

# Mass Transit Makes a Comeback



# KLCDirect

A Kentucky League of Cities Publication

Vol. 10, Issue 5 July 2008

## GAS PRICES FUEL CONSERVATION >>>>>

### Like Communities Around the World, Kentucky Cities are Experiencing the Stifling Costs of Fuel

While fuel costs are one more hit to already strapped budgets, the current fuel cost situation gives cities the opportunity to take a fresh look at conservation, collaboration and creative ideas for transit and tourism.

Cities are responding with a number of services intended to increase public transit options.

There are three large municipal transit systems in Kentucky. Louisville Metro Transit Authority of River City (TARC) and the Transit Authority of Northern Kentucky (TANK) provide bus services to multiple counties. Both systems are offering rider enhancements such as bike racks on buses and wireless computer services (WiFi) as the number of riders increases.

The third, Lexington's LexTran, a KLC insurance services member, is also expanding locally and is considering park and ride programs for people who commute to work in Lexington. Spokesperson Dave

Riggins said several communities have expressed interest and LexTran has been in talks with Winchester, Versailles and Nicholasville this year.

Park and ride programs are developed on shared costs between the cities based on projections of numbers of miles traveled and maintenance and operational costs.

Frankfort, Bowling Green, Glasgow, Henderson, Maysville, Owensboro and Richmond are other cities that offer local, municipally based transit systems including trolleys or small buses. Paducah has a system that services several outlying communities. Some cities are looking into expanding local transit systems and services with federal or other transportation grants.

Like larger services around the nation, our municipal bus lines in Kentucky are responding to specific community needs. The TANK system, which operates buses in northern Kentucky counties and

downtown Cincinnati, partnered with the Southwest Ohio Metro bus line to provide free rides to University of Cincinnati and Northern Kentucky University students throughout the region.

Bowling Green's GO bus system started a program in the spring that allows students (with written permission) to get off their school bus and board a GO bus to take them to another destination such as after school activities or appointments.

Other cities are expanding existing local human services agencies to promote transportation, particularly for elderly and disadvantaged persons who need transportation to places like physician offices and grocery stores.

Riggins said cities can make a difference for citizens with public transit. "There's more interest than ever," he said. "We are trying to give people as much access, education and service as quickly and efficiently as we can."

*continued on page 2*

### KLC Board Nominations Due August 1

The Kentucky League of Cities Nominating Committee will soon begin developing a slate of nominees for KLC officer (president, first vice president and second vice president) and executive board positions. The election will take place in October during the annual business meeting at the 2008 KLC Convention & Expo.

To be eligible candidates must meet the following qualifications:

#### KLC Officers

Each officer nominee must be an elected official from a city

government that is a member in good standing of KLC and must be serving on the executive board at the time of his or her nomination and election.

Traditionally, although not mandatory, the current KLC first vice president is nominated for election as KLC president, and the second vice president is nominated for election as first vice president. In

addition, a new second vice president must be nominated from the executive board membership. No two officers can be from the same city, and no officer can be elected to a consecutive term in the same office.



#### KLC Executive Board

Nominees must be elected or appointed officials from city governments that are members in good standing of KLC. Excluding the appointed officials, each director must be serving on the board of directors at the time of his or her nomination and election. No two members of the executive board shall be elected or appointed officials of the same city, and no member can be elected to serve more than two consecutive terms.

Currently, all executive board members with terms expiring at the KLC Convention & Expo are

*continued on back cover*

### Entry Form Inside!

Get your entry ready for the 2008 Kentucky League of Cities (KLC)



Use the entry form in this issue of KLC Direct or download forms online at [www.klc.org](http://www.klc.org)!

KLC's Enterprise Cities program recognizes entrepreneurship, innovation and excellence in local governance, and spotlights local initiatives that build the image of our cities. Now's your chance to share your own success story and even inspire your colleagues in the process!

Entries must describe programs or projects brought to a conclusion between July 16, 2007, and August 15, 2008.

**Entries due: August 15, 2008.**

Winners in four population categories will be announced at the 2008 KLC Annual Convention & Expo, October 16-19, in Louisville and will receive great exposure via media and KLC publications and promotions.

For more information contact Carson Kerr at KLC at [ckerr@klc.org](mailto:ckerr@klc.org) or 1.800.876.4552.



FROM THE EXECUTIVE DIRECTOR >>>>>

Dear members,

For several years KLC has been a leader among leaders on the charge for reforms to the County Employee Retirement System (CERS). With strong support from our members, we sounded the alarm on the unprecedented budget pressures from retirement costs that cities faced. Our pleas only got louder after the 2008 session ended without any progress toward pension reform.

Finally, we've seen some light at the end of the tunnel. The reforms passed by the General Assembly and signed by Governor Steve Beshear during the special legislative session will serve as a solid foundation for creating a financially sound retirement system. The one-year rate reduction provides an immediate relief for cities, but this is only a temporary reprieve. We must continue the momentum for reform through to the 2009 session.

The Governor recently appointed me to represent cities on the Kentucky Public Pension Working Group that will study the more controversial issues related to pension reform in preparation for the 2009 legislative session. This is an encouraging sign that shows a commitment to ongoing pension reform and continued progress toward financially sound retirement systems.

