

MEETING AGENDA

DATE: Friday, January 4, 2019

RE: Our Southern Indiana Regional Development Plan: Project Kick Off

Discussion Items:

1. Data collection
2. Existing Plan Review
3. Communication Tools
 - a. Project Website
 - b. Project FAQ Document
 - c. First Speakers Bureau Program
4. Project Leadership and Stakeholder Outreach
5. Organizational goals and responsibilities
6. Next Steps
 - a. Stakeholder outreach
 - b. Planning Status Workshop (February 1, 2019)

MEETING SUMMARY

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RE: Our Southern Indiana Regional Development Plan: Introduction to Engagement and Community Baseline Assessment

Discussion Items:

1. Introduction to Planning Process

Since no formal introduction to the planning process had been explained, the consultant offered a high level understanding of the regional planning process. Key steps include:

- a. EDUCATE- the process of the consulting team educating themselves on the area, its challenges and assets and educating the region on the purpose of this planning initiative and the process itself.
- b. EXPLORE- The process of taking the findings of that education phase and turning them into regional ideas and solutions.
- c. EMPOWER- The process of identifying champions to lead implementation for the various initiatives.
- d. ENGAGE- The entire process will be punctuated by community engagement opportunities so that the consultant team can continue to learn more but also to listen to the concerns and ideas of the community.

2. Data Collection + Plan Review

Since the last meeting the consultant team has been gathering digital data to inform their process. Information includes GIS files, census information and data from previous planning initiatives. A component of that data analysis has been the review of past planning initiatives for southern Indiana cities, towns and counties.

The plan review process allows the consultant team to determine known partners, goals, assets, challenges and ongoing projects or initiatives. To date the consultant team has reviewed 18 plans including:

- 2015 Our Southern Indiana Regional Development Plan
- 2016 River Ridge Strategic Plan
- Sellersburg Parks and Recreation Master Plan
- Charlestown Comprehensive Plan
- Clark County Comprehensive Plan
- Floyd County Comprehensive Plan
- Floyd County Economic Development Strategic Plan

- Jefferson County Strategic Action Plan
- Jeffersonville Comprehensive Plan
- Madison Comprehensive Plan
- Madison Strategic Investment Plan
- New Albany Comprehensive Plan
- Town of Borden Comprehensive Plan
- Town of Borden Parks Plan
- Sellersburg Comprehensive Plan
- Sellersburg Parks and Recreation Plan
- Scott County Comprehensive Plan
- Scottsburg Downtown Plan
- Washington County Comprehensive Plan

3. Communication Tools

a. Project Website

The project website is up and running. To provide efficiencies and drive traffic to the RDA website the consultant has been given administrative rights to the current Our Southern Indiana website. A new tab was added that includes information about the project, the planning team and the schedule. Project documents will be uploaded as necessary and there is a comment form which allows individuals the opportunity to email the project team directly.

b. Project FAQ Document

The team has also prepared a Frequently Asked Questions document that outlines the general information about the project and the planning process. A hardcopy was given to each board member, and the consultant will provide it digitally following the meeting. The RDA board members were asked to reproduce the document as necessary so that it could be shared with the public.

A digital version is also available for download on the website.

c. First Speakers Bureau Program

At three key points in the process the consultant team will provide a marketing package that includes a presentation and necessary materials to help convey the plan's findings and recommendations. Within the coming month the first presentation will be available, and in addition to that the consultant team prepared a marketing brochure. The brochure is intended to be produced and made available to the public by placing them in key locations.

A hardcopy was provided to each board member and they were asked to thinking about strategic places and quantities so that the consultant team can provide them materials.

ACTION ITEM: The consultant team will follow up with the board members the week of January 7th to confirm requested quantities and delivery locations.

4. Project Leadership and Stakeholder Outreach

Prior to this meeting each board member was asked to generate a draft listing of key community/ county stakeholders. This list of individuals, once finalized, will become the invitation list to the stakeholder interviews being held in early February.

The consultant team has taken the lists provided and organized them by county. A hardcopy was provided to each board member so that they could review, edit and provide correct email addresses and contact information.

The stakeholder interviews will be held on February 5-7, 2019. RDA Board members were asked to assist in the identification and reserving of facilities for the meetings.

Stakeholders will be contacted via email with the option of signing up using SignUp Genius, an online scheduling site. As necessary, the consultant will follow up with emails and phone calls to ensure participation from as many stakeholders as possible.

ACTION ITEM: The consultant team asked the RDA board members to review and finalize the stakeholder invitation list by Friday January 11th.

5. Organizational goals and responsibilities

A component of the final Regional Economic Development Plan will be strategic steps that the Our Southern Indiana RDA organization can undertake to better define their roles and responsibilities related to project funding and implementation. As a precursor to more detailed discussions and presentation of findings, the consultants lead a presentation outlining some of the strategic questions related to the RDA's purpose, roles, and function that will be addressed over the course of the strategic planning process. Specifically:

- a) Maintaining a focus on accomplishing the RDA's functional purpose as stated in its foundational documents.
- b) Identifying and clarifying the RDA's distinct role and purpose in relation to other regional entities and agencies.
- c) Understanding how factors such as the adoption of a vision for regionalism, and the commitment of local resources will affect the RDA's development role.

