



ECONOMIC GROWTH WORKING GROUP

Envision 2040 Comprehensive Plan

Meeting 4

Wednesday, July 17, 2019

5 – 7 p.m.

Paris-Bourbon County Library, 701 High St., Paris, KY



Attendees:

- Betty Ann Allen, Paris-Bourbon County Tourism, Executive Director
- Ron Carter, Hopewell Museum – Historic Paris-Bourbon County
- Anne Fuller, Resident
- Robert Fuller, Resident
- Stan Galbraith, Paris City Commissioner
- Vanessa Logan, Resident
- Debbie Poynter, Contractor and Preservationist
- Darrell Poynter, Contractor and Preservationist
- Catesby Simpson, Resident
- Michael Williams, Bourbon County Judge Executive
- Gordon Wilson, Economic Development Authority, Director
- Allison Davis, Facilitator, University of Kentucky
- Andrea Pompei-Lacy, Bourbon County Joint Planning Commission, Administrator
- Micki Sosby, Bourbon County Joint Planning Commission, Planning Technician

Agenda

1. Recap from Meetings 1-3
2. Break-out groups
Goals 2-4 Objectives
3. Next steps

DRAFT ECONOMIC GROWTH GOALS

GOAL 1: Cultivate a vibrant community with a strong education base that promotes a skilled technical workforce that attracts a diverse quality of jobs.

OBJECTIVES:

- 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.
- 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.
- g. Strengthen efforts to develop a variety of sustainable job opportunities.
- h. Strengthen regulations and policies that property 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

GOAL 2: Make Bourbon County a place that encourages responsible economic growth and diversification.

OBJECTIVES:

- a. To permit commercial and workplace uses within new and existing neighborhoods.
- b. Encourage small-scale commercial and temporary businesses to increase entrepreneurship and provide access to a wide range of local goods and services.
- c. 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.
- 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.

GOAL 3: Promote the tourism industry as a vital component of broadening the county's overall economic base.

OBJECTIVES:

- 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.
- 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.

GOAL 4: Revitalize the urban core of Millersburg, North Middletown, Paris, and the rural growth areas of Bourbon County.

OBJECTIVES:

- 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.
- 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.

After discussion and wordsmithing, the attendees agreed to the following changes:

GOAL 1: Cultivate a vibrant community with a strong education base that promotes a skilled technical workforce that attracts a diverse quality of jobs.

OBJECTIVES:

- 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.
- 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.
- 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.

GOAL 2: Make Bourbon County a place that encourages responsible economic growth and diversification.

OBJECTIVES:

- a. Allow compatible commercial and workplace uses within new and existing neighborhoods.
- b. Encourage start-up and small-scale commercial businesses.
- c. Identify and support targeted business sectors to diversify the economic base.
- d. Ensure that sufficient land and infrastructure is available to accommodate new and existing industry.
- e. Ensure a consistent and efficient planning and zoning climate.
- f. Prepare for low impact development regulations in existing and proposed land uses.
(developers, decision-makers, residential)

GOAL 3: Promote the tourism industry as a vital component of broadening the county's overall economic base.

OBJECTIVES:

- a. Promote new and existing tourism businesses using Bourbon County's unique attractions.
- b. Encourage cooperation among the various local interests that serve as attractions for visitors.
- c. Coordinate with regional and state tourism entities.

Text that was removed but to be considered as possible Action Items:

Increase the visibility and accessibility of the Paris-Bourbon County Tourism Office in Paris, Millersburg and North Middletown.

Incorporate agritourism and alternative agricultural enterprises into Bourbon County marketing and planning efforts where and when possible and encourage partnerships with neighboring counties.

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.

Local interests: i.e. hotels, motels, restaurants, museums, and bed and breakfasts.

GOAL 4: Revitalize the urban core of Millersburg, North Middletown, Paris, and the rural growth areas of Bourbon County.

OBJECTIVES:

- a. Encourage the reuse/redevelopment of declining commercial and industrial areas.
- b. Enforce codes and ordinances to reduce vacancies and dilapidation.
- c. Coordinate with other downtown organizations to develop an integrated streetscape to increase accessibility in order to attract customers.

Text that was removed but to be considered at possible Action Items:

securing the development of infrastructure, natural gas, water quality and meet technology demands.

business signage/way finding, parking and façade improvement program.

Encourage real estate broker meetings, town tours, etc.

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.

Next meeting:

1. Thursday, August 28th, from 5-7 p.m. at Paris-Bourbon County Library.
2. Next Step: The group was tasked with providing a list of action items for each objective. Request for these items to be sent in by August 22nd.