



2023 Aim Ideas Summit  
French Lick Springs Resort Event Center  
French Lick, Indiana | August 22-24, 2023

aim  
**Ideas**  
**Summit**

Tap on the section of the program you want to jump to. Anywhere in the program, you can tap on the page number to come back to this page.

Schedule-at-a-Glance

- 4 -

Welcome from Mark Myers

- 7 -

Be A Municipal Influencer

- 11 -

Tuesday Schedule and Workshops

- 14 -

Wednesday Schedule and Workshops

- 23 -

Exhibit Hall

- 33 -

Thursday Schedule and Workshops

- 37 -

Awards

- 45 -

Aim Staff

- 60 -



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Monday, August 21	
7:00 p.m.	Board of Directors Dinner
Tuesday, August 22	
8:00 a.m. – 6:00 p.m.	Registration
8:30 a.m. – 10:45 a.m.	Board of Directors Breakfast & Meeting
11:00 a.m. – 1:00 p.m.	Aim Affiliate Group Meetings
1:15 p.m. – 2:45 p.m.	Early Bird Workshops
2:00 p.m. – 4:00 p.m.	IARC Meeting
3:00 p.m. – 4:30 p.m.	Workshops
4:45 p.m. – 5:30 p.m.	Opening Business Session
5:45 p.m. – 7:15 p.m.	Welcome Reception in Exhibit Hall
7:15 p.m.	Evening Open
7:30 p.m. – 9:30 p.m.	Networking Reception
Wednesday, August 23	
8:00 a.m. – 5:00 p.m.	Registration
8:00 a.m. – 10:00 a.m.	Continental Breakfast in Exhibit Hall
8:00 a.m. – 11:15 a.m.	Exhibit Hall Open
8:30 a.m. – 9:45 a.m.	Aim Affiliate Group Meetings
8:30 a.m. – 11:15 a.m.	State Board of Accounts Resource Center
10:00 a.m. – 11:00 a.m.	Workshops
10:00 a.m. – 11:30 a.m.	Coffee Bar
11:30 a.m. – 1:30 p.m.	Aim Annual Awards Luncheon
1:30 p.m. – 3:45 p.m.	Exhibit Hall Open
1:45 p.m. – 3:15 p.m.	Workshops
2:00 p.m. – 3:30 p.m.	State Board of Accounts Resource Center
3:45 p.m.	Grand Prize Giveaway and Exhibit Hall Closes
4:00 p.m. – 5:00 p.m.	Corporate Partner Advisory Council Meeting
4:00 p.m. – 5:00 p.m.	Workshops
5:05 p.m. – 5:20 p.m.	Policy Platform Hearing
5:30 p.m. – 6:30 p.m.	Presidents' Reception
6:30 p.m.	Evening Open
7:00 p.m. – 10:00 p.m.	Vendor Party
Thursday, August 24	
8:00 a.m. – 11:30 a.m.	Registration
8:00 a.m. – 9:00 a.m.	Continental Breakfast
9:00 a.m. – 11:15 a.m.	Workshops
11:30 a.m. – 1:00 p.m.	Closing Luncheon and Business Session



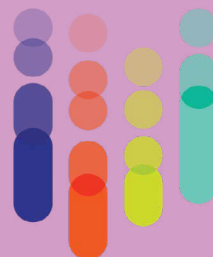
# NETWORKING RECEPTION

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7:30 p.m. - 9:30 p.m.

**Legendz Sports Bar and Grill**  
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# AGENTS PROVOCATEUR

*noun, plural*

- 1 : secret agents who are up to no good
- 2: people who discreetly disrupt a group's activities
- 3: people employed to associate with individuals or groups with the purpose of inciting them to commit acts that will subject them to punishment

Join us to hear expert advice on how to prepare for and address agents provocateur with confidence.

Tuesday, August 22 | Nixon Room  
1:15 p.m. - 2:45 p.m. | 3:00 p.m. - 4:30 p.m.

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# Welcome From Aim President Mark Myers

## Dear Aim Ideas Summit Attendees —

Welcome to the 2023 Aim Ideas Summit. We are confident the extensive agenda full of education and idea exchange, as well as time to cement relationships and build camaraderie among our fellow municipal leaders, will outpace your expectations.

As president of Aim, I give a heartfelt thank you for taking the necessary time to further your municipal education. Taking time away from the day-to-day business of governing requires commitment and a full understanding of how doing so will ultimately benefit the communities we serve.

Before reviewing a few highlights of the week ahead, I want to address the large elephant in the room, or rather hotel room, regarding the Aim Ideas Summit in recent years. The Aim Ideas Summit has grown dramatically since our return from the Covid-19 pandemic. I believe the pandemic taught us several things about the need to be the most prepared we can be in our roles, the value of Aim in that process, and the importance of knowing our peers and having a network to call on when times are tough. This growth has put even more strain on the number of hotel rooms necessary to host this event. We appreciate your patience, perseverance, and, again, commitment. Please know the Aim staff is always working to improve your experience and works diligently to get as many people into the host hotels as possible and as quickly as possible.

And to our corporate members, without your support this event would not be the success it is year after year. You have been a huge part of this event's growth. Thank you for your endurance, professionalism, and true investment in Aim and our Statement of Purpose. If you are new to Aim and the Aim Ideas Summit, I hope this is just the beginning of your participation. I urge you to stretch yourself thin and attend as many events and workshops as possible in between other commitments. The best way to maximize your time with us is to be very, very busy!

This week's schedule is not unlike what our returning attendees are used to – excellent workshops, informative general sessions, an impressive awards showcase, and the execution of the association's business during lunch on our last day. While the format is largely the same, it's the content that makes each Summit unique. This year we are excited to welcome Governor Eric Holcomb, Lieutenant Governor Suzanne Crouch, State Treasurer Dan Elliott, and a large contingent of state agency leaders and staff. Also attending are Hoosier lawmakers and several emissaries of Indiana's congressional delegation.

The happenings here are too many to mention in one letter. Therefore, I urge you to spend some time reading this digital program and familiarizing yourself with the events, workshops, and meetings you want to attend. After you've finished sketching out your itinerary, please take a moment to read through the many sponsors helping make this event a winner. A quick word of thanks from you will go a long way.

Once again, welcome to the 2023 Aim Ideas Summit. As always, please let me or the Aim staff know if there is anything we can do to assist you during your time in French Lick.



**Mark Myers**  
Mayor of Greenwood  
Aim President



The background of the entire page is a high-resolution, close-up photograph of water splashing. The water is captured in mid-air, creating a complex pattern of droplets and ripples. The lighting is bright, highlighting the texture and movement of the water, which gives the background a sense of freshness and dynamism.

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**Dave Wood**  
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Chief Executive Officer  
Aim

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**Not Pictured:**  
**Marilyn Morrison**  
Clerk-Treasurer  
Warren

# BOARD OF DIRECTORS DINNER

Monday, August 21, 7:00 p.m. | Pete Dye Pavilion

*Shuttle departs from Event Center at 6:45 p.m.*

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# BE A MUNICIPAL INFLUENCER

Share your conference experience on social media throughout the Aim Ideas Summit by using the conference hashtag #Aim2023 or tagging Aim (@AimIndiana). A municipal influencer will be awarded daily for excelling on social media. Want to win the title of Top Influencer? Be sure to go above and beyond informing the public

about the importance of continuing education. The Top Influencer will be eligible to win a prize during the Closing Business Session. Must be a municipal attendee to win prizes. And remember to keep it positive, clean, and put the best face forward for cities and towns ... and don't forget to follow the Influencer Guidelines.

# Municipal Influencer Guidelines

In recent years, Aim created Influencer Awards for those who engage on social media relative to the Aim Ideas Summit. The response has been outstanding, and we expect the same will be

true for the #Aim2023 contest. Here are some ideas regarding how you can be an #Aim2023 influencer and maybe take home an awesome prize!

- 1** Posting 1-2 posts per day will certainly keep you in the game.
- 2** Using multiple platforms to post will be noticeable – after all, it’s what the big influencers do.
- 3** Pictures are fun and raise the profile of your posts. Also including language about what you are learning and new strategies for your community will make your posts even more interesting.
- 4** We are gathering for educational purposes – either in classrooms, general sessions, and specific networking opportunities – keep your posts professional so they don’t get noticed for the wrong reasons.
- 5** Demonstrate yourself drinking in the knowledge, not drinking in the Jim Beam.

These tips will help you gain influencer status and put everyone’s best foot forward!