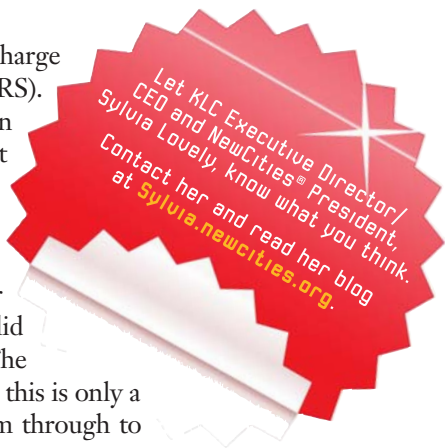
Special thanks to the KLC Executive Board and the KLC Board of Directors. These members have devoted a great deal of time deliberating the finer points of the complex reform issues on behalf of all member cities in CERS. Many of the provisions included in House Bill 1 were proposals made by KLC and member cities prior to the 2007 session of the General Assembly.

This legislation represents an important first step, but we cannot let the retirement reforms be cast aside next session. **The work is not done and the conclusion of this special session marks a beginning to broader reform.** We ask for your continued support and advocacy efforts on this critical issue. Our efforts in Frankfort are only as strong as our membership makes us.



Sincerely,

*Sylvia L. Lovely*  
Sylvia L. Lovely  
KLC Executive Director/CEO



KLC BOARD MEETING RECAP

KLC's annual summer board meeting was held June 20 in Lexington.



1. (from l-r) Paintsville Mayor Bob Porter; Midway Mayor Tom Bozath and Maysville Mayor David Cartmell;
2. Williamstown Mayor and KLC President Glenn V. Caldwell and KLC Executive Director/CEO Sylvia L. Lovely;
3. KLC Director of Governmental Affairs Jerry Deaton, who will retire later this year.

>>>>> CONT. FROM COVER

Gas Prices Fuel Conservation

"Stay Vacations" Lead to Resident Tourism

Another unique aspect of the fuel crisis is its effect on family travel. The Travel Industry Association projects 550,000 fewer Americans will drive or fly out of state this summer.

In response, the Kentucky Department of Tourism's "Discover Your Own Backyard" campaign encourages Kentuckians to explore Kentucky communities and attractions. The promotion runs through August 14 and features online

photo and writing contests and prize giveaways.

Commerce Cabinet Secretary Marcheta Sparrow encourages city leaders to collaborate with tourism commissions and businesses to highlight their own cities and promote local vacations. She said there are a number of things cities can do right now to bolster local tourism.

"Even simple things like holding a free ice cream social for the community is a great way to get people downtown or out

to a park or city facility" she said.

Based on 2007 figures, tourism has an economic impact of \$10.7 billion in Kentucky.

Secretary Sparrow said the Department of Tourism also has promotional opportunities around the state that connect several cities and counties. One is the Lincoln Heritage Trail that highlights several Lincoln and Civil War historic sites. Other trails feature bourbon, wine and music themes.

KENTUCKIANS FOR BETTER TRANSPORTATION FLY-IN



KLC Executive Director/CEO Sylvia Lovely and KLC President Glenn V. Caldwell met with Congressman Hal Rogers during the recent Kentuckians for Better Transportation Fly-In to Washington, D.C.

CITY PEOPLE

**Richmond Mayor Connie Lawson** has been appointed to represent mayors on the Commission on Fire Protection Personnel Service Standards and Education.

**Russell Sights** has been appointed city manager of the City of Henderson, replacing Ben Saag, who died in March 2008.

Sights previously served as city manager from 1982 until 1994, and had served continuously as city commissioner from 1999.

**Paris Mayor Don Kiser** was the recipient of the Maysville Community and Technical College Distinguished Service to Education award.

Fuel Costs - Three Cities Making Tough Choices

Jeffersontown's budget calls for an 11.8 percent increase for vehicle maintenance and a 20 percent increase for gas and oil expenses. The increases have

centers and the TARC program in J-town.

For every cent gas prices rise, Louisville's budget takes a \$30,000 hit. To compensate, the city has closed public swimming pools and implemented programs to save fuel that strongly

discourage city employees from driving employee vehicles home.

Owensboro's annual fuel bill is approaching \$1 million. The city has launched a study to audit utilization and examine

ways to conserve.

All three cities are looking at hybrid and fuel efficient vehicle options and are increasing and encouraging employees and citizens to use online services for city business to cut down on road time.

What about your city? How are you coping with the fuel cost crisis? We want to share your situation and solutions with other cities.

Tell us online at [www.klc.org](http://www.klc.org) or Terri Johnson at [tjohnson@klc.org](mailto:tjohnson@klc.org) or 1-800-876-4552.



led the city to refrain from filling four police officer positions and wait on funding its community outreach program that supports youth sports, family resource



# ENTERPRISE CITIES AWARDS

## The Purpose

The Kentucky League of Cities (KLC) Enterprise Cities program recognizes entrepreneurship, innovation and excellence in local governance and spotlights local initiatives that build the image of our cities. Now's your chance to share your own success story and even inspire your colleagues in the process!

