

MINUTES

8:00 AM • Wednesday, August 17, 2016

Harold W. McKinney Conference Center • Constitution Square Historic Site

1. **Welcome, Quorum Determination, Agenda Review:** Chairman Richard Trollinger 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/changes were made. The following were in attendance:
 - A. Board: Trollinger, Gilbert, Mayes, Lassiter, Scott (alternate for Perros), Sleet, Miles, McKinney, Poland, Nelson, Harris (alternate for Knetsche), Albright, Morgan.
 - B. Advisory Partners: Davenport, EMH; Ellis, FCC.
 - C. Staff: Mayes, Rogers, Touchstone, Kirchner, Wade.
 - D. Guests: Abby Piper, Caldwell Communications, LLC.; Brant Walsh, FNB.

2. **Minutes & Financial Reports**
 - A. Previous Meeting Minutes: July 20, 2016 – APPROVED on MOTION by McKinney SECONDED by Scott.
 - B. Financial Reports: July 31, 2016 – APPROVED on MOTION by Nelson SECONDED by Albright.

3. **Organizational Action/Information**
 - A. Marketing/Communications Insourcing:
 - i. Approve title of Chief Communications Officer for EDP role per CVB board resolution: Morgan said the two word title of Communications Director is much easier to say and for the public to remember. However, the formal title will remain as Chief Communications Officer. APPROVED on MOTION by Morgan and SECONDED by Albright. Poland abstained.
 - ii. Report on implementation of new services, role: Kirchner explained that she is conducting listening tours which is one on one meetings with community leaders and stakeholders. The purpose of the listening tour is to speak with community stakeholders and to have quality conversations while collecting feedback. The goal is to produce a report that identifies items the public would like the partnership to address.
 - B. EDP Social Media Strategies: Abby Piper, Caldwell Communications, has signed a contract with CVB/EDP to handle social media. She will run campaigns and oversee social media strategy. Abby shared with the board a content calendar and messaging strategy plan through December 31, 2016. Scott pointed out that the content calendar will be subject to open records law.
 - C. Strategic Planning Workgroup: Vice Chairman Nelson reported that the selection of RKG & Associates to prepare a strategic plan for Danville-Boyle County is ready for final approval. APPROVED on MOTION by Poland and SECONDED by Morgan.
 - D. Review of Performance Dashboard: Vice Chairman Nelson reported that discussions concerning the EDP dashboard confirms there are two questions that must be asked. The first question is “How do we measure the health of economic development within Boyle County?” The second

question is “How do we measure the outcomes for each EDO partner to assure their outcomes are impactful?” The memo with the recommendations shall be attached to these minutes and incorporated by reference.

4. **EDP President/CEO’s Report:** Mr. Lassiter reviewed several items in his written report, which will be attached to these minutes and incorporated by reference.

5. Partner Reports

A. Local Governments

- i. Boyle County Fiscal Court: Judge McKinney reported that he had a meeting regarding a needle exchange program for Boyle County. He feels certain that the program will be approved. He also noted that the purchase of the Red Cross building is moving very slowly. Judge McKinney also noted that Fiscal Court had a meeting with CVB regarding Constitution Square Historic Site. They discussed what needs to be done to preserve the buildings. There is money available for upkeep in an endowment.
- ii. City of Danville: City Manager Scott said fiber optics will go live this fall. The City is working diligently on completing Weisiger Park. He also noted that efforts to increase energy efficiency may lead to a bond issue in 2017. Also the City is making improvements downtown for pedestrians and drivers.
- iii. City of Perryville: Mayor Sleet reported that Perryville is renting out the second floor of the community center. She also reminded everyone about the Perryville Battlefield Commemoration in October.

B. Economic Development Organizations: All executive reports will be attached to these minutes and incorporated by reference.

- i. BCIF: Chairman Albright reported that he met with Erin Tipton with BCTC concerning state money available for advance manufacturing training. Boyle is hoping to get \$5 million of the \$100 million pot.
- ii. Chamber: Joey Harris reported that plans are underway for the Total Resource Campaign and that volunteers are needed. He also reported that an early bird breakfast is scheduled for August 24th with EMH CEO Sally Davenport. Lastly, Senator Paul’s wife, Kelley Paul, will be speaking today at Grace Café to discuss her new book *True and Constant Friends*.
- iii. CVB: Chairman Morgan noted that CVB is making efforts to assure visitors have the best experience possible at the visitor’s center and in the park by making the park more user friendly. Staff is working on a Where to Dine rack card. He also reported that the RP grant will extend the walking trail from Stanford Road to E. Main Street (near the pond) this fall or early spring. Morgan noted that CVB supports HOD’s downtown safety plan.
- iv. HOD: President Poland reported that the Soul of 2nd Street festival was a huge success. He also noted that the Merchants Breakfast at Grace Café was great and he is excited for the next Merchants Breakfast at Danville’s new water treatment plant.
- v. MSP: Chairman Mayes reported that the Snappin Chaplin Turtle Derby was a great success. He also noted that Vicki Goode has organized the Boyle County booth at the state fair. Chairman Mayes announced the upcoming events: the Chaplin River Jam in Baril Park on September 10th, September 24th and October 8th from 6-10 pm; the commemoration of the Battle of Perryville on October 7th and 8th; and Bourbon Chase on October 14th and 15th.

6. Advisory Partner Reports:

A. Community Sectors: Forkland Community Center – President Matthew Ellis reported that 470 children have registered for the Kentucky Arts & History Day for Kids. Their goal is 1000 children.

B. Chairman’s Circle Platinum Partners:

- i. EMH—President/CEO Sally Davenport reported that EMH plans to move the Spine Rehab Center from Walnut Street to Daniel Drive in the front building.
- ii. FNB—VP Tom Poland reported that the market is in a growth mode.

7. Next Meeting: 8:00 AM, September 20, 2016, McKinney Conference Center

8. Adjournment: 9:45 a.m.