

**NASHVILLE TOWN STRATEGIC DIRECTION WORKSHOP
TUESDAY, MARCH 5, 2020**

ATTENDANCE: Council members present – President Jane Gore, Vice-President Alisha Gredy, Councilmember Nancy Crocker, Councilmember Anna Hofstetter, and Councilmember Dave Rudd. Also in attendance – Utility Manager Sean Cassiday, Town Attorney Jim Roberts, Municipal Operations Consultant Dax Norton and Clerk-Treasurer Brenda Young.

COUNCIL BUSINESS – 6:00 PM

1) CALL TO ORDER by President Gore at 6:00 pm.

2) REDEVELOPMENT COMMISSION RIVERFRONT LICENSE RECOMMENDATION

A. Quaff-On Brewing Company LLC – Initial Application

Council President Gore asked for a motion to approve the application for a new permit.

Councilmember Rudd made the motion to approve the application. Councilmember Crocker seconded the motion. Motion carried 5-0

3) UTILITY AGREEMENT WITH BROWN COUNTY MUSIC CENTER

President Gore stated that a meeting was held with the music center board to discuss the music center's tap fee bill. She stated that both sides acknowledged mistakes were made and agreed to a compromise to reduce the bill by removing the labor costs from the bill.

President Gore asked for a motion to approve the compromise which would remove labor costs from the current tap fee bill. Councilmember Rudd made motion to approve. Councilmember Crocker second. President Gore asked for further Council discussion.

Councilmember Hofstetter asked if there was proof that the music center should not owe the money for the labor costs associated with the initial tap. President Gore explained why they don't owe.

Councilmember Hofstetter asked Utility Manager Cassiday about the labor costs. He explained the labor and tap fee costs. Councilmember Hofstetter asked if the waiving of the labor fee was reasonable compromise. Discussion. Councilmember Hofstetter stated that she wants to do what is fair for all customers. President Gore asked for a vote. The motion carried 4-1 with Councilmember Hofstetter voting nay.

4) STRATEGIC DIRECTION WORKSHOP

Municipal Operations Consultant Norton stated that the council was going to talk to the 18-20-year-old crowd during this session, but they weren't present. He suggested that everyone review the Auburn Brand book as an example. Municipal Operations Consultant Norton discussed the difference between the residential brand and CVB or tourist brand. He stated that what drives you to live in Nashville may be very different from what compels you to visit. He stated that something things visitors come to take advantage of temporarily are reasons why you live here. This is where the visitor brand and residential brand circles overlap. Experiential living is a very good brand for Nashville. The goal of the brand action step is to develop a book that provides a uniform brand. Municipal Operations Consultant

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Norton stated that you want to know the residential brand so that the Council can make policy that delivers the promises of the residential brand. He stated that policy is crucial when you begin to discuss planning and that if the brand is to always remain small and quaint then planning policy must be made based on that brand. Discussion ensued.

Municipal Operations Consultant Norton reiterated that the voice of the 18-25 year old's must be heard. He stated that diving deeper into the experiential living brand would be a good idea. He suggested that the 18-25 year old crowd may say that there is nothing to experience in Nashville for them. Council Vice-President Gredy stated that she wants to clarify a comment made by a resident and town leader about the last meeting. She wanted to clarify that Municipal Operations Consultant Norton did not state that he thought the town was a tourist trap. He was just passing on things he had heard others say. Municipal Operations Consultant Norton stated that he did use tourist trap but was merely giving an example of what has been said to him by others. He stated that this exercise was about honesty. Negative perceptions of brand must be discussed. Discussion ensued.

Councilmember Hofstetter stated discussed her take away from last workshop, that we are trying to determine if the internal perspective matches the external. Municipal Operations Consultant Norton stated the exercise should delineate where visiting brand and residential brand intersect and how they are different. Councilmember Crocker stated it is to learn how we best take care of our residents. Municipal Operations Consultant Norton stated once again that he likes Experiential Living as a brand.

Municipal Operations Consultant Norton suggested watching the Bourbon, IN video and played the video to show their branding example. Municipal Operations Consultant Norton stated that the purpose of the video was not to compare Nashville to Bourbon, but rather to show that Bourbon has grasped their brand. Councilmember Crocker stated that the purpose of the video is to get more people to move to Bourbon and not tourism. She stated that we could learn from them. Municipal Operations Consultant Norton stated that Nashville has a good brand. He reiterated once again that this exercise is about the residential brand. Discussion ensued.

Councilmember Crocker asked how many states in US have a town named Nashville. Only 8. Municipal Operations Consultant Norton suggested that this brand discussion is the residents' opinion. He reiterated that the last meeting with residents was one of the best that he has ever facilitated in his career. He could see a great video made around the experiential living brand. Municipal Operations Consultant Norton discussed population loss to natural causes and work will need to be done to maintain population. Discussion ensued.

Municipal Operations Consultant Norton suggested the marketing campaign should include attracting ethnic and racial diversity.

Municipal Operations Consultant Norton stated that planning fails because we all live for today. Current population is stable, but we should be thinking of economic trends. Knowing the economic trends of the 20-year-old is important to know. There are not enough retirees in the younger generations to replace the boomer retirees. He suggested that you are now moving out generational families. He stated that this exercise is to create policy that will make Nashville economically stable in 2050. Discussion ensued.

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Clerk-Treasurer Young discussed what 2050 will look like. She stated that the Town's sesquicentennial is in 2022. Clerk-Treasurer Young stated that we should keep in mind this celebration and have the brand ready for 2022. Discussion ensued.

Municipal Operations Consultant Norton once again stressed that this a discussion about the residents that live in Nashville. Members of the audience stated that people live here for quality of life. Discussion ensued.

Members of the audience stated that quality of experience and quality of life must be built upon for brand to emerge and the Nashville and Brown County brand must merge and be one. Municipal Operations Consultant Norton discussed the want of the new home buyer. He stated that they want an urban experience. Branding discussion ended.

Planning discussion and infill began.

Municipal Operations Consultant Norton asked if the community wanted to infill and do you want to build up. He stated that the comp plan was 30 years old and asked if it was time to review and update the town UDO. Town Consultant Dax Norton stated that a good action step would be Comp Plan, update, UDO update and then infill strategy as good policy. Municipal Operations Consultant Norton suggested that you could move 500 new residents in within the existing footprint of the town. Discussion ensued.

A discussion began about high density. Municipal Operations Consultant Norton stated that high density is now the buzzword. Extensive discussion ensued about infill, apartments and planning and zoning standards.

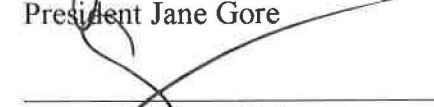
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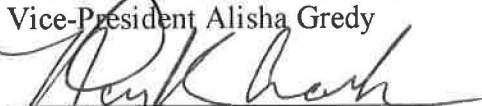
President Gore adjourned the meeting at 7:50 pm.

The audio recording made at the Town Council meeting on 3-05-2020 is retained in the office of the Town Clerk-Treasurer.

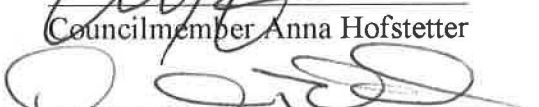

Clerk-Treasurer Brenda K. Young


President Jane Gore


Vice-President Alisha Gredy


Councilmember Nancy Crocker


Councilmember Anna Hofstetter


Councilmember Dave Rudd