



City Commission Priorities

April 1, 2021 Update



City Commission Priorities

The City Commission Priorities reflects the 12 highest priorities of the Board of Commissioners for calendar year 2021. This is the first quarterly update of 2021. A quarterly update on the 12 priority action items will be provided to the Board of Commissioners on July 1, October 1. An annual report for the 12 priority action items will be provided to the Board by January 15, 2022.

City Commission Priorities				
Action Item	Objective	Key Team Members	Expectation	Quarterly Update
911 Radio/Tower Upgrades and Operational Funding	Clearly established partnership agreement with the County to create a sustainable revenue source to cover both operational funding and requisite infrastructure improvements	Chief Laird, Jon Perkins, Chief Kyle and CMO	<ul style="list-style-type: none"> - Educate the community and elected officials - Update Federal Engineering study on project cost - Negotiate interlocal agreement with County - Create a sustainable revenue source - Consider utilization of a portion of existing bond proceeds 	<ul style="list-style-type: none"> - Held initial 911 working group meeting with representatives from the City, County and Sheriff's Office. - Working group is reviewing the current 911 services agreement - Federal Engineering is providing a new quote to update the 911 capital needs and cost - Police department received a \$314,450 grant for radio equipment
Minority Inclusion	Intentional minority inclusion in City employment, Committees and Board	Mayor Bray, Commissioner Henderson and Stefanie Suazo	<ul style="list-style-type: none"> - Team Paducah (departments, Leadership Team, Boards and Commissions) are representative of the community's demographics through attrition and inclusion-based hiring tactics - Identify and adopt city-wide and departmental inclusion hiring strategies - Citywide inclusion training for all departments, Boards and Commissions - Implementation of a Multidepartment Inclusion Team (MIT) with team members from all levels of the organization - Encourage and support a community Diversity and Inclusion Council - Create a diversity and inclusion statement 	<ul style="list-style-type: none"> - Creating an internal dashboard of the City's employee demographics with a goal of updating quarterly to measure how closely we reflect the City's demographics - Focusing on inclusive recruitment processes by assembling a list of local minority groups for job announcements, posting positions on national minority professional associations and working with the Leadership Team to break down barriers that exists for applications to apply for city positions - Held several meetings with citizens to establish the structure, purpose and bylaws of the Paducah Diversity Advisory Board

Downtown	Concentrated effort to support, enhance, celebrate and improve our thriving downtown community	Planning Director & Katie Axt	<ul style="list-style-type: none"> - Design and construction of City Block - Full TIF implementation - Development and implementation of Entertainment Destination Center - Net gain of 10 business downtown on an annual basis - Celebrate business openings and highlight downtown businesses - Obtain and maintain full Main Street Accreditation - Survey downtown merchants & businesses to determine additional ways to help - Continue to promote the downtown opportunity zone 	<ul style="list-style-type: none"> - City Block preliminary design package received. Design review and development ongoing - TIF approved March 25 - Entertainment Destination Center initiated. On track to introduce local ordinance in April and apply to State ABC in May. Implement Summer 2021 - 5 new businesses opened in Q1. 0 businesses permanently closed. Net 5 - Main Street is on track to be fully accredited in 2021 - Draft business survey created. On track to release in April
Stormwater	Further investigate the implementation of a stormwater master plan	Rick Murphy, Jon Perkins, CMO	<ul style="list-style-type: none"> - Educate Board of Commissioners on current Stormwater Master Plan and Stormwater Utility. Reassess and consider the timeline assumptions. Consider adoption of the Plan. - Consider utilization of a portion of existing bond proceeds for identified projects within the plan - Board of Commissioners to consider the feasibility of a stormwater utility fee excluding the floodwall costs - Identify and establish a community wide strategy that is supported by local businesses and churches 	<ul style="list-style-type: none"> - Ordinance introduced to amend the contract with Strand Associates to include modeling and cost estimation of four (4) possible stormwater projects from the Comprehensive Stormwater Master Plan - The Buckner Lane Bridge project right of way and easement negotiations are on-going. The design is complete - South 25th Street and South 24th Street Improvement projects are in design
Southside Enhancements	Targeted empowerment, engagement and beautification of Southside neighborhoods	Planning Director, Melanie Reason, Rick Murphy & Chief Kyle	<ul style="list-style-type: none"> - Identify a concentrated geographical area - Meet with residents and businesses within the concentrated area to develop a joint vision for community enhancement - Create a neighborhood steering committee - Identify community financial partners - Focus on infrastructure improvements, beautification efforts, demolition of dilapidated 	<ul style="list-style-type: none"> - Held 2 live streamed Southside Town Hall meetings at Soirees Events attended by approximately 180 participants and provided a thank you and email update to participants on March 26 - Created a report with key themes from the public meetings and actions for next steps - Held initial city team visioning session in March with the next meeting planned in April

