

**NASHVILLE TOWN STRATEGIC DIRECTION WORKSHOP
TUESDAY, FEBRUARY 19, 2020**

ATTENDANCE: Council members present – President Jane Gore (arrived at 6:06 pm), Vice-President Alisha Gredy, Councilmember Nancy Crocker, Councilmember Anna Hofstetter (arrived at 6:08 pm), and Councilmember Dave Rudd. Also in attendance – Utility Manager Sean Cassiday, Administration Manager Phyllis Carr, Police Chief Ben Seastrom, Town Attorney Jim Roberts, Municipal Operations Consultant Dax Norton and Clerk-Treasurer Brenda Young.

STRATEGIC DIRECTION WORKSHOP– 6:00 pm

1) CALL TO ORDER by Vice-President Gredy at 6:05 pm.

2) STRATEGIC DIRECTION WORKSHOP

Municipal Operations Consultant Norton briefly introduced the strategic direction initiative outline to the public. Municipal Operations Consultant Norton described the process as one that helps the Council become a proactive governing body. Municipal Operations Consultant Norton discussed areas of focus.

Brand Book discussion:

Municipal Operations Consultant Norton stated the brand book fits under the communication and economic development areas of focus. He stated that brand is what we communicate and communication plan is how we communicate. Municipal Operations Consultant Norton stated that the purpose of tonight's meeting was how does this town governing body communicate the resident's brand on behalf of the residents? He stated that this meeting was not to discuss the CVB, Chamber or state brand. He stated that the discussion was the brand from a resident of Nashville perspective and not necessarily a visitor's perspective. Councilmember Crocker stated that County residents are welcome as well tonight.

Municipal Operations Consultant Norton advised that he would be asking the audience to answer a series of questions:

Question: What is the internal perception of the town of Nashville? Councilmember Crocker stated it was ok to say negative words.

Audience answers included: Outdoor Paradise. Peaceful. Safe for families. Great place to live. Small enough to be comfortable and enough going on to not be boring. Excellent Schools. Run down. Tired. Well-intentioned. Infrastructure problems. Not much ethnic diversity. Appears to be 2 sets of rules. Subjective Enforcement. Lack of diversity in shops. Councilmember Crocker stated lack of good grocery store. Quality of art. Exceptionally talented artists. Community that appreciated the community of artists. Lack of comprehensive health care. Lack of affordable housing. Better the internet.

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Need for co-working space. Speak easy in Indianapolis given as an example. Discussion ensued.

County has have and have nots. Council President Gore mentioned a lack of available housing. Spirit of optimism. Municipal Operations Consultant Norton discussed social media for a moment. Discussion ensued.

Municipal Operations Consultant Norton asked if anyone in the audience was external or not from Nashville/Brown County? Brief discussion about renovation of some local historic buildings recently purchased at the auction by a gentleman in audience from Evansville. He was the only member of the audience not from Nashville. Municipal Operations Consultant Norton stated that he would be give some examples of external perception. He would help answer the external question since no members of the audience external. Municipal Operations Consultant Norton gave perceptions or descriptions of people he has talked to externally. He stated that people often confuse Nashville, Indiana, with that city in Tennessee. He stated that he has heard people say tourist trap. Municipal Operations Consultant Norton stated that tourist trap is not a positive term to some. Municipal Operations Consultant Norton stated that he personally would say incredibly beautiful and unique. He stated that he gave the perceptions of people he has talked to just to get this external perception discussion going.

Councilmember Crocker reiterated that Municipal Operations Consultant Norton was just repeating what people have told him and not saying that it was necessarily right. Municipal Operations Consultant Norton reiterated that the question was about perception and not reality. The external perception. He also stated that these are perceptions and not necessarily a reality. Municipal Operations Consultant Norton stated that he doesn't hear about Nashville as a community. The community is just not seen. All of the residents are hidden. Municipal Operations Consultant Norton stated that he wished there were other people in the room that were external to the community. He stated that the youth was missing in the audience. Records Clerk Jones stated that she heard that the town closes up at 5 pm. Municipal Operations Consultant Norton stated that he and members of the Council experienced that one night. Municipal Operations Consultant Norton reiterated that 15-18 year olds should have been in the audience. Municipal Operations Consultant Norton advised that they could gather their thoughts as time goes on. Discussion about the youth presence and bringing them to the room or next meeting ensued.

Municipal Operations Consultant Norton discussed the changing consumer. The buying power is now in the hands of the 25-35 year olds. They want an exciting and quality experience. Municipal Operations Consultant Norton stated that he doesn't want to be leading.

Question: What do the residents like or feel about Nashville? One or two word answer. Municipal Operations Consultant Norton stated that perception and feeling are different. Audience answers included: Welcomed and open. Blessed. Extraordinarily fortunate. Love living here. Love being able to make decision to bike, ride. Opportunities. People are surprised that people are from and live in Brown County/Nashville. People don't recognize there is a community here. Don't have sense of community in Nashville. Missing community feeling. Disconnected. Connected. Councilmember Crocker stated that she was in fact connected. Discussion ensued.