- Community/citizen participation in planning and/or initiating the project
- Efficiency of the program (cost-effectiveness, staffing, manageability, environmental stewardship, etc.)

## Rules

Submissions will be judged on the following criteria:

1. Your city must be a member of the Kentucky League of Cities to enter.
2. Each city is eligible to enter only one program or project for recognition.
3. One complete copy of the entry, including all allowable appendices and supplemental materials, must be submitted.
4. Supplemental materials should be limited to ten (10) pages or pieces and can include news releases, sample brochures, news or media clippings, or other materials that demonstrate success.
5. Submit color photographs or high resolution images on CD in either tif or jpeg formats that demonstrate or depict your project or program. Photos may be used in web or print media and will not be returned.
6. Entries must describe programs or projects brought to conclusion between July 16, 2007, and the deadline date of August 15, 2008.
7. The program or project can be an ongoing entry, implemented at any point in the past but must still be a viable project with current value to the community.
8. Completed entries must be received in the KLC office by Friday, August 15, 2008, at 5:00 p.m., EDT.
9. All entry materials become property of the Kentucky League of Cities.

## Entry Information

Cities may enter only one project or program for consideration. Entries must describe programs or projects brought to a conclusion between July 16, 2007, and August 15, 2008.

One Enterprise Cities Award will be awarded per population division based on the latest Census data. Awards will be given in the following divisions:

- Cities under 5,000
- Cities with 5,001 to 15,000
- Cities with 15,001 to 40,000
- Cities over 40,000

**Entries due: Friday, August 15, 2008, 5:00 p.m.**

## Recognition

Winners will be announced at the 2008 KLC Annual Convention & Expo, October 16-19, in Louisville and will receive:

- Recognition among hundreds of peers during a presentation ceremony
- One registration to the 2008 KLC Convention & Expo
- Recognition in KLC publications
- Statewide media recognition, including customized releases for local media

## Judging

Submissions will be judged on the following criteria:

- Innovativeness or creativity of the program
- Results and long-term value to the community
- Adaptability to other cities
- Use of public/private partnerships
- Ability to articulate objectives and achieve project benchmarks

## Questions

For more information contact KLC Member Services Associate Carson Kerr at [ckerr@klc.org](mailto:ckerr@klc.org) or 1-800-876-4552.

## Instructions

Please answer the questions (located on the entry form) that apply to your project and/or program. No more than one typed page, 12-point font and one-inch margins should be used per question. Or, visit [www.klc.org](http://www.klc.org) to complete the questions online in a printable format to be included with your entry form.

Environment and "Green" Ideas  
Quality of Life  
Arts & Culture  
Recreation & Tourism  
Children, Youth and Families



# The 2008 Kentucky League of Cities Enterprise Awards

Technology  
Public Safety  
Economic Development and Jobs  
Financial Stewardship  
Housing  
City Management and Employees



Apply online or view past winners at [www.klc.org](http://www.klc.org)



# ENTERPRISE CITIES AWARDS

## 2008 ENTRY FORM

Please type or go online to complete and print the entry form available at [www.klc.org](http://www.klc.org).

Member City \_\_\_\_\_

Population \_\_\_\_\_

Mayor \_\_\_\_\_

Title of Program or Project \_\_\_\_\_

Brief Description of the Project/Program Entry (200 words or less):

Date the Project/Program was Implemented: Month \_\_\_\_\_ Year \_\_\_\_\_

Entries must describe programs or projects brought to conclusion or showing significant results between July 16, 2007, and the deadline date of August 15, 2008. The program or project can be an ongoing entry, implemented at any point in the past, but must still be a viable project with current value to the community.

**Prepared by:**

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone and Fax \_\_\_\_\_

Contact Person \_\_\_\_\_

# ENTERPRISE CITIES AWARDS

## 2008 ENTRY FORM (CONTINUED)



**Items to Include**

- A completed entry form. (Use this form or complete the online printable form available at [www.klc.org](http://www.klc.org)).
- The answers to all questions that apply to your project and program. No more than one typed page, 12-point font and one-inch margins should be used per question. Or, visit [www.klc.org](http://www.klc.org) to complete the questions online in a printable format to be included with your entry form.
  1. Describe the project/program that forms the basis for the entry. Provide a clear explanation of the objectives and accomplishments.
  2. Describe how local citizens were involved in the project and/or how public and private partnerships were created.
  3. Describe how delivery of local government services was made more efficient, innovative and/or improved for the local government or citizens.
  4. How was the program evaluated? To what extent was the program's goals and objectives met?
  5. Explain the value of the program to the community and its long-term or anticipated long-term benefits.
- Any necessary appendices and supplemental materials (limited to ten [10] pages as set forth in the rules).
- Photographs or high resolution images on CD in tif or jpeg format (that may be used as visual support materials for KLC publications).

**Deadline**

Entries must be received in the KLC office by Friday, August 15, 2008, at 5:00 p.m., EDT.

