

SOUNDING THE ALARM

Organizations Seek to Avert Health Care/Retirement Crisis



IN THIS ISSUE

City Tactics
2

Insurance News
3

Law Abiding
4

2007 City Officials Academies Bowling Green ♦ Lexington

KLC's recent City Officials Academies provided more than 23 hours of learning, networking and hospitality for more than 300 newly elected and seasoned officials! Check out training and education opportunities at www.klc.org and click on the homepage calendar section.

Academy Stats

	Bowling Green	Lexington	Total
Total Attendees	108	197	305
Mayors	26	52	78
Councilmember/Commissioner	59	114	173
Other City Reps & Cornerstone Part.	23	31	54
Cities Represented	48	87	135



Bowling Green Mayor Elaine Walker and Lexington-Fayette Urban County Government Mayor Jim Newberry were welcomed peers and participated in the academies in their respective cities.



KLC President and Elizabethan Mayor David L. Willmoth, Jr.



Covington City Commissioners Steve Megerle, Sherry Carran and Jerry Stricker



Louisville Metro Councilmember Judith Green



Campbellsville Mayor Brenda Allen and Earlington Councilmember Wanda Wilson



Morgantown Councilmember Linda Keown

CONTENTS

February/March 2007

KLCDirect
A Kentucky League of Cities Publication

FRONT PAGE NEWS

Sounding the Alarm **1**

CITY TACTICS

Tips for Working with Your Media **2**

INSURANCE NEWS

Don't Get Soaked! **3**

LAW ABIDING

Public Official Bonding **4**

NCI CITIZEN PROFILE

Early - One of the First **5**

POLICY & RESEARCH TOOLS

Think Fast! **6**

SHOW ME THE MONEY

Funds for Recycling **7**

LEGISLATIVE NEWS

Who Do We Appreciate? **8**

FRONT PAGE NEWS

Sounding the Alarm: Organizations Seek to Avert Health Care/Retirement Crisis



KLC Executive Director/CEO Sylvia L. Lovely with Dave Adkisson, president and CEO of the Kentucky Chamber of Commerce and Robert F. Sexton, executive director of the Prichard Committee for Academic Excellence at the February 1, 2007 news conference in the Capitol Rotunda.

KLC, Prichard Committee and the Kentucky Chamber join forces around public employee benefit cost issue

The Kentucky League of Cities, the Kentucky Chamber of Commerce and the Prichard Committee for Academic Excellence (a statewide advocate for education) are making news by raising a "collective alarm" about the impending crisis our state is facing in paying for public employee benefits. KLC is particularly interested in communicating the monumental financial effects already being felt by cities.

Issue overview and key messages:

The growing cost of public employee benefits is simply not sustainable, and the three statewide groups have come together to call for a bipartisan effort to address this problem.

The goal is to raise public awareness and to help Kentuckians understand that these rising costs are putting the future of our state and our citizens at risk. In particular, public safety could be affected if those positions were cut as a result of budget pressures.

Governor Fletcher has appointed a Blue Ribbon Commission on Public Employees Retirement Systems Task Force to examine the issue including a representative from KLC. (You can read the proclamation appointing the commission at www.klc.org.)

At the news conference the groups asked the governor (1) to include actuaries and others with independent, detailed knowledge of retirement systems as task force members (2) and that they be directed to develop strategies to address the root causes of the problems - not just the symptoms. KLC will also ask the General Assembly to dedicate part of the anticipated state budget surplus, which is receiving a lot of media attention, to the state-administered retirement system.

Lovely said, "We realize that there are no easy answers to this growing concern and that the problem is overwhelmingly the result of rising health care costs. However, we must emphasize that these long-term costs may be enough to put some cities out of business, and we must take a stand now to raise awareness of our dire situation. As Kentucky's leading advocate for cities, KLC looks forward to working with the legislature to create a more cost-effective system for our local public employees."

Want more information? Watch the KLC web site for specific information. Also, contact KLC's policy or legislative staff members at 1-800-876-4552 for more information or to discuss how the issue directly affects your city.



