises to come back. Don't get his sign because we didn't get to give it to him. We gave a

duplicate sign to his mom, but he's agreed to come back and get his sign for him. One other thing is if you want to learn a little bit more about Carmel, August 16th Indie Chamber is doing what they call their spotlight series and they go around to different communities around central Indiana and Spotlight community.

(13:49):

And August 16th is spotlight on Carmel. It'll be a hotel Carmichael, I believe it's at 8:00 AM Tickets are online at the Indie Chambers website and they're only \$15. So you get breakfast out of it, you get to hear me talk again, but that'll be a fun morning. I think they're close to sellout, so if you're interested go grab that. But that'll be like 130 people as estimate there and just talk about what we're doing, where we're headed, and some of the fun stuff we're doing and hopefully some good q and a as well. Any questions for me before we go on to the next section? Bueller? Nothing. Okay, I just dated myself by that reference too. Jeremy. Jeremy is our chief infrastructure officer. Jeremy Cashman. He's presented here before, but he's going to give you a little bit of an overview.

Speaker 5 (14:39):

Thank you Mayor. So today I just want to talk about a little bit about my role with the city and then also touch on some of our transportation projects we have going on. So a couple months ago, mayor asked me to become chief infrastructure officer. So previously I was city engineer for 10 years and then I was here during the Keystone Parkway project as well. So it's been an absolute blast working here and that's why I was so happy to continue on, especially through the transition. I started feeling like I wanted to be more involved. So this gives me a chance to be way more involved. So in my new role, I'm over the street department, the engineering department and the utilities department. So the biggest things that we'd like to get out of this is we already did a really good job of collaborating.

(15:38):

Sometimes some things slip through the cracks, but as we continue to grow and maintain and preserve our infrastructure that we built through the years, that collaboration becomes more and more important. So this allows me to touch all things infrastructure related, making sure that we're not resurfacing a roadway and then the next month or two months tearing it back up to put a water main in or some things like that so that we have some infrastructure needs that we'll be working on and we'll be able to more fully collaborate. It also helps me break away a little bit from the details, but more coordinate with our economic development team, Nick Weber leads and as well as the redevelopment commission. And so it's good from a standpoint of really trying to look also internally at our process and procedures we've been growing so there's now starting to become a little bit more overlap between departments.

(16:42):

So this allows us to find those efficiencies when we can. And it's been the first couple months here, a lot of listening, trying to figure things out, take all the different departments ideas on how we should move forward and try to craft that strategy. But what I anticipate is a lot of the same, we'll keep investing in our infrastructure. It's done so well from an economic development quality life standpoint, but not only and also look at how we're doing things, continuing to innovate and making sure that we're not overbuilding things because it's kind of a saying that I have recently is whatever we build today, we have to maintain tomorrow. So we probably shouldn't do it twice as big as what we need to because then that's more cost in the future, but focusing a lot on preservation, we have good reputation for high quality infrastructure and we want to keep moving forward with that over the next several years.

(17:43):

Did anybody come up the Monan today? I walked south on the Monan and when I back up north, I got detoured onto the, we shifted the Monan traffic to the west side of the Monan right of way. So we're continuing expanding Monan Boulevard all the way to city center. So that will be taking place over the

next year and that's kind of in coordination also with some of the new development in the old Monan Square area. And then we have, the biggest question I always get, is there any more places to build roundabouts? And we do still have 10 or 12 traffic signals left, so we're working on getting rid of those one 16th and AAA and Carmel Drive and aaa. Those signals we anticipate going under construction between 25 and 26. So those are priorities especially with the Carmel Drive area, getting some further connectivity into Gramercy.

