

**Park Hills Economic Development Committee**  
**1106 Amsterdam Road**  
**October 25, 2017**

**Committee Members Present:**

Lisa Stamm  
Dominic Froelicher

Howard Nemeroff  
Jason Reser

Karl Oberjohn

## Approval of September 27<sup>th</sup> Minutes

### Promotional Brochure/Info Discussion

Looked at marketing brochure from Union City, GA supplied by Jon Hembree. Discussed the possibility to list proximity to features like the Airport, schools, universities, etc. One key question to answer is “Why Park Hills?”

Committee agreed with email from Jon that it would be helpful to create a pdf similar to this that would be housed on the city website and available for distribution (realtors, city building, businesses). Maybe bring in Realtors to find out what people want.

### Plan Park Hills: Amsterdam Valley Open House

Committee discussed idea brought by Jason for an Open House format and came out with a strong product.

Starting with looking at draft sample plan example from Sean Cottengim. Gave critique (need a context area, labelling for large drawing (30x40-ish), want to make sure PB&R has a chance to review as well. Possible renderings to help envision in 3D vs 2D

Some ideas included:

- Committee members stand at plans and answer basic questions.
- PDS + SD1 attend as Level 3 support.
- Short blurbs highlighting each feature and the benefit.
- Short written description from Sean on the differences, advantages, constraints, and reasoning behind each of the plans, as well as ballpark of costs (possibly for each feature and each plan.)
- Make sure to convey to residents the possible costs and funding (grants, private donations, fundraising, etc.)
- Discussion of survey. Dominic recommended a succinct survey. Jason more comprehensive/complex. Karl will reach out to other communities to find out what they did.

- Recommend reviewing back of the napkin sketches from Mr. Cottengim ASAP with PB&R committee, possibly by email to get feedback and ensure correct direction
- Karl recommended that we call it the next phase of Trolley Park, though with lower maintenance features.

Jason believes that tax-deductible donations must go through an intermediary 501c3, vs directly to the city. *More research needed*

Tasks were split to get ready for the event to happen. Meeting times as follows:

1. **November 16<sup>th</sup>**, regular PB&R committee meeting, get blessings and involvement lined up. Discuss any adjustments needed.
2. **November 29<sup>th</sup>**, host PB&R committee at 6:30 to button things up.
3. **December 6<sup>th</sup>**, Plan Park Hills Amsterdam Valley Open House at fire station (Jason's note: since the meeting realized this is not a good choice for December)(\*\*post meeting note, date changed to Dec 5<sup>th</sup> due to PDS conflicts)

## Plan Park Hills: Dixie Business Corridor

Quick discussion:

Phase I Meeting: Business owners together to meet, or do interviews with each business owner

- What can happen
- What can City & EDC do?
- What can PDS, Pat Wingo, Paul Zeltwinger, and other facilitators do?

Need to get the most out of their time

- Ask in advance discussion items
- Then structure the agenda
- Provide good notices for the next PPH

Possible change direction to do individual interviews then bring them together for analysis of findings, etc.

**Meeting Adjourned.**