Facts and figures to localize and share with your media.

- ♦ The cost of employers' health insurance premiums has grown at three times the rate of wages since 2000.
- ♦ Premiums for family coverage have increased 71% since 2000.
- ♦ More and more uninsured people (41%) are considered middle-income.
- ♦ Governments offer health coverage to employees more frequently than private employers (96% in the public

sector compared with 60% of private employers) and pay a greater share of the premium (over 90% of the premium cost vs. 84% in the private sector).

- ♦ In 2005, 44% of public employers provided health coverage to retirees, compared with only 7% in the private sector. Public employers are nearly twice as likely as *Fortune 500* firms to offer some retiree health benefits.

CITY TACTICS

Tips for Working With Your Media

KLC President David L. Willmoth, Jr. suggested a reminder on how cities can effectively work with local media. On any given day, anything can happen that may require city officials to address the media or communicate to the public at large. During the legislative session, it is also important for all Kentucky cities to help localize the issues at stake in the minds of their constituents.

It is prudent for city officials (particularly newly elected officials) to **build a personal relationship** with your local media representatives. Simply let them know that your door is open to them and you appreciate their role in keeping the public informed, engaged and safe.

For all city officials, it's important to respect your media- and their deadlines. They have a job to do and your cooperation will be appreciated. Unhelpful or negative media coverage is a fact of life for most any city or large business but proactive and thoughtful efforts on your part will make a difference, and can lead to positive media stories about your city.

Key points on media relations:

- ♦ build a relationship - invite media to meet you in your office
- ♦ be accessible and responsive to media
- ♦ designate a city spokesperson
- ♦ make sure your employees are informed on critical situations and that they understand there is one key spokesperson
- ♦ stay poised and confident - whether it be a one-on-one interview or a news conference
- ♦ provide information in writing to media and as soon as possible - Q & A or fact sheets are good tools
- ♦ reiterate key messages and phrases often
- ♦ tell the truth and say so if you don't know something
- ♦ "off the record" does not exist
- ♦ pitch positive stories from time-to-time

Media Tools

Download samples of all these tools at www.klc.org > FAQ's & How To's> How To's

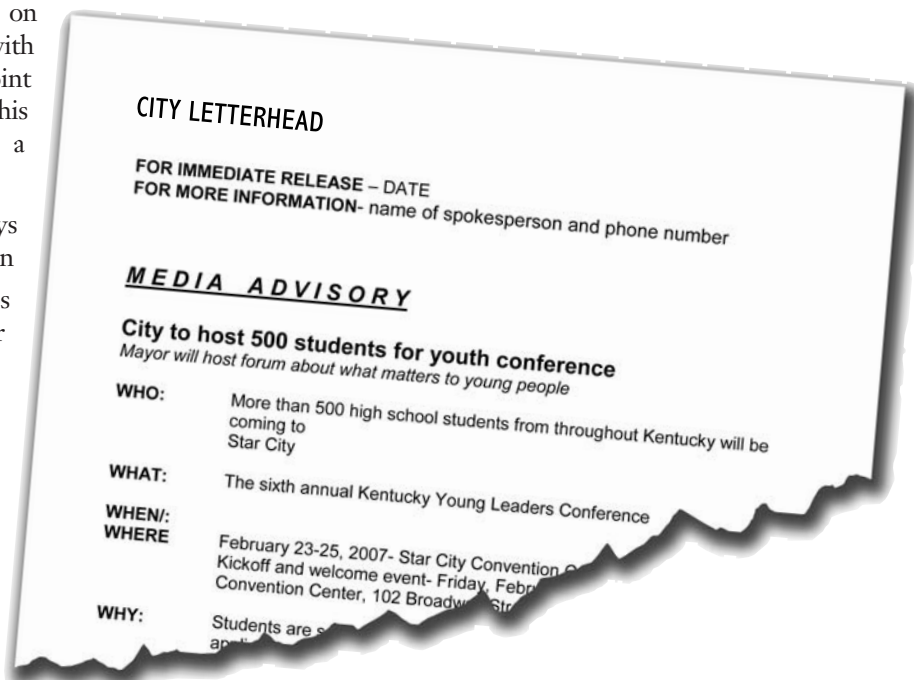
Media Advisory - Who, what, when, where and why information with minimal detail. Send prior to an event or to announce something.