(18:48):

So that'll open up, give adjacent north south options to Rangeline Road. And then we're also continuing to invest in our multi-use path network. So in 2022 we passed some infrastructure funding for a lot of filling in the gaps in our multi-use path network. So we have several of those that are currently in design along Westfield Boulevard from basically 99th Street up to hundred 16th Street, several locations out on the west side that there are some gaps on hundred 41st Street, 130 sixth Street as well as the hundred 11th Street between Westfield Boulevard and the Monan. That's then if you saw in the news one of our news releases, we did get some money through the Metropolitan Planning Organization for Maltese Path on hundred 16th Street between town and Spring Mill. So that's probably one of our most sought out sections of path and especially since the schools out there, it'll also allow us to connect clay centered to a hundred 16th Street. So kind of opens up a lot more active transportation options there. So I did bring along our latest construction update. I know we've generally handed these out in the past, so I won't go through all of 'em, but if you want to grab one, feel free. So I think that is all I have for today, unless there's any questions?

(20:24):

Yes sir.

Speaker 6 (20:25):

Just mildly curious, the

Speaker 5 (20:31):

Taking down the pole and put the line. Oh yeah. So he asked about if you look out the window, the power lines out here. So that's been a project we've been working on for five years now. The main lines that were on there, the transmission lines have been underground and active for a couple years. Crews out there now are in the process of cutting over the distribution power lines. So those are transmission is into the substation kind of to the power plant. Distribution is what's giving you power to all your local businesses. So that's in the process of being cut over. And then we're also working with all the communications companies because when we rebuilt the roadway we put conduit in there. So hopefully within the next six to nine months we will not have any more power lines along telephone poles along veterans way. Okay, might turn that. Alright, now I'll turn the microphone over to Nick Weber.

Speaker 9 (21:41):

Thank you Jeremy. Hello everybody. So a couple of things that I'm going to cover today, but first of all I just want to say Jeremy, when I started four months ago now, Jeremy was in charge of engineering and now his new role as chief infrastructure officer, it is in the economic development world. It is amazingly beneficial to be able to have Jeremy join me in a meeting with a developer or a project and cover all the bases he now covers, right? So he can look at a project from a utility standpoint, from a engineering standpoint, from a streets roads maintenance standpoint. Certainly he's got a great team behind him and the folks who are in those departments, but it's a real benefit, it's a real differentiator for Carmel to be able to do that. And it really fits with the size of the city. Carmel now is right, 20,000 person city doesn't necessarily need a czar over all the infrastructure, but as the city has grown, as we've gotten as big as the built environment has gotten as robust as it is, having somebody writing herd across all that is very useful.

(22:49):

I think that was the mayor's vision in making the position as a beneficiary of that. It's terrific. So I couldn't be more happy that Jeremy's in that role. I wanted to talk to you a little bit about the survey last three months ago when we were all together we talked about putting together a little committee of folks who might want to help us think about the future of the Carmel Small Business Network. We've got some folks here who volunteer if you want to raise your hand so everybody can see. Yep. Carla and Christina, thank you. We got together, hashed it out, really sort of duped one another to see who had the best ideas you can imagine. And one of the things we thought about was, well, let's see kind what the universe of participants is really interested in. So we did a small survey earlier this year.

(23:40):

This one's a little bit different, this one's focused a little bit more on the future. We'd invite all of you to take it. There's a QR code you can grab, but we'll also email you the link. We'll probably relentlessly email you the link because we want to drive as much participation in this as possible. It's only nine questions. So the commitment is very low and if you complete this, we will pull a name from all the people who complete it and much as our friends at State Bank got a commercial, you'll get a commercial for your business. So instead of just mentioning your name, you get to come up, you got to do three minutes about your business and why it's in Carmel and what you do. So that's the hook. If you can just take a few minutes, answer our survey either today or when you get the following email, that would be most appreciated.

(24:31):

We've got a list of a couple of hundred businesses and individuals who've come to this over the years. We really want to try to hone that list, refine it, we know people move, they retire and all sorts of things. So we want to clean up that list. The survey will help us do that because you'll provide some of that information hopefully, and it will help us get to understand what you all want. At the end of the day, we want this room to be bigger, right? We want more people here, we want more participation and that's really what we're trying to get at as we're thinking about 2025 and beyond. So if you can help us, that would be most appreciated. Thank you very much. I think that's it, Kevin. Is there anything else I needed to cover with that? Perfect. I just take all my orders from Kevin, Seth, you are the next man up. With that, I'll introduce Seth.

