

**Economic Development Committee Meeting Agenda and Minutes  
City of Park Hills**

**Tuesday, February 28, 2023**

**6:00 PM**

**In-Person at Park Hills City Building  
1106 Amsterdam Road, Upstairs Council Chambers**

**Virtual via Zoom:**

<https://us02web.zoom.us/j/82060050036?pwd=WFlwclprndXbm9iVk9SQm9pOWdidz09>

Note that the GoTo Link wasn't working at the time of the meeting.

~~Virtual via GoToMeeting:~~ <https://meet.goto.com/527417925>

~~You can also dial in using your phone:~~

~~Access Code: 527 417 925~~

~~United States: +1 (872) 240-3212~~

~~One touch: tel:+18722403212,,527417925#~~

**Attendance**

In-person: Monty O'Hara, Marty Boyer, Mike Conway, Joe Daugherty, Sarah Froelich (chair)

Online: Kathy Zembrodt, Emily Sayers, Rebecca Brunner (Link NKY), Joe Shields (co-chair)

The meeting began at 6:01 PM ET.

This meeting was recorded. Email Sarah at [sfroelich@parkhills.ky.net](mailto:sfroelich@parkhills.ky.net) if you'd like to review the recording.

1. Review of [October](#) and [January](#) minutes (5 minutes)
  - a. October and January minutes approved.
2. Review of standards and TIF district information Josh Wice shared following the January meeting (10 minutes)
  - a. Discussion included mention of the [Dixie Study](#), [Z21 Project](#), meeting business owners in the business district where they are
3. Park Hills brand discussion and brainstorming led by Marty Boyer (25 45 minutes)
  - a. Lightning brainstorming session including all members and guests.
  - b. Goals: To start to create a common language and build toward a decision-making framework to set potential guidelines
  - c. This activity can also be the beginning of a branding exercise
  - d. See full notes in the [Park Hills: What We're About—Version 2](#) Google Doc.
4. [Committee mission and priorities](#) (15 minutes)
  - a. We'll come back to this in our next meeting
5. Resources and ideas for future meetings (5 minutes)
  - a. Return to mission and priorities
  - b. Send out notes from this meeting for everyone to review.
  - c. For future consideration:

- Another meeting with Josh Wice about design standards or TIF districts
- Meet with [Catalytic Fund](#) president Jeanne Schroer
- Relevant data study
- Continuation of brand discussion
- Business owner visits

The meeting adjourned at 7:02 PM ET.

Next Meeting: Tuesday, March 28, 2023, at 6 PM