



General Government Committee June 4th, 2013 Summary and Motions

Chair Steve Kay called the meeting to order at 11:00am. Committee members present were Vice Mayor Linda Gorton, Julian Beard, Shevawn Akers, George Myers, Harry Clarke, and Jennifer Scutchfield. Committee members Ed Lane, Diane Lawless, and Chris Ford were absent.

1. Approval of Summary

Motion by Clarke to approve the summary. Seconded by Beard. Motion passed without dissent.

2. Relationship with Bluegrass Area Development District (BGADD)

Commissioner Beth Mills came to the podium and stated that the LFUCG should become a managing partner of the Central Kentucky Job Center. The Central Kentucky Job Centers are the one-stop system for workforce support in the 17-county Bluegrass Region. The centers bring together several different partner agencies to serve the economic and workforce development needs of a region.

Mills said that the one-stop shops are being renamed the Kentucky Career Centers. The Career Centers are designed to give job seekers and employers quick and easy access to necessary services. There are going to be monthly meetings, scheduled to begin in July, with the Bluegrass Workforce Investment Board (BGWIB), LFUCG Adult and Tenant Services, Bluegrass Community Technical College Adult Education, Kentucky Vocational Rehab, and the Three Rivers Native American program. The discussions will be more detailed. The BGWIB has a committee and Mills said she will be attending their meetings. Mills said that they are exploring the possibility of installing software kiosk to collect client user data in the Central Kentucky Job Center. She said that the "Path to Success" is the first Workforce Investment Act (WIA) grant that LFUCG received in four years. She said that she has reapplied for the grant for next year because of the tremendous success this year.

Mills said that she wants to continue to meet with community partners about entrepreneurial options. She will meet with community partners about micro lending opportunities. She wants to advertise and promote job fair opportunities and continue to work with employers and youth through the Summer Youth Employment Program.

Myers asked Mills what the next steps should be for underemployment and unemployment in Fayette County. Mills said that this partnership will look at who is hiring and what types of candidates they are getting.

Myers asked how the LFUCG can go out and examine the underemployed and unemployed. Mills said that she wants to collect that data and the group that will meet once a month will analyze that data.

Kay asked hiring ex-offenders. Mills said that Social Services has a need for Commercial Driver's Licenses' (CDL) but they would be driving children. The BGADD was willing to do the training but the LFUCG could not hire them.

Myers asked Hamilton to approach the podium. He said that he wants a comprehensive review of our involvement and programming with the BGADD. Hamilton said that she can absolutely provide that information at future meetings.

Hamilton said that Kevin Atkins represents the Mayor at those meetings so she will work with him on the programs and services.

Myers asked about changing the by-laws of the BGADD to make the Mayor a voting member. Hamilton said that she did not see any resistance and work with our Law Department to revise the by-laws.

Akers said that she likes the idea of collecting and analyzing the data.

Myers said that there may be challenges for the Commerce Lexington to lend to specific people. He said that he supports the micro-lending piece of this. Hamilton said that even if they could not loan the money, they may have staff to assist them in the search for money or to develop a business plan.

Hamilton said that we at least need to approach them and discuss this with them.

Kay mentioned Pennyrile and local food systems and said they will be working with BGADD to develop a mapping and data gathering system. At this point, they are not exactly clear what this entails. Kay wants us to be at the table with BGADD on this issue.

Kay said that there is an interest in getting an update at the August meeting on the by-laws, information on specific projects and how we will be engaged going forward. Hamilton was agreeable to this.

Clarke said that he has questioned our efforts on a regional basis. He thinks that it is important to think regionally in terms of economic development. Hamilton said that Atkins would be more versed than she on regional economic development efforts. Hamilton said that regional economic development may be a good topic for the Committee.

Clarke said that there is an opportunity to make Lexington the heart of this region.

Atkins came to the podium and said that they work through BGADD and Commerce Lexington to encourage regional priorities. He mentioned the Bluegrass Alliance and their periodic meetings.

Clarke said that he would like to attend the Bluegrass Alliance meetings and Atkins said Clarke was welcome to attend.

Beard said that we have lost numerous companies that would have moved here had we had the land at a better price. Beard said that we should never quit because of hurdles we have to jump through.

Atkins said that when it comes to regionalism, we have to look at different regions. He mentioned the Bluegrass Economic Advancement Movement (BEAM) initiative. He called the area a super region.

Scutchfield said that there seems to always be a hesitation to allow the legislature of Lexington-Fayette County to participate in the discussions about economic development. Atkins said that he has met with Gorton to discuss opportunities for the Council to participate in these discussions.

Scutchfield said that the group, collectively, should be working on this. Atkins said that it is important to get things in place before the state legislative session begins.

Myers asked for the dates for the DC fly in. Atkins said the dates are July 17 – 18, 2013. Atkins said that they do not have the issues set that they will present in Washington, DC. Atkins said that the document is evolving.