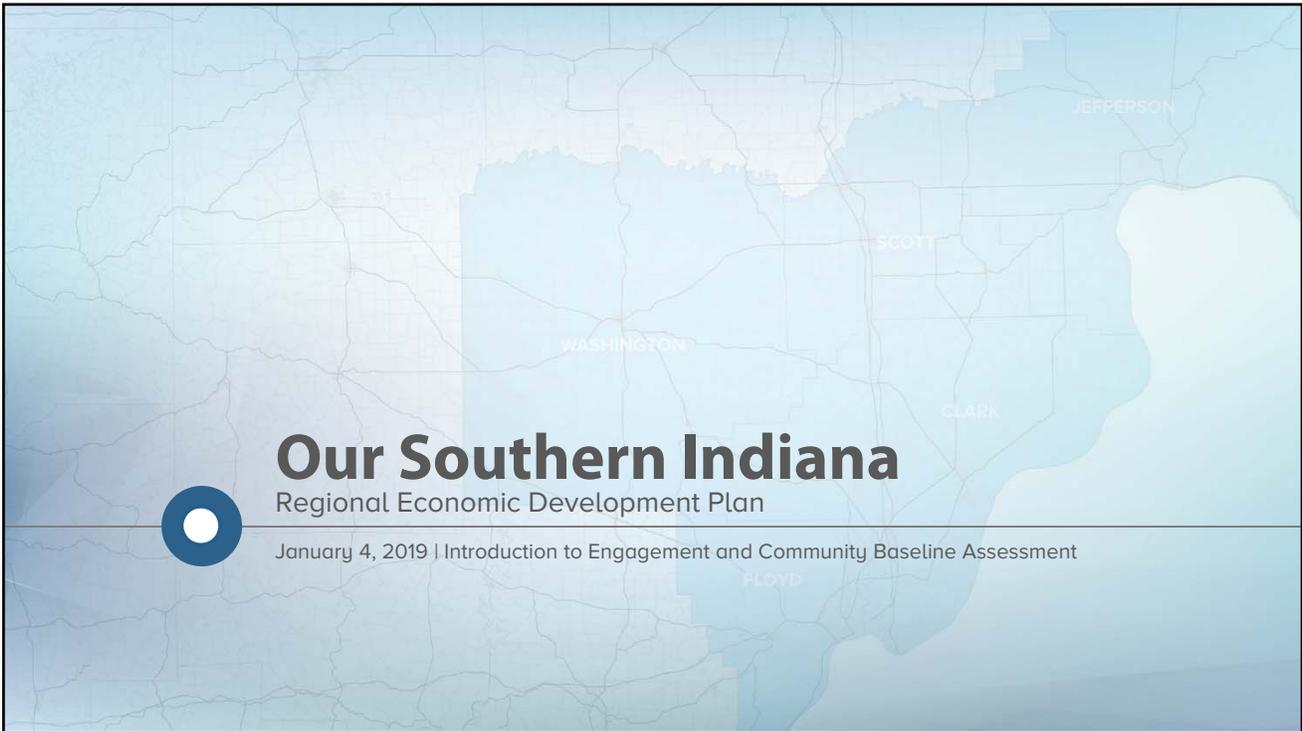
The presentation was made in an effort to get each board member, and the broader public to begin to think about the future role the RDA could play in the implementation of regionally significant initiatives.

6. Next Steps

- a. Finalizing stakeholder outreach lists
- b. Issuing invitations to stakeholders
- c. Planning Status Workshop (February 1, 2019)
 - i. Regional trends
 - ii. Regional challenges
 - iii. Regional assets