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**TUESDAY**

**AUG. 22**

**Boyce**



**Join Us!**

## **Networking Reception**

*Immediately following the Aim Welcome Reception*

**Legendz Sports Bar and Grill**

**Tuesday, August 22nd**

**7:30 p.m. - 9:30 p.m.**

**Hosted by Boyce Systems and SpendBridge**



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# Tuesday, August 22 Schedule

8:00 a.m. – 6:00 p.m.	<p><b>Registration</b> <i>Hoosier Business Center</i></p> <p>Pick up your conference name badge and materials. Attendees must be wearing their conference name badge to enter conference events.</p>
8:30 a.m. – 9:00 a.m.	<p><b>Board of Directors' Breakfast</b> <i>Hoosier A</i></p>
9:00 a.m. – 10:45 a.m.	<p><b>Board of Directors' Meeting</b> <i>Hoosier A</i></p>
11:00 a.m. – 1:00 p.m.	<p><b>Aim Affiliate Group Meetings</b></p> <ul style="list-style-type: none"> <li>• Indiana Association of City Engineers (IACE) Luncheon <i>Eisenhower</i></li> <li>• Indiana Conference of Mayors (ICOM) Luncheon <i>Clifton</i></li> <li>• Indiana League of Municipal Clerks and Treasurers (ILMCT) Executive Committee Luncheon <i>Roosevelt</i></li> </ul>
1:15 p.m. – 2:45 p.m.	<p><b>Early Bird Workshop: The End of Cheap Money and How the Treasurer of State's Office Can Help</b> (MMI) <i>Hoosier A</i></p> <p>The recent rise of interest rates creates challenges and opportunities for municipalities, impacting both the investment and borrowing of funds. More critical now than over the past decade, cities and towns must think strategically about how they manage their cash and raise capital to fund projects. This workshop will cover various facets of support the Treasurer of State's Office can provide in a higher interest rate environment through the Public Deposit Insurance Fund (PDIF), TrustInIndiana, and the Indiana Bond Bank, specifically addressing: 1) How municipalities can earn interest income on their deposits, 2) Understanding the impact of market turmoil on banks, recent bank failures, and how the PDIF provides additional insurance on deposited funds, and 3) Options that are available through the Indiana Bond Bank to obtain lower borrowing costs and maintain capital access in a tighter lending environment.</p>

1:15 p.m. – 2:45 p.m.	<p><b>Early Bird Workshop: The Mental Health Impact of the Opioid Epidemic and How Communities are Facing the Challenge</b> (MMI) <i>Windsor A</i></p> <p>A panel discussion moderated by Mayor Steve McMichael discuss the effects of opioid addiction and the resulting mental health concerns in Indiana. Lt. Governor Suzanne Crouch, along with Indiana's Executive Director for Drug Prevention, Treatment and Enforcement, Doug Huntsinger and other special guests will define the crisis and how it is affecting Indiana and its families. The discussion will include the many state initiatives underway, Indiana's distribution of large-scale opioid settlement dollars, how certain communities are allocating their settlement funds. Panelists will cover this difficult topic while outlining a hopeful way forward for Hoosiers.</p>
1:15 p.m. – 2:45 p.m.	<p><b>Early Bird Workshop: How Has Covid-19 Impacted Hoosier Employment Trends?</b> (MMI) <i>Windsor B</i></p> <p>Manufacturing has a long and strong history in Indiana. The state remains highest in its share of GDP in manufacturing, but what does this mean in terms of manufacturing employment, on which many of our policies are based? In this session Ball State researchers will explore employment trends in our communities, including the impacts of remote work, automation, and education. Speakers will also explore the implications of these trends on both municipal and private sector hiring decisions and policy impacts to be considered.</p>
1:15 p.m. – 2:45 p.m.	<p><b>Early Bird Workshop: Don't Take a Pass: Not Understanding Technology is No Excuse to Avoid the Cyber Talk</b> (CLE, MMI) <i>Windsor C</i></p> <p>Not everyone is a technology guru or understands the world of terabytes, the dark web, or ransomware. Unfortunately, that doesn't mean we can put off discovering what we need to know to protect the digital environment of our municipalities. This workshop will cover common cybersecurity threats and foundational security controls that organizations should consider implementing. In addition, this session will walk participants through incident response preparation. Participants will learn to identify cybersecurity risks, build remediation and mitigation plans, and develop a stronger cybersecurity posture.</p>



1:15 p.m. – 2:45 p.m.	<p><b>Early Bird Workshop: Agents Provocateurs: A Bliss McKnight, Inc. Workshop</b> (CLE, MMI) <i>Nixon</i></p> <p>An agent provocateur can be a secret agent who is up to no good, a person who discreetly disrupts a group's activities, or a person employed to associate with individuals or groups with the purpose of inciting them to commit acts that will subject them to punishment. Examples are those who taunt police in hopes they will act badly, those who aggressively disrupt public meetings, the group conducting so-called 1st Amendment Audits, and someone demanding support for a controversial cause, which they know could illicit a response worthy of a viral video. This workshop, conducted by Aim partner Bliss McKnight, Inc., will help you prepare for agent provocateurs, giving you the knowledge necessary to address them with confidence.</p>
2:00 p.m. – 4:00 p.m.	<p><b>Indiana Association of Regional Councils (IARC) Meeting</b> <i>Ford</i></p>
3:00 p.m. – 4:30 p.m.	<p><b>Workshop: Transportation Infrastructure Planning and Safety Resources through INLTAP</b> <i>Hoosier A</i></p> <p>This workshop will offer both an introduction of the Indiana Local Technical Assistance Program (LTAP) and a new LTAP tool for interacting with your crash data in a whole new way. Experts will be on-hand to ensure Ideas Summit attendees understand the many services and solutions provided by LTAP and how your community can access them. Next, learn about data visualization tool, Power BI, to empower local agencies to make more informed, data-driven decisions on road improvements, and help locals share data with the community utilizing easy graphics. In this session, presenters will walk you through the capabilities of this free tool utilizing municipal examples and explain how to get your city or town crash data into the tool.</p>

3:00 p.m. – 4:30 p.m.	<p><b>Workshop: Housing Program and Incentives to Strategically Grow Your Stock</b> <i>Windsor A</i></p> <p>This workshop will discuss new tools for residential development including residential TIF. Additionally, based on the final recommendations of the legislative housing taskforce in 2022, a new fund was created in the 2023 legislative session. The legislation created a framework for a revolving loan fund to be run by the Indiana Finance Authority to support housing projects. 70% of the money in the fund will be used for housing infrastructure in municipalities with a population of less than 50,000 and 30% of the money in the fund will be used for housing infrastructure in larger subdivisions. This workshop will talk about some of the requirements for and waivers for applying for those loans and what type of projects could use this loan.</p>
3:00 p.m. – 4:30 p.m.	<p><b>Workshop: Facing Challenges and Creating Opportunities Through Community Collaboration</b> <i>Windsor B</i></p> <p>Recent years have brought about an increased need for collaboration amongst communities in which we live, work, and play. Representatives from schools, municipalities, counties, utilities, and economic development organizations often share many of the same challenges and opportunities. This has led to organizations implementing collaborative projects, allowing for community engagement, and increased financial resilience. This panel discussion will spotlight government leaders that have prioritized community needs by building partnership projects amongst units of local governments and school corporations through various types of funding.</p>
3:00 p.m. – 4:30 p.m.	<p><b>Workshop: Going the Distances with Capital Improvement Projects: Preparing for the Lifecycle of Your Projects</b> (CLE) <i>Windsor C</i></p> <p>Capital improvement projects can be daunting, especially when thinking about the action items throughout the entire lifecycle of the project. This workshop will cover everything you need to take into consideration when implementing a capital improvement project, such as legal, engineering, financial advisor, grant, etc. The lifecycle will be broken down into phases – development and closeout – and the specifics of what needs to happen at a given time will be discussed.</p>

## NETWORKING RECEPTION

HOSTED BY BOYCE SYSTEMS AND SPENDBRIDGE

Join everyone after the Welcome Reception  
from 7:30 p.m. - 9:30 p.m. at Legendz Sports Bar and Grill!

Just a short walk to 8695 Jack Carnes Way.

3:00 p.m. – 4:30 p.m.	<p><b>Workshop: Agents Provocateurs: A Bliss McKnight, Inc. Workshop</b> (CLE)</p> <p><i>Nixon</i></p> <p>An agent provocateur can be a secret agent who is up to no good, a person who discreetly disrupts a group's activities, or a person employed to associate with individuals or groups with the purpose of inciting them to commit acts that will subject them to punishment. Examples are those who taunt police in hopes they will act badly, those who aggressively disrupt public meetings, the group conducting so-called 1st Amendment Audits, and someone demanding support for a controversial cause, which they know could illicit a response worthy of a viral video. This workshop, conducted by Aim partner Bliss McKnight, Inc., will help you prepare for agent provocateurs, giving you the knowledge necessary to address them with confidence.</p>
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4:45 p.m. – 5:30 p.m.	<p><b>Opening Business Session with Aim CEO Matt Greller and Lieutenant Governor Suzanne Crouch</b></p> <p><i>Hoosier Ballroom</i></p> <p>Aim President Mark Myers welcomes you to the 2023 Aim Ideas Summit. This year's Opening Business Session will also feature Aim CEO Matt Greller and Lieutenant Governor Suzanne Crouch. Please be sure to stick around for the door prize drawing that will take place at the conclusion of the Opening Business Session. <b>You must be present to win.</b></p>
5:45 p.m. – 7:15 p.m.	<p><b>Welcome Reception in Exhibit Hall</b></p> <p><i>Exhibition Hall</i></p> <p>Reconnect with old friends, meet new ones, and enjoy refreshments at the Welcome Reception in the Exhibit Hall. Explore the many new products and services available to municipal government. Engage in conversation and gather special words for the Mad Libs game with participating exhibitors.</p>
7:15 p.m.	<p><b>Evening Open</b></p>
7:30 p.m. – 9:30 p.m.	<p><b>Networking Reception Hosted by Boyce Systems and SpendBridge</b></p> <p><i>Legendz Sports Bar and Grill</i></p>



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Tap on the workshops you attend to access workshop materials.

The End  
of Cheap Money

Mental Health  
Impact of the  
Opioid Epidemic

Covid-19 Impact  
on Hoosier  
Employment  
Trends

Don't Take a  
Pass: Cyber  
Security

Agents  
Provocateurs:  
A Bliss McKnight,  
Inc. Workshop

Transportation  
Infrastructure  
Planning and  
Safety Resources

Housing Program  
and Incentives to  
Strategically Grow  
Your Stock

Facing  
Challenges  
and Creating  
Opportunities

Going the  
Distances with  
Capital

# Opening Business Session

Featuring Matt Greller, Aim CEO, and Lieutenant Governor Suzanne Crouch

Tuesday, 4:45 p.m. - 5:30 p.m. | Hoosier Ballroom



Each year since the 2016 IACT transition to Aim, CEO Matt Greller has offered attendees of the Opening Business Session an update on the transition and detailed information about what is next for the organization. 2023 is no different! Matt will take Aim members on a video tour of Aim's recent activities in the areas of advocacy, member services, and the Aim Medical Trust. He'll also offer a glimpse into what you can expect from Aim in 2024.