Myers asked him to include the Council on whatever it is that the LFUCG presents. Atkins said they have a approximately two weeks because the document has to be printed.

Myers said that the issues that the Administration and the Council agree on should be included in the letter. Atkins said that these should be Federal issues.

Kay said that it seems that the issue for Council is how the priority list gets compiled for Fayette County. Atkins said that Commerce Lexington will have priorities as well. Atkins said that he has asked Commissioner Derek Paulsen for priorities with transportation. He went on to say that all the Commissioners have been asked for their priorities.

Atkins said that the final document will have details and will be approved by the Regional Committee. Kay said that the Council would like the opportunity to weigh in on these priorities as well.

Akers said that she was unaware of this list and would like an update at the Economic Development Committee of the Whole (COW) or better communication between the Administration and the Council. Akers said that it would be helpful to know what the Administration feels is important to have on the economic development list.

Akers asked Atkins how BGADD, Commerce Lexington, and the Administration are working to encourage minority businesses.

Atkins said that he met with Gorton and Judy Taylor to determine how there can be better communication. He also mentioned the Minority Business Accelerator (MBA). Atkins said that Tyrone Tyra is the director of that program.

Akers asked if there are efforts to assist those who are underemployed. Atkins said that Commerce Lexington does do this. He mentioned Workforce Investment and Jubilee Jobs, a group focused on re-entry. Atkins said that he is focused on allowing anyone who wants to work the opportunity to work.

Gorton told Council Members that when she met with Atkins and Taylor, they discussed a legislative agenda for the State of Kentucky legislative session. Gorton said that years ago a group of people met to discuss a potential agenda for legislative sessions. Atkins suggested having a member of the Council on the working group.

Akers asked when the meeting with Gorton, Atkins, and Taylor occurred. Gorton said it was a personal meeting that she called. Gorton said that it was an effort to start a conversation.

Akers said that she wanted Atkins to know that Gorton was not representing the entire Council. Gorton said that she met with them because the issue had been brought up at the Council Retreat.

Myers asked Atkins how they will move forward. Atkins said that he will send the Council Members the policy statement from last year and the draft of the current year document. Atkins asked them to send him any Federal issues they may have. He said it would be up to the whole group to determine which issues are put on the list.

Myers asked if the Administration's priorities would already be put into the document. Atkins said they are not in the document yet. Atkins asked that they send him their issues by Friday. Myers asked for more time. Atkins said that Commerce Lexington puts the issues in the document and sends it to print and urged them to send the issues to him as soon as possible.

Atkins also said that the registration is open for the fly-in.

Beard urged more unity between the first and fifth floor.

Myers said that he does not think that the Council should have to pay for a Council Member to attend. Atkins said that Jamie Emmons, Jim Gray, and he are attending on behalf of the Administration.

Gorton said that registration is through Commerce Lexington. Atkins told Council Members to call Andi Johnson for additional information.

3. Procedure for Underwriting or Sponsoring One of Our Parks

Commissioner Geoff Reed came to the podium to present. He said that the presentation is an interim step to finalizing the new policy. CAO Sally Hamilton began the process when she was the Commissioner of General Services. Reed said that Roger Daman was going to give them a brief overview. He would like to come back to the Committee at the next meeting to present the final product.

Daman said one of the primary concerns originally expressed was what recognition is received for the donation given. He said that our current policy lacks an explanation of why citizens should give to enhance our parks, a statement regarding donors being treated with consistency and fairness, and specific recognition standards for varying degrees of donations. He went on to say that he reviewed policies from cities around the country and Kentucky Educational Television (KET) to formulate the draft.

Daman said that the draft was divided into two sections:

- Donation Guidelines: Overall guidelines for recognizing people and entities by the Division of Parks and Recreation.
- Naming Policy: Outlines policy for parks and facilities over \$50,000.

The highlights of the donation guidelines are as follows:

- Goals: Donations should improve the quality of our parks, and donors should be recognized, as well as be treated with fairness and consistency.
- Criteria: Donations should compliment the needs of a park or facility and be consistent with park plans, approved projects, or current usage.
- Recognition: Acknowledgement shall be appropriate to the individual park and in accordance with standardized giving levels.

Daman said that they have removed the Parks Advisory Board from much of the approval process with the exception of renaming as part of the naming policy.

Proposed Giving Level Standards are as follows:

- \$1,000 and under Letter of recognition
- \$1,000-\$2,500 Off-site recognition
- \$2,500-\$5,000 Temporary sign
- \$5,000-\$10,000 Integrated sign

- \$10,000 and above Plaque or permanent marker

Daman said that the Naming Policy applies only to park lands, features, or facilities with fair market value of \$50,000 or greater

Recognition Naming:

- Donated land - \$250,000 or greater, or at least 51% of the area of a particular park
- Donated features - \$100,000 or greater, or at least 51% of the feature construction or acquisition cost.

