

AGENDA

Monday, February 25, 2019 • 3:30 PM

McKinney Conference Center • Constitution Square Historic Site

- 1. Welcome:** Co-Chairs Marty Gibson, Mike Perros called the meeting to order at 3:40 PM. Present: McKay, Perros, Mayes, Gibson, Wade, Kirchner, Lassiter, Peyton.
- 2. Information/Action Item:** The committee continued to review recommended target market priorities of the Target Markets Subcommittee of the Strategic Plan Workgroup, including a downtown hotel and potential incentives to enhance downtown development.

A. Downtown Hotel: Kirchner provided a copy of the Hotel Market and Financial Feasibility Study completed conducted by RKG Associates as a follow-up on one of the action items of the Economic Development Strategic Plan. She detailed both the background and timing of the study as well as several factors impacting it, such as the extent of the market surveyed including Lebanon and Harrodsburg properties. The Summary Findings on page 2 were discussed, particularly “the future demand analysis indicates the projected growth in demand over the next 2-3 years would not be sufficient to support a new 50-room facility without adversely impacting existing hotels.” This was in part due to market stabilization after opening of the Holiday Inn Express.

The committee discussed at length the several challenges to the downtown hotel project and unknowns for the impact to the existing local hotel/motel market. Gibson suggested that a future meeting among potential investor(s), developer(s), investment advisor(s), and major downtown stakeholders would be optimal to explore potential relationships in Danville’s Opportunity Zone. In addition, Perros suggested that a workshop possibly provided by Bluegrass International Fund (BIF) for bankers, financial advisors, attorneys, and others on the Opportunity Zone program be held on the same day.

B. Incentives: Wade referred to the Heart of Danville’s Economic Vitality Committee’s compilation (over 100 pages) of recommended incentives for enhancing Danville’s downtown development environment. He noted the success of the City of Pineville’s downtown incentive program as an innovative model. He also suggested the property tax moratorium as a Kentucky statutory option to allow downtown property owners to pass on savings for lease relief to their lessees if the leases are not already triple net (liable for taxes, insurance, and maintenance).

3. **Other Business:** Perros asked Lassiter to arrange a meeting with corporate leaders at Meggitt to discuss possibilities of partnerships at Stuart Powell Field.
4. **Adjournment:** 4:55 PM.