

Theme #1: Community Facilities

All people of Mason County will have access to the necessary services and abundance of amenities to meet their needs and the needs of next generations.

Objective 1-1: Health

Objective 1-1 A: Address gaps in access to specialty health care services

Strategies

1. Support local recruiting efforts for primary care and internal medicine practitioners.
2. Support local hospital in their recruiting efforts for the following specialty care practitioners: Urology Hematology Oncology Radiation Oncology Pulmonology Gastroenterology Interventional Cardiology
3. Support local partnerships with healthcare entities to provide specialty healthcare services
4. Support activities to practitioners engaged in residency programs in Maysville – NOT CLEAR

Objective 1-1 B: Improve access to acute/non emergent health care services for individuals regardless of the insurance status or ability to pay

Strategies

1. Establish community culture to *kynect* people wherever they present
2. Assess current resources and practices available for urgent/non-emergent healthcare services in Mason County.
3. Support efforts to maintain and improve technology that allows easy access to appointments such as on-line scheduling and same-day appointments
4. Retain family and internal practitioners trained in Mason County.
5. Provide spaces for mobile health units in underserved sections of the county where barriers to care may exist.

Objective 1-1 C: Improve utilization of available early detection health screening services

Strategies

1. Promote participation in local hospital community outreach programs
2. Share Meadowview branded health education and health screening information
3. Provide spaces for mobile health units in underserved sections of the county where barriers to care exist
4. Increase opportunity for partnerships with other specialty mobile health units for screenings
5. Collaborate with multiple agencies for educational opportunities regarding the importance of screening, this should include information regarding insurance coverage (out of pocket costs) for screenings.
6. Notify policymakers and community leaders regarding the role(s) of community health workers

7. Inform employers and faith base organizations about the importance of Annual Wellness Visits where age-appropriate screenings are discussed with a medical professional.

Objective 1-1 D: Identify local initiatives to reduce the negative health impact of housing insecurity

Strategies

1. Conduct community wide housing insecure survey
2. Utilize case management services offered through entities such as Ion Center, Comprehend, where assistance can be given to their clients in securing and maintaining stable housing.
3. Collaborate with local housing authority and additional housing partners to create/publicize a referral system for clients needing housing.
4. Request funding for safe, affordable housing
5. Inform community partners how to assist someone in need of affordable housing

Objective 1-1 E: Connect people to mental health and substance use disorder treatment and resources services

Strategies

1. Develop a database of all available local mental health and substance use disorder services, including community resources, support groups, telehealth options. – someone said this has been done
2. Support the use an Integrated Care Model with Primary Plus, Comprehends and Health Department mobile units
3. Co-brand 988 hotline on all government communications
4. Collaborate in anti-stigma campaigns led by community providers.
5. Promote Maysville/Mason County as safe spaces our community feel safe and comfortable reaching out for help around their mental health and substance use issues.
6. Recruit and retain mental health practitioners.

Objective 1-1 F: Promote community participation with Extension Office and Health Department health behavior improvement programs and services

Strategies

1. Link Extension and Health Department programs onto to City and County communication platforms
2. Co-brand relevant city and county events with Extension and Health Department services and programs
3. Offer free space at city county sponsored community events for Extension and Health Department outreach

Objective 1-2: Infrastructure

Objective 1-2 A: Address the current weaknesses associated with water and wastewater systems across Mason County.

Strategies

1. Assess feasibility of repair of water/wastewater systems to determine path forward.
2. Continue systematic repair of aging water/wastewater systems where appropriate.
3. Continue efforts to join ARC and explore any and all possible funding opportunities.
4. Continue expanding daily capacity of all water/wastewater systems.
5. Promote timely communication to community about system issues and solutions.
6. MANY COMMENTS ABOUT DITCHING THE OLD SYSTEM AND INVESTING IN NEW SYSTEM

Objective 1-2 B: Focus and steer development to areas with existing water/wastewater capacity while increasing communications and awareness to planning and zoning, developers and others, on acceptable land use areas.

Objective 1-2 C: Continue to expand access to high-speed internet to all families, farms and businesses across Mason County.

Strategies

1. Complete Charter/Spectrum RFP Process / P3 investment project wiring all habitable structures in Mason County.
2. Continue to work with Windstream, Performance Limestone, ATT and others on ARDF funding across Mason County for continued investment in fiber.

Objective 1-2 D: Continue improving recycling opportunities across Mason County.