			<ul style="list-style-type: none"> buildings, creation of incentive program for businesses and homeowners - Consider utilization of a portion of existing bond proceeds for qualified projects - Help communities start neighborhood watch initiatives 	<ul style="list-style-type: none"> - Started working on a southside region clean up event
Sports - Bluegrass Downs and Stuart Nelson Park	Partner with the County and the Sports Commission in the design and construction of the outdoor recreational facilities	Amie Clark, Rick Murphy & CMO	<ul style="list-style-type: none"> - Formalize equal partnerships (financial and participation) - Consider utilization of a portion of existing bond proceeds - Finalize an interlocal agreement - Design and construction - Improvement of Stuart Nelson access roads and Bob Noble city recreational fields - Honor historical heritage of Stuart Nelson Park 	<ul style="list-style-type: none"> - Attending bi-weekly sports commission meetings - Worked with IT and architecture firm Peck Flannery Gream and Warren on map for Disc golf Course for project design and planning - Attended 1st City/County Meeting – presentation by PFGW on project - Sports Commission purchased domain greenwaysports.com and is rolling out their brand soon. This Commission is also discussing operations
Remote Workers Incentive Program	Create and implement an effective incentive program	Kathryn Byers and Ty Wilson	<ul style="list-style-type: none"> - Research incentive programs by identifying and evaluating effective programs - Gather local input by conducting surveys (e.g. Paducah Young Professionals) - Establish rules and procedures - Establish funding - Present proposals to the Board of Commissioners within 60 days - Implement successful program - Market and promote program - Administer program - Re-evaluate at 12-month mark 	<ul style="list-style-type: none"> - Collecting information through case study research and local stakeholder engagement groups - On track to provide a proposal to the Board of Commissioners within the 60 day time frame - Funding will be considered during the FY22 budget process
Communications Enhancement	Effectively reach all segments of our community	Pam Spencer and Kathryn Byers	<ul style="list-style-type: none"> - Bring detailed communications enhancement plan within 60 days - Promote what we are doing - Target all areas of our community 	<ul style="list-style-type: none"> - Completed Communications Enhancement Plan on March 5th. Shared on the website and with the Leadership Team - Started several tactics in the enhancement plan, including an email marketing platform (Constant Contact) and e-

			<ul style="list-style-type: none"> - Clearly and succinctly communicate our message using easy to understanding language - Incorporate communications into project budgets - Incorporate communications strategy into all projects/program decisions - Invest in technological needs to better meet the needs of our community - Conduct regular media luncheons - Hold industry specific luncheons - Incorporate communication strategy on agenda action form 	<p>news sign-up form, creating an online services section of the website and scheduling Board of Commissioners and Planning Commission meetings to air live on Facebook in addition to Government 11 and Youtube</p> <ul style="list-style-type: none"> - First quarterly Media Lunch on February 17 - Submitted FY22 budget requests to update technological needs for communications - Commission Priorities and communications plan on Agenda Action Forms - Creating mailing lists for churches, barbers, and salons - Assisted in the communications of several high priority projects, including the Tax Increment Financing District and the Entertainment Destination Center
City Facilities	Implement action items identified in the facilities maintenance plan	Chris Yarber, Rick Murphy and Jon Perkins	<ul style="list-style-type: none"> - Budget for projects identified within the facilities maintenance plan on an annual basis - Establish a city facilities improvement plan similar to fleet - Consider utilization of a portion of existing bond proceeds for identified projects within the plan 	<ul style="list-style-type: none"> - City Facilities meeting planned for April - Facilities maintenance projects from the report will be discussed during the FY22 budget process
Develop a plan for Parks Building and Fire Station 4	Identify a replacement/relocation plan for Fire Station 4 and Parks and Recreation Facility	CMO, Amie Clark, Rick Murphy, Chief Kyle	<ul style="list-style-type: none"> - Solicit design and construction estimates for the facilities - Identify community needs - Complete site selection process - Seek community input and stakeholder engagement 	<ul style="list-style-type: none"> - Held initial Parks and Fire Station 4 meetings with key staff members - Started identifying Parks and Recreation needs, potential sites, community stakeholders and partners (nonprofit and private investors) - Board of Commissioner meeting discussion item on Fire Station 4 needs in April. Prior to the meeting, Board of Commissioners will tour Fire Station 4 and the City will hold a media preview

Housing	Continued investment in the improvement of our housing stock	Planning Director, Melanie Reason	<ul style="list-style-type: none"> - Investigate residential housing development incentives - Investigate financial institution partnerships - Evaluate and explore new neighborhood revitalization strategies - Identify developers to partner with the City on new housing developments - Continue supporting Midtown Alliance in becoming a Community Development Corporation - Support community efforts in finding solutions for a temporary homeless shelter and transitional housing 	<ul style="list-style-type: none"> - Undertaking housing incentive case study research - Amended zoning ordinance to allow multifamily housing H-2: Lowertown - Initiated Northside Historic Neighborhood District Survey - Completed 14 (out of 50) neighborhood/housing surveys and 4 are in progress - Progress on city funding assistance for the Dunlap Apartments/Jetton Schoolhouse Redevelopment project - Midtown Alliance currently constructing 3 homes in Fountain Avenue. Work to become a community development corporation ongoing - Collecting data and reviewing existing programs for homeless shelters and transitional housing. Mayor and staff held preliminary conversations with stakeholders
Annexation	Proactively annex adjacent properties into city corporate boundaries	Planning Director & Josh Sommers	<ul style="list-style-type: none"> - Primary focus should be on commercial, multifamily residential and industrial properties - Investigate and implement annexation incentive program - Annually budget for cost of annexations - Annex a minimum of 6 parcels of property into the city on an annual basis 	<ul style="list-style-type: none"> - Initiated conversations on two potential annexations on Hinkleville Road and Holt Road - Introduced an ordinance to change the zoning to allow mobile food vehicle courts as an exemption requiring a planning and zoning permit - Researching annexation incentive programs - Dedicated annexation funds in the FY22 budget - Annexed 1 parcel year-to-date at 5540 Cairo Road