**Signatures**

Mayor's Name \_\_\_\_\_

City Manager/City Clerk's Name \_\_\_\_\_

City \_\_\_\_\_ Date \_\_\_\_\_

- I, the preparer, acknowledge that the mayor and city manager or city clerk have reviewed this application and approve of its submission.



**Return to:** Kentucky League of Cities, Enterprise Cities Awards,  
100 East Vine Street, Suite 800, Lexington, KY 40507-3700

## Customer Focus Works for Lebanon

Officials from the City of Lebanon see the big picture when it comes to their city - in the way they recruit business as well as how they conduct business for the city.

"We've developed a reputation as a good place for business and industry," said John Thomas, city administrator. When working with prospective businesses, Thomas said, "The first thing we want to assess is how the city can be most responsive.

"It's nice to feel like you're interviewing your prom date. A lot of industries now approach us instead of the other way around."

Thomas, who has a background in customer service from his years in the gas and grocery businesses, emphasizes customer focus at the city - whether they are citizens, businesses or other internal departments. He joined the city as its administrator in 1991 after terms of service on the planning commission and as a city council member, where he wound up after being voted in as a write-in candidate in 1987.

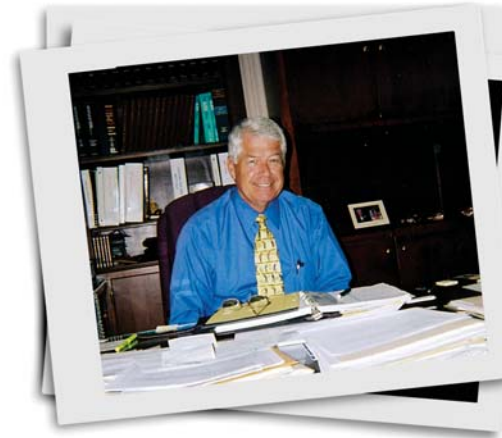
"We are all part of a team and everyone understands that," he said. "Sometimes we all have to swallow our pride and do what's best for the community - today and tomorrow."

The customer-centric focus and responsiveness to municipal needs is what led Thomas and the City of Lebanon to be one of the KLC Insurance Services great success stories.

"It's common sense for us... we get the most for our money



Lebanon's beautiful cultural and convention center is a redeveloped high school building.



Lebanon City Administrator John Thomas

and we take advantage of most everything KLCIS has to offer."

Lebanon has been with KLCIS since it began in 1987. "I remember being on the council and not being able to find insurance - even if you had a good claims history," he said.

Thomas said the loss control component is particularly valuable. Lebanon, which carries all its insurance through KLCIS, has used the policies and procedures materials from KLC and takes advantage site visits from KLC Law Enforcement, OSHA and other loss control specialists. City employees utilize KLC training opportunities, and their public safety departments benefit from the annual safety grant program,

which has provided nearly \$2 million in funding to KLCIS member cities since 1999.

Thomas said there was a \$3,000 cost difference in KLC and another insurance program during a recent renewal cycle, but the services KLC offers more than cover the difference.

"When we added it all and everyone is on a level playing field, we get a lot of extras from KLC. We see all the services they provide as a real advantage."

He noted that a service like ongoing property evaluation services, which KLCIS provides to all customers, would cost thousands of dollars if contracted separately. Thomas said he also appreciates how well KLC knows the municipal insurance business and said the relatively new safety committee, return to work and employee mediation - alternative dispute resolution programs are examples of services unique to KLC.

As city administrator, Thomas said the extra things often mean the most. And, he should know about going the extra mile. He's received a number of honors for his service including being named Citizen of the Year by the *Lebanon Enterprise* newspaper.

"When your philosophy and overall culture are about teamwork and problem solving, things are much easier," he said. "I think people like to say they are from Lebanon and Marion County. We're proud of our community and we try to reflect that as city employees."

## CITY PEOPLE >>>>>

### Two Mayors Take New Positions in Public Sector

Former mayors from two Kentucky cities have assumed new roles but are still serving Kentucky citizens.

**Former Dawson Springs Mayor Stacia Peyton** (photo right) was appointed by Governor Steve Beshear to serve as Deputy Commissioner of the Department of Local Government\* (DLG) as of June 2, and **Mayor Stephen Gilmore of Ashland** became superintendent of Ashland city schools on July 1.

After serving two terms as a Dawson Springs councilmember, Mayor Peyton was elected as the city's first woman mayor in 1993 and the city's first mayor to be elected to a third term in 2003. About her new role, Mayor said,

"From serving as mayor of a small town, I have firsthand knowledge and experience of the needs of cities and the challenges



they face in accomplishing their goals. I hope that, in my new position at DLG, I can be a resource for elected officials from cities of all sizes throughout the state. Commissioner Tony

Wilder and I are both committed to serving city governments as well as counties.

"I hope city officials will feel free to contact me anytime at 502-573-2382 or toll free at 1-800-346-5606," she added.

Mayor Gilmore is a former assistant superintendent of Ashland schools who retired in 1996. He has served as mayor of Ashland since 2002.

Mayor Peyton and Mayor Gilmore have both been active in the Kentucky League of Cities by serving on KLC's board of directors and executive board during their tenures as mayor. Thanks and congratulations from KLC!

