

**MINUTES**

**8:00 AM • Wednesday, April 20, 2015**

**Harold W. McKinney Conference Center • Constitution Square Historic Site**

- 1. Welcome, Quorum Determination, Agenda Review:** Richard Trollinger, Chairman, called the meeting to order at 8:00 a.m.

**Board:** Richard Trollinger, Jody Lassiter, Tom Poland, Robby Mayes, Kathy Miles, Ben Nelson, Mike Perros, Harold McKinney, Lisa Knetsche, Mark Morgan, John Albright, Anne Sleet

**Advisory Partners:** Mary Beth Touchstone, Community Arts Center; Sally Davenport, Ephraim McDowell Health; Yvonne Rettie, Boyle Landmark Trust

**Staff:** Kasey Hill, Bethany Rogers, Vicki Goode, Paula Fowler, Jennifer Kirchner

**Guests:** Pam Wright, The Advocate-Messenger; Allan Crain, owner, Art of Danville; Keith Look, Danville Independent Schools; Maddie Caldwell, Main Street Perryville; Rick Serres, City of Danville Commissioner; Charlie and Anne Ferguson, Smart Growth Boyle; Niki Kinkaid, Great American Brass Band Festival; Mary Conley, Boyle County Treasurer

- 2. Minutes & Financial Reports**

- A. Previous Meeting Minutes (February 17, 2016): Approved on MOTION by Mr. Poland, SECONDED by Mrs. Knetsche.

- B. Financial Reports (March 31, 2016): Approved on MOTION by Mrs. Miles, SECONDED by Mr. McKinney.

- 3. Organizational Information/Action**

- A. "Make It Your Business" Community Conversation: Mr. Nelson gave an overview of the second community conversation, which was hosted by the EDP on April 5 at the Boyle County Cooperative Extension Office. Report of the results from the conversation will be attached to these minutes and incorporated by reference. Mr. Nelson noted that this event is purely an open conversation, and is not purely data collection because many of the same residents have attended both events.

- B. Strategic Planning Workgroup: Mr. Nelson reported the working group has created a sub committee to go through the proposals and choose a few options by the end of April. A finalist should be chosen by the end of May. He said the proposals are very impressive and cost-effective. Mr. Perros said the group is looking at dollar amount relative to what the consultants are going to bring to the table.

- C. Exploration of Marketing/Communication Insourcing: Mr. Trollinger announced the EDP Communications Director will leave on April 29, and the officers are looking at ways to fill this vacancy by using the talents of the employees who already exist in the organization. The board is in talks with the CVB to insource marketing and communications. The CVB board

unanimously approved to discuss the proposed plan, and CVB Executive Director Jennifer Kirchner is completing a draft proposal to bring to the group so negotiations can begin.

D. EDP FY '16-'17 Budget Draft/Request for City-County Appropriations: Mr. Lassiter discussed the draft for the proposed budget request. The EDP is asking an increase of \$35,000 from each local government, and the Boyle County Industrial Foundation has committed to matching that amount. This proposed funding increase would free up private dollars for marketing, and will more than triple funds for business recruitment and expansion. Mr. Perros asked about support for small- to medium-sized businesses; to which Mr. Lassiter replied that 80 percent of what he does is focused on small business and commercial development.

4. **EDP President/CEO's Report**: Jody Lassiter referred to his written report, which will be attached to these minutes and incorporated by reference. Mr. Lassiter announced he is currently working on seven active industrial projects; which is representative of the level of EDP activity in 2016. He updated the board on two expansion projects at Denyo and TransNav; and discussed how Pitman Creek Wholesale and had a record-breaking quarter, and has seen the value in relocating operations to Danville. Mr. Lassiter said commercial activity is strong, particularly at the Ridgefield Shopping Center. He also announced he will attend a trade show in Hannover, Germany April 23-30.

## 5. Partner Reports

### A. Local Governments

- i. Boyle County Fiscal Court: Harold McKinney, Judge-Executive, said the Fiscal Court is working with the City of Danville to improve the Parks and Rec department. He also announced the court is still working on getting a non-residential drug treatment facility, and announced the court will have a workshop in June to discuss the future of Constitution Square Historic Site.
- ii. City of Danville: Mike Perros, Mayor, announced the Weisiger Park project is coming along nicely, and will be completed before Brass Band Festival weekend. He said he is meeting with BCTC Danville Campus Director Erin Tipton to discuss how to get \$100 million from the state for an expansion of the school.
- iii. City of Perryville: Anne Sleet, Mayor, said the town is working on a citywide cleanup, and is in the process of trying to fix railing along the river walk. She announced Perryville is slated to get funding to fix the U.S. 150 bridge over the Chaplin River next year.

## 6. Partner Reports

### B. Economic Development Organizations *(Detailed executive reports provided in board packet.)*

- i. Industrial Foundation: John Albright, Chair, referred to President/CEO Jody Lassiter's written report, which will be attached to these minutes and incorporated by reference. Mr. Albright announced that BCIF is no longer a stockholder organization.
- ii. Chamber of Commerce: Lisa Knetsche, Chair, referred to Executive Director Paula Fowler's written report, which will be attached to these minutes and incorporated by reference. Mrs. Knetsche announced the Chamber will have its annual Teacher Academy in June, and it is ramping up its leadership program for both adults and youth, which begin in the fall. She also

announced the Chamber Board of Directors officially took a position against the proposed pipeline as it currently stands.

- iii. Convention & Visitors Bureau: Mark Morgan, Chair, referred to Executive Director Jennifer Kirchner's written report, which will be attached to these minutes and incorporated by reference. Mr. Morgan said the CVB is working to bring on new board members as others rotate off; and the CVB is making progress on trails development.
- iv. Heart of Danville: Tom Poland, Chair, referred to Executive Director Bethany Rogers' written report, which will be attached to these minutes and incorporated by reference. Mr. Poland announced the Heart of Danville has new T-shirts for sale for \$10. He also said the HOD received a 100 grade on recertification. The HOD is partnering with the Chamber and Boyle County Public Library to host "So you want to start a small business," which is a free workshop, and will be May 10 at the library. He also noted the HOD is accepting applications for 2016 façade grants.
- v. Main Street Perryville: Robby Mayes, Chair, referred to Executive Director Vicki Goode's written report, which will be attached to these minutes and incorporated by reference. Mr. Mayes announced MSP will have a cleanup day on April 30; and is organizing the first ever Food Truck Festival and Snappin' Chaplin Turtle Derby in July.

#### **7. Advisory Partners:**

- i. Boyle Landmark Trust: Yvonne Rettie said BLT is partnering with Main Street Perryville to organize a May 12 event to celebrate preservation.
- ii. Danville Creative District: Mary Beth Touchstone referred to her written report, which will be attached to these minutes and incorporated by reference.
- iii. Danville Independent Schools: Superintendent Keith Look said Alec Ross, author of "Industries of the Future," would give a presentation at Danville Independent Schools. Ross is a technology policy expert who was Senior Advisor for Innovation to Secretary of State Hillary Clinton for the duration of her term.
- iv. Ephraim McDowell Health: Sally Davenport announced that Ephraim McDowell Health is working on its strategic plan for 2017; and is looking at growth and how to be as financially lean and productive as possible.
- v. Great American Brass Band Festival: Niki Kinkaid referred to her written report, which will be attached to these minutes and incorporated by reference.

**8. Next Meeting:** 8:00 AM, May 18, 2016 at McKinney Conference Center.

**9. Adjournment:** 9:38 a.m.