## Statement of Purpose

The purpose of Aim shall be to foster, promote, and advocate for the success of Hoosier municipalities as laboratories for innovation, hubs of talent, and the engines driving our state's economy.





# Indiana Lieutenant Governor Suzanne Crouch

Proud to have been born and raised in Evansville, Lt. Governor Crouch previously served as Indiana's State Auditor since January 2014. Before becoming Auditor, she served as the State Representative for House District 78 which encompasses parts of Vanderburgh and Warrick counties. She was elected to the seat in 2005, and served as the Vice Chairman of the Ways and Means Committee and on the Public Health Committee. Throughout her years of public service, Lt. Governor Crouch has been focused and committed to programs and services for people with disabilities.

Prior to serving in the House of Representatives, Lt. Governor Crouch spent eight years as Auditor of Vanderburgh County. During that time, her office received its first clean bill of health in decades from the State Board of Accounts. She then went on to serve as a Vanderburgh County Commissioner until joining the Indiana House of Representatives. She presided as president of that body during her third year in office.

Constitutionally, as lieutenant governor, Crouch serves as the President of the Indiana Senate. Statutorily, the Lt. Governor oversees a portfolio that includes the Indiana State Department of Agriculture (ISDA), Indiana Housing and Community Development Authority (IHCDA), Office of Community and Rural Affairs (OCRA), and Indiana Destination Development Corporation (IDDC).

Additionally, she chairs the Roundtable on Mental Health, the Intellectual and Development Disabilities Task Force and the Civics Education Commission. Other initiatives she and her office oversee include the Next Level Connections Broadband Grant Program, the Golden Hoosier Award, Hoosier Women Artists and Brilliant Firefly.

Lt. Governor Crouch graduated from Mater Dei High School in Evansville. She went on to receive her Bachelor's Degree from Purdue University, majoring in Political Science. She is married to Larry Downs and together they have a grown daughter, Courtney.



# RECEPTION, TECHNOLOGY, PRIZES, AND STATIONS

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**WEDNESDAY**

**AUG. 23**



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# Wednesday, August 23 Schedule

8:00 a.m. – 5:00 p.m.	<b>Registration</b> <i>Hoosier Business Center</i>
8:00 a.m. – 10:00 a.m.	<b>Continental Breakfast in Exhibit Hall</b> <i>Exhibition Hall</i>
8:00 a.m. – 11:15 a.m.	<b>Exhibit Hall Open</b> <i>Exhibition Hall</i>  The Exhibit Hall will close following the Grand Prize Drawing at 3:45 p.m. Drop off your door prize ticket at the stage located in the Exhibit Hall. <b>You must be present to win.</b>
8:30 a.m. – 9:45 a.m.	<b>Aim Affiliate Group Meetings</b> <ul style="list-style-type: none"> <li>• Council Members <i>Ford</i></li> <li>• Indiana ADA and Title VI Coordinators Association <i>Roosevelt</i></li> <li>• Indiana Municipal Management Association (IMMA) <i>Kennedy</i></li> <li>• Redevelopment Association of Indiana (RAI) <i>Reagan</i></li> </ul>
8:30 a.m. – 11:15 a.m.	<b>State Board of Accounts Resource Center</b> <i>Windsor Hallway</i>  Meet one-on-one with SBOA field representatives. This is a chance to have your questions answered. Consultations available on a first-come, first-served basis.
10:00 a.m. – 11:00 a.m.	<b>Workshop: Balancing Progress and Preservation in Economic Development</b> <i>Hoosier A</i>  Over the past five years, the private and public sectors have invested millions in new development in Noblesville's downtown. These dollars have equipped the city to approach development differently, aiming to add to the authenticity and strategically expand the downtown footprint. When fully complete, the five new developments will include new options for both residential and commercial space. In this presentation, learn how to create projects alongside the private sector that add to your community's uniqueness, incorporate preservation into new development, incentivize the right type of projects, utilize infrastructure projects to create opportunities for new development, and build the right relationships between the public and private sector partners to make it all happen.

10:00 a.m. – 11:00 a.m.	<b>Workshop: Freedom of Speech: Sign Ordinances and the First Amendment</b> (CLE) <i>Windsor A</i>  This session will cover key issues to consider after a decade of upheaval in the First Amendment law governing sign ordinances. Real world hypotheticals will be shared as well as updates communities should consider going forward.
10:00 a.m. – 11:00 a.m.	<b>Workshop: Digital Disruption: Challenges and Opportunities for Communities in the Algorithm Era</b> <i>Windsor B</i>  Local news outlets have traditionally been the primary source of information for communities, but many have struggled to maintain operations in the face of declining revenues. This has led to reduced coverage of local issues, leaving a void in the media landscape. At the same time, social media algorithms prioritize content that generates clicks, rather than the most informative or relevant information. This makes it challenging for municipalities, non-profits, and local businesses to reach their audiences through social media channels, limiting their ability to engage with the community and drive impact. This workshop aims to raise awareness and provide a forum to discuss potential solutions. Panelists will also explore best practices for digital tools to effectively reach local audiences and drive engagement. Join this interesting discussion and walk away with some great communications strategies for your community!
10:00 a.m. – 11:00 a.m.	<b>Workshop: The Medicare Mystery: Solve the Complexity for You and Your Employees</b> <i>Windsor C</i>  Even for seasoned human resources professionals understanding Medicare can be a daunting task. This workshop will break down what you need to know and when, to help your aging employees understand the Parts of Medicare, the penalties that can occur, the costs, and how to transition confidently. For the municipality, there are also social security document requirements to provide employees over 65 upon retirement. With a little preparation regarding this critical topic, you and your employees will be able to focus on a low-stress and positive move towards retirement.

10:00 a.m. – 11:00 a.m.	<p><b>Vendor Solutions Workshop: Vision to Execution: A Guide to Community Development and Project Execution through Strategic Planning, Analysis, and Implementation</b> <i>Nixon</i></p> <p>In this workshop, participants will immerse themselves in the transformative journey of translating visionary ideas into reality through Envoy's Visions to Execution services. The workshop will comprehensively explore the vital steps inherent in this process, specifically focusing on guiding communities in crafting a compelling and actionable vision for their projects. Through an engaging and interactive session that encompasses real-world case studies, attendees will glean profound insights into the realm of effective planning, judicious resource allocation, meaningful stakeholder engagement, and adeptly surmounting challenges, all of which are pivotal to the execution of projects aimed at instigating positive change and leaving a lasting impact. This workshop presents a treasure trove of invaluable strategies and pragmatic tools for harnessing the potent forces of vision to propel successful project execution.</p>
10:00 a.m. – 11:30 a.m.	<p><b>Coffee Bar</b> <i>Sponsored by Crawford, Murphy &amp; Tilly</i> <i>Hoosier Hallway</i></p>
11:30 a.m. – 1:30 p.m.	<p><b>Aim Annual Awards Luncheon Featuring Governor Eric Holcomb</b> <b>Presented by Baker Tilly Municipal Advisors, LLC</b> <i>Hoosier Ballroom</i></p> <p>Placemaking and Program Innovation winners will be honored during this popular event. Aim will also recognize the Aim Green Project of the Year. Don't miss this chance to get transferable ideas to take back to your community for implementation.</p>
1:30 p.m. – 3:45 p.m.	<p><b>Exhibit Hall Open</b> <i>Exhibition Hall</i></p>
1:45 p.m. – 3:15 p.m.	<p><b>Workshop: Public Art for Novices and Experts (and everyone in between)</b> <i>Hoosier A</i></p> <p>Murals and other public art are a significant quality of place indicator and amenity for both visitors and residents. Public Art 101 will cover the why, how, and who and provide a pathway and resources to support communities no matter where they are in their public art journey. Small towns and big cities alike can reap the many rewards of public art.</p>

1:45 p.m. – 3:15 p.m.	<p><b>Workshop: Residential Assessment and the Impact on Property Taxes (CLE)</b> <i>Windsor A</i></p> <p>Across Indiana, everyone is abuzz with 2022-pay-2023 assessments and the impact the assessments have on property taxes. Particularly and understandably, most of the talk in local government centers around the assessed value increase to residential property. Local leaders and constituents are increasingly questioning and voicing concern about property tax increases. This workshop will briefly discuss historical assessment and property taxation and the relation to practices within the current market dynamic. While it is true that the average assessed value increase statewide was substantial for pay 2023, it is also true that this is not the whole picture. The presenters will cover the overall process to help attendees understand the interplay between assessments, property taxes, property tax caps, the cost of providing services, and inflationary pressures of the current market.</p>
1:45 p.m. – 3:15 p.m.	<p><b>Workshop: A Seat at the Table: Encouraging Youth Voice and Engagement through Youth Councils</b> <i>Windsor B</i></p> <p>Hoosier students can play an integral role in their cities and towns by allowing them the opportunity to address issues and concerns that affect them directly. By creating and operating a youth advisory council, communities can serve local leaders, boost youth participation in local government, and create unique projects and programs spearheaded by youth. A panel of community leaders will discuss the inception of their youth council, how the council operates within the municipality, and the benefits of having a youth council in their city and town. If you have a youth council or are thinking about starting one in the future, this workshop will cover everything you need to know and more!</p>