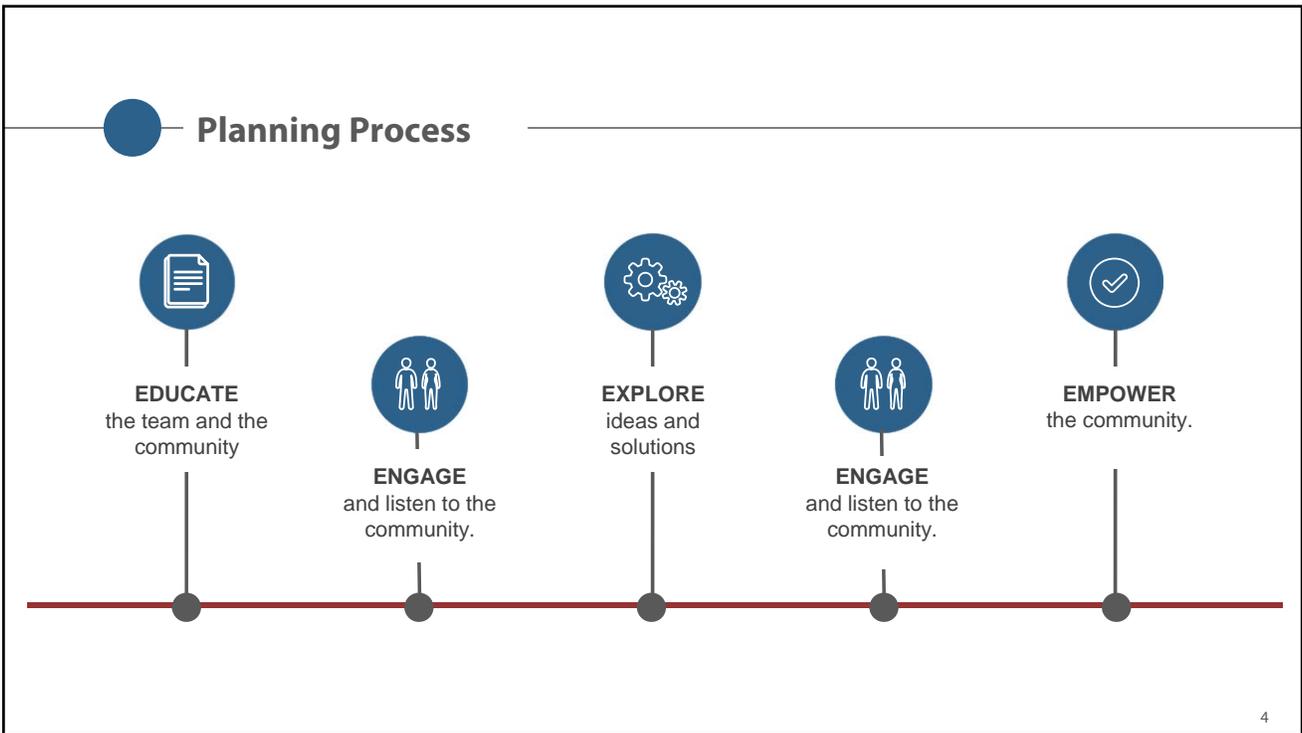
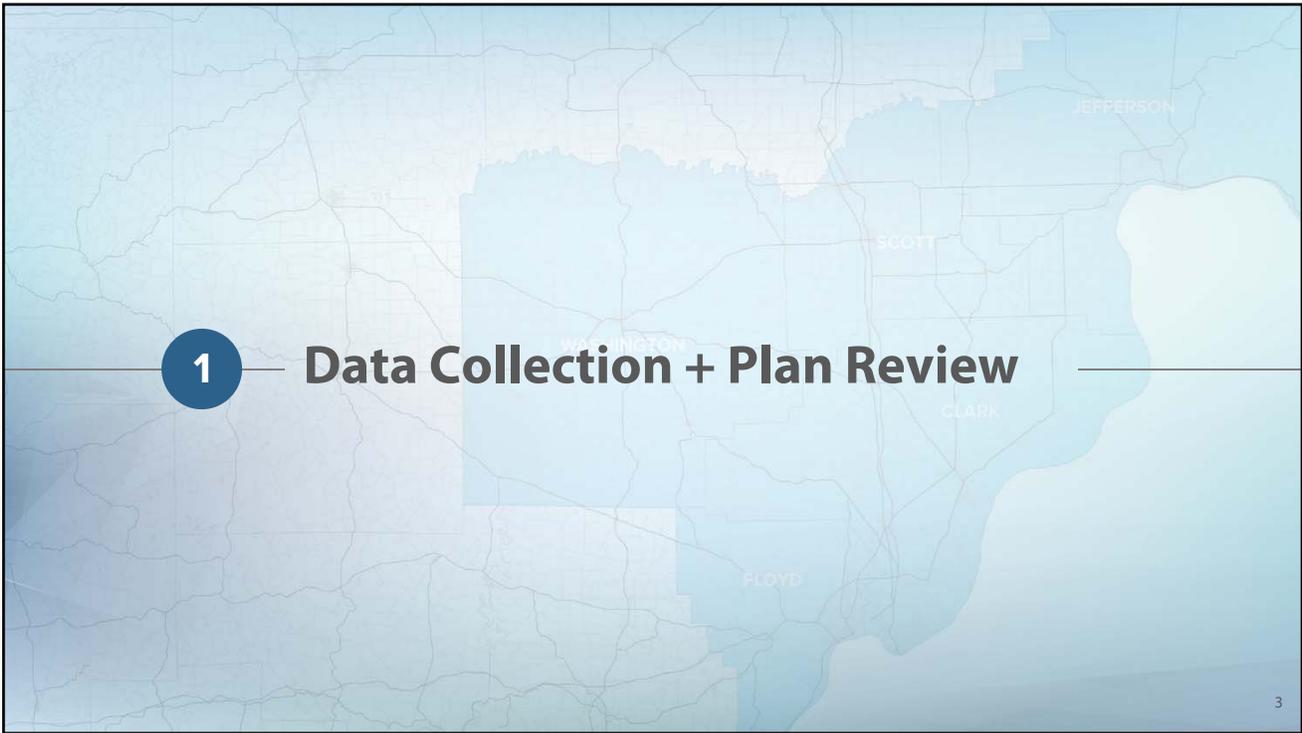


REGIONAL ECONOMIC DEVELOPMENT PLAN



Agenda

- Data collection
- Existing plan review
- Communication tools
- Project leadership and stakeholder outreach
- Organizational goals and responsibilities
- Next Steps





Data Collection + Plan Review

Past plan review allowed us to determine:

- Purpose
- Process
- Partners
- Economic development goals
- Community assets
- Community challenges
- Ongoing projects/ initiatives or action steps



