

MAYSVILLE BOARD OF COMMISSIONERS

Thursday, 9 June 2016; 5:15 p.m.

REGULAR MEETING

Maysville Municipal Building

The Board of Commissioners of the City of Maysville, Kentucky met in a regular meeting on Thursday, March 10, 2016 at 5:15 p.m. at the Maysville Municipal Building. Present: Commissioner Judy Pfeffer, Commissioner Kelly Ashley, Commissioner Robert Boone, Commissioner Victor McKay, and Mayor David Cartmell. Also present: City Manager Ray Young, Asst. City Manager Matt Wallingford, City Clerk Lisa Dunbar, City Attorney Sue Brammer, Comptroller Penny Stanfield, Projects Coordinator David Hord, Police Chief Ron Rice, Fire Chief Kevin Doyle, Asst. Comptroller/HR Director Karen Cracraft, Utility Manager Eddie Wenz, Public Works Director Rick Truesdell, /Zoning Administrator George Larger, and Codes Officer Nicole Jones, and Asst. City Attorney Kelly Caudill. Absent: Tourism Director Suzie Pratt and Building Official Wells. Others present: The Ledger Independent, The Maysville Mercury, and WFTM.

MINUTES & DEPARTMENT REPORTS

Motion by Commissioner Boone, second by Commissioner Ashley to approve the minutes of May 12, May 25 and May 26, 2016 and department reports as presented. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

PUBLIC COMMENT

Phyllis King addressed the Board of Commissioners regarding water running onto and damaging her property on Fifth Street. City Manager Young advised her that there was nothing the City could do as it wasn't on public property, but the Codes Officer and Assistant City Manager could advise her family on the history of the adjoining property. Asst. City Manager Wallingford said the owner of the adjoining property was made to get a geotechnical survey prior to building, and Codes Officer Jones said that he built an addition without a second survey.

Steve Pickerell presented the Board of Commissioners with a petition requesting that rumble strips be removed at the intersections of Jersey Ridge Road with Forest Hills and Jersey Heights. The petition contained signatures from 32 residents: See Attachment A.

Motion by Commissioner Boone, second by Commissioner McKay to remove the rumble strips on Jersey Ridge Road at intersections with Forest Hills and Jersey Heights. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer,

Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

APPOINTMENTS & REAPPOINTMENTS

The Mayor made the recommendation for the following appointment:

Darrell Fields, business owner, to Main Street Board, term to expire 12/31/16

Motion by Commissioner Pfeffer, second by Commissioner McKay to approve the appointment of Darrell Fields to the Main Street Board. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

APPOINTMENTS: COMMUNICATIONS

See Attachment B

Motion by Commissioner Ashley, second by Commissioner Boone to appoint Amy VanStraten and John Merson as dispatchers. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

CHAMBER DIRECTOR: BUSINESS RETENTION

Chamber Director Vickie Steigleder addressed the Board of Commissioners regarding a survey of 28 retail businesses in Maysville conducted by the Chamber of Commerce in conjunction with University of Kentucky Extension Service. Results and recommendations: See Attachment C.

RESOLUTION TO MODIFY LEASE AGREEMENT WITH KCTCS

The following resolution was presented to the Board of Commissioners:

**COMMONWEALTH OF KENTUCKY
CITY OF MAYSVILLE
Resolution No. 16-28**

**RESOLUTION TO MODIFY
LEASE AGREEMENT WITH KCTCS**

BE IT RESOLVED BY THE CITY OF MAYSVILLE, KENTUCKY, that the Mayor is hereby authorized and directed to execute a Lease Modification Agreement with

Kentucky Community and Technical College Systems to reduce the annual rent for the Cox Building from \$6,000 to \$1 per annum.

Motion by Commissioner McKay, second by Commissioner Ashley to adopt Resolution 16-28 as presented. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

RESOLUTION AUTHORIZING MAYOR TO SIGN APPLICATION FOR KENTUCKY OFFICE OF HOMELAND SECURITY GRANT

The following resolution was presented to the Board of Commissioners:

**COMMONWEALTH OF KENTUCKY
CITY OF MAYSVILLE
Resolution No. 16-42**

RESOLUTION RE HOMELAND SECURITY GRANT

RESOLUTION AUTHORIZING AGREEMENT WITH KENTUCKY OFFICE OF HOMELAND SECURITY FOR HOMELAND SECURITY GRANT AND ESTABLISHING PROCUREMENT POLICY FOR ANY KOHS APPROVED PROJECT FOR THE FY-2016 APPLICATION CYCLE.