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Vice-President Gredy believes her neighborhood is connected. Municipal Operations Consultant Norton asked again how you feel about Nashville. Audience: Energized. People live here to get away and some people live here to become energized. Connected energy. Energy! Comforted. Grateful. Relaxed. Connected with nature. Inspired. Accepted. Completely welcomed. Diversity is encouraged. Councilmember Hofstetter stated she was troubled that some residents would feel disconnected. Happy. Councilmember Crocker stated she was at times frustrated with the struggle between progress and stay the same. Cultural Insensitivity. Hard placed to live for people not in tourist/art community. Discussion ensued.

Brown County owns quality of life. Need to capitalize on quality of life. Nothing but fabulous memories. As adult living here can see why mom wanted to get out. Nashville made great progress in the last 5 years. People didn't even know Nashville/Brown County was here. Councilmember Crocker asked if residents really want everyone to know that we are here. Discussion ensued.

A brief discussion about growth began. Municipal Operations Consultant Norton stated that brand and growth aren't necessarily synonymous. Municipal Operations Consultant Norton stated the goal of this exercise and the goal of the council should be to ensure that Nashville remains economically viable in 50 years. Municipal Operations Consultant Norton stated that his entire exercise is about economics. If Nashville loses its economic reason to exist the residents, will start to feel the pain. Discussion ensued.

Question: What Nashville's current niche?

Audience answers: Artisans. Arts. Tiny population focused on the arts. Bedroom community is number one economic driver.

Municipal Operations Consultant Norton asked full question. Is there single focused niche and should this change? The arts and outdoor recreation. He stated that the point of this exercise to get the 1100 residents of Nashville to be ambassadors to the millions out there. An audience question was asked about separating Brown County from Nashville. Discussion ensued Municipal Operations Consultant Norton stated that this audience was best he has ever seen at this type of discussion.

Discussion ensued about the Brown County/Nashville/CVB relationship and inclusion into the conversation related to branding.

Municipal Operations Consultant Norton stated that tonight's meeting is about how the taxpaying residents of Nashville feel about living in Nashville. Discussion ensued.

Councilmember Hofstetter stated that the spiritual connection to the world around you is her perception of the brand. An audience member suggested that the niche is diverse and should remain diverse. It should not just be one specific thing. The discussion continued.

Municipal Operations Consultant Norton asked to go back to single niche. Safety was discussed. Municipal Operations Consultant Norton asked again about the specific niche and gave examples. He

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asked for the elevator speech. Councilmember Hofstetter used the word oasis to describe Nashville to her college friends in LA. Discussion continued.

Municipal Operations Consultant Norton gave example of Madison, Indiana's niche. Councilmember Crocker asked what is the niche that we want Nashville to be not what is it now? Discussion continued.

Municipal Operations Consultant Norton stated that only 3 out of 10 high school students return the county to live after graduation. An audience member stated it comes down to policies and procedures from planning and zoning. Discussion about opportunities ensued.

An audience member suggested that Experiential Tourism is the niche. Municipal Operations Consultant Norton stated that what was learned tonight was there is no consensus. He asked if the brand could be that Nashville is the best place in Indiana for Experiential Living. Discussion ensued.

Discussion ensued about the age demographic.

Question: What does the perceived brand promise?

Audience answers: Excitement. Energy. Vibrancy. Enriching. Calm and Relaxing. Municipal Operations Consultant Norton asked if brand was living up to promise. Consensus was yes. Share quality of life with everyone that visits. Municipal Operations Consultant Norton reiterated experiential living. Clerk-Treasurer Young noted that Nashville's quality of life is recognized everywhere and it was something that was given to us.

Municipal Operations Consultant Norton stated that Nashville is the single most prepared small town for the future.

Brief discussion ensued about infill/development and the brand. Municipal Operations Consultant Norton stated that this exercise was to identify the brand for the purpose of developing good policy for the future development of the town based on the brand.

Next strategic direction meeting was scheduled for March 5, 2020 at 6pm. Municipal Operations Consultant Norton urged the youth to attend the next meeting. Vice-President Gredy discussed scheduling a youth council meeting at the same time. Discussion ensued.

3) ADJOURN

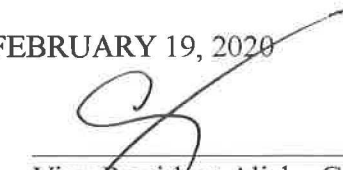
Councilmember Crocker moved to adjourn the meeting. Vice-President Gredy seconded the motion. President Gore adjourned the meeting at 8:11 pm.

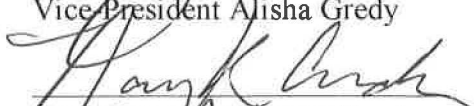
The audio recording made at the Town Council meeting on 2-19-2020 is retained in the office of the Town Clerk-Treasurer.

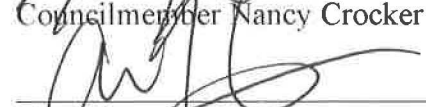


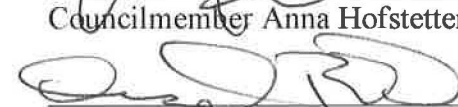
President Jane Gore

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Councilmember Nancy Crocker

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Clerk-Treasurer Brenda K. Young