Data Collection + Plan Review

Our team reviewed 18 plans

- 2015 Our Southern Indiana Regional Development Plan
- 2016 River Ridge Strategic Plan
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Data Collection + Plan Review

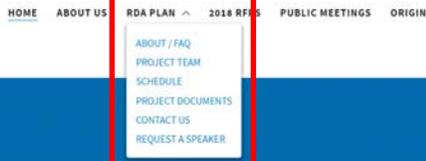
- Digital data
- Demographic data
- Industry and workforce
- Revenue evaluation
- + Identification of assets

COMMUNITY BASELINE ASSESSMENT REPORT

2 Communication Tools



Project website



IMAGINE
EMPOWER
ILLUMINATE
Welcome to the Our Southern Indiana Regional
Development Authority

Project FAQ document

Frequently Asked Questions document is intended to provide information on the:

- Project purpose
- Project process
- Project schedule
- Project team
- Communication tools



Speakers Bureau Series

Our Southern Indiana Regional Economic Development Plan

People are starting to notice Southern Indiana. This is our plan to build a better future together.

The Our Southern Indiana Regional Economic Development Authority wants to grow together as a region and coordinate for mutual benefit. We are also excited to provide comprehensive economic development strategy for counties, as well as other related economic sectors including the physical assets, policies, and perspectives of Southern Indiana.

The potential awaiting our region is greater than any other in the state. This is our cooperative plan to harness the opportunity of this moment and we need your input.

01

What is the Our Southern Indiana Regional Economic Development Plan?

The Our Southern Indiana Regional Economic Development Plan is a strategic approach to creating a broad and visionary strategic growth plan for the region. The Our Southern Indiana Regional Economic Development Authority commissioned the plan that will result from a collaboration effort among the EDA members, counties of Clark, Floyd, Jefferson, Scott, and Washington, local municipalities, as well as representatives public, and private organizations.

02

Why is a plan needed and what will be included?

The plan will provide strategic goals, objectives and recommendations for the region as a whole and the five counties individually – Clark, Floyd, Jefferson, Scott, and Washington – to prioritize and make happen that result in driving investment and quality-of-life improvements to the region.

The plan will discuss transportation and utilities, housing, education, economic and property development, talent attraction, population growth and financial and economic impacts. Additionally, the plan will contain the following:

- Identify the vision, goals, and objectives for the five-county area.
- Assess the regional assets and challenges.
- Articulate the regional needs.
- Develop initiatives and identify funding opportunities for the region and each county.

03

Who will be involved in developing the plan?

The Our South EDA board has hired a third-party to lead the development plan. Local firm Taylor Seifert Design, which operates in community design and planning, will support the plan process as well. Policy Analytics, an Indianapolis company, will focus on economic, public financing, and policy analysis. A professional group of county and municipal leaders will provide input and guidance for the development plan. Additionally, the plan will be developed through a series of public hearings. We also will seek input from community stakeholders and will feature a variety of public outreach opportunities throughout the planning process.



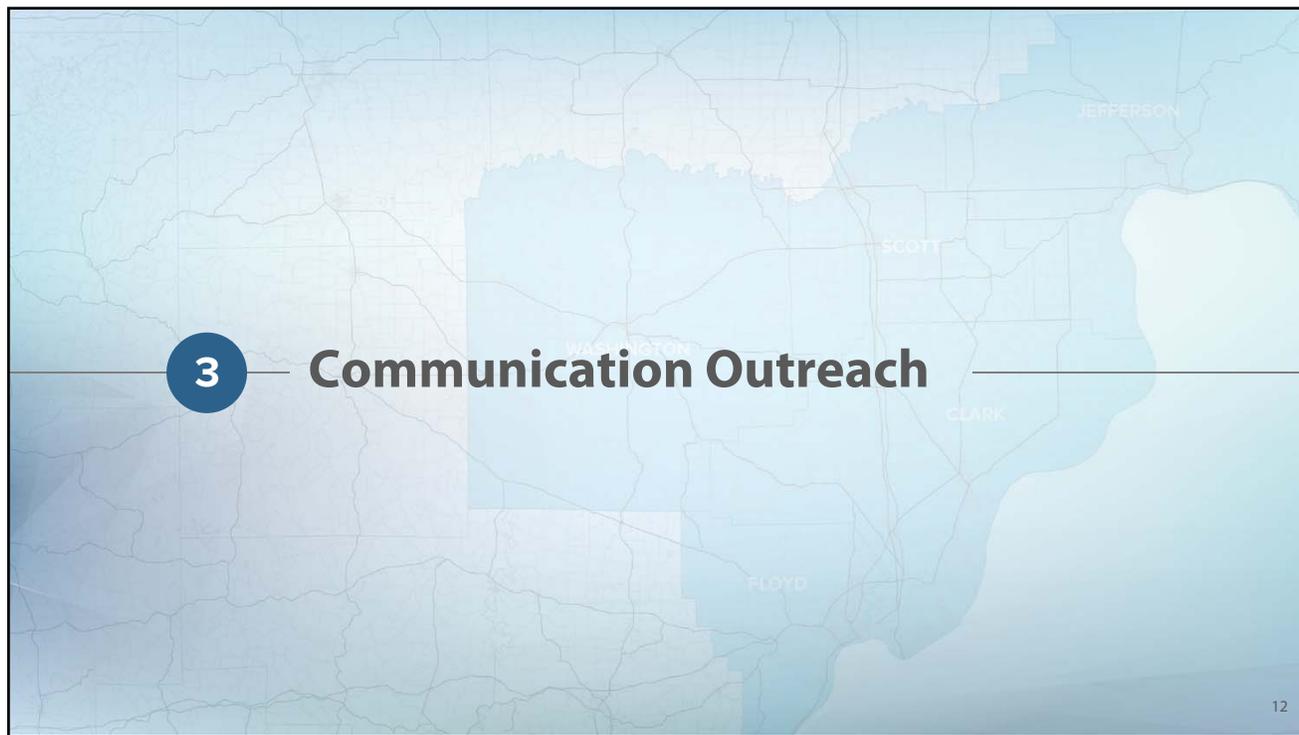
Ready to get involved?