Strategies

1. Support Maysville's initiative of recycling boxes behind city garage.
2. Continue identifying highly populated work areas (schools, employers, etc) that will pre-sort materials and county will pick up.

Objectives 1-3: Parks and Rec

Objective 1-3 A: Provide opportunities for all Mason County residents to participate in countywide recreational amenities

Strategies

1. Create a formal entity composed of parks and recreation stakeholders for the purposes of developing, coordinating, and communicating parks and recreation programs and services.
2. Develop a map of all recreational areas in Mason County with brief descriptions for each amenity.

Objective 1-3 B: Identify the demand for new activities and services across the county, including library services, new/updated recreational facilities, campgrounds, sport courts, social clubs, river activities, etc.

1. Create and distribute annual surveys and conduct focus groups to determine the quality of existing local parks and recreation activities, services, and amenities, and to measure the demand for new parks and recreation activities, services, and amenities

Objective 1-4: Public Service

Objective 4: Remain responsive to community needs, growth and ever-changing community climate.

Strategies

1. Identify better water availability in rural county areas. Currently more departments are needed when responding and they must bring refill tankers
2. Create a financial incentive to attract public service personnel
3. As an additional recruitment strategy, create a property tax credit program for hours served
4. Assess budget to better understand the necessary funding to cover shortfalls.
5. Seek federal and state grants to offset insurance liability costs
6. Service fire hydrants which are out of service

Theme #2: Housing

Theme #2 Housing

Goal: Mason County residents will have access to quality affordable housing that accommodates their needs, preferences, and financial capabilities in terms of different types, tenures, density, sizes, costs, and locations.

Objective 2A: Ensure that there is adequate variety in terms of housing types within Mason County that is aligned with the income of households of all sizes and ages.

Objective 2B: Create a variety of housing options for senior citizens that enable access to services and promote social inclusion.

Objective 2C: Prioritize infill development to capitalize on access to transit and amenities while not over burdening infrastructure.

Strategies (for 2A, 2B, and 2C)

1. Inventory and revitalize vacant and aging buildings.
2. Partner with existing industry to better understand housing needs and co-create strategies to increase supply of housing options.
3. Create, maintain and market inventory of funding options including Kentucky Housing Corporation, Frontier Housing, Local Banks, FFA loans, etc.
4. Create, maintain and market a “Land Bank” of available properties identified by zone.
5. Encourage new subdivisions; homes, duplexes and townhomes especially locations that can be supported by existing infrastructure.
6. Create, maintain and market inventory of builders, remodelers, investors, and developers
7. Consider alternative construction options including tiny homes, manufactured, mobile, and modular homes.
8. Identify barriers for new construction, renovations, or rezoning.
 - Review set-back rules, grandfather city locations.
 - Identify and evaluate local building codes that may be outdated and prohibiting building and/or remodeling.
 - Identify and evaluate state building codes that could be outdated and advocate for change.
 - Review and evaluate need and application of Five-Acre Rule.
 - A TOTAL review of our zoning code is warranted. With a new comp plan coming out, it makes sense to review both the zoning ordinance (staff, PC, and legislative bodies) and subdivision regulations (staff and PC) to determine what is outdated, and what can be improved/made more permissive.
9. Increase the number of skilled crafts people in construction, finishing, wiring, plumbing, foundations, etc. in partnership with eh MCTC Morehead campus.

10. Identify opportunities for internships or mentoring programs in the area for MCTC graduates.
11. Utilize Mason County Magnet School and Kentucky Welding Institute as a resource (for future skilled individuals)

Objective 2D: Promote mixed-use development in downtowns by converting 2nd story units for residential purposes.

Objective 2E: When new neighborhoods are considered, encourage the development of housing options that have access to amenities, promote green space and positive social interaction, and use land efficiently.

Strategies

1. Create, maintain and market Inventory of funding options including Historic preservation grants, Kentucky Housing Corporation, Frontier Housing, Local Banks, etc.
2. Identify egress options while abiding to code on the interior of historic buildings

Theme #3: Economic Development

Goal: Mason County will capitalize on its trained workforce, physical infrastructure, regional partners, and transportation network to build a diverse economy and a strong revenue base.

Objective 3A: Enhance marketing efforts throughout the county and the region as a whole and create a strategic plan for the MMCIDA.

Strategies

Create and adopt a strategic plan for MMCIDA that should address a) solving issues with utility availability at sites b) how to best broker current properties and sell them to companies willing to invest and bring jobs to Maysville; and c) broadband/Wi-Fi gaps

Objective 3B: Target agricultural industry as an economic development opportunity for county.

