

MINUTES

8:00 AM Wednesday, February 20<sup>th</sup>, 2018

Denyo Manufacturing Corporation

- 1.) **Welcome, Quorum Determination, Agenda Review:** Chair Ben Nelson called the meeting to order at 8:00 AM. A quorum of the board was determined to be present. The agenda was reviewed, and no additions or changes were made. The following were in attendance:
  - a. Board: Nelson, Gibson, Maynard, Turbyfill, Miles, Knight, Terry, Perros, Albright, Tillman, Hunt, Scott.
  - b. Advisory Partners: Jennifer Kirchner, CVB; Logan Germann, HOD; Robbie Mayes, Main Street Perryville.
  - c. Staff: J. Lassiter; J. Peyton
  - d. Guests: Ben Kleppinger, Advocate-Messenger; Tom Poland, Early Childhood Alliance; Erin Tipton, BCTC; Patten Mahler, Centre; Amy Longwill, HKUW; Laney Taylor, Centre student; Jenna Blair, Boyle County Schools; Phil Osbourne, Danville Independent Schools; Tom Martin, ECU; Kinsey Hisle, Boyle County Public Library; Steven Griffin, citizen; Brittany Smith, citizen; Lucinda Mingey, citizen.
  - e. Absences: (excused) Ellsworth; Williams; McKay. (unexcused) Hutzley
- 1.) **Minutes & Financial Reports:**
  - a. Previous Meeting Minutes: Minutes for regular meeting on January 16<sup>th</sup>, 2019, and the special meeting on January 31<sup>st</sup>, 2019 were approved on MOTION by Hunt SECONDED by Miles.
  - b. Financial Reports: Financial reports as of January 31<sup>st</sup>, 2019 were approved on MOTION by Turbyfill SECONDED by Albright. Turbyfill gave summarized the income as lagging in the budget projection due to waiting on the chairman's circle contribution. He noted that financial reports are offered on the website monthly and the ledger was provided at this meeting in hard copy form for review.
- 2.) **Organizational Action/Information**
  - A. Governance
    - i. Strategic Plan Implementation Matrix: Nelson opened discussion of the Strategic Plan Matrix with the 7 updated/reviewed objectives. No discussion took place. Nelson opened for discussion on the 6 Workforce Development objectives, noting there were a couple of actions that had not been initiated. Tipton commented that as of March, Workforce Development had been meeting for one year with 5 objectives set out. She mentioned that in the upcoming year there were plans to add new objectives. Nelson noted that a catalogue of resources had been posted to the website. Discussion on the job fair/community resource fair coming up in March occurred. Lassiter and Nelson described that while this was not a Kentucky Crossroads sponsored event, it would still serve as an objective. Tipton discussed the million-dollar fund commitment for BCTC with groundbreaking to occur in the Spring.

Turbyfill referred back to the organizational structure and noted that the plan calls for 3.5 employees; “to do more, more staff will be needed.” The three-year plan calls for the hiring of the Economic Development Specialist.

Nelson opened for discussion on recruitment with six objectives and asked for attentiveness to time phasing. Discussion on the formation of the Marketing Committee and the success of the Kentucky Crossroads luncheon ensued. Telecommunicating recruitment was described to need work. Kirchner suggested that this was contingent on the Asset Development Committee in their efforts to secure broadband. Nelson discussed transportation focus where asset development will assist regarding infrastructure.

Entrepreneurial efforts were described as a good discussion with no structure. Perros noted that there was a need for relationship sharing and more local knowledge to identify recruitment tactics. Gibson discussed the need for targeted markets and seeking expert advice. Gibson offered to request experts to report to the committee and become more involved. Lassiter noted that there have been attempts with action 2 on social media with no success. Nelson proposed reaching out to local businesses, engagement in roundtables and annual surveys, and monthly outreach to private donors. Nelson mentioned that CVB has done roundtables with hoteliers and distillers, but no further efforts had been made.

Nelson requested discussion on marketing and outreach. Kirchner described the new website as a success, noting its ease of navigation and presence of information. She commented that analytics show well over 1000 visitors a month, and that the social media presence was adequate, and not too much.

Nelson opened for discussion on citizen relationship awareness/education materials. Gibson commented that in prioritizing to get manageable efforts, this objective was secondary. Brief discussion on an annual report producing more than 500 copies, the development of the new website, and Lassiter mentioned two centralized databases for property outreach.

Nelson opened for discussion on expanding inventory with focus on Planning and Zoning adjusting become more business friendly. CVB completed a hotel feasibility study. Parks and rec feasibility study deferred to the city and county as a result of recent discussions, with no recommendations for an agricultural study at this time.

Brief discussion on the financial toolbox related to marketing and incentives list took place. Lassiter and Kirchner noted that currently proposed amendment changes to zoning would impact Bed and Breakfasts.