Visit the website today.

To learn more about the project, the planning team, the project schedule and to provide your input visit <http://oursoindev.org>



3 Communication Outreach



● Stakeholder Outreach

Draft Stakeholder Lists

Dates

- February 5: Washington County/ Scott County
- February 6: Clark County/ Floyd County
- February 7: Jefferson County/ follow up calls

Invitation and Sign Up Process

List follow up and finalization

4 Organizational Goals



Purpose

Acquire, construct, equip, own lease, and finance project and facilities for lease to or for the benefit of eligible political subdivisions

Fund and Develop:

- Airport authority projects
- Commuter transportation district and other rail projects
- Regional transportation authority projects and services
- Economic development projects
- Intermodal transportation projects
- Regional trail or greenway projects
- Any project than enhances the region with the goal of attracting people or business; that are of regional importance

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Powers (summary)

Broad authority to finance, lease, construct projects

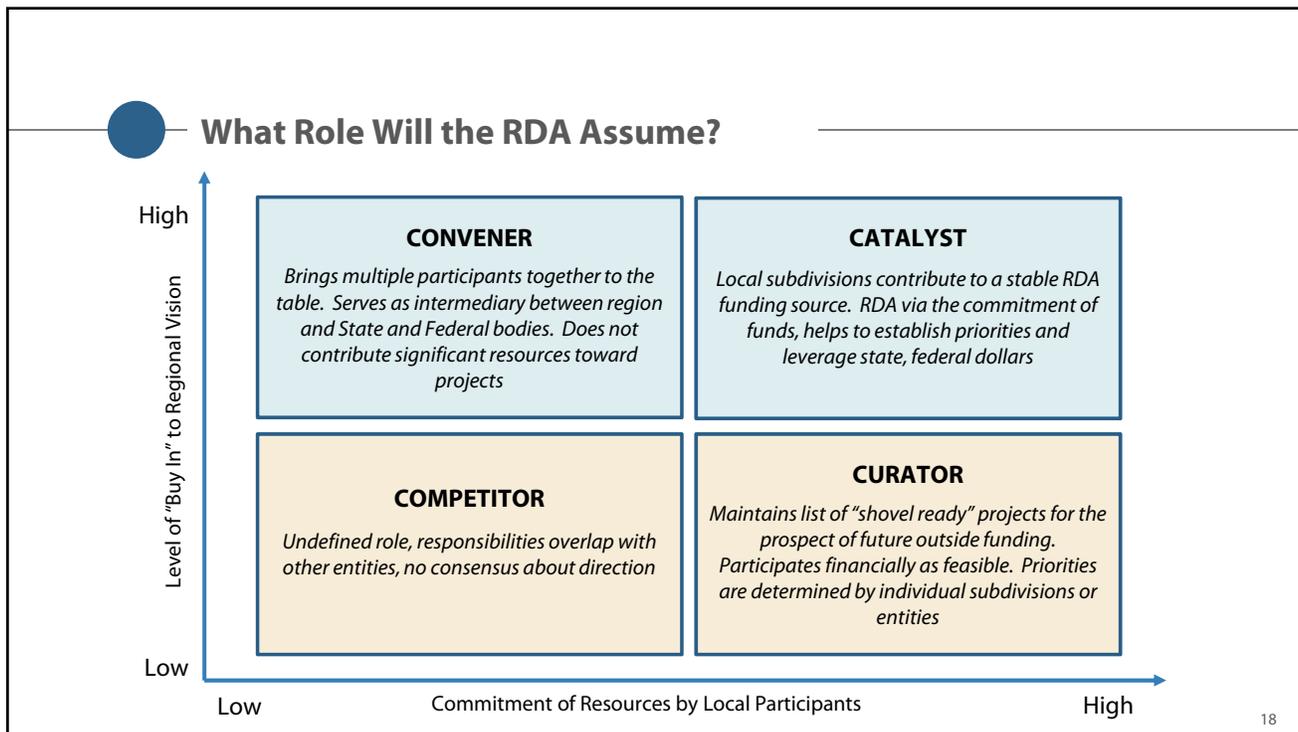
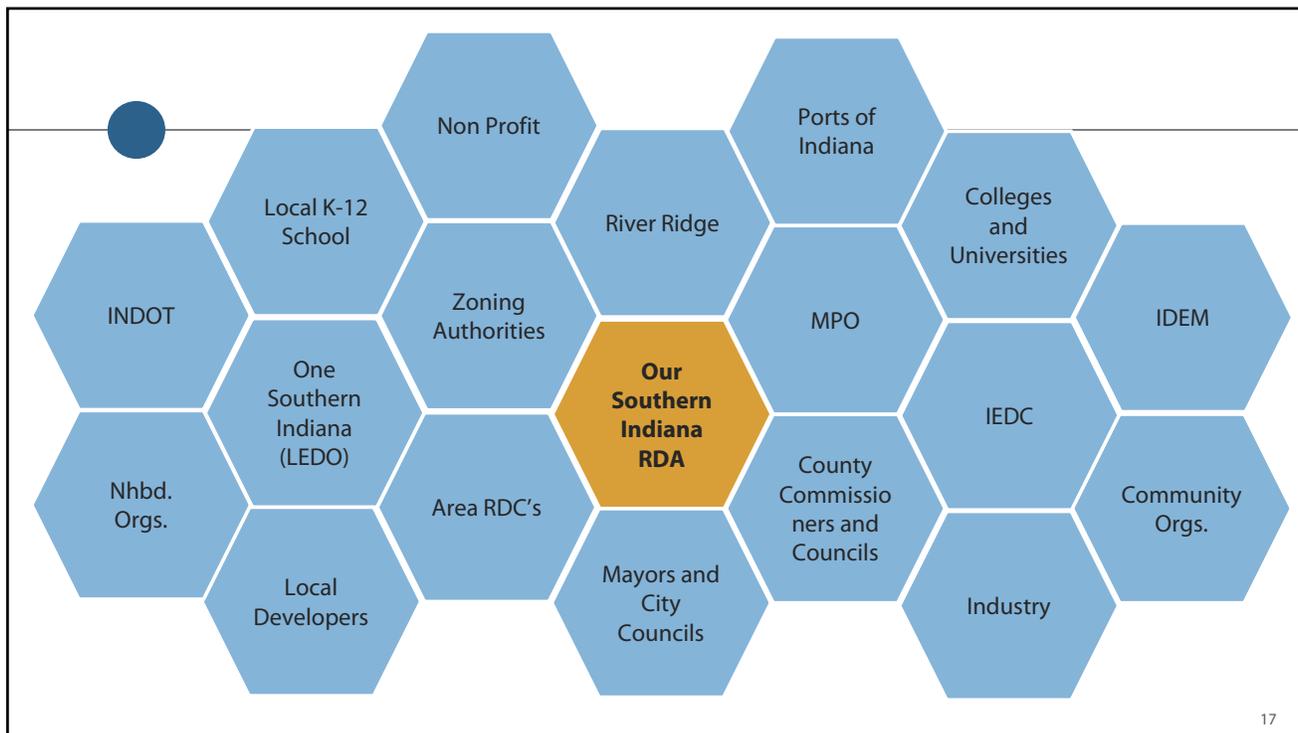
Acquire land and projects from political subdivisions

