

MINUTES

8:00 AM • Wednesday, May 18, 2016

Harold W. McKinney Conference Center • Constitution Square Historic Site

1. **Welcome, Quorum Determination, Agenda Review:** Richard Trollinger, Chairman, called the meeting to order at 8:02 a.m.
 - Board:** Richard Trollinger, Ben Nelson, Tom Poland, Robby Mayes, Kathy Miles, Mike Perros, Harold McKinney, Lisa Knetsche, Mark Morgan, John Albright, Anne Sleet
 - Advisory Partners:** Sally Davenport, Ephraim McDowell Health; Matt Ellis, Forkland Community Center representative
 - Staff:** Bethany Rogers, Nick Wade, Vicki Goode, Paula Fowler, Jennifer Kirchner, Jody Lassiter (via teleconference call)
 - Guests:** Pam Wright, The Advocate-Messenger; Mary Conley, Boyle County Fiscal Court;

2. **Minutes & Financial Reports**
 - A. Previous Meeting Minutes (April 20, 2016): Approved on MOTION by Mr. Poland, SECONDED by Mr. Mayes.
 - B. Financial Reports (April 30, 2016): Approved on MOTION by Mr. Perros, SECONDED by Mrs. Miles.

3. **Organizational Information/Action**
 - A. Strategic Planning Workgroup: Mr. Nelson gave an overview of the process and timeline for the selection of a vendor for the EDP strategic plan. Mr. Nelson reported that last July a work group, consisting of ten people, was created and they, ultimately, drafted an RFP for a strategic plan to guide the work of the EDP. The workgroup received 13 strong proposals and then a sub-committee of the workgroup consisting of Mrs. Kirchner, Mr. Albright, Mr. Poland, Mr. Perros, Mr. Scott and Mr. Nelson was created to evaluate the received proposals. The sub-committee eliminated six proposals and executed seven skype interviews. The committee will invite two firms to Danville to interview them and show them our community some time in June.

 - B. Exploration of Marketing/Communication Insourcing: Mr. Trollinger reported that late last summer Mr. Nelson, Mr. Trollinger and Mr. Lassiter began discussing a possible restructure of the EDP to better support Jody and the work he needs to complete. Due to the branding initiative spearheaded by the CVB and the leaving of Kasey in April, Mr. Morgan, of CVB, was brought in to discuss the possibility of CVB and Jennifer taking on additional responsibilities of marketing and communication. Mr. Nelson referred to the position proposal in the Board packets, which will also be attached to these minutes and incorporated by reference. The next step is for the CVB board to approve the position and the proposed

finances. Once this is complete the EDP will enter into a one year service agreement for the new position. By adding these responsibilities to the CVB, Kasey's role will be reshaped to create a position that will have a better impact on EDP services, by relieving Jody of the more administrative tasks he has been doing. See also this position description attached to these minutes. Mr. Poland made note it will be important to be clear on reporting and support mechanisms for these new EDP position.

C. EDP FY '16-'17 Budget Update: Mr. Trollinger reported that a budget has not been presented yet. Draft budgets were sent to City Commission and Fiscal Court when the EDP requested funding; EDP is waiting on final confirmations of funding from our local government partners to complete a draft of a proposed budget for next fiscal year.

D. EDP Officer Vacancy: Mr. Trollinger announced the need to fill the Secretary/Treasurer position of the EDP Board due to Lisa Bottoms vacating the position in January. He suggested requesting Terry Gilbert to fill the vacant position and the Board concurred. Position description will be attached to these minutes from EDP bylaws.

4. **EDP President/CEO's Report**: Mr. Lassiter referred to his written report, which will be attached to these minutes and incorporated by reference. Project Windy City is moving forward; Danville-Boyle County is one of two finalists. Mr. Lassiter gave a report on the KentuckyUnited marketing mission in NY. He reported that there was a great turnout to the KentuckyUnited Site Selection meeting. Mr. Lassiter completed site visits to 10 construction projects under way in area, including two downtown businesses: Plank on Main and Nellie Burton's Steakhouse.