News Release - Narrative information with quotes suitable for print - 2-3 pages maximum. Distribute just prior to, during or after an event or announcement. ("Embargoed" means you send media a release but ask them to hold on the story until the actual event date. This technique can be used in certain cases (as long as you trust your media representative). It is especially helpful to newspapers because they can run the story the day of the event.)

Q & A - Anticipate questions media or public may have and answer them in writing. Distribute just prior to, during or after an event or announcement.

Fact Sheet - General details on an issue, initiative or event with minimal detail and bullet point information. Good to use as a this basic handout and use with a longer "shelf life."

- ♦ Remember to always include contact information
- ♦ Email information, photos and graphics whenever possible
- ♦ Post your releases and advisories on your web site
- ♦ To encourage coverage, call local media to introduce or follow-up on news releases (but don't bug them)



KLC Direct

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The voice of Kentucky cities.

KLC Direct 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.

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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.

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www.usa.gov

Site to See

The newly redesigned official site of the U.S. Government. The site features sections for city officials including federal grants, disaster preparedness resources, state and local statistics, and also features sections for children, parents, seniors, entrepreneurs and other special audiences. Check it out!

BIG IDEAS/INNOVATIONS

Lovely Asked to Chair National Event in Las Vegas - KLC Members Get a 50% Discount!

KLC is pleased to be engaged in the 2007 City and County Technology Summit to be held March 12-14, 2007 in Las Vegas, Nevada, on the importance of collaboration in issues of technology and finance. Hosted by The Performance Institute, the City and County Technology Summit is the most comprehensive event offered to educate and train local professionals to improve performance in IT.

KLC Discount! Visit www.cityandcounty.org and use code #T560-DY-S-50 to receive a discount!

Use code #T560-DY-S-50 when registering online and receive 50% off tuition for any KLC members or NewCities contacts. Email Terri Johnson (tjohnson@klc.org) or call her at 1-800-876-4552, ext. 3784 with questions or to receive a discount registration form via fax or email.

WELCOME NEW CORNERSTONE PARTNER

LIMESTONE LEVEL: Radiant Networks

Radiant Networks provides wireless integration services.

Contact: Dan Cooper, President
dcooper@radiant-networks.com
502-314-8669
PO Box 991516
Louisville, KY 40269
www.radiant-networks.com

INSURANCE NEWS

Don't Get Soaked!

It's that time of year. Time to check on your city or agency flood insurance policies.

Congress created the National Flood Insurance Program to provide protection for those living or working near a creek, stream, or river. With more miles of streams than any other state in the continental United States,

Kentucky waterways are a blessing as long as they aren't overflowing.

Contact Marty Nemes at the KLC Insurance Agency for a no-obligation quote for flood protection at 1-800-876-4552 or mnemes@klc.org. For more general tips and info on floods, go to www.floodsmart.gov.

Insurance Profile: Owensboro's Mighty Riverport



In the 30 years since its construction, the City of Owensboro's Riverport has grown to become a major contributor to both the local and national economies.

Founded in the mid-1970s by a visionary group of community leaders, the initial design included a dock, an unloading facility and a 32,000 square foot warehouse. Today, it is ten times larger, employs 45 people and features, among other things, a two-tiered flood wall, a tug/fleeting service and two 110-ton cranes to load and unload barges. Furthermore, a majority of the inventory at the Riverport is eligible for either the London Metal Exchange or the New York Mercantile Exchange, meaning they are traded internationally.