Speaker 7 (25:25):

Good afternoon everyone. So one of Mayor Fink Income's campaign promises I think was to provide an easy way for the public to provide feedback to the city. And we are in the process of implementing a new digital three one system to help fulfill that promise and also to be able to provide better services to the citizens and businesses within the city. So a traditional 3 1 1 system is just like 9 1 1 and it's generally in very large metropolitan areas. If you call 9 1 1, you get connected with a call center and they can take your request and know what your needs are. What we're trying to do with the digital 3 1 1 system is make it a little easier to provide better service because it provides a way for us to receive the requests and for the people who submit those requests to actually receive feedback as that request goes through its lifecycle and when it gets completed, actually have an opportunity to provide a survey feedback on how well it went.

(26:31):

The digital modes include web, mobile, we're looking at email and SMS as well. We'll have the ability to do language translation in here too so that if somebody is able to see something in their own language and then we can also translate what they submit. It helps with that communication with geo tagging. When we have requests for anything infrastructure related or quite a few community service activities as well, it's easier for the people who get that ticket to go and respond quickly because they can actually go where they need to be. The features that we're looking to provide, the ability to submit tickets through the web,

the ability to have those customer surveys when a ticket is completed, reporting on the tickets so that mayor, council members, directors are able to see all the tickets that impact their department, impact the services that they provide and are able to monitor that situation.

(27:30):

And then you can go back one, there is also a customer relations component to it in a way for us to communicate with people who have registered in the system and to identify both individuals and businesses and the relationship between those so that if we get a call, well we can identify that person is coming from this business. If they're a resident, they may be calling on their own behalf as well, but we can at least identify those relationships. Go ahead and advance now. Thank you. Right now we're in the process of getting the website and mobile app up and running. We had this kickoff with our vendor about two weeks ago. It has been a very high pace development though, and we anticipate having them everything that they need to build it on their end. By the end of this week, we will be setting up an email address to go along with it so that email submissions can be received as well. Obviously with email we lose that geo tagging piece and it could add some time on tickets, but it is a mechanism that people use.

(28:41):

Phone calls to the city will also be logged as tickets. Everyone, well maybe not everyone, many of you have already talked to Carol Dixon at some point in your life she will still be there, she'll still be taking requests and now have an easier way to pass them on to departments. SMS, I didn't list up here, but I should have that has the same limitations as email, but will be another way that tickets can be submitted. The system will also include an extensive list of FAQs at this point, we're up to 288 that we've identified. This will be a virtual assistant on the webpage, will allow you to access all these FAQs, search through them, find the things that you need and it'll compile that FAQ information that right now exists on a lot of different city websites, utilities, even the parks department has ported all of their FAQs into this so that people can easily find all that information in one place.

(29:40):

And then we do have the ability to continue adding FAQs and ticket categories. We currently have 38 ticket categories we've identified and we'll see how that grows over time or adjusts over time. That communication piece that I mentioned briefly with the customer relationship manager, we're still, the marketing team still will be working to figure out how we operationalize that going forward, but we envisioned that it'll be a way for them to quickly stand up topics of interest and then communicate with people who have expressed interest in those things and we will see how that goes. The city of Fort Wayne I think set up the first 3 1 1 system in Indiana back around 2007 and they actually do have a three one one call center. We're not to that size and we don't have enough people besides Carroll to answer the phone right now, but we'll see whether that becomes a component. The city of Indianapolis set up request India I think in 2009 timeframe and I think they only do the web and mobile app version, but we're following in the footsteps of other cities in the area that have gone down the same path and I think we'll see some significant benefits with it. Are there any questions?

(30:58):

Alright, what's next? Alright,

Speaker 4 (31:11):

Thank you. Yes, the three one program. Seth has done a stellar job along with other members in our technology department leading this implementation. I gave them a relatively tight timeline just because of big projects, especially in the city where you're sometimes responsive or reactive to other things in the community. I want to keep us on track and keep us pushing forward and they've done a phenomenal job leading through that along with Sandy Solutions, which is our partner, our technology partner. So it should be fun to roll it out. It'll be a little hectic probably to start. It's a big task, but more to come on that

it'll be a key aspect of that testing because you know about it sooner than anybody else. So when you see it launch, please go out and report something pothole. If you can find one, a landscape that needs tending perhaps, or a sign that slightly crooked or whatever it's you want to report on, put something in the system and give it a test for us because we'll need friendly people to help test it so we can make sure we kick the tires on it and find any bugs that might be in the system or anything.

