



**Ohio River Greenway Development Commission**  
 Meeting Minutes – September 15, 2016

315 Southern Indiana Avenue, Jeffersonville, Indiana

<p><b>Voting Members Present:</b></p> <p><b>Town/Cities</b>          Clarksville – Paul Fetter, Town Council President (Proxy)          Clarksville – Patrick Duggins (Proxy)          Clarksville – Jim McCoskey</p> <p>Jeffersonville – Mayor Mike Moore (Proxy)          Jeffersonville – Philip Hendershot, Chair          Jeffersonville – Chris Fox</p> <p>New Albany – Chris Gardner, Vice-Chair          New Albany – Courtney Lewis</p> <p><b>Governor’s Appointees</b>          Clark County – To be Appointed (Vacant Seat)          Floyd County – To be Appointed (Vacant Seat)</p> <p><b>Non-Voting Members Present:</b>          Jim Epperson, Clark/Floyd Tourism Bureau</p> <p><b>Project Staff</b>          Shaunna Graf – Project Director</p> <p><b>Others in Attendance:</b>          Nick Creevy, Vern Eswine, Madison Hamman, Bill Hayden, Kent Lanum, Cary Stemle</p>	<p><b>Proxies</b>          Brian Kaluzny to Paul Fetter          Dylan Fisher to Patrick Duggins          Nathan Pruitt to Mayor Mike Moore</p> <p><b>Voting Members Absent w/o Proxy:</b>          New Albany – Mayor Jeff Gahan</p> <p><b>Non-Voting Members Absent</b>          Wendy Dant Chesser – One So. Indiana          Jim Ude – INDOT          Lucas Green – DNR</p> <p><b>Project Staff Absent:</b>          Matt Schueler – USACE</p>
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**Call to Order and Attendance**

Phil Hendershot called the meeting to order 3:06 and proceeded with taking attendance.

**Old Business**

**Approval of Monthly Meeting Minutes**

The August 2016 minutes were presented for approval. Phil proposed changes within the New Albany 8th to 18th Street section. Brian Kaluzny moved to accept the minutes with noted changes (Seconded by Courtney Lewis.) The motion passed.

**Treasurer’s Report**

Chris Fox reported the bank statements were unavailable, but he would follow up after the meeting with an email offering the account balances.

Chris reviewed the claims. The claims for September 2016 were presented. Jim McCoskey moved to approve claim numbers 1104 through 1108 for the total of \$5756.82 (Seconded by Brian Kaluzny). The motion passed.

Claim #	Payable to	Claim	Total to Pay	Operating		Capital	
				Line Item	Amount	Line Item	Amount
1104	Shaunna Graf	Project Director Services	\$4,505.00	1	\$4,505.00		\$-
1105	Shaunna Graf	Reimbursable - Office 365 Virtual Office Space, Postage stamps, One Southern Indiana 10th anniversary celebration, Printing Thank you cards, Photos, Facebook Advertising	\$111.50	multiple	\$111.50		\$-
1106	Shaunna Graf	Mileage Tri-State Regional Trails Summit 8/26 Cincinnati & Combined Federal Campaign: Indianapolis 8/31 & Ft. Knox 9/12]	\$295.92	3	\$295.92		
1107	Sign of the Times	Repair of Clarksville Welcome Sign Ashland Park O & R	\$529.40		\$-	1	\$529.40
1108	One Southern Ind.	Membership Fee Oct 1. 2016 through Sept. 30 2017	\$315.00	17	\$315.00		\$-
		Expenses Total	\$5,756.82		\$5,227.42		\$529.40

### Greenway 2040 Update

Kent Lanum, Madison Hamman and Vern Eswine offered a presentation about the new formation of a Greenway conservancy.

Kent reviewed the process of creating the Greenway 2040 Master Plan unveiled in May 2015. The Commission watched the Greenway 2040 video located at [www.greenway2040.org](http://www.greenway2040.org) Madison Hamman discussed the Greenway 2040 project vision which included the creation of a Conservancy to work with the Commission and Friends group. The specific focus of the Conservancy would be a large capital campaign to bring the vision to a reality and be able to maintain it as well. Kent reviewed the three-year plan including milestone projects in order to create a capital campaign. Kent stated the Conservancy would focus on the vision of building beyond multi-use path. Kent anticipates the Conservancy would raise about 15 million dollars to be able to begin using in three years. Madison stated the creation of a security and maintenance plan would be a goal of the executive director for the conservancy within the first three years. Ogle is offering to fund the Conservancy for three years with administrative costs of about \$400,000 a year. Madison stressed that it is going to take all three organizations: The Conservancy, the Friends of the Ohio River Greenway and the Ohio River Greenway Commission to get this completed. Kent stated no one entity can take on this effort. It is through working together that we will be able to make the vision become a reality.