The Riverport benefits farmers within 100 miles by providing a low cost of water transportation for grain which enables them

to stay competitive in the international market. In 2003, the Riverport shipped grain products to destinations all over the world, including the United Kingdom, Israel, Brazil, Korea and Japan.

The Riverport also plays a large role in the paper industry, serving as a major storage and distribution site with as many as 1 million cases of paper towels, tissues and toilet paper to be shipped out to major customers around the country on demand.

Metals are also important to the Riverport with its handling of scrap, finished steel and particularly aluminum. In 2004, it handled 48,000 tons of steel and 440,000 tons of aluminum. On most days, the City of Owensboro contains the largest stock of publicly traded aluminum bars in America.

Since 1996, the Riverport has supported itself financially, and annually contributes \$150,000 directly to the city's general fund, in addition to the purchasing power its employees generate for the economy.

The Kentucky League of Cities is proud to provide the Owensboro Riverport its Property and Workers' Compensation Insurance Policy and, KLC has also had the privilege of financing the construction of the Riverport's newest warehouse - a 300,000 square foot building that opened in 2003.

FROM THE FIELD

Reports from NLC Congress of Cities

The following board and former board members served on behalf of KLC membership on NLC Committees and filed these reports from the December 5-9, 2006 Congress of Cities

Paducah City Commissioner Robert A. Coleman - NLC Energy, Environment and Natural Resources Steering Committee

- Discussions surrounded a new approach for economic development as it relates to the nation's energy policy. "It was clear that there is an urgency to develop a viable energy policy from a variety of sources and I was pleased to hear that Kentucky coal was included in those options," said Coleman.

Lyndon Mayor Susan Barto - NLC Human Development Steering Committee

- Discussion included new policy recommendations for Human Development, solutions to storm water problems and preparation techniques for emergency situations. Other topics included immigration, education and the rising costs of health care.

Ft. Thomas Mayor Thomas Holocher - NLC Transportation Infrastructure and Services Steering Committee

- The committee passed resolutions to be submitted to the NLC leadership for approval.

Former Mayor of Madisonville, Karen Cunningham - NLC Finance, Administration and Intergovernmental Relations Steering Committee

- Discussions included legislation providing terrorism risk insurance and a telecommunications tax.

- There was serious concern about the financial issues facing cities as well as presentations on tax reform, alternative minimum tax and the new standards from the Governmental Accounting Standards Board.

Former Lexington-Fayette Urban County Government Councilmember Jacques Wigginton - NLC Board of Directors

- One recommendation was the creation of a new set of awards focused on CDBG. The awards are related to the best practices by cities making usage of federal HOME and CDBG funds.

- Wigginton also noted that KLC's "Cities Make Life More Livable" marketing campaign about the importance of cities in America was impressive to other leagues in attendance. The campaign includes ad placements and posters for cities. (To obtain copies, contact KLC Communications).

- Other issues included NLC's legislative agenda, financial status, relationship with the state leagues, sponsorship policies, conferences, membership recruitment and retention, standing committee meetings and future legislative direction.

LAW ABIDING

Public Official Bonding Requirements

Who must be bonded?

At the end of each election cycle, many questions arise about who must be bonded. Bonding of city and county officials is governed by KRS 65.067. The statute requires all officers, officials, and employees of city and county governments who handle public funds in the execution of their duties to "give a good and sufficient bond" to the local governing body as security for all money coming into his or her hands or under his or her control. In the case of city officials, the requirement generally includes city clerks, city treasurers, utility clerks, and anyone who signs checks.

Amount of bond?

KRS 65.067 requires the bond amount to be based upon the maximum amount of public funds the officer, official, or employee handles at any given time during a fiscal year cycle. The amount, therefore, varies by officer or employee.

Who pays for the bond?

KRS 65.067 requires the local governing body to pay for the bond.

