

MINUTES

Monday, July 15, 2019 • 3:30 PM

McKinney Conference Center • Constitution Square Historic Site

- 1. Welcome:** Co-Chair Mike Perros called the committee meeting to order at 3:30 PM. Present: Perros, Knight, Terry, Duvall, Kirchner, Lassiter, Davenport, Hutzley, McKay.

- 2. Information/Action Items**
 - A. Downtown Master Plan RFQ: The RFQ has been issued by the City for response from a large number of consulting firms. Staff will review and make a recommendation for a selected firm to the City Commission. The Commission will have an option to interview finalists. The targeted area referenced in the RFQ is not restrictive, but allows for specific areas of focus in smaller areas such as the traditional Downtown Business District.

 - B. Opportunity Zone update: Lassiter updated the committee on “matchmaking” for downtown building owners with a targeted developer with potential interest in purchase and redevelopment. An initial conference call is being planned among the property owners and the developer for further exploration. Kirchner noted that the Chase building owned by the Little family has vacancy on its second and third floors. Hutzley shared a potential events space utilization of the third floor of the Hub building in which Centre College may possibly participate.

 - C. Strategic Plan target markets/TM Subcommittee recommendations:
 - i. *Aviation*: Perros reviewed reviewed the recent meeting that occurred among a group of EKU, legislative, local/state governments, airport board, and economic development representatives to discuss airport development and, potentially in partnership with Lincoln County, in which EKU may participate as a possible growth location for its aviation programs.
 - ii. *Health Care*: Perros noted a conversation in the earlier Asset Development Committee meeting that referenced possible utilization of Kentucky School for the Deaf (KSD) properties or, as suggested by City Engineer Earl Coffey, redevelopment of existing properties owned by Ephraim McDowell Health. There was a lengthy discussion about the hospital’s potential growth plans downtown.

- 3. Other Business:** Perros asked Lassiter to review his planned Marketing Events Calendar for FY 2019-20. Lassiter noted that multiple target markets are represented by site selection consultants at events in which they participate; however, there are events that are focused on a

specific sector, such as the Paris Air Show (aerospace) and the Medical Device & Manufacturing (MD&M) West. The committee initiated a discussion about a variety of approaches to hosting site selection consultants locally to familiarize them with the community, then decided on first focusing on existing industry management as well as their corporate headquarters decisionmakers. The committee decided that it would target a possible event for existing plant managers associated with an upcoming concert at the Norton Center for the Arts.

4. Adjournment: 4:43 PM.