Approx. Time to Complete Survey: 15 MIN



## Aim Comprehensive Member Survey

TAP TO BEGIN SURVEY

<p>1:45 p.m. – 3:15 p.m.</p>	<p><b>Workshop: Maintaining a Secure Digital Flow: Cybersecurity for Water and Wastewater Utilities</b> (CLE) <i>Windsor C</i></p> <p>Municipalities must now meet utility requirements related to cybersecurity, including compliance with the America's Water Infrastructure Act (AWIA) and SEA 362 with the completion of a Cybersecurity Program for utilities seeking project financing through the Indiana Finance Authority's State Revolving Fund (SRF) Program. The cybersecurity training for water and wastewater utilities and municipalities provides training for water/wastewater utilities and municipality staff for cybersecurity risk assessment training needed in order to meet the state and federal needs of Indiana municipalities and counties. The training focuses on cybersecurity education, why cybersecurity is important, protection of information, phishing, recognizing threats, how to protect yourself and the municipality against attacks, and the impact of not being prepared for a cybersecurity incident. The training utilizes the INAWWA cybersecurity tool, which is a state approved cybersecurity tool.</p>
<p>1:45 p.m. – 3:15 p.m.</p>	<p><b>Workshop: Run, Walk, Bike: Trail Oriented Development in Your Community</b> <i>Nixon</i></p> <p>There are many trails and greenways throughout Indiana. Some trails have well-defined development nodes that are vibrant places – and destinations - to live, work, eat, and enjoy. This workshop will explore opportunities for urban, suburban, and rural trail nodes (known as Trail Oriented Development, or TrOD) and the best practices for fostering successful nodes throughout Indiana's trails. One example that will be discussed is the Monon Boulevard in Carmel. The trail provides a bold example of how strategic investments in visionary bike-ped facilities can enhance health and safety of all users, foster social connection, catalyze private development, and reduce the environmental impact of car travel. Once a declining industrial corridor bisected by the Monon Greenway, Midtown Carmel is now the primary focus for redevelopment within its city. Through case studies and lessons learned, the speakers will discuss TrOD considerations include building massing in relationship to adjacent streets, potential economic impacts, potential tax revenue, finance tools, programming, and trail enhancements or design considerations that will foster a vibrant place along your city or town's trail.</p>

<p>2:00 p.m. – 3:30 p.m.</p>	<p><b>State Board of Accounts Resource Center</b> <i>Windsor Hallway</i></p> <p>Meet one-on-one with SBOA field representatives. This is a chance to have your questions answered. Consultations available on a first-come, first-served basis.</p>
<p>3:45 p.m.</p>	<p><b>Grand Prize Giveaway and Exhibit Hall Closes</b> <i>Exhibition Hall</i></p>
<p>4:00 p.m. – 5:00 p.m.</p>	<p><b>Corporate Partner Advisory Council Meeting</b> <i>Murdock</i></p> <p>Open to all Aim Corporate Partners</p>
<p>4:00 p.m. – 5:00 p.m.</p>	<p><b>Workshop: What You Need to Know When it Comes to Federal Legislative Updates</b> (CLE) <i>Hoosier A</i></p> <p>The American Rescue Plan Act of 2021 (ARPA) delivered significant funding and grant opportunities to state and local governments, territories, and tribal governments as public sector organizations collaborated and strategized to address critical community needs. The Infrastructure Investment and Jobs Act (IIJA), also known as the Bipartisan Infrastructure Law (BIL), was signed into law in November 2021, allocating an historic \$1.2 trillion for transportation, highway safety, rail programs, broadband access, clean water, electric grid renewal, and more. The Inflation Reduction Act (IRA), signed in August 2022, brought sweeping changes to how cities, counties, and other governmental entities evaluate project opportunities as the federal government continues to push the energy transition. At the state level, recent legislative changes have created favorable conditions for residential development through TIF and expanded investment opportunities in economic development with funding coming through the Indiana Economic Development Corporation (IEDC). This workshop will provide updates, the eligible uses for various funding provisions, upcoming deadlines, reporting requirements and an overview of what has been learned including tips on how local governments can best leverage state and federal funds to accomplish their goals.</p>



4:00 p.m. – 5:00 p.m.	<p><b>Workshop: Public Safety Organizational Development to Improve Relationships and Boost Collaboration</b> <i>Windsor A</i></p> <p>This workshop will focus on organizational development in public safety departments and how it can help address issues related to recruitment, retention, and development of police officers. The goal is to take a holistic approach and emphasis on enhancing the relationship between the community, local government and public safety officers. Utilizing community-oriented policing techniques that will help build trust and foster positive relationships among law enforcement and the community they serve. By prioritizing community engagement, problem-solving, and collaboration, police departments can work to address the root causes of crime and improve the quality of life for all residents. At the same time, accountability is also critical for ensuring that public safety officers are held to high standards of conduct and professionalism. This can involve implementing clear policies and procedures, providing regular training and feedback, and establishing effective oversight mechanisms. Overall, organizational development can play a key role in building a strong and effective public safety department that is equipped to meet the needs of its community. By prioritizing best practices and policies that embrace community-oriented policing and accountability, departments can work to provide professional service to the residents and visitors of their city or town.</p>
4:00 p.m. – 5:00 p.m.	<p><b>Workshop: Employment Law Updates, Compliance Matters, and More</b> <i>(CLE)</i> <i>Windsor B</i></p> <p>Join attorney Shelley Jackson for an engaging discussion of timely and emerging employment law issues for municipal employers. Many topics will be covered, including an update on key state and federal employment-related laws impacting the workplace, case studies of recent employment law compliance matters, and an assessment of critical risk management considerations in the workplace.</p>
4:00 p.m. – 5:00 p.m.	<p><b>Workshop: How a Water Loss Audit Can Have Broad Benefits for Your Water Utility</b> <i>Windsor C</i></p> <p>Ensuring your community's water is being delivered seamlessly through the system is not only good for the environment, it's important for ratepayers and your municipal utility to know the water infrastructure is efficient and in good repair. A panel of experts from the public and private sectors will review the history of water loss auditing in Indiana and offer many tips for fiscal officers on how to utilize existing resources to help with a smooth water audit.</p>

4:00 p.m. – 5:00 p.m.	<p><b>Vendor Solutions Workshop: Protect Yourself from the Aliens Hiding in Plain Sight</b> <i>Nixon</i></p> <p>Through an interactive discussion, the Indiana Office of Technology (IOT) will present techniques and services proven to help prevent cybersecurity threats and attacks. The services and techniques discussed are listed in the State's Cybersecurity Plan approved by the U.S. Department of Homeland Security and are available to local governments at a low fee or free of charge. To receive a portion of the \$20M of federal funds, local governments are encouraged to meet cybersecurity best practices before applying – including .GOV domain, secure websites and emails, a Cybersecurity Incident Reporter contact information on file with IOT, cybersecurity training, password management, and more. Let IOT help you feel confident your community and its tech framework is secure!</p>
5:05 p.m. – 5:20 p.m.	<p><b>Policy Platform Hearing</b> <i>Ford</i></p> <p>Aim's Policy Platform represents the association's positions on important municipal government issues. Aim members can participate by attending the Policy Platform hearing, where recent changes and additions to the Policy Platform are discussed.</p>
5:30 p.m. – 6:30 p.m.	<p><b>Presidents' Reception</b> <i>Hoosier Ballroom</i></p> <p>Join conference attendees to honor Aim presidents, past and present, and for the presentation of the Legislator of the Year, Russell G. Lloyd Distinguished Service Award, Ivan H. Brinegar Municipal Management Award, and Financial Management Award.</p>
6:30 p.m.	<p><b>Evening Open</b></p>
7:00 p.m. – 10:00 p.m.	<p><b>Dinner and Dancing Hosted by Aim Corporate Partners</b> <i>American Legion</i></p> <p>The Aim Corporate Members have planned an exciting evening event open to all Aim Ideas Summit attendees. Please join us for dinner, drinks, live music, and dancing. The American Legion is within walking distance of the French Lick Springs Resort Event Center.</p>



Tap on the workshops you attend to access workshop materials.

Balancing  
Progress and  
Preservation

Freedom of  
Speech

Digital Disruption:  
Challenges and  
Opportunities

The Medicare  
Mystery: Solve  
the Complexity

Vendor Solutions:  
Vision to  
Execution

Public Art for  
Novices and  
Experts

Ressidential  
Assesment and the  
Impact

A Seat at  
the Table:  
Encouraging  
Youth Voice

Maintaining a  
Secure Digital  
Flow

Tap on the workshops you attend to access workshop materials.

Run, Walk,  
Bike

What You Need  
to Know When it  
Comes to Federal

Public Safety  
Organizational  
Development

Employment  
Law Updates and  
More

How a Water Loss  
Audit Can Have  
Broad Benefits

Vendor Solutions:  
Protect Yourself  
from Aliens Hiding  
in Plain Sight



CONTINUE THE CONVERSATION ON SOCIAL:

**#Aim2023**

# Indiana Governor Eric Holcomb

A lifelong Hoosier, Gov. Holcomb is a veteran of the United States Navy, served as the state's 51st Lt. Governor, was a trusted advisor to both Gov. Mitch Daniels and Sen. Dan Coats, worked for Congressman John Hostettler and is a former state chairman of the Indiana Republican Party. He was elected governor in November 2016, following an unprecedented 106-day campaign and was sworn in on Jan. 9, 2017. In 2020, he was elected to his second term with the most votes for governor in Indiana history.

To accelerate the state's economic growth, Indiana launched the Regional Economic Acceleration and Development Initiative (READI), a bold, transformational initiative that will dedicate \$500 million in state appropriations to promote strategic investments that will make Indiana a magnet for talent. In the 2022 legislative session, Gov. Holcomb successfully positioned Indiana to compete at an even higher level for economic development opportunities by modernizing the tools available to the state's economic development arm and continues to maintain a high level of reserves while returning funds to Hoosiers through an automatic taxpayer refund and lowering individual income taxes.

Gov. Holcomb is focused on moving our state forward. In his first months as governor, he led the way for the largest long-term infrastructure investment in our state's history with the long-term, fully-funded 20-year, \$60 billion Next Level Roads program. He also created the Governor Public Health Commission in 2021 to study and make recommendations this year about how the state can improve the delivery of public health services throughout Indiana. All of this work is underscored by Gov. Holcomb's commitment to delivering great government service for Hoosier taxpayers.