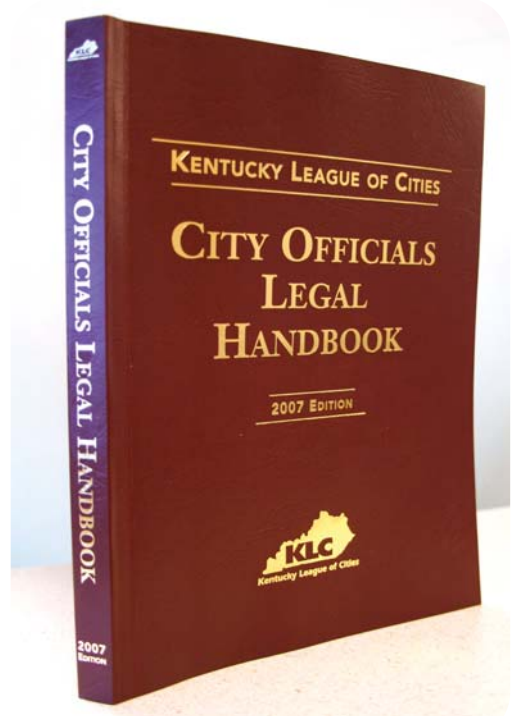
When must the bond be executed?

KRS 62.050 requires any person required by law to give bond to execute a bond prior to entering upon the duties of his or her office.

What if you don't comply?

The office of any person elected to an office required to post bond who fails to post bond in violation of KRS 62.050 shall be considered vacant. Any nonelected officer who violates KRS 62.050 is subject to a fine pursuant to KRS 62.990. Insurance policies generally will not cover theft of funds by an officer, official, or employee required to be bonded if the person is not bonded.

2007 "City Officials Legal Handbook" Now Available!



From KLC's Legal Team, the 2007 edition of this valuable tool covers topics from ADA to zoning. Each chapter discusses in a narrative form, the highlights of a particular area of local government law. Read more about the publication and order online at www.klc.org.

Only \$35 for KLC members and Cornerstone Partners and \$75 for non-members.

NCI CITIZEN PROFILE

Early - One of the First

Doing her part to help redevelop her community

Lara Early is rewarded by the opportunity to both revitalize part of downtown Winchester and enjoy a unique perspective of home ownership. Early is director of Winchester First, a Main



Photo courtesy of James Mann/The Winchester Sun

Street revitalization program. She was one of the first individuals in town to use her own money to buy, renovate and live in a building that would have otherwise been left for naught.

"Being young and single I found that buying a building downtown was a smarter investment than renting or owning an apartment," said Early. "I love the architecture and atmosphere downtown Winchester has to offer."

Early lives in the upper loft of the building and rents the lower portion to a local attorney for his office.

"Winchester is a beautiful place with great people! Downtown is targeting small business owners who will bring variety to this unique setting." Although there are a number of small businesses in downtown already, which Early visited while decorating her place, she said "we still need a little more."

Nearly all of the buildings along the downtown blocks are still intact so she is optimistic that others may also convert older buildings into residences.

"I am utterly amazed at the interest since my purchase," she said and she hopes others will join her in demonstrating pride for Winchester's downtown by choosing, as she has, to make it their home.

NewCities Snapshot



NewCities Executive Vice President Tom Prather and KLC Executive Director/CEO and NewCities President Sylvia Lovely welcomed Executive Director Shinji Hirai and Senior Researcher Seth Benjamin from the Japan Local Government Center based in New York City. They were interested in the "civic rejuvenation" work KLC and NewCities are doing with communities.

POLICY & RESEARCH TOOLS

Think Fast! New Publication Answers Your Burning Questions

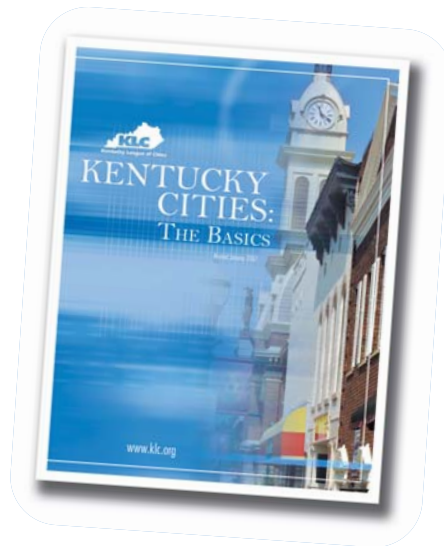
What city has the smallest population in Kentucky? (Concord - 27 residents)

