

CITY OF UNION
Economic Development Committee
February 17, 2021 (via Zoom Videoconferencing)

Members in attendance:

Eric Dulaney, Commissioner

James Collett

Jeff Bowman

Steve Harper, BCPC Union Representative

David Plummer, City Administrator

Melissa Hinkle, Communications and Operations Director

Mayor Larry Solomon

Meeting was called to order at 6:03 p.m. by Commissioner Eric Dulaney.

Old Business: Administrator Plummer updated on the Bench Recognition Program. The program is now up on the website and available for purchase. The cost is \$2000 and there are eight sites that have been identified for the initial round of benches. Due to cost of delivery and installation, the city is planning on doing a bulk purchase of the benches and having them installed at one time, so economies of scale can be utilized to reduce costs. Each bench comes with a 10-year replacement guarantee in the event of damage or vandalism, but the bench purchaser would need to renew to remain as a naming entity on the bench after that point. The details on renewals have not been finalized. Once spring is here, the city plans to market the benches more aggressively, since people will begin to be out and walking and keep the program top of mind as they enjoy the outdoor paths. The initial round will focus on the new Mt. Zion corridor between Gunpowder and US42.

Commissioner Dulaney sent the group several monument sign examples from other cities, and asked the group for feedback regarding the designs. The City of Lakeland sign was the overwhelming favorite of the EDC group. He will further research costs and obtain some preliminary estimates on installation expenses. The northern gateway, at the "Triangle" near the US42 Kroger north entrance is where the first sign will be placed, as the city has control over that section of land, and does not have to wait for KYTC to transfer assets, such as is the case for Mt. Zion. Mr. Bowman asked about the Southern entrance to the city, which may be a larger challenge, as the city does not own any property in that area, so property may need to be acquired for such a sign.

New Business: Mayor Larry Solomon presented a PowerPoint presentation with an overview of market data research in the City of Union. Solomon reviewed several key demographics which will help the group to identify and encourage businesses to locate and to thrive in the city. He will be presenting further data in the next month, with more detailed analysis based on data he has received from Claritas Marketing.

Wednesday, March 17 at 6 p.m. was set for the next meeting date. The public is invited to attend.

The Meeting was formally adjourned at 7:02 pm by Commissioner Dulaney.