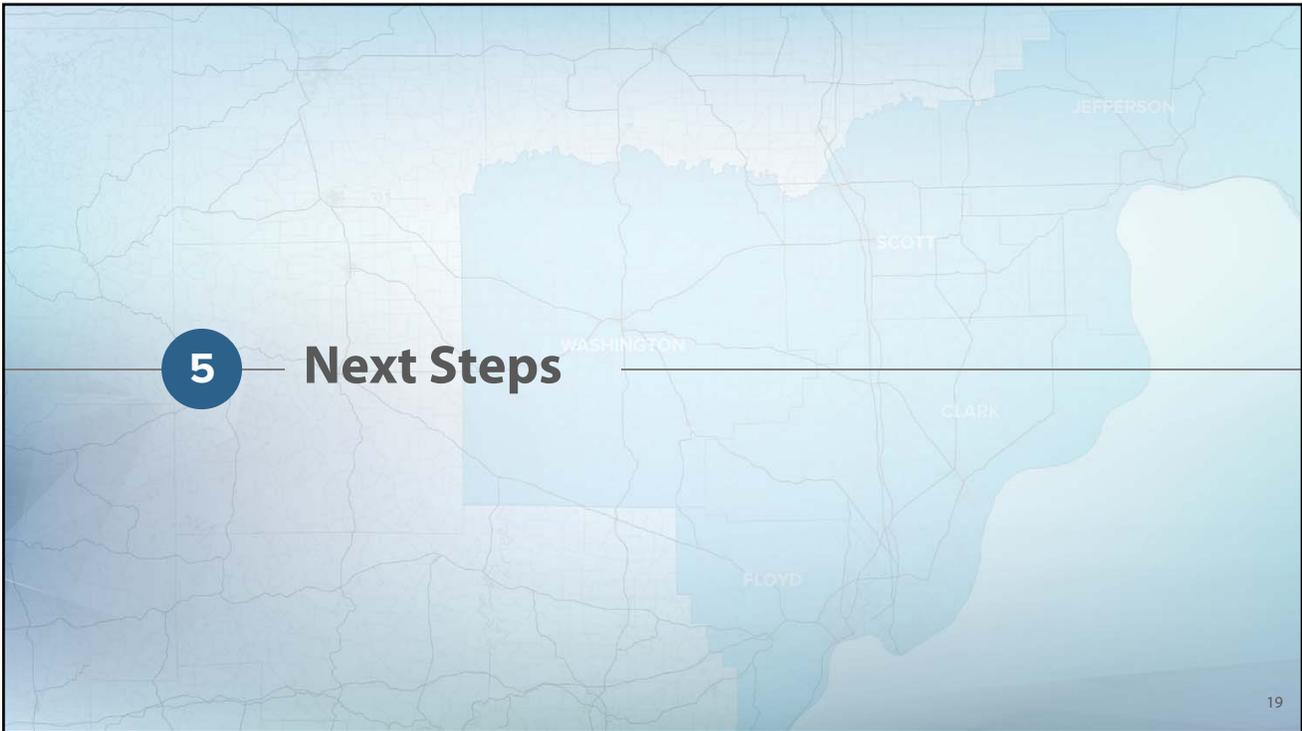
Projects must be regionally significant

Debt that is issued must be authorized by political subdivisions

Eminent domain is reserved for political subdivisions

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Next Steps

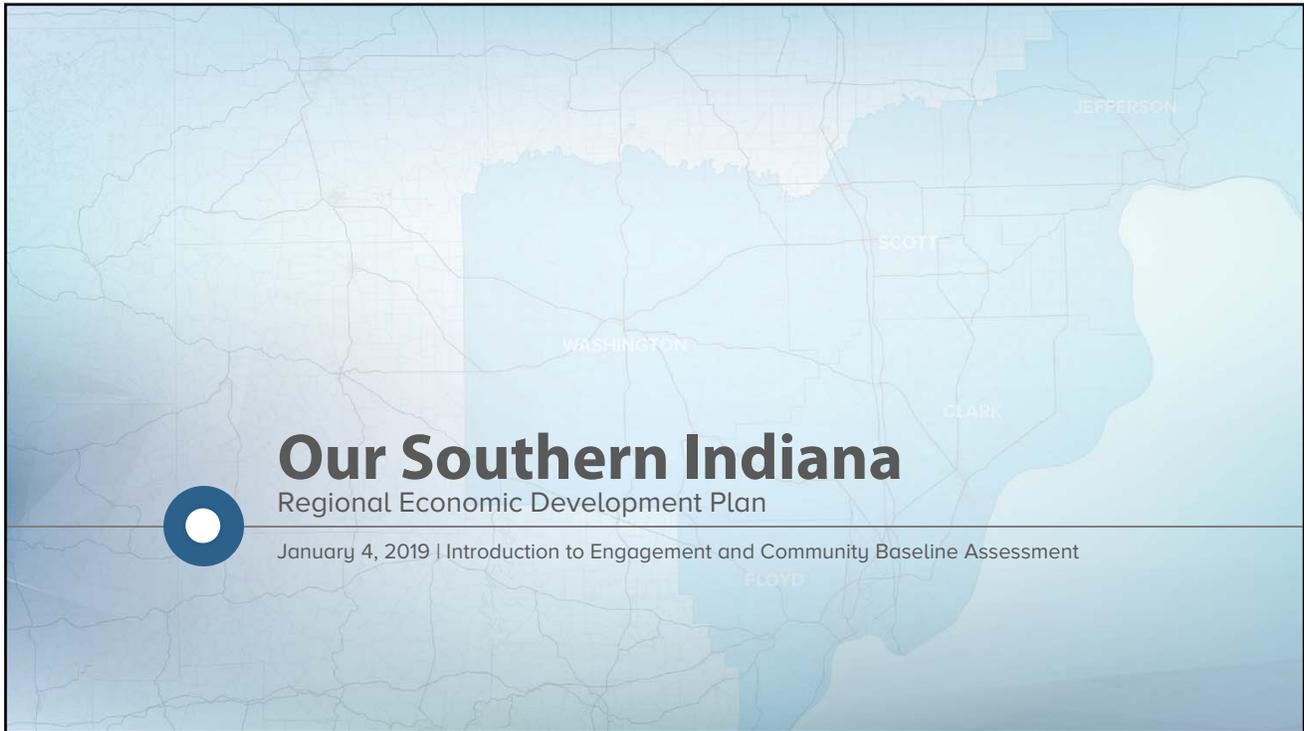
Project leadership and stakeholder outreach

Stakeholder interviews

February 1, 2019: Planning status workshop

- Regional challenges and needs assessment

- Regional trends
- Regional challenges
- Regional assets



Our Southern Indiana Regional Economic Development Plan

FAQ's Project Information

**People are starting to notice Southern Indiana.
This is our plan to build a better future together.**

The Our Southern Indiana Redevelopment Authority seeks to grow together as a region and collaborate for mutual benefit in order to develop a globally competitive economy, to provide exceptional livability for everyone, to offer world class amenities and to celebrate the diverse people, places, and perspectives of Southern Indiana.

**Learn more at:
<https://oursoinrda.org/>**

What is the Our Southern Indiana Regional Development Authority?