\*formerly GOLD



### NEW SERVICE IN KLC DIRECT

*KLC Direct* will offer classified employment ads in future issues of *KLC Direct* on a pilot basis. Ads for *KLC Direct* are due by the 15th of each month and the newsletter typically hits mail by the first or second week of the following month, so consider that time frame when submitting ads.

As a more time sensitive option, members can post positions on the KLC website at [www.klc.org/MemberResources & Tools](http://www.klc.org/MemberResources&Tools).

To ask questions or submit an employment ad contact Terri Johnson at [tjohnson@klc.org](mailto:tjohnson@klc.org) or 1-800-876-4552.

## EMPLOYMENT

### CITY ATTORNEY

The City of Owensboro is seeking a progressive, experienced and dynamic leader to serve as its next city attorney.

Located in a metropolitan area, Owensboro maintains a low-crime and family-friendly environment with its population of 55,000. Owensboro is the third largest city in Kentucky, representing the industrial, medical, retail and cultural hub of western Kentucky. Centrally located to several large cities, Owensboro offers 10-minute commutes; a low cost of living; affordable and attractive homes; nationally recognized sports, recreational, and cultural activities; a nationally recognized public education system; public and private colleges and universities and beautiful scenic views.

The city attorney will have a strong advisory presence in providing legal counsel to the Owensboro Board of Commissioners, city manager, city boards and commissions, city departments and will supervise EEO investigations. This position offers a competitive salary and benefit package.

### QUALIFICATIONS

Requires a bachelor and a juris doctorate degree from an accredited college or university plus a minimum of four (4) years experience as a practicing attorney. Requires Kentucky Bar Association License upon employment.

### TO APPLY

To ensure your application will be considered, it must be received no later than 12:00 p.m. noon Friday, Aug. 8, 2008. Applications are available at the Office of Employment and Training (OET), located at The Career Center, 121 East 2nd Street, Owensboro, Kentucky 42303. Return all applications to OET. In addition to the application, please attach a resume and cover letter. Applications and more information is also available at:

**Website:** [www.owensboro.org](http://www.owensboro.org) (click on "Apply for a City Job")

**Toll-free:** 1-888-616-8540

**Jobline:** 270-687-INFO x1550

**EEO/AA- M/F/V/D**

## Retirement Reforms Pass in Special Session



House Bill 1, the legislation that provides for major changes to Kentucky's public pension systems, was signed by Governor Steve Beshear on June 27 after sailing through both chambers of the General Assembly. KLC and its partners in the Coalition for Sustainable Benefits were among the first to ask for a special session on pensions following the adjournment of the 2008 General Session.

The Governor, House and Senate leadership and all members of the General Assembly should be commended for working together on this legislation that serves as a good start toward comprehensive reform. HB 1 gives cities participating in CERS temporary relief from skyrocketing employer contributions for the upcoming fiscal year by establishing the employer contribution rates beginning July 1 of this year at 13.5% for non-hazardous duty employees and 29.5% for hazardous duty employees. In addition, the bill:

- Creates more stringent retirement eligibility

requirements for employees hired after September 1, 2008;

- Increases the employee contribution rates for employees hired after

The reforms contained in HB 1 are substantial and important for the future of our public pension systems, but there is still much work ahead. The Governor recently appointed KLC Executive Director/CEO Sylvia L. Lovely to represent cities on the Kentucky Public Pension Working Group to study the more controversial issues not included in HB 1. The work group will study issues that are critical to city governments' efforts to obtain more permanent short-term reductions in employer contribution rates.

KLC and its member cities will

HOUSE BILL 1 CHANGES for KERS and CERS Changes effective September 1, 2008, for new hires		
RETIREMENT PROVISION	HAZARDOUS EMPLOYEE	NON-HAZARDOUS EMPLOYEE
<b>Employee Contribution</b>	8% to defined benefit pension (refundable w/int.) 1% to health (non-refundable) <hr/> 9% total	5% to defined benefit pension (refundable w/int.) 1% to health (non-refundable) <hr/> 6% total
<b>When Can They Retire: Unreduced Benefit</b>	<ul style="list-style-type: none"> <li>• Any age with 25 years of service; or</li> <li>• Age 60 with 5 years of service</li> </ul>	<ul style="list-style-type: none"> <li>• Rule of 87: Age + service must equal 87 years at retirement except that the employee must be at least 57 years of age to retire under this provision; or</li> <li>• Age 65 with 5 years of service.</li> </ul>
<b>Benefit Factor</b>	• Restructured to encourage career employment	• Restructured to encourage career employment

September 1, 2008, by one percent to fund the retirement health insurance benefit;

- Sets the automatic cost of living adjustment (COLA) for retirees at 1.5 percent unless increased by the General Assembly.

For a full analysis of the bill, visit [www.klc.org](http://www.klc.org) and click on the CERS icon on the homepage.

continue to work with the Beshear Administration and General Assembly until cities have lasting relief from unaffordable employer contribution rates and a financially sound retirement system. Please provide comments or feedback on how CERS and other legislative issues are impacting your city to J.D. Chaney at [jchaney@klc.org](mailto:jchaney@klc.org) or 1-800-876-4552.