5. Partner Reports

A. Local Governments

- i. Boyle County Fiscal Court: Harold McKinney, Judge-Executive, said the Fiscal Court is in the middle of creating their budget for 2016/2017. Currently the Fiscal Court is financially sound. The Local Elected Officials group will be coming to Boyle Co. for their next meeting in late May. Mr. McKinney announced that on June 1st, at 10:30, Gov. Steve Beshear will be coming to Danville for an unveiling of his plaque at Governor's Circle.
- ii. City of Danville: Mike Perros, Mayor, discussed the importance of determining who the decision makers are on the Utica Marcellus Texas Pipeline Project so that the position papers from the community can be given to them. Mr. Perros announced that in September there will be a McDowell family reunion in town.
- iii. City of Perryville: Anne Sleet, Mayor, reported that flowers are getting ready to be planted. The City of Perryville budget is finished. Retaining walls have been put in place to repair part of Buell Street that was washed away.

6. Partner Reports

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

- i. Industrial Foundation: John Albright, Chair, referred to the written report, which will be attached to these minutes and incorporated by reference.
- ii. Chamber of Commerce: Lisa Knetsche, Chair, referred to the written report, which will be attached to these minutes and incorporated by reference. She wanted to remind everyone that the Chamber sponsored Teacher's Academy will be June 9-11. Mrs. Knetsche also reminded everyone that the next Business after Hours will be held this Thursday, May 19, at West T Hill and that the Chamber's Annual Golf Tournament is coming up on June 20. The Chamber will be deciding on their Youth Leadership participants before the end of the school year and that program will start in August.
- iii. Convention & Visitors Bureau: Mark Morgan, Chair, referred to the written report, which will be attached to these minutes and incorporated by reference. Mr. Morgan is proud of the work that is happening in Danville-Boyle Co. He announced that tourism is the third largest industry in KY, and that tourism expenditures in Boyle County were up nearly 4.5% in 2015 with total expenditures totaled at \$83 million dollars. The CVB is working hard with community collaboration projects, including: the Trails Project, new interpretative plan for Constitution Square Park and Bayou & Brass.
- iv. Heart of Danville: Tom Poland, Chair, referred to written report, which will be attached to these minutes and incorporated by reference. Mr. Poland said that the Organization committee has announced their upcoming Merchant Breakfasts, they will begin finalizing the budget, and that membership has increased. The Economic Development committee held a successful event at the library in partnership with the Chamber of Commerce and the Boyle County Public Library; the "Starting a Small Business Seminar" had 15 attendees. The Heart of Danville will once again be offering the 1:1 marketing program with Stuart Arnold. The Design/Historic Preservation committee is working with the Boyle County Public Library and the Danville/Boyle County African-American Historical Society to make the 2nd Soul of 2ND Street bigger and better. Mark McDonald, the Executive Director of the Georgia Trust, will be visiting Danville on June 27 and 28th to work with the revolving loan fund committee. Due to the weather forecast, Lawn Chair Theater has been moved to either Saturday, May 21, or Friday, May 27.
- v. Main Street Perryville: Robby Mayes, Chair, referred to the written report, which will be attached to these minutes and incorporated by reference. Buildings are being worked on and businesses are moving around: the Hensley's are moving Chaplin River Antiques to the Latimer house, Main Street Perryville is moving to the Parks Store Annex, and the Downtown Perryville Museum will reopen in the Parks Store. On June 2-5, the 400 mile yard sale will run through town. Mr. Hayes announced that Main Street Perryville are selling turtles for their Snappin' Chaplin Turtle Race on July 30th and ads for the National Commemoration book in October. Vicki was out of office last week in Pikeville working on the York House. Mrs. Goode announced that volunteers are needed August 18-28 to work the Boyle Co. booth at the Kentucky State Fair.
- vi. Forkland Community Center: Matt Ellis reported that the community center will break ground on a new amphitheater to the right of the community center. They will also be

awarding their first scholarship to a graduating senior at the end of the month. Mr. Ellis announced that preparation is under way for Kid's Day this fall.

7. Advisory Partners:

- i. Ephraim McDowell Health: Sally Davenport announced that the hospital is currently working on their strategic planning for 2017. The new Heart Center will be completed in May and the public will be invited to an Open House in Late June.
- ii. Farmer's National Bank: Tom Poland announced that FNBKY is in growth mode. Marty Gibson has been elected 12th president of the bank, Dale Cinnamon will be director of lending, and David Simpson will be director of WealthSouth.
- iii. Center College: Richard Trollinger reported that this graduation is this weekend, and that Centre will have 298 graduates, one of their largest classes. The college and community will be hosting the International Conductor's Festival in June; this is a great addition to our community events and will be rewarding for all.

8. Next Meeting: 8:00 AM, June 15, 2016 at McKinney Conference Center.

9. Adjournment: 9:18 a.m.