WHEREAS, the City of Maysville, Kentucky desires to make an application for United States Department of Homeland Security and/or Commonwealth of Kentucky funds for a project to be administered by Kentucky Office of Homeland Security;

WHEREAS, it is recognized that an application for and approval of Kentucky Office of Homeland Security funds impose certain obligations and responsibilities upon the City;

NOW THEREFORE, BE IT RESOLVED BY THE CITY OF MAYSVILLE, KENTUCKY, that the Mayor is hereby authorized and directed to execute all required documentation, including a memorandum of agreement, as may be required by KOHS for the furtherance of the above-referenced project and to act as the authorized correspondent for said project.

For the purpose of any KOHS funded projects using FY-2016 funds the City will use the provisions of KRS 45A for the purchase of equipment and/or services. For any equipment and/or services under \$20,000, three (3) quotes will be obtained. For any equipment and/or services that exceeds \$20,000, the provisions of KRS 45A will apply.

Motion by Commissioner Pfeffer, second by Commissioner Ashley to adopt Resolution 6-42 as presented. Upon call of roll, voting is as follows: Voting aye: Commissioner

Pfeffer, Commissioner Ashley, Commissioner McKay and Mayor Cartmell, Abstention: Commissioner Boone, Motion passes.

RESOLUTION AUTHORIZING TRUST PARTICIPATION AGREEMENT FOR JOINT PLANNING TRUST

The following resolution was presented to the Board of Commissioners:

**COMMONWEALTH OF KENTUCKY
CITY OF MAYSVILLE
Resolution No. 16-44**

**RESOLUTION AUTHORIZING TRUST
PARTICIPATION AGREEMENT FOR GENERAL INSURANCE TRUST**

BE IT RESOLVED BY THE CITY OF MAYSVILLE, KENTUCKY, that the Mayor is hereby authorized and directed to execute the Trust Participation Agreement for the Kentucky League of Cities Insurance Services General Insurance Trust.

Motion by Commissioner Pfeffer, second by Commissioner Boone to adopt Resolution 16-44 as presented. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

RESOLUTION AUTHORIZING TRUST PARTICIPATION AGREEMENT FOR JOINT PLANNING TRUST

The following resolution was presented to the Board of Commissioners:

**COMMONWEALTH OF KENTUCKY
CITY OF MAYSVILLE
Resolution No. 16-45**

**RESOLUTION AUTHORIZING TRUST
PARTICIPATION AGREEMENT FOR JOINT PLANNING COMMISSION**

BE IT RESOLVED BY THE CITY OF MAYSVILLE, KENTUCKY, that the Mayor is hereby authorized and directed to execute the Trust Participation Agreement for the Kentucky League of Cities Insurance Services General Insurance Trust on behalf of Maysville-Mason County Joint Planning Commission.

Motion by Commissioner Boone, second by Commissioner Ashley to adopt Resolution 16-45 as presented. Upon call of roll, voting is as follows: Voting aye: Commissioner

Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

RESOLUTION AUTHORIZING TRUST PARTICIPATION AGREEMENT FOR WORKERS COMPENSATION TRUST

The following resolution was presented to the Board of Commissioners:

**COMMONWEALTH OF KENTUCKY
CITY OF MAYSVILLE
Resolution No. 16-46**

**RESOLUTION AUTHORIZING TRUST
PARTICIPATION AGREEMENT FOR WORKERS COMPENSATION TRUST**

BE IT RESOLVED BY THE CITY OF MAYSVILLE, KENTUCKY, that the Mayor is hereby authorized and directed to execute the Trust Participation Agreement for the Kentucky League of Cities Insurance Services General Insurance Trust Workers' Compensation Trust.