### HB 1 CHANGES FOR EXISTING EMPLOYEES/RETIRES IN KERS, CERS AND SPRS

RETIREMENT PROVISION	HOUSE BILL 1
<b>Cost of living Adjustment</b>	<ul style="list-style-type: none"> <li>• Beginning July 1, 2009, current and future KERS, CERS and SPRS retirees will receive a set 1.5% cost of living adjustment. The General Assembly may provide an additional COLA if pre-funded by the General Assembly.</li> </ul>
<b>Reemployment After Retirement</b>	<ul style="list-style-type: none"> <li>• Hazardous KERS or CERS and SPRS retirees who return to work on or after September 1, 2008, in SPRS or in a hazardous duty position in KERS or CERS will be required to observe a one-month break in employment.</li> <li>• All other KERS, CERS, SPRS retirees who return to work on or after September 1, 2008, in KERS, CERS or SPRS will be required to observe a three month break in employment.</li> <li>• Provided the break is observed, the employee can return to work, draw the pension, but will not contribute to the system or earn a second pension. The employer will be required to pay contributions to the system and the health insurance premium of the retiree (not to exceed the cost of the single premium).</li> </ul>

## MARKETING "STAY VACATIONS" >>>>>

### Promotional Ideas and Media Messages

- Encourage citizens to dust off their bikes and ride or walk to meetings and errands.
- Ask a local bike store or hardware store owner to conduct free bike check up and maintenance classes through Park & Rec.
- Ask your local media to promote contests like "my favorite place to walk in town is..." or summer photography contests showcasing outdoor activities or



locations. Post contests online to drive people to your city website.

- Make media aware of how tourism contributes to your community in dollars and cents. Statewide, tourism is the third largest industry. Do a cost comparison between staying local - or close to home - and going to other venues. AAA can give you costs for travel to just about anywhere.
- Work with your chamber of commerce and tourism commission to promote city amenities.

- Run a special "summer in the city" promotion or "end of the summer celebration" with a free swim day at the pool or a community wide ice cream social at a park. At your local merchants to foot the bill and give them the chance to promote their businesses!
- If you have local bike or nature trails or an arboretum, ask local environmental groups, a local high school or college biology teacher or other outdoor enthusiasts to conduct weekend walks or rides for citizens.

### KLCDirect

#### OFFICERS

- Glenn V. Caldwell, Mayor of Williamstown, President  
 Connie Lawson, Mayor of Richmond, First Vice President  
 Michael D. Miller, Mayor of Jackson, Second Vice President  
 David L. Willmoth, Jr., Mayor of Elizabethtown, Immediate Past President  
 Sylvia L. Lovely, Executive Director/CEO, KLC

#### EXECUTIVE BOARD

- Jerry E. Abramson, Mayor of Louisville Metro;  
 Susan Barto, Mayor of Lyndon; Irvin T. "Butch" Callery, Mayor of Covington; Bill Ed Cannon, City Manager of Corbin; Anthony Massey, City Manager of Frankfort; Ed Burtner, Mayor of Winchester; Arthur Byrn, Mayor of Mayfield; Jim Newberry, Mayor of Lexington-Fayette Urban County Government; Mary Pate, Mayor of Beaver Dam; William Paxton, Mayor of Paducah; Darrell Pickett, Mayor of Glasgow; H. Tom Rushing, Mayor of Murray; Elaine Walker, Mayor of Bowling Green  
*The voice of Kentucky cities.*

**KLCDirect** is published monthly by the Kentucky League of Cities (KLC). KLC is a voluntary association of nearly 400 cities and provides a multitude of services to assist in improving local government. Please address any correspondence to KLC Direct, Kentucky League of Cities, 100 East Vine Street, Suite 800, Lexington, Kentucky 40507-3700. Phone (859) 977-3700 or 1-800-876-4552. Fax (859) 977-3703. [www.klc.org](http://www.klc.org).

#### EDITORIAL STAFF

- Publisher, Sylvia L. Lovely  
 Sr. Marketing/Comm. Manager/Editor, Terri Johnson  
 Design/Layout, Ulysses C. Hayes  
 Director of Member Services, Robin Cooper

For a full list of KLC staff visit [www.klc.org](http://www.klc.org).

By providing pertinent information, the Kentucky League of Cities does not necessarily endorse the views, services, programs or initiatives described in the listed references or websites, nor is the Kentucky League of Cities responsible for any statements or material contained therein. This publication provides information and links as a service to readers for their consideration.

© 2008 Kentucky League of Cities

## ▶ [SHOW ME THE MONEY]

### TOURISM CARES GRANTS

Based in Massachusetts, Tourism Cares provides grants specifically for tourism related projects and programs. It is the official philanthropy arm of the National Tour Association (based in Lexington), the U.S. Tour Operator Association and the American Society of Travel Agents. Municipalities partnering with nonprofit, tax exempt 501(c)3 organizations are eligible to receive \$10,000 grants, many of which have been directed to historic or preservation projects across the nation.

Visit their website at [www.tourismcares.org](http://www.tourismcares.org).