Beard asked about the \$50,000 fair market value of a park, feature, or facility. Daman said that the total value of the land, feature, or facility must be \$50,000. Beard said that if he wrote a check for \$1,000, he would like more than a letter or recognition.

Scutchfield asked about the non-profits that work with the Division of Parks and Recreation. Daman said that there is a section that deals with partner organizations and adoption programs. Daman said that it is on pages 4-5 of the draft.

Myers asked if the approval process for naming was outlined in the draft policy. Daman said yes. Myers said that he did a Council Comment a few months ago and during his Council Comment segment, a company that we had received a donation from for an amenity in one of our parks had a commercial that aired. Myers said that he was stunned. Myers said that the dollar amount given by that company was \$10,000-\$15,000. Someone at GTV3 said that the company was given that advertising space with their donation.

Myers said that he wants the policies to be clear. He mentioned that there was a company that gave \$750,000 towards a pavilion downtown and he is concerned that we are lowering the standards if we are applying the naming policy to park lands, features, or facilities donating \$250,000 for land or \$100,000 for a feature.

Myers said that he needs this document to go outside and raise funds for Friends of the Skatepark. He asked Daman to speak to the decision to make \$250,000 the minimum.

Daman said that these standards came from Eugene, Oregon.

Myers asked if the policy allows the LFUCG the flexibility to go out and negotiate with companies. Daman said that the draft (pages 7-8) allows for a process, but said that the draft can be revised. Myers suggested that if a company wants to name something, they have to have a higher percentage of what that would cost. Daman said that there were numerous other cities that used the 51% standard.

Reed said that we need to do more to solicit donations. Reed said that we need to tap larger donors. Reed urged flexibility.

Myers said that he does not think 51% is a high enough percentage to get naming rights. Reed agreed to look at this. CAO Hamilton came to the podium and agreed. Hamilton said that this policy sets the standard for our staff to solicit donations. Hamilton said that she does not want it to be arbitrary.

Myers suggested changing the percentage to 75%.

Gorton said that she thought the draft was a good start. Gorton recommended that the first giving level standard should read "up to \$1000."

Daman said that the levels can be raised based on future discussions.

Gorton also asked about partner organizations. Gorton said that Friends of the Dog Park has donated over \$100,000. Gorton asked if the policy addresses the companies that give money over time or just companies that give a one-time donation.

Daman said that those agreements and projects that last for multiple years are separate from this document. Daman said that those agreements have specific clauses. Daman said in other cities, these policies were not set up to change existing partnerships or agreements.

Gorton said that in her experience, the partner organizations paying the vendors directly seems to work best. Daman said that the paying of the contractor is not specifically addressed. Gorton said it is much quicker for the partner organization to pay the contractor directly than to pay through the LFUCG.

Akers asked Daman to include in-kind donations or volunteer labor in exchange for recognition. Akers also suggested delineating between new construction or features, and existing construction or features.

Akers asked if there will be a staff person within Parks and Recreation to solicit potential donors. Daman said that it could be done multiple ways. Daman said that once the policy is in place, anyone at the LFUCG could go out and solicit donations.

Beard asked about renaming. Daman said that there will be a policy in place to do so. Beard mentioned the Picadome Golf Course and said it is now called Gay Brewer Jr. Course. Daman said that page seven mentions the policy to rename a park. It would go through the Parks Advisory Board and then come to Council for approval.

Myers asked if a third bullet to talk about naming for the sake of renaming would be appropriate and that he wants to have further discussions on what it would cost to rename a park in someone's name.

Gorton asked about the policy already in place to name a park after a deceased person. Daman said that this document is separate from the current naming policy. Gorton asked if the currently policy would be completely replaced. Daman said that the Council would make that decision. Gorton said if we are going to replace the current policy, she wants to incorporate the deceased person naming policy. Gorton asked for a copy of the policy within the Division of Parks and Recreation for deceased persons.

Kay referenced page four and asked for clarification. Daman said separate agreements can be drafted amongst the parties and they may or may not fall under this policy. Daman said that current agreements should not be trumped by a new revised policy.

Kay wants a provision added for donations given over a period of time. Kay asked Daman if it would be appropriate to change "may" to "shall" in the last sentence on page eight.

Akers said that she wants them to be cognizant of projects like Rupp Arena and other downtown projects and said that she does not want to set a precedent for inexpensive naming rights.

4. Items in Committee

Kay asked Reed and Daman to return in August with a redraft of the policy.

Kay suggested cancelling the July 2, 2013 meeting.

Gorton asked about her motion to put clothing boxes into committee. Paul Schoninger will check to see which committee it was referred to.

Motion by Akers to cancel the July 2, 2013 meeting. Seconded by Gorton. Motion passed without dissent.

Motion by Clarke to adjourn. Seconded by Beard. Motion passed without dissent.

Submitted by Jenifer Benningfield, Council Administrative Specialist