Motion by Commissioner Pfeffer, second by Commissioner McKay to adopt Resolution 16-46 as presented. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

RESOLUTION AWARDDING BID FOR THIRD STREET SIDEWALK REPLACEMENT

The following resolution was presented to the Board of Commissioners:

**COMMONWEALTH OF KENTUCKY
CITY OF MAYSVILLE
Resolution No. 16-47**

**RESOLUTION AWARDDING BID FOR
THIRD STREET SIDEWALK REPLACEMENT**

WHEREAS, the City of Maysville advertised for bids in accordance with plans and specifications as follows:

- A. Third Street Sidewalk Replacement
- B. Advertised: April 18, 2016
- C. Bid opening: May 10, 2016

WHEREAS, the following bids were received:

- | | |
|------------------------------------|--------------|
| 1. Straight Edge Construction, LLC | \$136,424.37 |
| 2. Adams Contracting, LLC | \$316,915.00 |

WHEREAS, the Projects Director has recommended the acceptance of the first bid,

NOW THEREFORE, BE IT RESOLVED BY THE CITY OF MAYSVILLE, KENTUCKY, as follows:

1. The bid of Straight Edge Construction, LLC in the sum of \$136,424.37 for the subject contract described above is hereby accepted on behalf of the City of Maysville.
2. The Mayor is hereby authorized and directed forthwith to execute all contractual documents necessary or appropriate to effectuate acceptance of said bid and to consummate the contract on behalf of the City of Maysville.

Motion by Commissioner Ashley, second by Commissioner Pfeffer to adopt Resolution 16-47 as presented. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

RESOLUTION AWARDDING CONTRACT FOR PURCHASE OF FUEL FOR FISCAL YEAR 2017

The following resolution was presented to the Board of Commissioners:

**COMMONWEALTH OF KENTUCKY
CITY OF MAYSVILLE
Resolution No. 16-48**

**A RESOLUTION AWARDDING CONTRACT FOR PURCHASE
OF FUEL FOR FISCAL YEAR 2017**

WHEREAS, the City of Maysville advertised for bids in accordance with plans and specifications as follows:

- | | |
|------------------|------------------------------------|
| (a) Subject: | Fuel Purchase for Fiscal Year 2017 |
| (b) Advertised: | May 20, 2016 and May 27, 2016 |
| (c) Bid Opening: | June 6, 2016 |

WHEREAS, the following bid was received:

- (1) Harper Oil Products

GASOLINE

	COVINGTON	LEXINGTON	CATTLETSBURG
Rack+freight+mark-up	\$0.0467/ gallon over rack	\$0.0498 /gallon over rack	\$0.0566/gallon over rack

DIESEL

Rack+freight+mark-up	\$0.052/ gallon over rack	\$0.0559/gallon over rack	\$0.0635/gallon over rack
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WHEREAS, the Assistant City Manager recommended acceptance of the bid,

NOW THEREFORE, BE IT RESOLVED BY THE CITY OF MAYSVILLE, KENTUCKY, as follows:

(1) The bid of Harper Oil Products, for the subject contract described above is hereby accepted on behalf of the City of Maysville.

(2) The Mayor is hereby authorized and directed forthwith to execute all contractual documents necessary or appropriate to effectuate acceptance of said bid and to consummate the contract on behalf of the City of Maysville.

Motion by Commissioner McKay, second by Commissioner Pfeffer to adopt Resolution 16-48 as presented. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

RESOLUTION AWARDING BID FOR DEMOLITION OF 223 COMMERCE STREET & 702 CLARKS RUN ROAD

The following resolution was presented to the Board of Commissioners:

**COMMONWEALTH OF KENTUCKY
CITY OF MAYSVILLE
Resolution No. 16-49**

**RESOLUTION AWARDING BID FOR DEMOLITION
OF 223 COMMERCE STREET AND 702 CLARKS RUN ROAD**

WHEREAS, the City of Maysville has received the following bids for demolition of 223 Commerce Street and 702 Clarks Run Road, Maysville, Kentucky:

- | | | |
|-----|----------------------------------|----------|
| (1) | Wind Ridge Construction, LLC | \$6,000 |
| (2) | Bonar Construction Excavating | \$15,400 |
| (3) | M & M Construction Services, LLC | \$15,100 |

WHEREAS, the Code Enforcement Officer has recommended acceptance of the first bid above as the best bid,

NOW THEREFORE, BE IT RESOLVED BY THE CITY OF MAYSVILLE, KENTUCKY, as follows:

(1) The bid of Wind Ridge Construction, LLC in the sum of \$6,000 for the subject contract described above is hereby accepted on behalf of the City of Maysville.

(2) The Mayor is hereby authorized and directed forthwith to execute all contractual documents necessary or appropriate to effectuate acceptance of said bid and to consummate the contract on behalf of the City of Maysville.