Strategies

1. Expand our riverport to incorporate agriculture commerce via shipping on the river. Currently our agriculture community is reliant on Cincinnati and wait times are long and the trip takes most of the day. Port grants are currently available, we should use this as an opportunity to expand.
2. Use state funding to better help our agriculture community grow and stay vibrant.
3. Help subsidize agriculture with Agritourism. Share ideas with our agriculture partners to help drive additional income without high overhead.

Objective 3C: Amplify communications with existing industry to address pressings needs and opportunities for expansion.

Strategies

1. Continue to use the Industrial Development Authority and help build relationships with not only the IDA, City, and County but also our ADD and State.
2. Hold quarterly meetings with site heads and the local officials to address individual and group needs.

Objective 3E: Create an entrepreneurial ecosystem that attracts and retains retirees and young professionals.

Strategies

1. Continue to grow our young professional group in town. Offer more events that draw engagement and productive conversations.
2. Annual workshops for people starting or expanding their small business. Connect these people with Area entrepreneurial groups that offer free training and support.
3. Continue to keep Maysville a beautiful town while also increasing available housing and unused space downtown.

Objective 3F: Capitalize on recent broadband investments to actively recruit remote work opportunities.

Strategies

1. Continue to leverage new providers coming into the area as a way to increase current service. If we allow all of our providers to provide similar services they will see no need to grow/develop.
2. Inform the public about atypical services that can be received via Satellite instead of traditional means.

Objective 3G: Partner with K-12, MCTC and industry to identify state of the art training and education programs to ensure career/college readiness of workers of all abilities.

Strategies

1. Help to support the Stober Drives apprenticeship program that currently provides free training and education to local area students in both K-12 and the community college.
2. Start panels or discussion boards online about the types of jobs younger people in the area are interested in and help find resources to keep those people here.
3. Leverage MCTC for potential collaborations between our future work force and our current employers.
4. Coordinate with the homeschool population to ensure access to career readiness services.

Theme #4: Transportation

Goal: Mason County will maintain, upgrade and develop a diverse transportation system that will move people and goods effectively and efficiently both within the county as well as to points outside the county.

Objective 4A: Better connect the population points around the county

Strategies

1. Investigate scheduling the bookmobile, if available, on a regular basis.
2. Expand the availability of broadband internet services across the county.
3. Identify more family-oriented events or fairs in different areas of the county.
4. Schedule community picnics or block parties or street dances to attract more people to an area.
5. Attract and retain small businesses to the area to lessen travel time to larger towns
6. Consider transportation options that minimize costs for seniors to travel outside the region for healthcare

OBJECTIVE 4B: Improve utilization of the river port to increase the flow of goods and **tourists** coming in and out of the region

Strategies

Capitalize on the \$1.5 million awarded for the river port project by seeking businesses from Northern KY and Cincinnati to move products through the port.

OBJECTIVE 4C: Consider road enhancements when resurfacing (widening, turn lanes, etc.)

Objective 4D: Capitalize on the Fleming Mason Airport as an important transportation and tourism asset.

Strategies

1. Explore opportunities to hold events that would attract various kinds of aircraft (Military, Biplanes, or Ultralight planes) along with additional vendors as a tourist opportunity
2. Look for opportunities to attract small, localized distribution centers being serviced by large airports.
3. Work with MCTC to develop more opportunities for aircraft maintenance and inspections or possibility aeronautical instrument or radio repair business

BETTER RIVER ROAD RT 8 to support river port

Better crosswalks @maple leaf and 68 and walgreens & 68.

Theme #5: Culture and History

Goal: Preserve and promote the history and culture of Maysville and Mason County.

Objective 5A: Support efforts of Downtown Maysville and Historic Old Washington revitalization and preservation programs by focusing on infrastructure enhancement, beautification, and strategic marketing

Strategies

1. Implement skilled training for Board of Architectural Review and increase landowner outreach
2. Review current overlays and exemptions within Maysville historic districts

Objective 5B: Focus efforts on protecting and showcasing sites that are significant to Mason County's history, uniqueness, and natural beauty.

Strategies

1. Promote all history related to Maysville and Mason County including but not limited to underrepresented historical narratives
2. Increase the number of architectural surveyed sites in Maysville and Mason County

Objective 5C: Create a trained preservation board to oversee historic districts and landmarks in the unincorporated parts of the County.