## ▶ [CITY SPOTLIGHT]

America's Promise named **Lexington, Louisville, Mt. Sterling** and **Murray** among the 100 Best Communities for Young People.

The U.S. Conference of Mayors has awarded **Louisville** first place in its annual City Livability Award competition. **Louisville-Metro** won in the large-city category, beating out such competitors as Las Vegas, Seattle and Orlando.

The **City of Franklin** will receive a \$1 million federal grant to create a fiber-optic loop around the city, a move officials hope will bring 300 new jobs to the area.



## Is your city in compliance with the occupational license fee change?

First through fifth class cities with occupational license fees were required to be in compliance with HB 107 and HB 458 measures by July 15. If you have questions or would like a model ordinance, please contact member legal services at 1-800-876-4552.

## ▶ [NEWCITIES NEWS]

### NEWCITIZEN KENTUCKY GRADUATES INAUGURAL LEADERSHIP CLASS

The very first Leadership KCTCS has graduated its first class of 16 students. Leadership KCTCS is an initiative of NewCitizen® Kentucky, a partnership formed by the Kentucky Community and Technical College System (KCTCS), the NewCities Institute (NCI) and the Kentucky League of Cities (KLC). The goal of the partnership is to raise the civic capacity and create new economic opportunities for every citizen of the commonwealth.

### KLC AND NEWCITIES® INSTITUTE WIN NATIONAL AWARD

The Kentucky League of Cities and NewCities® Institute were the only Kentucky organizations chosen to receive the Southern Growth Policies Board's "2008 Innovator of the Year" award for its work with the NewCity Morehead initiative.

The Morehead project was recognized for its partnership with the Morehead State University Institute for Regional Analysis and Public Policy. Students analyzed citizen input during the NewCities® Morehead process and helped develop metrics around the NCI 12 Principles of Community Building. Their work led to a scorecard that is being utilized in other communities working with NewCities.

## ▶ [KLC FACTOID]

An American Public Transportation Association (APTA) study released on June 2 shows that more people are riding the nation's buses and trains than ever before, breaking records for the first quarter of the year. The report shows trips on public transit during January-March rose 3 percent over the same period last year to 2.6 billion rides. Light rails saw the biggest jump: 10 percent to 110 million trips. They expect to see the trend continue as gas prices are expected to stay high.



### RESOURCE FILE

Calculate your own mileage and how much you could save by using public transit at [www.apta.com](http://www.apta.com).

Kentucky Public Transit Association - [www.kypublictransit.org](http://www.kypublictransit.org)

Kentucky Department of Tourism Discover Your Own Backyard tool kit and resource guide - [www.mykentuckybackyard.com](http://www.mykentuckybackyard.com)

## ▶ [MARK YOUR CALENDAR]

### KENTUCKY MUNICIPAL CLERKS INSTITUTE

July 20-25, 2008 - Crown Plaza Campbell House, Lexington  
For more information: [www.kyclerks.com](http://www.kyclerks.com)

### KENTUCKY INSTITUTE FOR ECONOMIC DEVELOPMENT

August 18-21, 2008 - Lexington

### 2008 GOVERNOR'S CONFERENCE ON THE ENVIRONMENT

October 6-7 - Lexington Convention Center  
For more information: Natalie Jensen at 502-564-2150

### JULY IS NATIONAL RECREATION AND PARK ASSOCIATION MONTH

## BROWNFIELD GRANT WRITING WORKSHOPS IN AUGUST

Since the next round of funding is quickly approaching, the Kentucky Brownfield Program recommends cities consider attending one of three grant writing workshops being held in August to help those interested in applying for brownfield grants. These free workshops, hosted by KY EXCEL member Malcolm Pirnie, will detail how these grants can be used and the strategies for applying for the funds.

All workshops are from 9:00 a.m. to 1:00 p.m. local time.

- ♦ **Monday, August 18 - London**  
Cumberland Valley Area Development District
- ♦ **Tuesday, August 19 - Bowling Green**  
Barren River Area Development District
- ♦ **Friday, August 22 - Lexington**  
Bluegrass Area Development District

If you are interested in attending one of these grant writing sessions or have other questions about grant support and other services offered by the Kentucky Brownfield Program, contact Amanda LeFevre at 1-800-926-8111 or [amanda.lefevre@ky.gov](mailto:amanda.lefevre@ky.gov).

## Run for Olympic Gold!

Good luck to **Tyson Gay**, nephew of KLC Administrative Projects Coordinator **Pam Murphy**. Tyson will compete in track and field sprint events at the **2008 Summer Olympics in Beijing, China**.



## ▶ [STAFF KUDOS]

Executive Assistant **Freda Meriwether** received her CPS® (Certified Professional Secretary) accreditation.

Several KLC Insurance staff members have been elected to the following leadership positions by their peers in the Bluegrass Association of Insurance Women: **Heidi Lynn** - first vice president; **Zilda Henson** - board member and chair of associates night; and **Linda Shearer** - chair of the finance and budget committee.

Government Affairs and Policy Communications Specialist **Sarah Razor** has been elected as treasurer of the board of directors for the Explorium of Lexington, Kentucky's only children's museum.



