

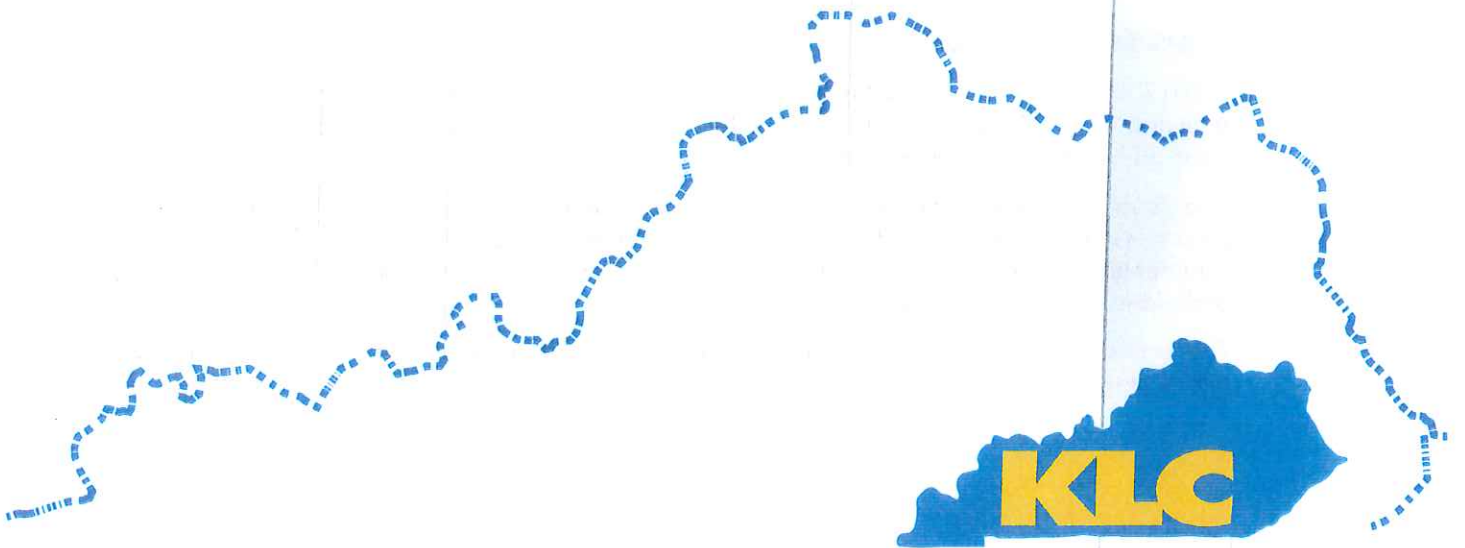
City of Berea

CITY COUNCIL WORK PLAN

SUBMITTED BY:

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Kentucky League of Cities

Goals



- I. Provide high quality, timely, and consistent city services
- II. Continue sound financial management
- III. Maintain and improve infrastructure
- IV. Plan for the demands of growth and a changing economy
- V. Maintain and improve the quality of life for Berea citizens
- VI. Continue to build relationships and partner with other entities that share the city council's interests

Recommended Tactics

II. Continue sound financial management

A. Devise a five-year plan.

Recommendations:

1. Strengthen reserve funds.
2. Anticipate budgetary needs for police and fire departments.
3. Anticipate financial needs of the city's water supply and electric plans.
4. Communicate the plan to the public.
5. Consider taking the four percent annual property tax increase.



Recommended Tactics

IV. Plan for the demands of growth and a changing economy

- A. Review the plan of the City of Berea's Office of Business Development. Assess how it addresses the city council's ideas on plans for economic growth.

Recommendations:

1. Determine what else should be included in the plan. City council suggested these items be considered for inclusion:
 - a. Diversify the economy by working to develop and attract tech-related jobs and perhaps agritourism.
 - b. Support existing employers.
 - c. Shared office space locations for persons working at home.
 - d. Support and encourage the completion of the widening of US 25 and extension of the bypass.
 - e. Investigate the possibility of engaging retired individuals as a trained workforce.
 - f. Leverage Berea's geographic location along I-75, the railroad between two industrial parks and a growing regional airport.
 - g. Support and encourage entrepreneurship given the variety of local foods, craft alcohol, and niche markets.
 - h. Include tourism as an element of economic development strategies.
2. If the economic development plan should expand to include others in the community, work with existing community partners to define an agenda and organize a working group consisting of representatives from all appropriate parties (e.g., city, county, economic development, chamber of commerce, local schools, colleges and vocational-technical schools).
3. Report progress to city council on a regular basis and to the public as needed.
4. Work collaboratively to discuss with state government affiliates about Berea's economic development strategies.
5. Council should consider budgeting for these suggested items.