Strategies

1. Mason County Historic Preservation Board to identify historic sites in Mason County

This strategy does not align with this objective. This strategy should be in 5b. Who offers the training?

Objective 5D: Develop comprehensive marketing strategies for Maysville and Mason County.

Strategies

1. Promote regional tourism activities for Maysville and Mason County.
2. Build attention-grabbing community branded points of entry for Maysville and Mason County thoroughfares
3. Create a self-guided audio tour of Downtown Maysville and Historic Old Washington

Objective 5E: Promote Maysville and Mason County artisans while recognizing their various contributions to the community.

Strategies

1. Develop targeted workforce programs to draw artists, architects, and historic preservation professionals and students to Maysville and Mason County NEED MORE DETAIL

Objective 5F: Design Master Plan for the Maysville River Front.

Strategies

1. Work with industry experts to design a community focused plan.
2. Publicize and post design plans on City of Maysville website and at physical location for community awareness.
 - a. COMMENTS WHERE SOME FOLKS WOULD LIKE TO PROVIDE INPUT BEFORE PLAN IS CREATED

Comments:

Focus on accessibility especially Old Wash. More sidewalks, better entries

Revitalization and preservation funding from city/county

More options/entertainment for retirees/aging

More access points (5F)

Better communication about river activities

Focus on rural spaces (Charles Young history)

Contract with agencies for semi-regular reviews instead of train

Theme #6: Ag and Rural

Goal: Farmland and farming will be preserved as a vital component of Mason County's rural community character.

Objective 6A: Preserve soils that are considered prime or of statewide importance for continued agricultural use whenever possible.

Strategies

1. Deny residential development of areas not serviced by public water, sewage and present road conditions (width and shoulder) safely support additional traffic.
2. Create an agricultural committee, comprised of a representative set of producers and agricultural organizations/businesses, that stays abreast of state and federal guidelines and definitions, supports maintaining productive agriculture, and is at the forefront of farmland protection for future generations.
3. Educate landowners about enrolling productive agricultural land into conservation easements, Grasslands Reserve Program (GRP), and Agricultural Districts in keeping with maintaining the rural characteristics of the county.
4. The Planning Commission should notify and solicit feedback from local agricultural businesses, Extension, local, federal, and state agriculture officials before major land use decisions are made and should consider a cap of existing farmland that can be entered into long-term leases or contracts that take the land out of its current productive use.
5. Restrict significant conversion of "prime farmland" or "farmland of statewide importance" to any other use besides agriculture.

Objective 6B: Promote diversifying production and identifying value-added opportunities for farming operations, especially family farms.

Strategies

1. Encourage farm and family production and sales, as in greenhouses, hatchery, meat products, honey, jams, jellies, and wood products
2. Encourage and recruit "best value-added use" for sustainable crop production in forms of feed, fuel, brewing, distilling, hops, grapes, berries, etc.

Objective 6C: Support additional land uses that protect farmland from permanent residential, commercial, or industrial development but provide supplemental income to landowners.

Strategies

1. Provide property owners with additional land use options to increase the income potential of their land.

Objective 6D: Encourage and incentivize new farmers to rent or own land/equipment.

Strategies

1. Create Real estate Investment Trust/Asset Sharing between owners and producers.
2. Provide property tax elimination incentives of land contracts between older to younger landowners.
3. Encourage economic development recruitment of high-income activities and professions.}

Objective 6E: Implement best management practices to reduce runoff and soil erosion to maintain soil quality.

Strategies

1. Work to implement NRCS/Soil Conservation District Best Management Practices (BMPs) in areas and situations pertaining to runoff and soil erosion.
2. Encourage cover cropping methods to reduce erosion.
3. Encourage no-till planting in areas posing risk to increased soil erosion and runoff.
4. Limit overstocking/overgrazing pasture fields to reduce opportunities of erosion.

Objective 6F: Identify new agriculture enterprises to support existing farmers and actively recruit new agribusinesses or incentivize agribusiness start-ups.

Strategies

1. Obtain a riverport that is developed for both water and rail transportation for agricultural products, and develop the infrastructure to store and handle large grain production from Mason County along with other agricultural commodities from agricultural businesses.
2. Actively recruit agribusinesses that provide markets for locally grown products and will allow value added opportunities for those products.
3. Provide tax incentives to promote new equipment dealerships.
4. Obtain USDA slaughter facility to harvest and market local beef.