

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

**October 12th, 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/81027464536?pwd=VIFUYXVXdjZ3aEt1L2IWRkFRSWhVUT09>

**Meeting ID: 810 2746 4536**

**Passcode: 702512**

**One tap mobile**

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

Online: Emily Sayers

The meeting began at 6:00 PM.

1. Review of the [August](#) minutes. (5 minutes)
  - a. **Minutes Approved**
2. Ribbon Cutting Ceremony (5-Minutes) **Updates for proposed city support below.**
  - a. This process must be initiated by the business/initiating party.
  - b. A general overview can be found in addendum 1 below.
  - c. An email to the party (for Julie to send to the party would look like this):
  - d. Hello,

Thanks for your note to us here at Park Hills. Ribbon cutting events are great ways to raise awareness for your organization. Typically a ribbon cutting is initiated by the party and we are happy participants/supporters. From you, we'd like to know and/or have:

- Photos, press release and key talking points for us to share
- History of business
- Planned impact for community

We are here to help facilitate, show up and share (via City outlets, e.g. social media). Thanks for doing business in Park Hills.

Thank you,

3. General updates: (5 minutes) – **Data Share Only (No actions)**
  - a. General signage zoning is on the agenda to be discussed at an upcoming Z21 working group meeting. Sarah has asked that we discuss pole signs and whether

they're allowed when we cover this topic.

- b. Per Andy Videkovich at PDS, no part of Park Hills currently has a historic preservation overlay zone. Sarah has forwarded Andy's email to the committee.**
4. Timeline & operational ideas for the next three months (10-minutes)  
We reviewed the timeline for the next three months. We will not hold a meeting in December. We've also heard the feedback about asking for engagement and then action fails to follow. Because November/December can get tricky, holidays and so forth.

**Notes:**

**This portion of the discussion ended up being directed towards "what we should focus the group on" in terms of tasks in the coming months. So we may redirect based on the meeting inputs. Monty volunteered to bring a plan proposal for an extended sideway on Dixie highway to the next meeting—with support of Mike as needed.**

5. Tool Definitions: We're providing these so that we all refer and use these as our standard when referring to some of our tools on funding. (5 minutes) **Data Share Only (No actions)**
  - a. TIF Definition (defining how it works) – see print outs as well.
    - i. Tax Increment Financing (TIF) is an economic development tool used by public agencies to finance needed infrastructure improvements for a project (e.g., streets, sewers, parking lots, etc.) by earmarking future tax gains resulting from the development for the improvements. This public investment will increase the value of the property as well as in the surrounding area and may spur further development. This increased tax revenue is the increment that TIF dedicates toward public infrastructure improvements in distressed or underdeveloped areas where private development would not otherwise occur. In summary, TIF captures the future value of an improved property to pay for the current costs of those improvements. The first step for all TIF programs in Kentucky is the establishment of a TIF development area by a city, county or one of the agencies identified in statute as eligible. The statutes authorize two types of TIF development areas: Areas for local incentives only Areas for state and local incentives

For the statutory program requirements, please see Kentucky Revised Statutes (KRS) Chapters 65 and 154.30. [Just the Facts: - Tax Increment Financing \(TIF\)](#)

- b. Federal Opportunity Zones

- i. Opportunity Zones are an economic development tool that allows people to invest in distressed areas in the United States. Their purpose is to spur economic growth and job creation in low-income communities while providing tax benefits to investors.

Opportunity Zones were created under the Tax Cuts and Jobs Act of 2017 ([Public Law No. 115-97](#)). Thousands of low-income communities in all 50 states, the District of Columbia and five U.S. territories are designated as Qualified Opportunity Zones.

Taxpayers can invest in these zones through Qualified Opportunity Funds. [Opportunity Zones | Internal Revenue Service](#)

6. Potential attendee updates (5 minutes) **Items tabled as other discussions ensued.**

- a. Marty Boyer
  - i. Yes: Finke’s Pub, Reality Tuesday
  - ii. TBD: Permakil, Tapestry on the Ridge
- b. Mike Conway
  - i. Yes: Ron Stam at Ft. Mitchell Garage, Ron at Loschiavo’s, Patrick Hughes
  - ii. TBD: Pat Flannery
- c. Sarah Froelich
  - i. TBD: Granite World, Good Spirits liquor store (via Mayor Zembrodt, also asking for current/final design), and Edward Jones.
- d. Emily Sayers
  - i. Yes: Mary at the Julie Learning Center
  - ii. TBD: Sisters of Notre Dame, Covington Catholic, Notre Dame Academy

