

**MASTER PLAN REVIEW COMMITTEE
MONDAY, OCTOBER 22, 2012**

7:00 P.M. PROMPT

- **DISCUSSION OF CITY MASTER PLAN –**
- **ELECT CHAIR AND VICE-CHAIR**

A Master Plan Review Committee Work Session was held at Bedford City Hall on Monday, October 22, 2012 at 7:00 p.m. Present: Helen Briggs, John Whittaker, Jeanne King, Janet Caldwell, Richard Novak. Absent: Dr. Haamid Javaid, Ken Matosky and Vicki Stemple. Council Members: Mayor Daniel Pocek, Stan Koci, Marilyn Zolata, Donald Saunders. Also Present: Clerk of Council Lorree Villers. Administration: City Manager Henry J. Angelo, Frank Gambosi Finance Director.

Mayor Pocek welcomed and thanked everyone that was in attendance this evening. He thought the comments that were submitted were very helpful. He briefly explained they would be conducting their own meeting this evening. After they got started, Council and the Administration would exit the meeting and let them feel free to discuss items at ease. The City had to attend a bond presentation in April 2013 so the Master Plan had to be finished before then.

Vice-Mayor Koci thanked everyone for their efforts. He suggested the committee group some of the topics as he did at the October 8, 2012 meeting because some of the items were similar. If the topic needed addressed or tweaked, that was what they were to focus on instead of addressing issues that may have been completed or obviously were not going to happen. Example: #12 Potential Roundabout. If there were items that needed deleted, that was okay as well. After all, this was the residents plan for their city.

Councilwoman Zolata informed everyone that the churches, schools and the city were pulling together to assist in mentoring the children, which was an incredible program.

Mr. Angelo stated he and the department heads would be available when they needed them to answer questions or needed additional information. Mr. Gambosi stressed the most important section of the Master Plan was the infrastructure (roads, water, sewer, buildings) of the City when applying for grants and how these were to be paid for. Council and the Administration then turned the meeting over to the Ad hoc Chairman John Whittaker.

John Whittaker requested everyone turn to Page 5 and 6, "Major Initiatives of the Plan":

He referenced the 18 points in the Master Plan which was the focus of the next several monthly meetings. He pointed out that this committee was going to select chairs at the end of the meeting. He listed the same breakdown that Mr. Koci had previously listed at the October 8, 2012 meeting. He agreed with Mr. Koci that item "#12 Roundabout" didn't need addressed because it was more than likely not going to happen.

He listed the following points because of their similarities as follows:

- #1, 2, 3 Automobile Gateways/Signage/Trails
- #4, 5, 6 Banners/Branding
- #7, 8, 9 Waste Water/Water lines/Sanitary
- #10, 18 Railroad
- #11, 13, 14, 16 Overlay/Zoning
- #12 Roundabout
- #15 Brownfield

Mr. Whittaker felt that was a good way of going about addressing the 18 points of interest instead of trying to address all of them individually. The City was in the right direction as far as using the Master Plan when making decisions. He asked the committee if they had any questions for the Administration or Council while they were present.

Ms. King pointed out this was based on the 2000 census so she asked if they could have the 2010 census information to work from. Mr. Whittaker briefly outlined his thoughts on how the meetings should proceed as follows; the next meeting the department heads would be present and then possibly invite the employees to participate. Mr. Angelo clarified he had already extended an invitation to the employees for comments, concerns or ideas.

Suggestions this evening were as follows:

- John Whittaker thought in order to save money, combine some of our city services with surrounding cities because of the duplications/costs to each city.
- Jeanne King had concerns regarding the survival or creation of small business owners. She thought more of the landlords needed to be involved in keeping the downtown area beautiful. Limited parking was also a concern.
- Richard Novak talked about a billboard he saw in the Newark airport in the international terminal that urged people to relocate their business in London, Kentucky. He thought that was a great idea.
- Helen Briggs spoke on behalf of the Planning Commission members' view, which was the "detail of appearance of the Bedford borders", which needed a great deal of attention. These entrances were non-inviting borders into the City.
- Helen Briggs also added she has had many conversations with people where she works and goes to church that haven't visited downtown Bedford because of the negative perception of Bedford. She urged these people to visit Bedford so they could experience the positive things the City had to offer. She felt the "soft ideas" mentioned in the last meeting weren't going to make a bit of difference if you couldn't get people to visit past the AutoMile into downtown. Maybe the downtown merchants/restaurants could advertise at each dealership.
- Janet Caldwell talked about many of the Historical Society's tours she had been involved with which were very interesting. She thought everyone needed to focus on where people wanted to live not vacation, recognize the strengths, weaknesses, opportunities and threats as they discuss every point in the current Master Plan; even though there were some things they did not have the power to change. She warned the others on how they approached the tourism issue because not everyone wanted to live where they vacation or visit as she used Pigeon Forge, TN as an example. No matter how you look at it, each and every surrounding community competed with each other.
- Joyce Daunch felt very strongly that the "arts" needed to be included in the new Master Plan for a number of reasons: to stimulate economic development and change perception in general. During the arts festival, some of the visitors commented that nobody knew what Bedford had to offer and they were delightfully surprised. A few thought the "arts" needed to be included in a lot of the normal weekend festivals for a new twist.
- Janet Caldwell thought the local real estate agents needed to work on trying to get businesses, landlords or residents in Bedford.
- Mr. Novak noted Bedford was in the top ten in the Cruisin Times Magazine again. At the Strawberry Festival, the car enthusiasts enjoyed displaying their cars; they spent money at the local restaurants/bars and were willing to return the following year because they enjoyed the event and Bedford. The thought was to have more car shows throughout the summer events because these people came from several surrounding states.
- Joyce Daunch and John Whittaker thought there needed to be a better job done marketing Bedford in several different magazines and newspapers. Some members talked about the need for an Arts Director at the City of Bedford. Mr. Novak remembered the times when the Economic Director set up booths at fairs and/or the IX Center to sell Bedford. He suggested a billboard on I-271.

- John Whittaker thought if Bedford could market itself better, it would benefit the AutoMile so both the City and the AutoMile needed to work hand in hand to achieve this.
- John Whittaker also thought there should be Sunday concerts on the square, which played a large variety of music.
- Everyone was in agreement that the event/festival organizers needed to get together at the beginning of each year to join in a group effort to determine what works for the “community as a whole”. To work toward the same goal to spruce up the events in an effort to market Bedford. It was human nature that not everyone likes change but it was time to pull together as a talented, creative, knowledgeable and experienced team to make Bedford a destination.

There was discussion as to when the next meeting should be held but after Clerk Villers listed several dates she was not available, it was decided that she would send them an email of her meeting schedule.

The Master Plan Review Committee present members decided to elect John Whittaker for the Chairman and Jeanne King as the Vice-Chair.

The Master Plan Review Committee Work Session adjourned at 8:22 p.m.



Clerk of Council



Mayor – President of Council