## IN MEMORIAM

**Lou Noll**, former mayor of Edgewood and KLC board member - Died May 26, 2008

GET ON BOARD >>>>>

## KLC Boards Meet in Lexington

The KLC Board of Directors and Executive Board gathered in Lexington on June 19 and 20 for the annual summer board meetings hosted by KLC President Glenn Caldwell, mayor of Williamstown.

Highlights of the meeting included:

- An overview of how cities fared during the 2008 General Session, including the passage of HB 524, the historic insurance premium tax reform.
- A review of the 2008-2009 proposed budget\*
- Reports from Sylvia Lovely and Neil Hackworth on the league's programs and activities, noting highlights

and accomplishments from all departments.

- A report on our insurance programs which continue to result in lower losses thanks to improved loss experience, targeted loss control efforts and improved claims handling efficiency. KLCIS has had no rate increase for the past three years.

**\* Executive Board News:**

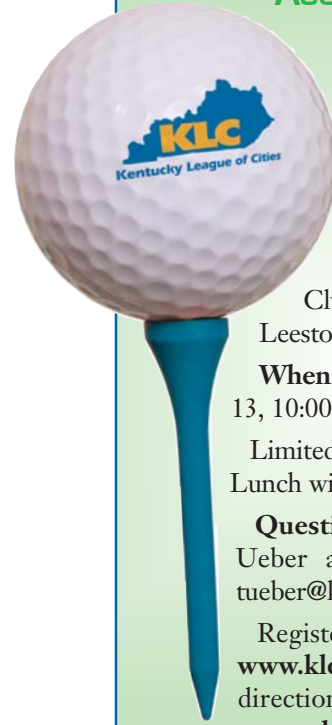
Immediately following the board of directors meeting, the executive board met and approved the 2008-09 KLC budget, as amended. They also approved a minor change to the KLC bylaws that corrected an error on a previous amendment

regarding the voting status of the executive director/CEO on the nominating committee. This committee member will be a non-voting member.

The executive board approved the proposed \$50 million Williamstown bond issue. Sylvia Lovely announced the proposed 2008 KLC legislative award winners and the board approved the recommendation. Those recipients will be announced at the 2008 KLC Convention & Expo.

Both boards are scheduled to meet on Thursday, October 16, during the 2008 KLC Convention & Expo.

### KLC GOLF SCRAMBLE IS AUGUST 13



**Who:** All city officials, city employees and Cornerstone Partners

**What:** Third Annual KLC Golf Scramble

**Where:** University Club of Kentucky, 4850 Leestown Road, Lexington

**When:** Wednesday, August 13, 10:00 a.m. - Shotgun Start

Limited to the first 100 players! Lunch will be provided.

**Questions?** Contact Terry Ueber at 1-800-876-4552 or tueber@klc.org.

Register online at [www.klc.org](http://www.klc.org). For driving directions visit [www.uckygolf.com](http://www.uckygolf.com).

Register for the 2008 KLC Convention & Expo at [www.klc.org](http://www.klc.org)!

OCTOBER 16-19, 2008 ★ LOUISVILLE, KY

## 2008 KLC CONVENTION & EXPO

**The Art of Differentiation**  
*The Economics of Branding Your City*

How does branding what's unique about your community impact successful economic development?

Roger A. Brooks, CEO of Destination Development in Seattle Wash., demystifies the process of branding for communities and businesses. Using case histories, audiovisuals and humorous stories, this interactive session will teach attendees what it takes to create a successful brand and how it translates to cash! This is an excellent session for cities, counties, regions, chambers of commerce, tourism officials and Main Street managers - anyone who wants to reenergize their economic development and/or revitalization efforts.

>>>>> CONT. FROM COVER

## KLC Board Nominations Due August 1

eligible for reappointment, and we anticipate very few openings.

**KLC Board of Directors**

This year there are no openings on the KLC Board of Directors.

**Nominating Procedure**

The Nominating Committee is accepting nominations from current officers, board members

and the general KLC membership. All nominations must be received at the KLC office no later than August 1, 2008. If you are interested in nominating yourself or someone else for a position on the executive board, or any other KLC or affiliate committee that may be formed during the year, we would appreciate hearing from you.

Please send your nominations by electronic mail, regular mail or fax to the following:

ATTN: MacKinnon Andrews  
100 East Vine Street, Suite 800  
Lexington, Kentucky 40507  
Fax: 859.977.3703  
Email: mandrews@klc.org

If you have any questions regarding the nomination process or qualifications for office, please contact KLC General Counsel Temple Juett at 1-800-876-4552 or [tjuett@klc.org](mailto:tjuett@klc.org).



KLC Direct is designed internally to save our members money.



July 2008 | Vol. 10 Issue 5



KLC Direct is a monthly publication of the Kentucky League of Cities. Any comments or article suggestions should be forwarded to: Kentucky League of Cities, 100 East Vine Street, Suite 800, Lexington, KY 40507-3700 • 859-977-3700 • 1-800-876-4552 • Fax: 859-977-3703 • [www.klc.org](http://www.klc.org)

PAID  
U.S. POSTAGE  
PERMIT #879  
LOUISVILLE, KY