Indiana was ranked first in the nation for government efficiency by U.S. News & World Report in 2017.

The governor is a graduate of Pike High School in Indianapolis and Hanover College in southeastern Indiana where he majored in U.S. History with a focus on the American Civil War and the Reconstruction Era. He is a collector of presidential signatures and currently has documents signed by all 45 of our nation's presidents. He and his wife, Janet, live with their Miniature Schnauzer, Henry, and their cat, Topper, in the Governor's Residence on North Meridian Street in Indianapolis.



# PRESIDENTS' RECEPTION

## THANK YOU TO OUR SPONSORS:

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### **BRONZE LEVEL**

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CHA CONSULTING

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# Exhibition Hall

## Exhibition Hall Schedule: Tuesday, August 22

8:00 a.m. – 6:00 p.m.	<b>Conference Registration</b> <i>Hoosier Business Center</i>
10:00 a.m. – 5:00 p.m.	<b>Exhibitor Move-in &amp; Set-up</b>
5:45 p.m. – 7:15 p.m.	<b>Show Open - Welcome Reception in Exhibit Hall</b>

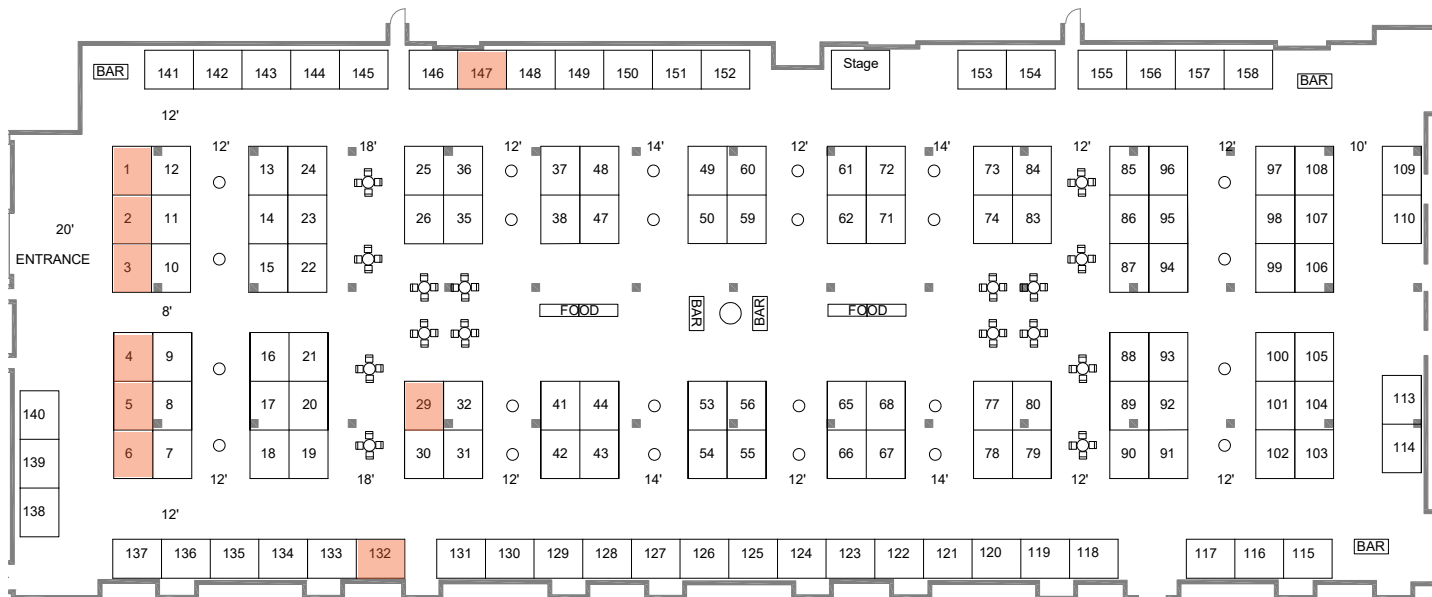
## Exhibition Hall Schedule: Wednesday, August 23

8:00 a.m. – 5:00 p.m.	<b>Conference Registration</b> <i>Hoosier Business Center</i>
8:00 a.m. – 10:00 a.m.	<b>Continental Breakfast in Exhibit Hall</b>
8:00 a.m. – 11:15 a.m.	<b>Exhibit Hall Open</b>
1:30 p.m. – 3:45 p.m.	<b>Exhibit Hall Open</b>
3:45 p.m.	<b>Grand Prize Drawing and Exhibit Hall Closes</b>
3:45 p.m. – 5:30 p.m.	<b>Exhibitor Move-out</b>

## Municipal Mad Libs!

Your journey around the exhibit hall will be entertaining and interactive with Municipal Mad Libs! Visit participating booths for the missing words on your game card. While the story might seem to write itself, you'll want to ensure you have the correct word (or phrase) by speaking with vendors. Once you have completed the story, hand in your card at the exhibit hall stage to be eligible for the prize drawing! Participating exhibitors are noted with an asterisk on the Exhibitor Listing and are highlighted on the map below.

## Exhibit Hall Map





BOOTH	COMPANY
65	A&Z Engineering, LLC
67	Abonmarche Consultants, Inc.
<b>5</b>	<b>Aim Medical Trust*</b>
115	Alliance of Indiana Rural Water
78	Alpha Energy Solutions
145	Amazon Business for Government
150	<i>American Fidelity Assurance Company</i>
149	<i>American Legal Publishing Corporation</i>
154	Apex Benefits
79	Astra Insurance Group
142	ATLAS Technical Consultants
121	Baird
<b>3</b>	<b>Baker Tilly Municipal Advisors, LLC*</b>
6	Ball State University*
29	Banning Engineering*
9	BCA Environmental Consultants, LLC
54	Best Equipment Company, Inc.
132	BIS Digital, Inc.*
30, 31	<i>Bliss McKnight, Inc.</i>
147	<i>BMO Harris Bank N.A. (Aim pCard Program)*</i>
71	bo-mar Industries
10, 11	Boyce Systems
134	Bulk Storage Building Solutions
88	Burnham & Flower Insurance Group
77	C.H. Garmong & Son, Inc.
122	Catalis - Value Payment Systems
146	<i>CGI Digital (Community Showcase Video Program)</i>
137	Christopher B. Burke Engineering, LLC
56	Civil & Environmental Consultants, Inc.
100	Clark Dietz, Inc.
86	Colonial Life
91	Comcast Business
141	Commonwealth Engineers, Inc.
157	Community Voices for Health
119	CORE Construction

BOOTH	COMPANY
83	Crawford, Murphy & Tilly
62	Crowe LLP
90	DebtBook
135, 136	Diversified Technology Corp
<b>1, 2</b>	<b>DLZ Indiana, LLC*</b>
155, 156	Duke Energy
61	Energy Systems Group
85	Enterprise Fleet Management
7	Fleis & VandenBrink
139	Gibson Teldata, Inc
93	Green Sign Company
148	<i>Henriott Health 65</i>
98	Hitchcock Design Group
99	HoosierFund
97	Horizon Bank
116, 117	HWC Engineering
140	Indiana American Water
73	Indiana Arts Commission
128	Indiana Association of Regional Councils
59	Indiana Bond Bank
144	Indiana Chapter - American Concrete Pavement Association
118	Indiana Department of Natural Resources
17	Indiana Geographic Information Office
84	Indiana Housing & Community Development Authority
94	Indiana Local Technical Assistance Program (INLTAP)
151	Indiana Mayors Assistants (IMA)
66	Indiana Municipal Power Agency
49	Indiana Office of Technology
37, 38	Indiana Public Employers Plan, Inc. (IPEP)
32	Information & Records Associates/SBS Portals
96	IPS Group, Inc.

BOOTH	COMPANY
131	Jones & Henry Engineers
126	Jones Petrie Rafinski
89	JPMorgan Chase Bank
80	K2M Design, Inc.
35	Krieg DeVault LLP
123	KW Landscape Architects
25	Lawson-Fisher Associates, PC
12	Local Government Services
21	MartinRiley Architects & Engineers
153	Meyer Najem Construction, LLC
68	Midwestern Engineers, Inc.
158	Miller Pipeline
44	ms consultants, inc.
14	New Focus HR, LLC
47	NIC Indiana / Tyler Technologies, Inc.
152	<i>NLC Service Line Warranty Program</i>
74	O.W. Krohn & Associates LLP
124	Okta
26	Performance Services
19	Peters Franklin, LTD
125	Professional Lighting Services
129	Purdue Extension
15	RATIO Architects LLC
120	Recreation inSites
53	Reedy Financial Group, P.C.
60	Regions Bank
18	RQAW Corporation
48	Rundell Ernstberger Associates
95	Schmidt Associates
8	Schneider Electric
130	Shumaker Tech Group
87	Software Solutions, Inc.
92	Sondhi Solutions
13	Spendbridge
143	Stifel
127	Stoll Keenon Ogden PLLC