Motion by Commissioner Pfeffer, second by Commissioner Boone to adopt Resolution 16-49 as presented. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

RESOLUTION AUTHORIZING REQUEST FOR PROPOSALS FOR ENERGY SAVINGS

The following resolution was presented to the Board of Commissioners:

**COMMONWEALTH OF KENTUCKY
CITY OF MAYSVILLE
Resolution No. 16-50**

**RESOLUTION AUTHORIZING REQUEST
FOR PROPOSAL FOR ENERGY SAVINGS**

WHEREAS, the City and Mason Fiscal Court are exploring the availability of energy savings which savings may be increased by acting jointly;

NOW THEREFORE, BE IT RESOLVED BY THE CITY OF MAYSVILLE, KENTUCKY, that the City advertise for requests for proposals for energy savings with Mason Fiscal Court.

Motion by Commissioner McKay, second by Commissioner Ashley to adopt Resolution 16-50 as presented. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

RESOLUTION AWARDING ENGINEERING CONTRACT FOR SIDEWALK REPLACEMENT PHASE II

The following resolution was presented to the Board of Commissioners:

**COMMONWEALTH OF KENTUCKY
CITY OF MAYSVILLE
Resolution No. 16-51**

RESOLUTION AWARDING ENGINEERING CONTRACT FOR SIDEWALK REPLACEMENT PHASE II

WHEREAS, the City of Maysville advertised for request for qualifications for professional engineering services for the design of a new sidewalk for the City of Maysville Sidewalk Rehabilitation on May 7, 2016; and

WHEREAS, the proposals were opened on June 10, 2016; and

WHEREAS, proposals were received from

- (1) Strand and Associates
- (2) HMB
- (3) GRW
- (4) Brandstetter & Carroll Inc.
- (5) Cann-Tech
- (6) CMW
- (7) Howeton Engineering

WHEREAS, the Projects Coordinator has recommended acceptance of the proposal of Strand and Associated,

NOW THEREFORE, BE IT RESOLVED BY THE CITY OF MAYSVILLE, KENTUCKY, as follows:

(1) The proposal of Strand and Associated for professional engineering services for Sidewalk Replacement Phase II is hereby accepted on behalf of the City of Maysville.

(2) The Mayor is hereby authorized and directed forthwith to execute all contractual documents necessary or appropriate to effectuate acceptance of said proposal and to consummate the contract on behalf of the City of Maysville.

Motion by Commissioner Boone, second by Commissioner Ashley to adopt Resolution 16-51 as presented. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

ORDINANCE PROHIBITING FARM ANIMALS

The following ordinance was presented to the Board of Commissioners upon second reading:

**COMMONWEALTH OF KENTUCKY
CITY OF MAYSVILLE
Ordinance No. 16-18**

AN ORDINANCE RE FARM ANIMALS

Summary

This Ordinance prohibits residents from possessing any farm animals, except poultry, in R-4, Old Town Residential.

Motion by Commissioner Boone, second by Commissioner Pfeffer to adopt Ordinance 16-18 as presented upon second reading. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

ORDINANCE AMENDING BUDGET ORDINANCE FOR WATER TANK EXPENDITURES

The following ordinance was presented to the Board of Commissioners upon first reading:

**COMMONWEALTH OF KENTUCKY
CITY OF MAYSVILLE
Ordinance No. 16-19**

AN ORDINANCE AMENDING THE CITY OF MAYSVILLE, KENTUCKY ANNUAL BUDGET FOR FISCAL YEAR 1 JULY 15 THROUGH 30 JUNE 2016

WHEREAS, the budget needs to be amended because of water tank proceeds and expenditures;

BE IT ORDAINED BY THE CITY OF MAYSVILLE, KENTUCKY as follows:

1. The General Fund budget for the city's fiscal year ending 30 June 16, adopted 29 June 2015 by Ordinance No. 15-19 is amended as follows:

2.