- ii. MOA/Partnership Commitment: Nelson reported receiving positive comments on the MOA Agreement via email and requested any suggested edits. No suggestions were received. Scott MOTIONED to approve the MOA. Terry SECONDED the motion and it carried unanimously.
- iii. EDP FY 2019-20 Budget: A 1<sup>st</sup> reading of the budget took place. Turbyfill summarized this as draft eight to include increases in personnel, a significant increase in Asset Development, and the biggest increase in contract employees. Marketing increases were discussed related to an investor and the closing window of the opportunity zone. CVB and EDP have been working with a firm, but outside resources will be needed despite the discounted amount offered. Gibson offered for Marketing Committee to schedule a time, present for interest, and explain the opportunity zone. Kirchner suggested creating a prospectus as critical. Perros encouraged a presentation by the firm at the next meeting.

Turbyfill acknowledged that they would be requesting significant increases in funding from both the city and the county for the upcoming budget cycle with some additional increased funding requests from private investors. Hunt requested last years numbers

for comparison on growth expectation. Terry gave discussion on the private ownership status of three sites under Asset Development, noting the city's inability to legally fund privately owned sites. Scott suggested discussion on alternatives including the city acquiring and developing land. No action was taken on the 1<sup>st</sup> reading of the budget.

- iv. Contract Services RFP's, Economic Development Specialist Posting: Lassiter summarized that there had been a few inquiries but no response as of yet, and the listings were present on; KAED, Advocate Messenger, and Develop Danville with a due date of March 1<sup>st</sup>. Turbyfill described required education and preferred experience for applicants, support to BCIF and other partners, and a 40k-50k salary figure with no information to indicate market value.

### **B. Partner/Community Initiatives**

- i. Advisory Partner Report: Jennifer Kirchner, CVB presented on the role and mission of CVB as having a marketing focus with an asset development line item for community development. She described tourism as economic development with little separation between the two. Kirchner summarized data from the state on the 6.2 million dollar economic impact of tourism in Boyle county alone from the direct spending of tourists, and over 1000 jobs supported. She noted tourism as one of the 3<sup>rd</sup> largest revenue generators in Kentucky with 80% focused on the business traveler, and the remaining 20% on the leisure traveler.

Kirchner described the CVB as on track with Implementation Matrix objectives and referenced another scheduled bourbon roundtable where she encouraged the Marketing Committee to attend on March 12<sup>th</sup>. She discussed her role in Perryville Battlefield advocacy efforts and participating in the Battlefield Trust. Kirchner reported the CVB's stance to strongly support B&B's in reference to recent Planning and Zoning adjustments, in order to maintain a business-friendly environment despite their not being major financial contributors to CVB functions. She described B&B property owners as entrepreneurs making good property investments and increasing value in otherwise underdeveloped areas. Kirchner noted that regulations related to B&B properties as lagging behind the boom of the industry and gave discussion on the procedures between the CVB and B&B properties. Kirchner offered an invitation to reach out to her regarding and further discussion or questions related to CVB focus and efforts.

- ii. Danville-Boyle County Early Childhood Alliance: Poland, Mahler, and Longwill presented on Early Childhood Alliance. Facts presented included; \$1 = \$17 of economic impact on dollars invested in early childhood, with a request for EDP to officially support continuing work. Longwill discussed the importance of kids to be reading on grade level by third grade and noted third grade reading levels as used to predict plan prison beds. Mahler presented environments of children statistics and reported that based on the national average, Boyle County has a shortage of slots by over 120. Discussion took place on the biggest barriers to available childcare facilities as finding the right property at the right price. It was noted that there is no head start program within the community. Turbyfill MOTIONED to support the work efforts in Childhood Alliance. Gibson SECONDED the motion and it unanimously carried.

### **C. Committee Reports**

- i. Executive: County and city payroll tax were presented and suggested a report review for discussion. Meeting minutes provided.
- ii. Finance: Focus on job descriptions and staff salary recommendations. Meeting minutes provided.
- iii. Workforce Development: Third article was noted to be coming out in the Advocate Messenger. Will meet next Wednesday to discuss budgetary items.
- iv. Marketing: Items were discussed in the earlier budget discussion. Meeting minutes provided.

- v. Asset Development: Focus on Parks and Rec, broadband, and aviation. A request was made for Hunt to co-chair this committee.
  
- 3.) Executive Report:** Deferred to the Executive Minutes under staff report. Lassiter made mention of the 1.8 million investments in Perryville Revitalization.
  
- 4.) Closed Session:** No closed session.
  
- 5.) Next Meeting:** 8:00 AM, March 20<sup>th</sup>, 2019, Denyo Manufacturing Corporation.
  
- 6.) Adjournment:** Albright made a MOTION to adjourn the meeting at 10:00 a.m. Tillman SECONDED the motion and it unanimously carried.

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Minutes prepared by Jamee Peyton, CVB  
Reviewed by Jody Lassiter, EDP  
Reviewed by Ben Nelson, EDP BOD Chair