

MINUTES

Monday, May 13, 2019 • 3:30 PM

McKinney Conference Center • Constitution Square Historic Site

1. **Welcome:** Co-Chair Marty Gibson called the meeting to order at 3:36 PM. Present: Gibson, Terry, Kirchner, Knight, Hutzley, Lassiter, Gooch.

2. **Information/Action Items**
 - A. Opportunity Zone updates: Lassiter shared a report on the status of three projects that are considering locations in the OZ census tract.

 - B. Committee discussion with OZ properties and owners: Gibson shared about the recent lunch meeting with downtown property owners. While there were not a great number with specific interest in OZ investment, he noted it was an important exchange to learn what those owners are doing with their properties. Lassiter noted that the complexity of the OZ investment mechanics and process may have overshadowed the emphasis on the potential availability of their properties for sale or involvement in a possible OZ project.

 - C. Bluegrass Opportunity Zone Advisors' revised contract proposal for OZ investor facilitation: The committee agreed that it will make no recommendation to the full EDP board on this proposal.

 - D. Project DC: The committee discussed the possible funding of a downtown physical master plan as requested by the prospect. The Danville City Commission is considering funding for this plan's development as part of the FY 2019-20 budget preparation. Other investors such as Centre College or Ephraim McDowell Health, for example, are invited to participate in the project, depending on the scope and cost of the plan.

 - E. Current/historic marketing efforts: Gibson reviewed the discussion from the "Telling Our Story" workshop presented by Brad Thomas, Manager, Economic Development, Kentucky's Touchstone Cooperatives, in regard to target markets. He asked Lassiter to share his perspective on his marketing activities, how marketing has changed in the last 10 years, and the rationale for the events in which he participates. Lassiter first noted that he participates in group marketing activities as the most cost-effective, such as KentuckyUnited or Kentucky Crossroads. He shared about the variety of events he attends to reach different audiences, such as SelectUSA Investment Summit, International Manufacturing Technology Show, Hannover Messe, Site Selectors Guild, Consultant Connect, and KentuckyUnited marketing missions.

Hutzley asked about target markets, and the point made earlier at the "Telling Our Story" workshop that 7 markets were too many and that 1 or 2 were recommended. Lassiter encouraged the committee to focus on aerospace manufacturing and food/beverage processing, with automotive and distribution/logistics as sectors that already have strong roots in the state and region.

F. Regular committee meeting date/time: The committee determined a regular monthly meeting date on third Mondays of the month at 3:30 pm.

3. **Other Business:** None.

4. **Adjournment:** 4:54 PM.