How many elected city officials are there? (Over 2,600)

How much has our Kentucky population grown since 2000? (Seven percent - including incorporated cities and unincorporated areas)

Created by KLC's Policy Development and Research team, the "Kentucky Cities: The Basics" provides the answer to these burning questions and more. This newly released publication is designed to provide city officials, community leaders, citizens and media with a basic understanding of cities in Kentucky.

To download a free copy, go to www.klc.org > Member Services & Solutions > Policy Development and Research > Publications.



Call KLC's Policy Development & Research team for information about state and federal legislative issues, as well as general information and research.

CITY AWARDS

Earth Day Award Nominations

The Environmental Quality Commission (EQC) is seeking nominations for its 2007 Earth Day awards. The awards are intended to honor people and entities that display an outstanding commitment to Kentucky's environment.

Deadline: March 9, 2007.

Nomination Info: Submit a one-page summary of the candidate, along with your name, phone number and email address to EQC, 14 Reilly Rd., Frankfort, KY 40601 or email to Johnna.McHugh@ky.gov.

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2007 Awards for Municipal Excellence

This award, given by the National League of Cities and CH2M HILL recognizes programs that improve the quality of life in American's communities.

Deadline: May 3, 2007

Applications and More Information: www.nlc.org > Resources for cities > Awards and Recognition or call 201-626-3130 for a nomination packet.

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2007 All-American Cities Awards

For the past 57 years, The National Civic League's All-America City Awards have honored communities of all sizes - cities, towns, counties, neighborhoods and regions - in which citizens, government, businesses and volunteer organizations work together to address critical local issues.

Deadline: March 8, 2007

Information & Criteria: www.ncl.org/aac or to receive an application for the 2007 All-America City Award, contact Kristin Seavey kristins@ncl.org at the National Civic League (or call 303-571-4343).

SHOW ME THE MONEY

Funds for Recycling from Kentucky Pride Fund

The Environmental and Public Protection Cabinet's Division of Waste Management (DWM) is accepting recycling grant proposals for projects that promote an integrated infrastructure for recycling as well as an emphasis on public education. One reason for the effort is because Kentucky's household recycling rate is 22 percent compared to the national rate of 26.7 percent.

Regional recycling proposals will be given priority.

Deadline: Monday, April 2 (hard copies required)

More Information: www.waste.ky.gov

Contact Information: Fred Kirchoff at 502-564-6716, ext. 243 or Fred.Kirchoff@ky.gov

Deadlines Extended for Recreational Trails and Water Conservation Funds

The Governor's Office for Local Development (GOLD) is extending its application deadlines for both the 2007 Recreational Trails and Land and Water Conservation Fund programs.

The Recreational Trails Program may be used to acquire land for recreational trails and to develop and renovate trails. The Land and Water Conservation Fund provides grant funds to protect important natural areas, to acquire land for outdoor recreation and to develop or renovate public outdoor recreation facilities such as campgrounds, picnic areas,

sports and playfields, swimming facilities, boating facilities, fishing facilities, trails, natural area and passive parks.

Deadline - Recreation Trails: March 15, 2007

Deadline - Land and Water Conservation Fund: April 15, 2007

Applications: www.gold.ky.gov

More Information: Jodie McDonald at 1-800-346-5606, ext. 222 or jodie.mcdonald@ky.gov

CALENDAR OF EVENTS

Mark Your Calendar

MARCH 6

KLC City Night

5:00 - 8:00 p.m. - Frankfort Convention Center

RSVP at www.klc.org

APRIL 12-14

KBC-LEO Annual Spring Summit

Owensboro Executive Inn

Information forthcoming

Also watch your mail and email, or go to www.klc.org for information on upcoming legislative and other important dates and events.