7. What Activity (20 minutes): **Data Share Only (No actions)**

Considerations for business owners joining this committee: Some have been invited before, some are too busy to come every month, and it’s important to have a clear and specific agenda when they come. This has been clearly understood. Our goal is to get three new members to be regular members who attend monthly. We need to confirm this commitment with the folks who have said yes.

| Initiatives Agreed by Committee/How/Tool                              | Outcomes Agreed by Committee/What  |
|---|--|
| Business owner engagement—aiming for 3 new members for this committee | Design Standards   |
| TBD: What incentives do businesses need or want?                      | Attracting New Businesses or existing owners re-investing<br><br>Brainstorm activity |

|                                      |  |
|--------------------------------------|--|
| TIF (including engaging an attorney) | TBD: What do we want to do with the funds? |
| Catalytic Fund                       | TBD: What project?                         |

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8. Opportunities along the Dixie Highway corridor (10 minutes) **Items not covered to as other discussions ensued.**

- a. New city building update
- b. Liquor store update
- c. New Park Hills entrance sign on Dixie Highway
- d. Szechuan Garden
- e. Jim Cline Upholstering
- f. Sisters of Notre Dame

9. Next step suggestions from Josh Wice at PDS (3 minutes) (data to update) **Data Share Only (No actions)**

- a. Parcel analysis in the business district. This is something PDS could assist with.
  - i. Update: See document [here](#).
  - ii. PDS would do this as part of our community development services to Park Hills, and there would be no cost to the city.
- b. KLC strategic planning—Josh Wice has agreed to reach out to KLC to see if that is a complimentary service or if they charge for it.
  - i. Update: We also contacted KLC on the city’s behalf, and they offer a broad range of strategic planning options for member cities. The cost depends on the level of engagement, for example, some cities want a strategic plan that involves only the elected body. Others want to engage community leadership, while others want a full-blown process that engages the entire community. The price range is generally \$5,000 - \$15,000. The process can take two to eight months. If you or the city have any additional questions, we’ll gladly investigate them. Or, if the city wants to speak with KLC directly, the point of contact for the strategic planning services is Tad Long at 859-977-3700.
- c. Check if we can review?

10. Conway Discussion Topic (may cover above). **See above.**

## 11. Meeting Adjourned at 7:02PM

Next Meeting: Tuesday, October 24, 2023 at 6 PM.

— Addendum 1: Ribbon Cutting Overview —

This is provided for reference only.

### **1. Planning:**

- Set the Date and Time: Choose a date and time that is convenient for key stakeholders, attendees, and the media.
- Create a Guest List: Invite important stakeholders, local officials, community members, and the media.
- Select a Venue: Choose a location that is related to the business or event being celebrated.

### **2. Invitations and Publicity:**

- Send Invitations: Send out formal invitations well in advance, including the date, time, venue, and purpose of the event.
- Publicize the Event: Contact local media outlets to cover the event and create buzz in the community.

### **3. Decorations and Setup:**

- Decorate the Venue: Arrange for appropriate decorations and signage to create a festive atmosphere.
- Set up a Stage: If applicable, set up a stage or designated area for speakers and the ribbon-cutting ceremony.

### **4. Ribbon and Scissors:**

- Choose a Ribbon: Select a ribbon that is wide enough to be visible in photographs and easy to cut.
- Get Giant Scissors: Acquire large ceremonial scissors for the ribbon-cutting.

## 5. Speeches and Presentations:

- **Welcome Speech:** Start the event with a brief welcome speech, thanking attendees for their presence.
- **Guest Speakers:** Invite key individuals, such as business owners, local officials, or community leaders, to say a few words about the significance of the event.
- **Acknowledgments:** Recognize and thank individuals and organizations that contributed to the project or event.

## 6. Ribbon Cutting:

- **Positioning:** Position the ribbon at a visible and accessible location, usually near the entrance of the business or event venue.
- **Cutting the Ribbon:** Invite the most important guest or business owner to cut the ribbon using the ceremonial scissors, symbolizing the official opening.

## 7. Photographs and Videos:

- **Capture the Moment:** Ensure a photographer and/or videographer is present to capture the ribbon-cutting moment, speeches, and interactions.
- **Share Media:** Share the photographs and videos on social media, the company website, and with local media outlets.

## 8. Reception:

- **Arrange Refreshments:** If the budget allows, organize a small reception with light refreshments for attendees to mingle and celebrate.
- **Networking:** Encourage networking among attendees to foster community connections.

## 9. Follow-up:

- **Thank You Notes:** Send thank-you notes or emails to all attendees, expressing gratitude for their presence and support.
- **Press Release:** Issue a press release summarizing the event and its significance to the community.

Remember, the key to a successful ribbon-cutting ceremony is good planning, attention to detail, and creating a positive and memorable experience for all attendees.