(32:16):

Any questions that we forgot to, it's not going to be perfect. We will continue working on it, but it'll be great when it's launched. So help us out when it gets launched, when you see the launch and go put something in there or tell Seth hi through the system, something like that. Give kudos to the technology department before you even get it launched. That'd be great. Thank you. This would be amazing way to get 3 1 1 system implemented. Do we have that in our FAQs? How do I recognize a high performing employee? The parks department actually requested

Speaker 7 (32:47):

That in the ticket submission that there be a way to do kudos for the parks department. Currently they use a program called Happy Feet for their requests, but they're planning to migrate to the 3 1 1 system and they wanted to make sure they had that feature. We can add it for other departments as well.

Speaker 4 (33:03):

Oh yeah, add it for everybody. We are all too guilty of wanting to criticize. Not more often than we want to give kudos, so I would love to have that in there. Speaking of happy feat, George, you are doing a great job with that mic running back and forth. That's well done. Getting the hang of it. He should be a sprinter in the Olympics. Is there any other questions we can answer? Is there anything you have on your mind that we can do to help our small businesses thrive?

Speaker 2 (33:34):

What's the name of the August 17th event with the

Speaker 4 (33:35):

Helicopters and all that? Public Safety day? Public safety day? Yep. Where would that be? On the website? It's under fire. There you go. It's under fire. Thank you for that. It's also on social, should be on the fire's social page as well as ours. And John happens to have a flyer for you just in case you might want to visual with more information. Thanks for the follow up on that too. You had a question, sir?

Speaker 3 (34:02):

So when you describe your branding, new branding and marketing initiatives as you plan on rolling that out, what is your vision of what the footprint that you're reaching out to beyond the city of Carmel residents? So make sure that as many people know about Carmel and the activities and opportunities as possible.

Speaker 4 (34:22):

So I could talk on that for an hour. So first and foremost, I want to clarify, we're not looking to change Carmel, right? We're looking to clarify who Carmel is, what we stand for, what our benefits are to those stakeholders that are important to us. So those stakeholders could be businesses that Nick is focused on recruiting or retaining here in Carmel, recruiting to Carmel or retaining in Carmel. It could be those looking to move to Carmel young professionals. It could be those that are interested in being visitors here, whether it be coming to the Chris Kmart or one of our amazing events that we have here could be those

people who have grown up here and just want to be able to tell other people about Carmel. So we have lots of different segments of people that we're trying to talk to. So in some cases, and of course as we have earned media or public relations stories that are shared around the Olympics, talking about Carmel, we want to make sure if someone says who is Carmel?

(35:26):

They saw that street sign named Raji Ram Way or whatever it is, street. I want to learn more about Carmel, Indiana and they hit our website that we have our story, who we are, what we stand for in our new look and feel right there, very prominent. So it could be national, international scope. We have Sister Cities in six different countries and I just had a 15 minute conversation with Governor Holcomb talking about our international initiatives here and how we need his help in making sure that as he's going around on these trade missions that he's talking about Carmel, Indiana. And so we just want to be prepared for every opportunity. We will be focusing our dollars, however, on business recruitment and retention and making sure that when people, that people can find our website and learn more for whatever it is they're looking at.

(36:16):

And then we have all our assets in line. I said before we've got 27 different logos and two taglines right now and we won't get rid of all of those, but to skinny that down and to focus them with our new looking tagline. Did that answer your question? Yes, thank you. Okay. I would love to spend \$2 million on a brand rollout. We don't have those dollars. When I said priority is police and fire and our infrastructure, that's what it is. So we have to make hard decisions with our dollars just like you and I have to do at home. And so we'll be very targeted in our rollout and hopefully we have 106,000 people, maybe 75% of that says 25% of that's kids. But we have 75,000 or more adults who understand that through this rebranding we can give 'em better words to use to describe Carmel Indiana. And so that they're also advocates as they go all around the world and travel.