For more information or to register online, visit KLC's web site at www.klc.org. With questions, contact KLC at 1-800-876-4552.

KLC Factoid

Father of "Black History Month" had Kentucky roots

Did you know that Dr. Carter G. Woodson (1875-1950), the person who began the celebration of what is now Black History Month, spent his early life in Kentucky? Born to former slaves, Woodson spent his childhood working in the Kentucky coal mines and enrolled in high school at age 20. He graduated in two years, went on to Berea College and later earned degrees from the University of Chicago and a Ph.D. from Harvard University. Dr. Woodson started Black History Month in 1926 to recognize the contributions of Black people throughout American history and chose the month of February to honor the birth month of two men he deeply admired - Frederick Douglas and Abraham Lincoln.

We Want to Hear from You!

To submit a story or commentary for KLC *Direct* departments, please contact the KLC staff listed or go to www.klc.org. For overall feedback, contact Terri Johnson at 1-800-876-4552, ext. 3784, or tjohnson@klc.org.

LEGISLATIVE NEWS

Who Do We Appreciate? KLC Profiles Legislative Leaders

Welcome New House Committee Chairs

Five new chairpersons were named during the organization session of the General Assembly earlier this month. We want to congratulate and recognize new Chairpersons in the House of Representatives.

House Banking and Insurance Committee



Tommy Thompson (D-Owensboro) is a builder and developer from Owensboro representing Ohio County and parts of Daviess County. Tommy joined the House in 2003. He is president of Thompson Homes, Inc. Thompson received his bachelor's degree from the University of Florida and his MBA from Indiana University. He has served on several boards including president of the Home Builders Association of Kentucky in 1983 and as president of the National Association of Home Builders in 1994.

House Judiciary Committee

Kathy Stein (D-Lexington), a Lexington attorney, joined the House in 1997. Stein practiced for a number of years prior to 1997 with the Fayette County Legal Aid followed by a



number of years with the Fayette County Attorney's Office. Kathy has an extensive history background including an undergraduate degree from Clinch Valley College of the University of Virginia, followed by graduate work on military history and the war in the Valley of Virginia. Kathy and her husband, Alan, have three boys, Wade, Scooter and Hadley.

House Elections, Constitutional Amendments and Intergovernmental Affairs



Darryl Owens (D-Louisville), an attorney in private practice, served as Commissioner in Jefferson County from 1983 until the Jefferson County/Louisville merger in 2003. Darryl joined the House in 1995. Owens received his undergraduate from Central State University in Ohio and law degree from Howard University in Washington, D.C. Darryl has served as President of the Louisville Branch NAACP and the Louisville Legal Aid Society, as well as, First Vice President of the Louisville Urban League Executive Committee.

House Licensing & Occupations Committee

Joni Jenkins (D-Shively) worked in different levels of state and county government before joining the

House in 1995. Some of the positions she has held include the coordinator of the PEACC program at the University of Louisville, a communications specialist at the Center for Women and Families, a training specialist and a personnel analyst in Jefferson County government. Representative Jenkins serves as the Vice Chairperson of the Kentucky Democrat Party. She received a bachelor's in journalism from the University of Kentucky.



House Veterans, Military Affairs, and Public Protection Committee

Tanya Pullin (D-South Shore), an intellectual property lawyer, represents Greenup and a part of Boyd Counties. Tanya joined the House in 2001. Tanya received her undergraduate and law degrees from the University of Kentucky, as well as a graduate degree from Duke University. Pullin is well known for her professional skills around southeast Asia, particularly Vietnam, having represented firms on intellectual property rights issues in Hanoi and Hong Kong. Tanya is on the Board of Directors of the American Red Cross and Our Lady Bellefonte Hospital Foundation.



Pass this issue on to:

1. _____
2. _____
3. _____
4. _____

KLC Direct is designed internally to save our members money.



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