Aim Strategic Partners are in **bold**

Aim Endorsed Programs are in *italics*

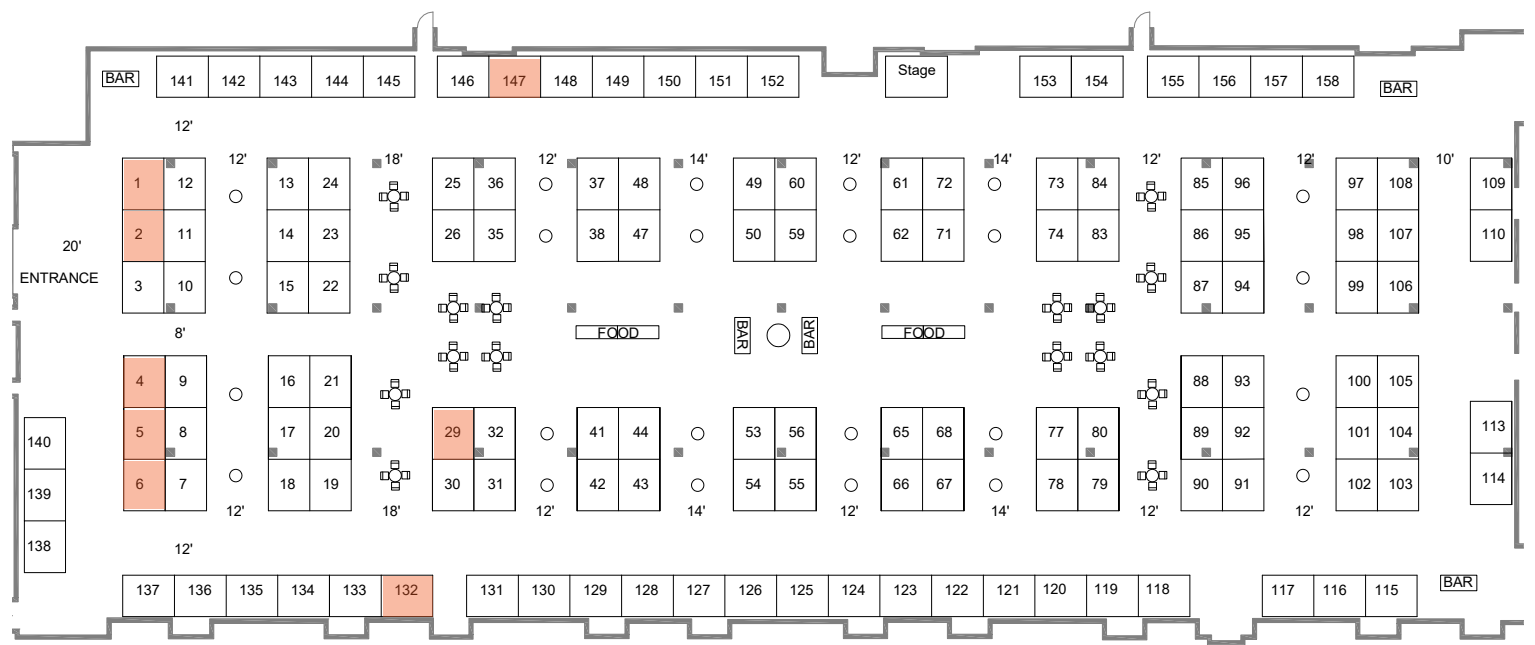
\* Municipal Mad Libs Participant

BOOTH	COMPANY
55	T&M Associates
<b>4</b>	<b>Taft Law*</b>
72	Taylor Siefker Williams Design Group LLC
20	Telamon Energy
22-24	The Veridus Group

BOOTH	COMPANY
102	TheGovApp.com
36	Tonn and Blank Construction
43	Triad Associates, Inc.
50	TrustIndiana
16	United Consulting

BOOTH	COMPANY
138	USI Consultants, Inc.
101	VC3
133	Veregy
41	Wessler Engineering
42	Yodel Community Connections

## Exhibit Hall Map





CONTINUE THE CONVERSATION ON SOCIAL:

# #Aim2023

# EXHIBIT HALL

## THANK YOU TO OUR SPONSORS:

### **MUNICIPAL MAD LIBS**

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BANNING ENGINEERING

BIS DIGITAL

BMO HARRIS BANK, N.A.

DLZ INDIANA, LLC

TAFT LAW

### **EXHIBIT HALL BREAKFAST**

FRENCH LICK SPRINGS RESORT

### **EXHIBIT HALL GRAND PRIZE**

JONES & HENRY ENGINEERS, LTD.

### **EXHIBIT HALL MEMENTO COOKIES**

BMO HARRIS BANK, N.A.

HWC ENGINEERING

**THURSDAY**

**AUG. 24**





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- » Hydropower & Other Renewable Energy
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- » Survey
- » Transportation
- » Water




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# Thursday, August 24 Schedule

8:00 a.m. – 11:30 a.m.	<b>Registration</b> <i>Hoosier Business Center</i>	9:00 a.m. – 10:00 a.m.	<b>Workshop: Building a True Community Center: Carmel Clay Community Building</b> <i>Reagan</i>  The Clay Township Impact Program started in 2018, as a Township led effort to deliver nearly \$90M in public improvements across the city of Carmel. The bond, sponsored by Clay Township, provided most of these dollars. The Township knew the city was ideal to support the efforts because of their shared goals of building a thriving community that attracts the best and brightest people and businesses. Since most township governments don't have the in-house technical resources such as a city engineer, and park department experts, the Township was able to use the city's valuable expertise during the development and implementation of the Impact Program. Some public amenities that were constructed included: Three public road roundabouts, multiple trail and parks projects, a new community center and fire department administration building, and many other fire station improvements. The Team is excited to share the success of the Program and give insights on how the partnership could be scalable to nearly any size community.
8:00 a.m. – 9:00 a.m.	<b>Continental Breakfast</b> <i>Hoosier Ballroom</i>	9:00 a.m. – 10:00 a.m.	<b>Workshop: Crisis Communications: How and Why You Need to be Ready for What You HOPE Won't Happen</b> <i>Ford</i>  There is no excuse. Every community, regardless of size, needs to be prepared for a crisis. An essential component of that effort is communication. Whether it is a natural or man-made event, timely, informative and empathetic engagement is critical. In this presentation speakers will explore best practices in crisis communication, including considerations on how you prepare, who says what (and when), and what tools are effective. Our panel professionals and public servants, such as Aim President and Greenwood Mayor Mark Myers, will talk about working through a crisis and what lessons others can take away. This session will leave attendees with ideas and actions they can take back to their communities.
9:00 a.m. – 10:00 a.m.	<b>Workshop: Developing a Minority Women Business Enterprise (MWBE) a Mid-Sized Community</b> <i>Hoosier A</i>  This workshop will delve into the wide spectrum of efforts and challenges related to the implementation and execution of a MWBE Ordinance and Program Plan for a mid-size municipality. Our panelists, representing public works, legal, and South Bend's Common Council will offer a wide range of perspectives and experiences municipalities will encounter when trying to carry out and manage a MWBE goal setting program. Panelists will cover the legislative body's key role in establishing an ordinance, navigating legislative hurdles, and offer strategies and techniques for building accountability into the program. Details regarding contract compliance, goal setting on public works projects, compliance software, NAICS Codes, and internal management of awarded projects are planned. Finally, the speakers will cover legal steps for establishing diversity goals on municipal projects, disparity studies, and staffing a Contract Compliance Office. This will be a substantive and in-depth discussion; come ready to learn!	9:00 a.m. – 10:00 a.m.	<b>Workshop: Introduction to Vehicle Electrification: How to Prepare and Successfully Make the Switch</b> <i>Windsor C</i>  Fleet electrification is no longer in its infancy. This workshop will explain to municipal leaders the process for electrification and what steps they need to take to be successful in reaching their vehicle electrification goals. Speakers will discuss current electric vehicles (EVs) in the market that could be useful to cities and towns, EV charger types and levels, and what it takes to ready their sites for electrification. Municipalities that attend this workshop will leave with an understanding of what it takes to decarbonize their fleet.



## Aim Comprehensive Member Survey

Approx. Time to Complete Survey: **15 MIN**

TAP TO BEGIN SURVEY

<p>9:00 a.m. – 10:00 a.m.</p>	<p><b>Workshop: Public Spaces and Third Places: How Creative Thinking and Collaboration Can Lead to a Reimagined Community Identity</b> <i>Nixon</i></p> <p>Recent trends in growing communities focus on rethinking places where the public can gather. These can be public spaces like parks and trails or “Third Places”, where people spend time between home (first place) and work (second place). Third places could be privately owned like coffee shops, restaurants, gyms, or public amenities like libraries or recreation centers. Creating spaces like these for people to gather is vital to creating a community identity. In 2022, Seymour Main Street and the City of Seymour sought a partner to help build a Downtown Seymour Streetscape Master Plan. The Veridus Group and Context Design worked closely with the city to help them build an established, cohesive vision that aligned businesses, residents, and property owners in a feeling of rediscovery of the community assets and elements that are unique to Seymour. Big Car Collaborative has been working as a nonprofit art and design organization in Indiana since 2004. They utilize tools of culture and creativity to build community and social cohesion. A representative of Big Car will be on hand to explain how they advise communities on placemaking and cultural development through drawing people together.</p>	<p>10:15 a.m. – 11:15 a.m.</p>	<p><b>Workshop: All Things Utilities: Updates on Legislative Case Law, and the IURC</b> (CLE) <i>Hoosier A</i></p> <p>The world of utilities is constantly changing, and you need to stay informed on the important issues. This workshop will cover a wide range of utilities issues and updates, including legislation, Indiana Utility Regulatory Commission (IURC), case law, and federal regulations (IRA, IJJA, and cybersecurity requirements).</p>
<p>9:00 a.m. – 10:00 a.m.</p>	<p><b>Attorney Peer Networking: The Old and the New: Environmental Challenges and Opportunities in 2023 and Beyond</b> (CLE) <i>Roosevelt</i></p> <p>Attend this workshop to learn about some old and new environmental problems facing Indiana cities and towns. Learn about PFAS, a complex group of chemicals in use since the 1950s with a constantly evolving regulatory landscape, and what you need to know about new PFAS regulations. Many experts are suggesting that PFAS regulation and compliance could have far reaching impacts, including significant ramifications for cities and towns. In addition, the presenters will also discuss some old problems, the brownfields that remain a blight on the landscape in many cities and towns, potential options to address these problems, and what some cities are doing about them. Among other things, learn about why brownfields have been such a persistent problem, securing funding, forming a redevelopment commission, possible legal actions, and common problems or hurdles in the redevelopment of brownfields.</p>	<p>10:15 a.m. – 11:15 a.m.</p>	<p><b>Workshop: Breaking Down Build-Operate-Transfer (BOT)</b> <i>Windsor C</i></p> <p>Utilizing taxpayer funds wisely and ensuring no stones are left unturned is a foundational element of municipal leadership. When making large-scale capital decisions this stewardship is even more important. Workshop speakers will cover the project delivery method of Build Operate Transfer, or BOT, and outline how and when this method is most effective.</p>
		<p>10:15 a.m. – 11:15 a.m.</p>	<p><b>Workshop: Square Pegs in Round Holes: How Wastewater Projects Can Spur Brownfield Cleanup, Create Jobs, and Fast Track Site Reuse</b> <i>Reagan</i></p> <p>The State Revolving Fund has long been a critical financing tool to provide low interest funding for large drinking and wastewater infrastructure improvements. A little-known strategy enables communities to use this funding to remediate brownfields. This session will walk through a case study in Logansport, where the city leveraged State Revolving Fund (SRF), Revolving Loan Fund (RLF), EPA Brownfields Assessment Grant funds, and a measure of creativity to investigate and remediate a large, vacant industrial property without using taxpayer dollars. Leveraging these funds enabled the city to invest in the redevelopment of the site, where a public services facility as well as private development are planned. Indiana Finance Authority (IFA) offered a reduction in the interest rate for the SRF, generating revenue for the brownfield project. Participants will take away these and other funding strategies to ensure your community is maximizing funds and transforming valuable spaces into vibrant places.</p>