(37:14):

Who was just telling me a story, it was just yesterday that they'd met somebody and they said, where are you from? Oh, Indianapolis. Oh, what part of India? Oh, well I'm really from Carmel. Well, my husband will do that once a while too, and he gets in trouble when he does that. But we want to make sure we give people like, I'm from Carmel, Indiana and we're known for, or I'm from Carmel, Indiana. Home of give 'em some talking points so we can better describe Carmel and differentiate ourselves from amazing cities around here, Westfield, Noblesville, Fisher, Zionsville and Indy. And also just what's our secret sauce. And so we've spent a lot of time with residents and thank you for some of you who participated in businesses talking about what you think special about Carmel, what you think we should really highlight when we talk about Carmel.

(37:59):

If you saw the little exercise, if Carmel were a car, what car would it be? A Tesla, a Porsche. A pickup truck. Not the pickup truck. And what colors represent Carmel to you? A lot of blue and gold probably because of the high school and strength. So we've spent a lot of time engaging residents, not only through the community survey, which we talked about before, but also through lots of different surveys here as we've gone along with I think 300 people so far in branding sessions, just helping us refine. I've seen some early work. I think we see some stuff next week again, and so we're a little ahead of schedule, which is great. Then if we get hung up on refining it, we've got some time and it's an arbitrary deadline to get it done by October. If it takes us till October next year before we get it right, then that's what we'll take. But we're moving right along and I think with some really good things and I hopefully then we can do a really good job and taking that information and giving you then something to talk about that you can tie your business to that branding.

(38:58):

Indianapolis described the other day on the Olympics as speed city. So if that's what Indianapolis brands ends up being, well how do we tie to that as caramel? How do we tie to that as a business? And so we're going to try to give you handouts you can use for those that visit you and other information that you can use to share to help position your future success with that, which makes Carmel super special. So you're our branding partners. You got any title? Any other questions? Yes,

Speaker 2 ([39:32](#)):

I'm reading more and more about the state property tax issues because of hyperinflation and the value of homes going up and that's hitting Zionsville. Carmel pretty heavy. Are you lobbying the state to get them to do something and figure out, because a lot of people are on the edge, as you know, if they're starting to pay a thousand dollars more, even with that 1% tax cap when the house goes up, you bought the house, it was \$300,000 and now it's a million dollar house. The assess valuations just keep going up, up, up. Is there anything the city can do to stop that to help their residents stay in their homes or

Speaker 4 ([40:08](#)):

We can do nothing? No, it's state legislative as far as what that tax caps are. And if you remember that took, it was two different general election votes to get that constitution changed. So that's a process. I wouldn't say we're lobbying. I think we're having conversations. I've been meeting with Travis Holdman, who's a senator over senate tax and fiscal Senator Baldwin, who's the number two on that committee who also happens to be our senator for this area. They both have had different ideas of what we should do. The gentleman over house means ways and means. Jeff Thompson, representative Thompson has got a different idea. Senator Braun has thrown a different idea. So there's all sorts of conversation happening.

([40:53](#)):

We're just trying to make sure that city government isn't hurt. Senator Braun's proposals would devastate local communities. So they're listening carefully. So what it would mean is that we might get our tax cuts, but then we have to drop half of our police or half of our fire. That's not going to help anybody. And so we're trying to really make sure they understand the challenges we have as a city government because the cost of build a road is going to up, I think 40% in four years. That's real money. We're talking millions of dollars to build a, was it Jeremy? 12 million to build a one mile stretch of road?

([41:35](#)):

Yeah, I remember, I think on council I started with six. So it's just gone up so much in the past two or three years between the cost of labor, the cost of gasoline, which goes as an element of that. So we're just trying to have an open dialogue and I'm going up to Fort Wayne tonight to meet with eight state senators. They told me Fort Wayne's easier to access to them because Indianapolis, there's a thousand people don't want to meet with them. If I go to Fort Wayne, I get better FaceTime. So we're going to Fort Wayne and it's also, it doesn't go by. I drove two hours to get there either. That's just part of a message too that it's really important to me that they see that. So we're having conversations, I dunno how this will net out. It'll be a really interesting session.

