

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

Tuesday, March 28, 2023

6:00 PM

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

Virtual via GoToMeeting: <https://meet.goto.com/642420197>

You can also dial in using your phone.

Access Code: 642-420-197

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Attendance

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

Online: Rebecca Brunner (Link NKY)

The meeting began at 6:00 PM.

1. Review of [February](#) minutes (5 minutes)
 - a. We will confirm acceptance of these minutes at our next meeting.
2. Recap of brainstorming exercise from the last meeting—check out the [Park Hills: What We're About—Version 2](#) Google Doc for more details (10 minutes)
 - a. Marty Boyer led this session asking about what stands out in the lists from our brainstorming session.
 - b. Discussion included a review of how the content can be included in the introductory description of Park Hills.
 - c. Continued with a review of the text included in the brand pyramid, especially about the keyword *neighborly*, adding *historic* to character, moving *engaged* to our people, adding *connected* to something we aspire to be.
 - d. Keywords noted in the revised description: small, vibrant, residential, convenient, reliable, approachable, fiscally conservative, green initiatives, historic preservation, natural beauty, welcoming, supportive, relatively diverse, engaged, business-friendly
 - e. Marty plans to share revisions based on comments from this meeting at our next meeting.
3. [Committee Mission and Priorities](#) (15 minutes)
 - a. We didn't spend much time reviewing this section, but Sarah made updates based on some feedback via email. Check out the revised version.
 - b. Sarah will ask Julie to add the updated version to the [Economic Development and Business](#) page of the city website.
4. Talk about TIF district planning, design standards for Z21, and [strategic planning](#) based on conversation with Josh Wice (15 minutes)

- a. Sarah briefly reviewed details from her discussion with Josh Wice about creating a TIF district including:
 - i. What we want to do with the funding—this is usually an infrastructure investment of some kind which can be anything from signage or street lighting to something larger like establishing a park or stormwater management.
 - ii. Which zones the district would include—reviewing our existing zoning maps helps with this.
 - iii. Whether a TIF district is possible for Park Hills based on the parameters of the TIF requirements. Josh thinks it's possible, but we will want to consult with the city attorney or an attorney who specializes in this kind of work to confirm.
 - b. The Z21 working group in Park Hills—which includes me, Council Member Joe Shields, Council Member Pam Spoor, Mayor Kathy Zembrodt, and our representative on the Kenton County Planning Commission, Phil Ryan III working with PDS Planning Manager Andy Videkovich—is getting close to completing Z21, which is a Kenton County-wide initiative to modernize our zoning codes. We've been working on this for at least a year, possibly longer. As we finish up the process, Park Hills has an opportunity to establish some character standards for our zoning districts, which are usually architectural standards around building materials.
 - i. Sarah shared a printout of the standards Andy Videkovich plans to discuss with the next Park Hills Z21 group which includes a listing of zones.
 - ii. Sarah also shared maps of the existing business district so everyone could better visualize our commercial districts along Dixie Highway.
 - c. The Kentucky League of Cities (KLC) offers a range of [Community & Economic Development](#) services that we may want to explore.
 - d. The meeting came to a close at this time, so we agreed to pick up at this point for our next meeting.
5. We didn't get to cover: ~~Resources and ideas for future meetings and activities (5 minutes):~~
- ~~a. Another meeting with Josh Wice about design standards or TIF districts~~
 - ~~b. Look into strategic planning with KLC~~
 - ~~c. Meet with [Catalytic Fund](#) president Jeanne Schroer~~
 - ~~d. Business visits~~

Meeting adjourned at 7:07 PM.

Next Meeting: Tuesday, April 25, 2023, at 6 PM