In 2015, the Southern Indiana region recognized that one of the state's biggest threats to economic development is population stagnation, along with educational attainment and offering employers a qualified workforce. The Southern Indiana region strives to be recognized as a center for talent attraction and retention by utilizing our existing resources and working together regionally to embrace new ideas and challenges. The Southern Indiana Region is poised to lead the state and the Midwest in an economic renaissance, based upon existing natural resources, geographical location, and position within the Louisville, Kentucky Metropolitan Statistical Area, and the vast amount of economic development potential that has recently become available.

In 2017, the County Councils of the five counties – Clark, Floyd, Jefferson, Scott and Washington – each voted unanimously to form the Our Southern Indiana Regional Development Authority (Our SoIN). By the end of that year, the County Commissioners for the five counties unanimously appointed a five-member Board of Directors for the RDA. This group has met monthly throughout 2018 to not only understand the needs of the region, but also to meet with elected officials and policy makers to determine a plan of action to compete as an economically viable region of the state.

Who are the Regional Development Authority Board members?

The RDA Board of Directors consists of five members appointed by the Boards of Commissioners of Clark, Floyd, Jefferson, Scott, and Washington counties. Board members serve a four-year term. The 2018-2022 board members and the counties they represent are:

- Dana Huber, owner of Huber's Orchard, Winery & Vineyards, and the Starlight Distillery, Floyd County. Dana is the group's chairperson.
- John Jones, founder of John Jones Automotive Group, Washington County
- Kevin Kellems, businessman and manager of his family's fifth-generation farm, Jefferson County
- Steve Meyer, retired, Scottsburg High School, Scott County
- Kenny Rush, independent business development consultant, Illini Precast LLC, Clark County

What is the Our Southern Indiana Regional Economic Development Plan?

The Our Southern Indiana Regional Economic Regional Development Plan is a strategic approach to creating a broad and visionary strategic growth plan for the region. The Our Southern Indiana Regional Development Authority commissioned the plan that will result from a collaborative effort among the RDA members, counties of Clark, Floyd, Jefferson, Scott, and Washington; local municipalities; as well as numerous public and private organizations.

The plan will provide strategic goals, objectives and recommendations for the region as a whole and the five counties individually – Clark, Floyd, Jefferson, Scott, and Washington – to prioritize and make happen that result in drawing investment and quality-of-life improvements to the region.

How is this planning process being funded?

This planning process is being funded through an Indiana Economic Development Corporation planning grant.

What will be in the plan?

The plan will discuss transportation and utilities, housing, education, economic and property development, talent attraction, population growth and financial and economic impacts. Additionally the plan will contain the following:

- Identify the vision, goals, and objectives for the five-county area.
- Assess the regional assets and challenges.
- Anticipate the regional trends.
- Develop initiatives and identify funding opportunities for the region and each county.
- Outline each county's role in achieving the regional goals.
- Provide the RDA with a work plan that is essential to becoming a sustainable guiding force for the region for the next five, ten, and 15 years.

How will the Regional Economic Development Plan be created?

The development plan process is part technical planning (completed in large part by planning professionals), part key stakeholder involvement (by way of a Project Leadership Committee and focus groups), and part public engagement (this means YOU!) Together we will:

- Evaluate existing conditions and determine what local, state and national trends suggest.
- Collect input from a variety of sources to discover issues and opportunities that need addressed.
- Articulate a regional vision through a series of strategies and action step.

Who will be involved in developing the Regional Economic Development Plan?

The Our SoIN RDA board has hired American Structurepoint to lead the development of the plan. Local firm Taylor Siefker Design Group, which specializes in community engagement and placemaking, will support the planning process as well. Policy Analytics, an Indiana-based company, will focus on economic research, public financing, and policy analysis. A project leadership group of county and municipal leaders will provide input and guidance to the planning team at three key milestones. We also will seek input from community stakeholders and will facilitate a variety of public outreach opportunities throughout the planning process.

Who can I contact if I have a question or concern about the planning process?

Please direct your questions to Katie Clark cclark@structurepoint.com or info@oursoinrda.org

Who participates in the development of the plan?

Anyone and everyone! You can use the following tools to follow the plan's progress and provide your input.

Website: The planning process will generate numerous documents, maps, and images. We have added a tab to the Our SoIN RDA website to create a one stop shop for this planning process. Visit <https://oursoinrda.org/> to get updates on our planning process, participate in online polls and surveys and give us your input!

Our SoIN RDA Board Meetings: All of the regular monthly RDA board meetings are open to the public! During each monthly meeting, the planning team will either be presenting our findings, brainstorming solutions, or providing our recommendations to the board. Come and join us and provide your input! The Our SoIN RDA Board meeting schedule is available here: <https://oursoinrda.org/schedule>

Speaker's Bureau: If you have a group that is interested in learning more about the plan, please request a presentation through our Speaker's Bureau program: <https://oursoinrda.org/request-a-speaker-1>. The planning team will do our best to pair you with a member of the project or leadership team so that you and your organization can learn more about this important process.

Public Open House: In case we missed you during our stakeholder outreach, or at the monthly meetings the project team, we will also be hosting two public open houses throughout the process. The meetings will provide information on the planning process, key findings, and draft recommendations. Final dates will be scheduled soon so please refer to the online schedule <https://oursoinrda.org/schedule> for more information.

When will the plan be finalized?

The Our SoIN Board will finalize and approve the plan by the end of June 2019.

Our Southern Indiana

Regional Economic Development Plan

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