([42:19](#)):

And so we're playing a little bit of offense with this next upcoming session. We want some changes to local income tax, how it's configured. We want, we are playing defense a little bit, offense a little bit with a property tax issue. We're trying to get more protections for short-term rentals to make sure that we can control bad actors because a lot of these short-term rentals are owned by corporate partners that are buried under three LLCs and we can't even find them. So I met with a gentleman who's the short-term rental bill author for the State of Indiana a few years ago, I think it was 2017. He put that in place trying to say, can you help us still keep your idea of a short-term rental friendly community, but also put some restrictions on the bad guys. He was open to that. I'm sure there'll be all sorts of other things when they throw 1500 bills out the first part of January.

(43:11):

There'll be lots of things we look at and see, but right now we need stability. And I think that's everybody's concern. Okay, if we really cut back on property taxes, the need isn't going to go away. So where's the rest of the dollars come from? And uncertainty leads. That kind of lack of stability leads to uncertainty, which leads to challenging economic environments for everybody as well. So we're just going to be really, really involved. I'm not going to be a lobbying per se, we have a lobbyist, but I'm going to be very engaged. It matters to Carmel and I'm learning a lot. So that's a good thing. I am a sponge right now. Yes, Jeff, hang out. Let George get over there. All right.

Speaker 6 (43:55):

Well when Rep Thompson and Senator Holden talked, the big thing I took out of that was they write the rules getting none of the money. So they write the rules for all the money that comes here, but they get none of it at the state level. So that's kind of, they write the rules but they don't have to deal with the consequences other. So I thought that was kind of interesting.

Speaker 4 (44:24):

Yeah, I think you think the voices that have expressed concern, I mean everyone's concerned about rising costs, but a lot of our 55 plus residents are the ones who are more concerned about the rising property taxes. There's also the same group that's more concerned about safety and making sure we have an environment that's walkable and clean and maintains their property value. So it's sometimes competing objectives in some of these conversations. But yes, what Jeff is referring to is Indy Chamber had a legislative priorities type of meeting last week and Jeremy should have been on the panel, but I was on the panel about infrastructure with the representative that's over roads in transportation for the house, INDOT and Mike Smith who runs Indot and a gentleman with built Indiana council, but keynoting that were our Senate and house leaders. And then after that were some other leaders who represented the tax bodies. So it was a very robust and interesting conversation all morning. It was great and thanks for being there, by the way, Jeff, that was good. See you. Friendly caramel face in the Indianapolis crowd. Not that the Indianapolis faces were hostile or anything, but thanks for being there. Any other questions?

(45:41):

Anything we can do to help you? Okay, Kevin, you want to wrap us up? Thank you so much for being here. Really appreciate it.

Speaker 1 (45:57):

Alright, well thanks for coming everyone. We want to thank State Bank at Jim Badger for our lunch today. I think it was pretty good. We've never had that lunch before. You guys like it. I hope the next meeting is October 28th at the Carmel Police Department. Remember where it was last? What was that? June? Except it's court day. So everybody, make sure you bring your ID and come a little early because we have to go, because remember how they let us in last time. We just walked right in. Well apparently now we have to go through a metal detector, maybe even a pat down. So just build some time into your schedule. What else? The next event Invitation. Oh, the next event invitation is coming. Eventbrite, we're going to change it. So instead of getting a random email from me, it will come through Eventbrite and that way it goes into an art database and it's easy for me to throw into a spreadsheet and you guys can check off your names. And that's it. And I'd like to thank everybody and all the Carmel Small Business Network people and we're trying to grow this group. So if you have any friends that own a small business in Carmel, please invite 'em. Even a medium business. Nick have and I haven't worked out through exactly where we're going to any business in Carmel. Just invite 'em. So thanks for coming. If anybody doesn't have any questions, I'm going to log off. Alright, thanks for coming.