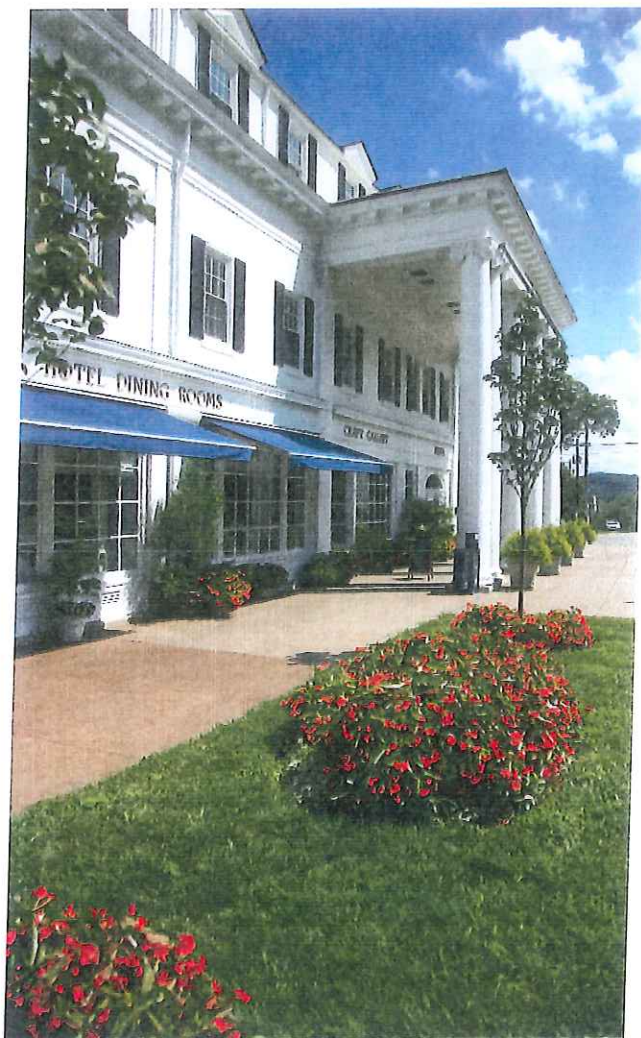
- B. Address tourism specifically within the city's overall plan for economic growth.

Recommendations:

1. Invite the tourism commission into ongoing dialogue to address issues identified by city council and the tourism commission:
 - a. Renew joint meetings of small groups of tourism commission and city council members, and increase frequency.
 - b. Work collaboratively to compliment both council and tourism strategic plans.
 - c. Develop an interactive marketing and communication campaign to reach Berea citizens as to how their tax dollars are being spent.
 - d. Address needs for beautification at city entrances and exits.
 - e. Review the city's brand statement and adjust as needed.
 - f. Enhance the city's relationship with Berea College as a tourism draw.
 - g. Determine who else is offering hospitality training for front line people and work collaboratively to maintain over time.
 - h. Maintain arts and crafts as a part of Berea's unique identity, but diversify as possible.
 - i. Investigate the possibility of a shuttle system that runs from the Arts Center at Exit 77 to the city (e.g., a light rail into Old Town and Chestnut Street).
 - j. As part of Berea's branding, consider significant historic elements such as connecting to Boone's Trace along Brushy Fork.
2. Establish ongoing meetings with community partners to create a marketing and communications plan.
3. Work collaboratively with community partners to update and complete an economic development and funding plan that clearly defines roles, responsibilities and contributions from each entity.

Recommended Tactics

VI. Continue to build relationships and partner with other entities that share the city council's interests



- A. Review and evaluate current partnerships with external organizations and groups, and maintain open communication regarding concerns facing Berea.

Recommendations:

1. Evaluate current recreational opportunities, vocational education and medical services.
 - a. Identify gaps and work with partners such as Berea College, parks board, health department and others, to expand offerings.
2. Cooperate with conversations held by organizations currently addressing the drug problem in the community.
 - a. Assess what other work is being done.
 - b. Identify what, if any, role exists for Berea City Council.
 - c. Establish next steps.
 - d. Communicate to the public at large what efforts are being done on the local level.
3. Seek opportunities to collaborate with all educational partners.