Phil Hendershot stated the Conservancy is the natural progression for the project to put the Greenway 2040 features alongside the multi-use path and roadway improvements which have been completed mostly through the efforts of the local communities to utilize federal funding allocated for the project. Discussion continued regarding the creation of a Conservancy to allow for greater fundraising efforts for private donations.

Cary Stemle spoke of the partnership with the Friends of the Ohio River Greenway and asked how the Friends could compliment the process. Madison stated that all three organizations will need to work together but he suggested based on how other examples the Friends could work coordinating volunteers and events.

### **Tourism Bureau SoIN Campaign**

Jim Epperson informed the Commission about the new SoIN brand for destination marketing for Clark and Floyd Counties. Jim explained what destination marketing goals should be. A community's perception of their image has to match what the destination brand is. Through research the independent marketing consultant hired by the bureau found out that the Sunnyside brand was not matching the community's perception of Clark and Floyd counties. The marketing consultant suggested using the SoIN brand. The SoIN moniker was already getting attention thanks to Regalo and the News and Tribune as well as hashtags and other businesses. This SoIN organic take off is what the consultant recommended the Clark and Floyd County tourism bureau adopt to be able to have consistency in message that brands Southern Indiana to visitors. Jim discussed the need for the organic sharing to be done locally to then be able to spread to the national market. Southern Indiana has to change how we refer to us before Southern Indiana can remarket with the new brand.

### **Advisory Committee Reports**

#### **Project Finance, Design and Construction – Project Update**

##### **Bailey West to Silver Creek Crossing**

Brian Kaluzny reported plans are proceeding with the redesign of the bridge within INDOT. It is on schedule to have the opening bids on December 14th.

##### **Erosion Long-term solution - Harrison/Croghan Ave. to Loop Island Wetlands**

Brian Kaluzny stated there is no update from the last meeting.

#### **Jeffersonville/Clarksville Connector Design**

##### **Jeffersonville**

Nathan Pruitt reported no update currently. Nathan Pruitt, Chris Fox and Phil Hendershot will be meeting with the Mayor to go over plans for Jeffersonville.

##### **Clarksville**

Dylan Fisher has met with Rob Waiz. The contract with the designer is complete and the work on the temporary fix at roadway level should begin soon.

##### **New Albany - 18th to 8th (INDOT Project)**

Chris Gardner reported the ground breaking for this segment is set for September 30th at 10 am at the 18th Street and Commission members should have received an invite.

#### **USACE Outstanding Issues**

##### **Design Credit Reimbursement Clarksville and Jeffersonville**

The communities are compiling basic information to be sent to Shaunna for submittal to the USACE.

**Outreach and Awareness Committee**

Shaunna reported a grant application to the Horseshoe Foundation for Wayfinding was submitted. A grant application was submitted to the TEGNA Foundation for Wayfinding. The letter of intent submitted lead to the People for Bikes Grant committee to ask for a formal grant application submittal which will be submitted in early October.

**Steering Committee**

Phil reported that outreach to the Governor's office continues to get the candidates appointed to the two open seats.

**Friends of the Greenway**

Nick Creevy reported the Friends of the Ohio River Greenway are currently working on organizing operations.

**Project Director Report**

Shaunna referenced the written report in the meeting packet. The Tourism Bureau shared information regarding the News and Tribune article about the cleanup on the Greenway in Jeffersonville being picked up by the following news outlets: the Washington Post, the Daily Herald of Cook County, Republic (online), The Tribune (online), Brown County Democrat, The San Francisco Chronicle and the Associated Press.

Chris Fox stated work is beginning on the Ohio River Greenway commission operating and capital budgets for 2017. Chris asked if anyone had any input or suggestions to please get in touch with him. Chris suggested the marketing efforts could be improved upon by working with a PR firm.

Shaunna also pointed commission members to the summary of the Tri-State Trails conference she attended in Cincinnati Ohio. One immediate benefit obtained by attending, was information about the economic benefits of trails which she was able to use for the grant applications.

**Public Comments**

None.

**Commission Comments**

None.

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Signed by: Philip Hendershot, Commission Chair

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12/15/206  
Date signed