	<u>ORIGINAL</u>	<u>AMENDED</u>	<u>INCREASE/ DECREASE</u>
Resources available			
Fund balance carried forward	9,000,000	9,000,000	0
Revenue			
Intergovernmental Revenue	420,000	2,320,000	1,900,000
Appropriations			
Capital	350,500	2,250,500	1,900,000
Estimated Fund Balance			
End of Year	8,343,800	8,343,800	0

Motion by Commissioner Pfeffer, second by Commissioner Ashley to pass Ordinance 16-19 as presented upon first reading. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

RESOLUTION AUTHORIZING MAYOR TO SIGN LETTER FOR PICKERS & GRINNERS

The following resolution was presented to the Board of Commissioners:

**COMMONWEALTH OF KENTUCKY
CITY OF MAYSVILLE
Resolution No. 16-52**

RESOLUTION AUTHORIZING LETTER FOR PICKERS AND GRINNERS

WHEREAS, a Pickers and Gridders event is being held in downtown Maysville on June 18, 2016; and

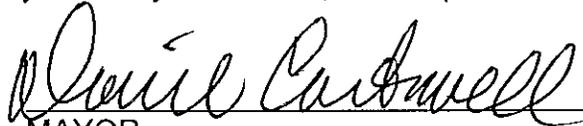
WHEREAS, the Pickers and Gridders need a letter to the Alcoholic Beverage Control to allow alcohol to be sold at the event;

NOW THEREFORE, BE IT RESOLVED BY THE CITY OF MAYSVILLE, KENTUCKY that the Mayor is hereby authorized and directed to execute a letter to the Alcohol Beverage Control that the Pickers and Gridders event on June 18, 2016 is a civic event.

Motion by Commissioner Pfeffer, second by Commissioner Ashley to adopt Resolution 16-52 as presented. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.

ADJOURNMENT

Motion by Commissioner Boone, second by Commissioner Pfeffer to adjourn. Upon call of roll, voting is as follows: Voting aye: Commissioner Pfeffer, Commissioner Ashley, Commissioner Boone, Commissioner McKay and Mayor Cartmell, Motion passes.


MAYOR


CITY CLERK

June 8, 2016

City Commissioners:

On behalf of what we believe to be the majority of the residents of Jersey Ridge Road in general and the residents living near the intersections of Jersey Ridge and Jersey Heights Drive and Forest Hills Drive in particular, I would request that the Commission consider removal of the "rumble strips" located at these intersections for the following reasons:

- They are ineffective in forcing traffic to obey the stop signs as evidenced by the fact that a high percentage of the vehicles approaching these intersections do not stop
- They cause annoying and damaging vibration to vehicles and their contents and, most importantly
- The noise they create can be heard throughout the adjacent residences and subdivisions 24 hours a day

Respectfully,

Michael Lewis, 699 Jersey Heights Drive

Carolyn M. Brayfield 901 Jersey Ridge Rd.

Paul J. Conway 900 Jersey Rd

Jim Conway Ashurst Drive

Stephanie McNeill 1055 Jersey Ridge RA.

Ann White 1057 Jersey Ridge Rd

L. Wallengrad 938 Jersey Ridge Rd

Danni Sugarbaker 908 Jersey Ridge Rd

Elizabeth Andrews 909 Jersey Ridge Rd.

Gay S. Andrews

Erin Neal, 851 Lafayette Dr.

Laura Jackson, 844 Jersey Ridge Rd.

~~Tara~~ " " "

Amy Walker 727 Jersey Heights

Pam Walker 727 Jersey Heights Dr.

Neqon Maddox 706 Baldwin Dr.

Jay E Tolt 721 Jersey Heights Dr.

Chnette Delle 721 Jersey Heights Dr.

Inez King 704 Jersey Heights Dr.

Lina Gomez 704 Jersey Heights Dr.

Patricia D. Whitaker 901 Jersey Heights Drive

William M. Whitaker 701 Jersey Heights Dr.

Jeremy Messer 703 Jersey Heights Dr.

Melissa Middleton 703 Baldwin Dr.

Vicki Hamm 703 Baldwin Dr.

Katie Hamm 703 Baldwin Drive

Ricky Hamm 808 Jersey Ridge

Jackie Thomas 801 Ninton Dr.

Ahyllis Nester 859 Jersey Ridge Rd. M.

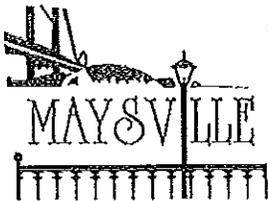
Queen Colman 860 Jersey Ridge Rd.

James Tenney 811 Jersey Ridge

Brian Underwood, Kimbrow

Police Department

Ronald J. Rice
Chief of Police



Attachment B

City of Maysville, Kentucky
212 Government Street
Maysville, Kentucky 41056
Phone: 606-564-9411
Fax: 606-564-9411

Date: May 25, 2016

From: Chief Rice

Subject: Appointment to Telecommunications

To: Honorable Mayor and City Commissioners

Respectfully request the appointment of Amy VanStraten and John Merson as probationary dispatchers with the Maysville police department E-911 Center. Both have successfully completed all hiring requirements established by the City and Department of Criminal Justice.

