

**MINUTES**

**Monday, February 11, 2019 • 3:30 PM**

**McKinney Conference Center • Constitution Square Historic Site**

**1. Welcome:** Co-Chair Marty Gibson called the meeting to order at 3:30 PM. Committee present: Gibson, Terry, Davenport, Mayes, Kirchner. Committee absent: Perros, McKay, Wade (excused); Hutzley, Maynard, Wade, Knight (unexcused). Staff present: Lassiter.

**2. Information/Action Items**

- A. Committee Name: Gibson suggested that the committee's name does not accurately reflect all it is tasked with doing under the Strategic Plan. He suggested that the name of the committee should be the Marketing & Recruitment Committee because of the work being done to prioritize recruitment targets.
- B. Suggested Targeted Economic Initiatives Report: Davenport provided the historical background of the report. The committee then reviewed recommended target market priorities proposed by the Target Markets Subcommittee of the previous Strategic Plan Workgroup.

Kirchner noted that the updating and expanding Constitution Square is an ongoing initiative with the Fiscal Court. She questioned the inclusion of the indoor/outdoor competition sports complex due to the discussions underway between the Fiscal Court and Danville City Commission. She suggested that the downtown hotel/convention center should be included because of the work already completed and underway on that initiative by the EDP and CVB, in addition to the availability of Opportunity Zone investments.

Kirchner also suggested possibly including recreational trail development as a targeted initiative. The committee acknowledged the considerable work already being done by the Boyle County Trails Alliance, and noted its support of that work if needed to assist the Alliance's efforts.

In the area of Enablers, Davenport noted that the EDP's Workforce Development Committee is already undertaking the support and incentives for workforce development as suggested in the report. The committee also agreed that technology improvements continue to be needed for improved broadband access and speeds. EDP's Asset Development Committee is also engaged on this issue. Technology improvements are necessary for the technology-related businesses later referenced in the report.

The committee also discussed the healthcare initiatives included in the report—biomedical research and telehealth provider/system. It was noted that Ephraim McDowell Health will be a critical partner in this sector. Gibson suggested the value of a committee meeting to discuss these healthcare initiatives in more detail.

Davenport then raised promoting local growth of the bourbon industry. The committee discussed at length whether this should remain a priority because of the development and growth already in process with 2-3 distilleries. Kirchner noted that a Distillers/Brewers Roundtable was established to get specific feedback on their needs and advice on how to grow the sector in our community. Gibson noted that the committee should support the Roundtable and receive any issues/needs it suggests for possible committee focus. Kirchner noted that Marketing & Recruitment Committee members are invited to attend the Roundtable meetings.

The committee then discussed on the retail priorities included in the report. Davenport noted that these items had been included through the work of Chris White, owner of Plank on Main and past chair of the Heart of Danville's Economic Vitality Committee. The committee discussed revising the second retail item to be focused on entrepreneurial development. Lassiter noted that there may be a need to work with potential local investors or prospective small businesspersons to enter the market, such as with franchises.

The committee discussed the priority of developing aviation-related companies. This item was championed by Mayor Perros. Lassiter noted that the content of the priority is focused on a postsecondary partnership focused on Stuart Powell Field and other possible growth of the airport to accommodate aviation businesses. He noted that the issue of aviation manufacturing is much broader, including the growth of such local companies as Meggitt Aircraft Braking Systems.

3. **Other Business:** Gibson suggested that the next committee meeting should focus on a specific priority, such as the healthcare-related items. The committee discussed also inviting Nick Wade to review the incentives document that the HOD Economic Vitality Committee had recently provided to improve tools for downtown business development.
4. **Adjournment:** 4:27 PM.