10:15 a.m. – 11:15 a.m.	<p><b>Workshop: Utilizing Banners for Street Beautification</b> <i>Ford</i></p> <p>Community beauty plays a significant role in the success of a city and its residents. A beautiful city attracts businesses, tourists, and investment. When people visit a city that is visually appealing, they are more likely to stay longer, spend more money, and return in the future. Community beauty also has a more direct impact on the success of a city's residents. Studies have shown that beauty is one of the most significant factors impacting various economic and social outcomes, alongside economic security and good schools. When people are proud of their city and feel connected to it, they are more likely to participate in local events, volunteer in their communities, and engage in civic activities. However, the upkeep of beautification measures takes time, money, and resources. So how can municipal leaders achieve these aesthetic goals? CGI Digital will discuss cost-effective ways to provide free and sustainable ways to create a sense of community pride with through a decorative street banner program. Decorative street banners are a simple yet effective way to enhance the visual appeal of a city or town, while also promoting your local brand, highlighting initiatives, and spotlighting businesses.</p>
10:15 a.m. – 11:15 a.m.	<p><b>Workshop: Why is Accepting Electronic Payments So Difficult? A Practical Approach to Managing the Process</b> <i>Nixon</i></p> <p>The proliferation of electronic payment acceptance is morphing, but doing so creates additional complexities, grows the number of vendors, and increases reconciliation challenges. No longer is it “credit cards only through a single terminal.” As if that wasn't complex enough to manage, now there are different types of electronic payments to accept, different types of payment channels to receive payments through, all while trying to align through the scope of the Payment Card Industry (PCI) – yikes! No worries, this session will offer tactical steps to evaluate and consider how to best manage merchant services and your electronic payment process. Attendees will receive a combination of best practices they can carry back to their own organizations.</p>

10:15 a.m. – 11:15 a.m.	<p><b>Vendor Solutions Workshop: Mapping Your Financial Future: Proactive Financial Planning for Municipalities</b> <i>Eisenhower</i></p> <p>This workshop is designed to provide guidance and tools for municipalities to take control of their financial future by implementing proactive planning strategies. The workshop will cover various topics such as developing financial goals, creating a long-term financial and capital plan, analyzing revenue and expenses throughout the year, and building better budgets. Participants will learn how to assess their municipality's financial health, identify potential risks and opportunities, and develop a roadmap for achieving financial stability and growth. The workshop will also cover best practices and case studies from other municipalities that have successfully implemented proactive financial planning strategies. Baker Tilly Municipal Advisors, LLC will guide participants through the tools municipalities can use year round to proactively plan. By the end of the workshop, participants will have a better understanding of the importance of proactive financial planning and the tools and strategies necessary to implement it in their municipality. They will leave the workshop equipped with a roadmap for mapping their financial future which will give decision-makers the knowledge necessary to make informed financial decisions to create a brighter future for their municipality.</p>
11:30 a.m. – 1:00 p.m.	<p><b>Closing Luncheon and Business Session</b> <i>Hoosier Ballroom</i></p> <p>Join us as Aim President Mark Myers presides over the Closing Business Session. Meet the members of the 2024 Aim Board of Directors. Officers will be elected, and the newly elected Aim President will address conference attendees. Aim will present officials who have earned designation as a Certified Municipal Official (CMO) in the Aim Municipal Management Institute or an Indiana City Leadership Executive in the Ball State – ICI/Aim Mayors Institute with their awards. Please be sure to stick around for the door prize drawing that will take place at the conclusion of the Closing Luncheon and Business Session. <b>You must be present to win.</b></p>

Tap on the workshops you attend to access workshop materials.

Developing a  
Minority Women  
Business  
Enterprise (WMBE)

Introduction  
to Vehicle  
Electrification

Building a  
True Community  
Center:  
Carmel Clay

Crisis  
Communications

Public Spaces  
and Third Places

Attorney Peer  
Networking

All Things  
Utilities

Breaking Down  
Build-Operate-  
Transfer (BOT)

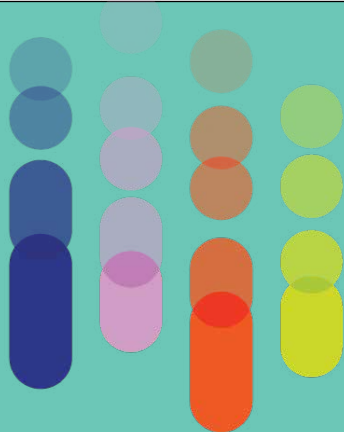
Square Pegs in  
Round Holes

Tap on the workshops you attend to access workshop materials.

Utilizing  
Banners  
for Street  
Beautification

Why is Accepting  
Electronic  
Payments so  
Difficult?

Vendor Solutions:  
Mapping Your  
Financial Future



## Aim Comprehensive Member Survey

This is it! **August 24th** marks the last day to take the Aim Comprehensive Member Survey. Don't miss your chance to give Aim your real feels about workshops, advocacy, and even parking. Take a 15-minute break, take the Survey, and maybe you'll win an Apple Watch or AirPods!

TAP TO BEGIN SURVEY



# SESSIONS & WORKSHOPS

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INDIANA DEPARTMENT OF TECHNOLOGY

### **FEATURED SPEAKER**

COMCAST BUSINESS



Aim Annual Awards Presented by:  
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**AWARDS**

# 2023 AIM ANNUAL AWARDS

The Aim Awards Program honors communities and individuals for outstanding achievement, successful innovation, and steady leadership in municipal government. The program provides Aim members the opportunity to receive well-deserved recognition for their work and offers examples for projects and leadership in other communities.

# Navigating today's challenges for a confident tomorrow

Your concerns are our concerns, from forging strong growth goals to exploring effective solutions for financial obligations. We're all about building strong communities. We go there, with you.



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# PLACEMAKING

## PLACEMAKING AWARDS

The Placemaking Award highlights programs or projects that have been implemented and demonstrate new approaches for solving municipal challenges. Placemaking projects also exemplify the positive impact of planning, regeneration, or economic development work on the physical quality of a place, as well as the economic and social well-being of a community. Nominations must have a physical aspect. Awards are presented in multiple population categories based on nominations received.





# *City of Rising Sun* **Active Senior Living Community**

Over a decade ago, Rising Sun recognized the need for housing revitalization due to the increase of foreclosures and blighted property and the negative impact on the area. The housing plan included an active senior housing community to be built near Main Street, the riverfront and casino. The Senior Living Community is a residential community for owners 55 years or older, featuring single-level residences for owners 55 years or older, featuring single-level residences with two bedrooms and two baths. The housing options are

affordable, fairly maintenance free, and conveniently located. The impact on Rising Sun expands beyond the cost of the new units. The city will receive an addition \$25,000 in annual property taxes and \$8,400 in new utility fees per year. The project is estimated to bring an additional 42.5 new jobs to the community and the early retirees set to occupy the houses will have an economic impact with spendable income to help boost the Main Street Business District.





# *City of Greenfield* Depot Street Park

In Greenfield, the former Pennsylvania Train Depot has been transformed into a community gathering place for art and recreation. The park includes an elevated two-sided stage with electrical support for concerts, presentations, theater, and dance. The art plaza is for smaller events and the main grassy seating area is for recreation and larger events. Additional amenities include tables, chairs, picnic tables on steel wheels rolling on tracks, bollard and overhead lighting, limestone water bubblers, a secondary trail, brick plaza,

steel and beam swings, embedded rail lines, and public art. Depot Park was constructed with \$650,000 from local funds and \$1,750,000 from Community Development Block Grant funds. The Parks Department contributed another \$30,000 in event equipment and Council set aside \$100,000 for initial programming. Local Stellar funding was used to renovate a trailer into a mobile Green Room for entertainers. The Parks Department will provide event management and routine maintenance.



# *City of Mishawaka* Ironworks Plaza at Robert C. Beutter Riverfront Park

Mishawaka's Ironworks Plaza at Robert C. Beutter Park is the culmination of a 24-year vision to transform the site into a public destination and city icon. The vision was intentionally curated to create an extension of the downtown with mixed-used development, restaurants, outdoor programming space, and a year-round draw for regional visitors.

