

SPECIAL MEETING CALL

I, Layne Wilkerson hereby call a Special Meeting of the Board of Commissioners for Saturday, September 25, 2021, at 8:00 a.m., at the Leslie Morris Park Shelter, Fort Hill, 400 Clifton Avenue. The purpose of this meeting is to hold a Strategic Planning Retreat and to discuss priorities and goals for the Board of Commissioners. Action may be taken.

The meeting will be broadcast via Facebook Live: Frankfort, Kentucky - City Hall www.facebook.com/CityofFrankfortKY/.

S/Layne Wilkerson
T/Mayor

SPECIAL MEETING
FRANKFORT BOARD OF COMMISSIONERS

September 25, 2021
8:00 A.M. (EDT)

PRESENT: Commissioner Katrisha Waldrige
Commissioner Kyle Thompson
Commissioner Kelly May
Commissioner Leesa Unger
Mayor Layne Wilkerson (5)

ABSENT: None (0)

Following roll call, Mayor Wilkerson called the meeting to order.

Penny Peavler will be the facilitator for the meeting.

Ms. Peavler opened the meeting with the following topics for discussion:

- **Purpose** – A strategic plan that will bind us together with business values and basics. A strategic plan is a living, breathing document and should be reviewed every quarter.
- **Mission** – Why we exist, what we do and for whom we do it.
- **Vision** – The goal towards which we are going.

The Board of Commissioners spoke about the current mission statement and ideas to update the mission statement. Several ideas that the Board of Commissioners would like to include were:

- Be inclusive of all citizens
- Preservation of our history
- Services that provide the best quality of life
- Tell our story
- Be an easy city to work with, cut the red tape
- Build for the future and be our own storytellers

The Board of Commissioners spoke about the current vision statement and ideas to update the vision statement. The vision statement must connect to the mission statement. Several ideas from the Board of Commissioners were:

- We are the Capital City with a major interstate, natural resources, bourbon and need to use those to our advantage.
- The state capital is the hub of government, everything runs through Frankfort.
- Human, financial and natural resources.
- Crossroads of American history and easy to navigate.
- Once people are here be an approachable community with great experiences and connectability.

Why is the City of Frankfort different?

- Progress
- Vitality
- Citizen engagement
- Caring community
- Innovation for the future

What is unique about the City of Frankfort?

- Cradle of modern bourbon industry
- Capital of Kentucky
- Vibrant downtown
- Modern, forward thinking
- Approachable community

Cultural and business values/ Core values. Cultural values are how we treat each other and our stakeholders. Business values are the manner in which we undertake our work.

Ideas from the Board of Commissioners on business values:

- Sustainability
- Excellence
- Integrity
- Transparency
- Focus on what we can do not what we cannot do
- Fair decisions based on transparent process, good policies and procedures
- City of yes, make it happen
- Solution oriented, be creative
- Resources needed to implement
- Full circle of successful businesses with a cradle to grave experience

Ideas from the Board of Commissioners on cultural values:

- Empathy
- Respect
- Inclusivity
- Collaboration
- Passion
- Diverse with varying viewpoints
- Be respectful of backgrounds and opinions
- Equity
- Conduct business ethically and with integrity
- Rely on staff experiences
- Everyone's opinion matters
- Collaborate with community partners
- Communication
- Be honest and respectful

It was moved by Commissioner Thompson, seconded by Commissioner May to take a recess. The motion was adopted by voice vote.

The Mayor called the meeting back to order with all members present.

Areas of focus for mission and priorities.

- Economic development
- Equity and inclusion
- Connectability
- 21 C staffing with competitive salaries
- Being a safe community
- Education and workforce development
- Distinctive community image
- Storytelling
- Service delivery
- Consistency and action
- Environmental sustainability such as charging stations, tree canopies and invasive species
- Protecting natural resources
- Budget priorities
- Citizen engagement
- New communication ideas such as social media, new signs, advertising with billboards to get the message out
- Distinctive image (branding has not been fully implemented)
- Method and content, put it out there

It was moved by Commissioner Thompson, seconded by Commissioner Unger to take a recess. The motion was adopted by voice vote.

The Mayor called the meeting back to order with all members present.

Ms. Peavler stated that the planning and process is not final. There will be more opportunities to work together. The next step at a future meeting will be to complete a SWOT (identify strengths, weaknesses, opportunities, and threats).

An example timeline to re-visit quarterly:

- Strategic plan – 5 – 10 years
- Action plan – 1 – 2 years (check in after 1 – 2 years and set another action plan)

Ms. Peavler shared the competitive considerations of the top Capital cities and gave rankings of other Capital Midwest/Southern cities:

- 1) Employment and education
- 2) Affordability
- 3) Livability

Laura Hagg, City Manager, asked who do we want to learn from, study and learn from other Capital cities. Cities of interest mentioned were Covington, KY, Asheville, NC, Chattanooga, TN.

At the conclusion of the meeting, the Board of Commissioners chose the areas of Strategic Focus:

- 1) Image/Engagement/Branding/Public Relations
- 2) Economic Development
- 3) Equity/Diversity/Inclusion
- 4) Sustainability
- 5) 21c Staffing/Access/Service Delivery

It was moved by Commissioner Thompson, seconded by Commissioner Unger, that the meeting adjourn. The question was put upon the motion and was adopted by voice vote. The meeting adjourned at 12:10 p.m.

Mayor

Attest:

City Clerk