

MEETING



Developing Objectives

ENVISION BOURBON COUNTY



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- RECAP FROM MEETINGS 1-3
Draft Goals and Objectives, so far
- Review objectives for goals 2-4

Example Ground Rules for Reaching Consensus:

- Respect others and their opinions.
- There is no such thing as winners or losers in these discussions.
- Everyone will be offered an opportunity to add comments, offer concerns, and make suggestions.
- Everyone must allow the person commenting to complete his or her thoughts, without interruption.
- Personally criticizing others for their opinions will not be allowed.
- If a person raises an issue, then a potential solution must also be given.
- Everyone should focus on completing the task at hand.
- No shouting.

WHAT

is Planning?

Planning provides a
vision
for the community today
and what we want our community to be
in the **future**

American Planning Association

WHO

do we plan for?

Everyone!

The  of planning is to

equitably

serve people

regardless of their

race, ethnicity, social, and economic status

in a manner that is sustainable to the environment.

WHY

do we plan?

Good
Health

Economic
Well-being

Public
Safety



ON THE TABLE . FOCUS GROUPS . SURVEYS

**ADVISORY
COMMITTEE**

**WORKING
GROUPS**

**LEGISLATIVE BODIES
PLANNING COMMISSION**

What is the role of a working group member?

In cooperation with other working group members and staff, working group members will develop draft goals, objectives, and action items for the Envision 2040 Comprehensive Plan Update. All draft items shall take into consideration the perspectives of the community (qualitative) and data and statistics (quantitative).

The commitment is five (5) meetings over a four (4) month period.

Goals versus Objectives

Basic Differences Between Goals and Objectives

Goals	Objectives
Broad	Narrow
General	Precise
Intangible	Tangible
Abstract	Concrete

1



Create a vibrant community with a strong education base that promotes a skilled technical workforce that attracts a diverse quality of jobs.

1

Workforce Development

- a. Encourage a variety of cultures and income levels, resulting in a vibrant and diverse community.
- b. Invest in quality of life measures that residents and business owners seek including parks, open space, historic resources, public transportation, and public services.
- c. Provide policies that promote equitable distribution and connectivity of accessible housing, recreation, and other community facilities.
- d. Provide entertainment and other quality of life opportunities that attract and retain culturally diverse young professionals, and a work force of all ages and talents to Bourbon County.

1

Workforce Development

- e. Support and assist local education efforts of Pre-K through post-secondary institutions to produce an available and skilled labor pool.

- f. Collaborate with business and industry leaders and educational institutions to foster a capable and skilled workforce. Reduce joblessness by creating or supporting agencies that address a Labor Ready Work Force.

1

Workforce Development

- g. Strengthen efforts to develop a variety of sustainable job opportunities.
- h. Strengthen regulations and policies that promote the agricultural economy, including but not limited to local food production and distribution, agritourism and equine industry.
- i. Increase the resident employment base of Bourbon County.

2



Make Bourbon County a place that encourages economic growth and diversification.

2

Growth and Diversification

- a. To permit commercial and workplace uses within new and existing neighborhoods.
- a. Encourage small-scale commercial and temporary businesses to increase entrepreneurship and provide access to a wide range of local goods and services.
- a. Support targeted business sectors (e.g. advanced manufacturing, business services, food and beverage, lifelong wellness and aging care, logistics and hospitality and tourism) to diversify the economic base.

2

Growth and Diversification

- d. Cooperate with the Economic Development Authority to ensure that sufficient land is available to accommodate new industry.
- e. Improve and expand access to infrastructure, including transportation, high-speed internet, water and sewer.
- f. A consistent and efficient planning and zoning climate is promoted.
- g. Encourage and promote green construction in existing and proposed commercial and industrial areas.

3



Promote the tourism industry as a vital component of broadening the county's overall economic base.

3

Tourism

- a. Increase the visibility and accessibility of the Paris-Bourbon County Tourism Office in Paris, Millersburg and North Middletown.
- b. Promote and revitalize existing tourism attractions and businesses with marketing plans and the use of social media.
- c. To encourage the development of tourism related businesses.
- d. To incorporate agritourism and alternative agricultural enterprises into Bourbon County marketing and planning efforts where and when possible and encourage partnerships with neighboring counties.

3

Tourism

- e. To encourage cooperation among the various local interests that service as attractions for visitors, i.e. hotels, motels, restaurants, museums, and bed and breakfasts.
- f. To support and encourage the preservation of historic sites, archaeological sites, unique scenic areas, and horse farms that attract the traveling public.
- g. To support new innovative means to encourage tourism and to seek the assistance of state and local governments, as needed to help bring this about. Include working with sources of utilities that provide infrastructure.
- h. Encourage diversity in the tourism industry.

4



Revitalize the urban core of Millersburg, North Middletown, Paris, and the rural growth areas of Bourbon County.

4 Revitalization

- a. Encourage the reuse/redevelopment of declining commercial and industrial areas by securing the development of infrastructure, natural gas, water quality and meet technology demands.
- b. Promote code enforcement of the urban and rural districts of the county to reduce vacancies and dilapidation.
- c. Decrease vacancy rates in downtown areas.

4 Revitalization

- d. Develop with other downtown organizations an integrated streetscape, business signage/way finding, parking and façade improvement program. Encourage real estate broker meetings, town tours, etc.
- e. Promote the implementation of the Bourbon County Bike and Pedestrian Plan to increase foot traffic. Explore the options of Rails to Trails from Paris to Maysville.



WORKING GROUPS

MAY – SEP 2019	SEP 2019 – JAN 2020
<i>Housing</i>	<i>Agriculture & Environment</i>
<i>Economic Growth</i>	<i>Heritage & Urban Form</i>
<i>Public Health & Community Building</i>	<i>Land Use</i>

MARK YOUR CALENDAR!

Wednesday August 28, 2019

5:00 – 7:00 p.m.

Paris-Bourbon County Library



ENVISION BOURBON COUNTY