Ironworks Plaza consists of six distinct areas: The Mill at Ironworks Plaza, Front Street, Ball Band Biergarten, Ironworks Plaza and Rink, Ironworks Event Center and Cafe, and Riverwalk Extension. These areas can act as independent spaces or in unison to create larger spaces for public enjoyment and hosting large community celebrations.





# *City of Evansville* Sunrise Pump Station and Cascade

Faced with a federal mandate to comply with the Clean Drinking Water Act and eliminate combined sewer overflows, Evansville engaged the community as it looked for creative solutions to solve the problem and enhance the Downtown Riverfront. At the most basic level, Sunrise Pump Station is designed to move up to 40 million gallons a day of treated effluent from the East Wastewater Treatment Plant to the Ohio River through a series of small waterfalls. The top of the cascade features amenities such as swings, benches, and an overlook. In addition, a popular playground

had to be moved for the Station. The new playground, Mickey's Kingdom, was community funded and is one of the largest all-abilities playgrounds in the Midwest. The pump station itself has approximately 45,000 square feet, part of which goes 40 feet into the ground. The building includes a laboratory with a wall of windows so visitors can see lab techs at work, and public space with year-round restrooms inside and outside, a catering kitchen and an observation deck on the second floor. In addition, the station houses an Evansville Police Department substation.



# INNOVATION

## PROGRAM INNOVATION AWARDS

The Program Innovation Award honors communities that introduced and executed new ideas and methods to carry out municipal activities. Awards are presented in multiple population categories based on nominations received.





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# *Town of Whiteland*

## Tomorrow's Leaders Providing Solutions for Today's Government

In early 2023, Whiteland Community High School teacher Justin Schwenk approached the Whiteland Community Development Director with an applied project idea for his Dual Credit Government class. Schwenk asked town leadership to identify an authentic and current problem that was impacting our local government.

On March 31, 2023, Whiteland was hit by a tornado that left a path of devastation behind as it destroyed homes, businesses, and municipal buildings. The disaster brought forth several key issues: the importance of local municipal leaders to guide and direct during a crisis, the importance of collaboration with neighboring municipalities and state officials, and the need for an emergency management plan specific to Whiteland that would not only address the specific shortcomings during the aftereffects of the tornado, but to be a guide to properly prepare for any future emergencies. With these issues coming to light, the project focus was

identified, and the students hit the ground running. Over the next month, Whiteland and Johnson County Emergency Management leadership provided mentorship and opportunities for the students to learn about county's emergency management plan, emergencies that may impact the town, how emergencies are currently handled by the public safety, and how a specific plan could help when the town is confronted with future emergencies.

In May 2023, less than eight weeks after the tornado, the students presented their final projects, including an emergency management plan, to the town, Johnson County Emergency Management Agency, and a representative from FEMA. The school, town, and involved agencies all deemed the project a success. In the future, the town will be working with the high school class again to assist in exploring innovative solutions to issues with the goal of adopting one of those future solutions.



# *City of Monticello*

## Mobile Integrated Health (MIH) Community Paramedicine

In 2021, the Monticello Fire Department partnered with IU Health White Memorial Hospital on a six-month pilot program to evaluate any opportunities there may be to improve health outcomes within the community. Led by firefighters and paramedics Nick Green and Chad Walther, the pilot program was designed to provide chronic disease management following discharge from the hospital. The team attended to the needs of fifty patients, none of which were readmitted within thirty days of discharge. IU Health estimated the pilot program stopped a loss of revenue due to readmissions upward of \$400,000.

The pilot's success demonstrated the need for a permanent

program, known now as Mobile Integrated Health (MIH). With an initial contribution by IU Health West Central Region, Green worked to find additional funding through grants and private donors. Services have been expanded to meet the need for maternal healthcare as Monticello and White County has been determined to be an obstetrics desert. Without a local delivery room, an expectant mother has to travel 30 miles or more for care and delivery. To meet this need, MIH has expanded to include a maternal health specialist, Courtney Dyer. This newest initiative is changing the outcomes for many of our families as they now have access to pre-natal, post-delivery, and infant care in their homes.



# *City of Hammond*

## HDC Food Entrepreneurs Program

The Hammond Development Corporation (HDC) has been fostering economic growth through small business development and job creation in the City of Hammond and in Lake County for decades. Focused on food entrepreneurs, the HDC Community Kitchen and Cafe Program began in April 2022 with the opening of the HDC Community Kitchen. Funded by many sponsors, the HDC converted an underutilized lunchroom into a commercial kitchen that allows start up and emerging food businesses a place to learn and to cook in a commercial kitchen environment.

The Food Entrepreneurs Program is an 8-week course that

allows participants the opportunity to pull together all facets of a new business, to examine the consequences of different strategies and tactics, and to determine the human and financial requirements for launching and building an idea into a viable business venture. Furthermore, the program includes a one-year membership in the HDC Community kitchen and five free hours of kitchen usage time. The total cost per participant is \$350 of which the participant pays \$150 and a grant subsidy of \$200 per participant. In just over one year, the program has graduated forty new food businesses.



**Presenting Sponsor: Christopher B. Burke Engineering, LLC**

Green Initiative Program Sponsor: Ice Miller LLP

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**GREEN**

# **GREEN PROJECT OF THE YEAR**

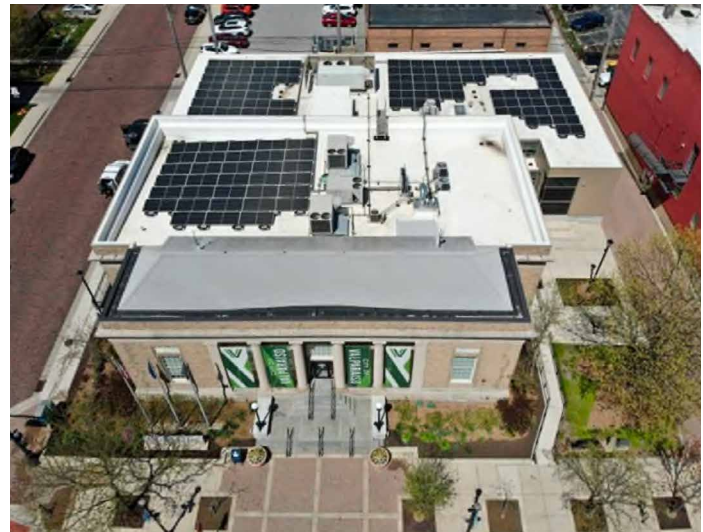
The Green Project of the Year spotlights a program or project that has been implemented in the past year and demonstrates green programs, sustainable development, energy conservation, or environmentally conscious decisions.



# *City of Valparaiso* **Solar Project**

As part of the city's commitment to efficiency, Valparaiso installed 772 solar panels atop five city facilities, including three treatment plants, the city services building, and historic city hall. Inside of city hall, tv screens have been installed so visitors can see the electrical meter harvesting solar energy in real time. Visitors may even see times when the metering will move backwards as more energy is being generated

than is being used in some facilities. The solar panel project cost approximately \$800,000 and is estimated to return more than \$145,000 annually in electrical costs. According to these calculations, the panels will pay for themselves in just over six years and the total lifetime savings will be over \$5 million.



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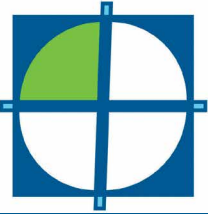
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# Indiana Housing Dashboard



IHCDA is pleased to announce the imminent release of the Indiana Housing Dashboard – Version 2.0. IHCDA sponsored the creation of the first Indiana Housing Dashboard and released it early in 2022. Almost immediately, we began the process of developing the "new and improved" version.

The new Indiana Housing Dashboard will provide local units of government, housing industry professionals, and community planners with new insights and tools in the housing needs assessment and planning processes.

With just a few clicks, a Dashboard user will have access to over 75 charts which present data points for a city or town, the county, or the state – showing how the data have changed over time and in comparison to as many as five other geographies. The data are grouped into six main categories such as Population and Demographics, Housing Supply and Affordability, and Renter and Homeowner Housing Needs.

In addition to this data, the greatest change in the Dashboard is the wealth of information it provides about how to create a housing plan, how to set data-informed priorities, and how to find policies and programs. These tools and the guidance they offer are all intended to equip groups to take decisive and effective action in their communities.



We hope you will visit the site and use it to its fullest advantage. A new version will be available in early September. Please visit [www.indianahousingdashboard.com](http://www.indianahousingdashboard.com)

We would value hearing your feedback as to how the Indiana Housing Dashboard has served your community.

# Aim Programs and Partners

## Aim Strategic Partners are:

Baker Tilly Municipal Advisors, LLC  
DLZ Indiana  
Ice Miller LLP  
Taft Law

## Aim Endorsed Programs and Partners:

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American Fidelity Assurance Company	NLC Service Line Warranty Program
American Legal Publishing	Public-Finance.com
Bliss McKnight, Inc.	REACH Alert

## Aim Medical Trust

Launched in January 2010, the Aim Medical Trust is a medical insurance pool established for Aim municipal members to help manage renewal increases. The Trust is a tool for bringing stability and affordability to long-term health care costs. Governed by a Board of Trustees, the pool offers multiple plans designs as well as dental, vision, and life insurance. For more information on the Aim Medical Trust visit [aimmedicaltrust.org](http://aimmedicaltrust.org) or contact Gary Malone, Director, at 317-237-6200 x245.

## Aim's Longest-standing Endorsed Partner: Bliss McKnight, Inc.

Bliss McKnight provides comprehensive property, liability, and workers compensation insurance for Indiana local governments and has been Aim's exclusive endorsed provider of property and casualty insurance to Indiana cities and towns for well over 30 years. Aim's alliance with Bliss McKnight enhances the insurance, risk financing, and risk management resources available to Aim members.



