

**PADUCAH RIVERFRONT DEVELOPMENT ADVISORY BOARD  
MEETING AGENDA**

**May 28, 2026**

**3:00 PM**

- I. ADOPT MINUTES FOR AUGUST 27, 2025**
- II. BUILD PROJECT UPDATE – GREG GUEBERT**
- III. DOWNTOWN PARKING LOT DISCUSSION – CAROL GAULT**
- IV. OTHER BUSINESS**
- V. ADJOURNMENT**

August 27, 2025

A Regular Meeting of the Paducah Riverfront Development Advisory Board (PRDA) was held on Wednesday, August 27, 2025, at 1:15 p.m. in the Anteroom of City Hall located at 300 South 5th Street. The following members were present: Ashlea McMillan, Julie Harris, Paul Gourieux, Uppinder Mehan, and Sandra Wilson.

Elisha Winslow, Board Secretary, was not able to attend the meeting. Lindsay Parish, City Clerk, filled in as Secretary to take the minutes of the meeting. Julie Harris presided as Chairperson.

The following individuals were also in attendance: George Bray, Daron Jordan, Joshua Sommer-Fowler, Laura Cowles, Michelle Campbell, and Mark Whitlow.

### **ADOPTION OF MINUTES**

Commissioner Wilson requested a correction to the minutes from July 1, 2025. Section 3, related to the Showroom Lounge, should be changed to say, "Julie Harris informed the Board that the River Discovery was working directly with Bacon Farmer Workman regarding the feasibility of their square footage and how it would work in the Showroom Space."

Julie Harris offered a motion, seconded by Paul Gourieux, that the minutes of July 1, 2025, be adopted as amended.

All in favor. None opposed.

### **PADUCAH-MCCRACKEN CO. CONVENTION & EXPO CENTER UPDATE**

Michelle Campbell, Executive Director of the Paducah-McCracken County Convention & Expo Center gave the following update:

#### **Annual Performance & Impact**

- **Events & Attendance:** Hosted **139 events** across **190 days**, including major conferences, such as the Atomic City Paranormal Convention, Paducah Pride, the Kentucky Association of Economic Development, and a Canadian Railroad event.
- **Attendance:** Welcomed **121,000+ guests** to the center.
- **Reputation:** Holds a **4.5/5 Google rating**.
- **Economic Impact:** Generated over **\$121 million** in regional revenue.
- **Facility Upgrades:** Roof replacement completed this past year.

#### **Current Priorities & Initiatives**

- **In-house Audio/Visual:** Exploring a transition to in-house AV services as current contractor approaches retirement.
- **HVAC System:** A plan is in place for needed improvements.
- **Event Expansion:** Developing self-hosted events (e.g., comedy shows).
- **Upcoming Events:** Hosting the Republican House Caucus in November; pursuing two additional large-scale events.

## Growth Opportunities

- **Core Revenue:** Catering (food & beverage) remains the largest revenue driver.
- **Strongest Potential:** Meetings and conferences.
- **Sports Tourism:** Volleyball is a significant moneymaker; interest in expanding indoor sports offerings.

## Partnerships & Operations

- **Client Acquisition:** Through direct calls, referrals, and repeat business.
- **Management:** Partnered with **VenuWorks** since 2019 for financial oversight and contract negotiations.
- **Hotel Coordination:** CVB issues RFPs to hotels for event organizers. Transportation remains the biggest barrier to seamless coordination.

## Transportation Challenges

- **Key Concern:** Lack of walkability and limited hotel room capacity near the center.
- **Potential Solutions:**
  - Explore shuttle options (e.g., West KY/TN operators, Bluegrass Tours expansion).
  - Consider a conference fee add-on model (like Las Vegas hotels) to fund shuttles.
  - Michelle to collaborate with CVB on permanent transportation solutions.

## Major Events & Space Needs

- **Quilt Show:** Renegotiated annual contract with the American Quilter's Society. Demand often exceeds available space. Options discussed:
  - Extending bubble use (12 months vs. 6).
  - Building a permanent structure.
- **Sports Facilities:** Demand for more sports courts. Considering a permanent building on the Dome site. Convention Center to focus on **indoor sports**, while the new Sports Complex covers **outdoor sports**.

## Additional Updates

- **Staffing:** Expanded from 2 employees pre-COVID to 8 full-time staff today.
- **Food Service:** Quality has greatly improved; strong positive feedback received.
- **Community Integration:**
  - **BUILD Grant** to impact parking lot improvements.
  - Plans to add public art at the entry and in the lobby, with input from local artists and river industry representation.
- **City Benefits:** While revenue doesn't go directly to the City, room tax collections increase with more sports and hotel activity.

August 27, 2025

### **PRDA PURPOSE DISCUSSION**

Julie Harris offered a motion, seconded by Ashlea McMillan, that The Paducah Riverfront Development Advisory Board's Purpose be amended to the following: "The Paducah Riverfront Development Advisory Board is dedicated to guiding the planning, development, and revitalization of the area from the riverfront to 2<sup>nd</sup> Street, encompassing the Carson Center and Convention Center. Our mission is to preserve the area's historical and economic significance while fostering a vibrant, thriving riverfront district for the benefit of the community and future generations."

All in favor. None opposed.

### **OTHER BUSINESS**

Uppinder Mehan offered motion, seconded by Paul Gourieux, that the regular meetings of the Paducah Riverfront Development Authority Board will be the Fourth Thursday of each quarter at 3:00 p.m. at City Hall.

Note: This will be quarterly in February, May, August, and November.

All in favor. None opposed.

### **ADJOURN**

Ashlea McMillan offered a motion, seconded by Julie Harris, to adjourn the meeting.

All in favor. None opposed.