A handwritten signature in cursive script, appearing to read "Ronald J. Rice".

Ronald J. Rice
Chief

Mason County, Kentucky

Business Retention and Expansion Program

EXECUTIVE SUMMARY

The BR&E Program is a facilitated business assessment service provided by CEDIK, the Community and Economic Development Initiative of Kentucky. The BR&E program worked closely with leaders in Mason County, including the Chamber of Commerce. During the fall of 2015, local volunteers met with business owners in the area to listen to and document their perspectives on the local business environment. This report is a summary of those BR&E survey interview results.

SURVEY PARTICIPANTS

The leaders of Mason County interviewed 28 businesses in Maysville and Mason County. These firms employ anywhere from 0 to 28 employees and are primarily retail businesses.

PRODUCTS & SERVICES

In the past five years, 74% of the businesses have introduced new products and services, and 75% anticipate new products and services in the next two years. Emerging technology is also anticipated to impact future products and services.

MARKET & INDUSTRY

Company sales are healthy for the businesses in the survey. Over seventy percent indicated that total company sales are increasing, while 18% are stable. Primary competitors include local, regional, and internet businesses. Over three-fourths of the businesses sold products or services or advertised over the internet.

GROWTH POTENTIAL

Nearly two-thirds (64%) of the companies surveyed indicated they plan to expand in the next three years. Most firms reported that the company's current facilities are adequate for their future needs. Barriers to growth included income levels of local residents, slow local job growth, competing business locations, on-line selling, and perceptions of downtown and parking.

WORKFORCE

The availability, quality, stability, turnover, longevity, and reliability of workers were generally rated as good to fair. Fifty-four percent require a high school diploma for employees, and 11% have employees in positions that require a college degree.

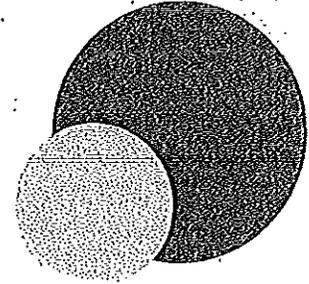
COMMUNITY

Over ninety percent of respondents in this survey rated Kentucky as a good to very good place to do business. Ninety percent rated Mason County as a good to very good place to do business. From a business point of view, police and fire services, cell phone and digital communications, water, sewer, and quality of life received highly favorable ratings as strengths for doing business in Mason County. Parking and transportation access received the lowest ratings.



RECOMMENDATIONS

Based upon the findings of the survey, leaders identified four areas for recommendations for the County to consider regarding the local business climate:



PRODUCTS & SERVICES

74% of respondents reported they have introduced new products and services in the past five years and 78% indicated they use social media, such as Facebook to advertise. There should be expanded training and awareness of how to effectively use social media and websites for advertising. Consideration of marketing alliances should be explored.

GROWTH POTENTIAL

64% of respondents indicated they plan to expand their business in the next three years. Barriers mentioned are the need for more customers and slow local job growth in the area. We should continue participating in the economic activities such as the Vision 2025 initiative and continue our marketing efforts of the area (including maintenance of the Maysville Open for Business property listing, and positive attributes brochure). We should explore the need for "feeder" companies for nearby industries in Morehead, Lexington, Georgetown, etc.

WORKFORCE

68% of the respondents reported they invest in employee training and 30% participate in a mentorship or Co-op program with the schools. 70% of respondents indicated interest in such programs. The Chamber should investigate methods to educate businesses about mentorship and Co-op programs.

COMMUNITY

Respondents consider the community and state as a very good place to do business. Parking and transportation access were considered the weak areas. The Chamber should have discussions with the city and county officials about parking and transportation issues. The Chamber should continue to promote the positive attributes of doing business in this area and consider initiatives on how to educate/assist businesses with new state and or local regulations. The perception of downtown compared to the top of the hill and Old Washington is an issue that the Chamber should work on by exploring ideas to unify the entire community as one.

Report prepared by Dr. Richard Maurer and Dr. Daniel Kahl
CEDIK - Community and Economic Development Initiative of Kentucky
University of Kentucky