



## **Meeting Minutes**

Monday, November 21, 2016 ~ 7:30 P.M.

Louis J. R. Goorey Worthington Municipal Building  
John P. Coleman Council Chamber  
6550 North High Street  
Worthington, Ohio 43085

## **City Council**

*Bonnie D. Michael, President*  
*Scott Myers, President Pro-Tempore*  
*Rachael Dorothy*  
*Douglas C. Foust*  
*David M. Norstrom*  
*Douglas Smith*  
*Michael C. Troper*

*D. Kay Thress, Clerk of Council*

**CALL TO ORDER – Roll Call, Pledge of Allegiance**

Worthington City Council met in Regular Session on Monday, November 21, 2016, in the John P. Coleman Council Chambers of the Louis J. R. Goorey Worthington Municipal Building, 6550 North High Street, Worthington, Ohio. President Michael called the meeting to order at or about 7:30 p.m.

**Members Present:** Rachael R. Dorothy, Douglas Foust, Scott Myers, David Norstrom, Douglas K. Smith, Michael C. Troper and Bonnie D. Michael

**Member(s) Absent:**

**Also present:** Clerk of Council D. Kay Thress, City Manager Matthew Greeson, Director of Law Pamela Fox, Assistant City Manager Robyn Stewart, Director of Finance Molly Roberts, Director of Public Service and Engineering Dan Whited, Director of Planning and Building Lee Brown, Director of Parks and Recreation Darren Hurley, Chief of Fire Scott Highley and Chief of Police Jerry Strait

There were approximately fifty visitors present.

*President Michael invited all those in attendance to stand and join in the recitation of the Pledge of Allegiance.*

**SPECIAL PRESENTATION****Resolution No. 52-2016**

Expressing the Congratulations and Best Wishes of Worthington City Council to the Thomas Worthington High School Field Hockey Team for Winning the 2016 State Championship.

**Introduced by Mr. Troper.**

**MOTION**

Ms. Dorothy made a motion to adopt Resolution No. 52-2016. The motion was seconded by Mr. Myers.

**The motion to adopt Resolution No. 52-2016 carried unanimously by a voice vote.**

*Vice Mayor Lorimer shared that this is the first time in his three decades of recognizing Worthington High School State Championship sports teams that a team has won Ohio State High School championships two years in a row. It is a remarkable achievement and difficult to repeat.*

*Mr. Lorimer shared a brief history of the challenges of girls to compete because they were perceived as fragile and were susceptible to crying. Girls were told that they should not compete because they will do damage to their physical bodies. There was a lack of support for girls sports in school. They had to compete on club teams. His involvement*

*in girls track and the attitudes he encountered gave rise to Title IX, which provides opportunities for girls to compete and obtain athletic scholarships. It has had a tremendous impact in that half of all students at medical schools and in law schools are now women. There are a number of women CEOs and Justices and more than half of the US's Olympic medals from this past summer were won by women.*

*Mr. Lorimer shared that only four members of the team are seniors. There are five juniors and eight sophomores so given the younger members, it is likely they will win many more games and perhaps more championships. They are also likely to be winners in life as well. He then introduced each of the athletes.*

*Mr. Lorimer introduced Coach Terri Simonetti Frost and her three assistants. He added that no coach at Worthington has led their team to four State Championships. He presented Coach Simonetti Frost with a certified copy of the Resolution and a framed copy of the newspaper article.*

*Coach Simonetti Frost thanked Mr. Lorimer and City Council for the recognition. She shared that the girls worked very hard and it was a great honor to coach them.*

*Mr. Lorimer also recognized the Thomas Worthington Athletic Director Scott Dorn, Principal Pete Scully and Assistant School Superintendent Randy Banks.*

*Ms. Michael thanked Mr. Lorimer and congratulated the students and coaches.*

## **VISITOR COMMENTS**

There were no visitor comments.

## **PUBLIC HEARINGS ON LEGISLATION**

*President Michael declared public hearings and voting on legislation previously introduced to be in order.*

### **Ordinance No. 39-2016**

Amending Ordinance No. 44-2015 (As Amended) to Adjust the Annual Budget by Providing for Appropriations from the General Fund.

**The foregoing Ordinance Title was read.**

*Mr. Greeson reported this legislation transfers funds from the General Fund to the Water Fund, Sewer Fund and Economic Development Fund. In the interest of brevity, he will simply answer any questions.*

**There being none, the Clerk called the roll on Ordinance No. 39-2016. The motion carried by the following vote:**

**Yes 7** Foust, Troper, Norstrom, Dorothy, Smith, Myers and Michael

**No 0**

**Ordinance No. 39-2016 was thereupon declared duly passed and is recorded in full in the appropriate record book.**

**Ordinance No. 40-2016**

Authorizing the City Manager to Execute a Contract for the Collection, Transportation, and Delivery for Disposal or Processing of Residential Solid Waste, Recycling Materials and Yard Waste.

**The foregoing Ordinance Title was read.**

*Mr. Greeson commented that City Council previously authorized the issuance of a request for bids for the solid waste contract. Bids were opened and Council received a briefing on the issue last week. Staff was provided with direction on the recycling carts. Before members tonight is the previously introduced ordinance. Approval of said ordinance would authorize the City Manager to sign the contract for the collection, transportation, disposal and/or processing of trash, recycling and yard waste. An e-mail was received from one of the proposers and staff has provided a response to the items raised.*

*Mr. Greeson reported that staff recommends Local Waste as the successful bidder and stands ready to address any questions. He added that City Council will need to amend the ordinance to insert the name of the vendor.*

*Mr. Foust shared that Worthington is a city that cares about aesthetics. He is concerned about the red containers. He thanked Mr. Myers for the green spray paint.*

*Mr. Foust added that if anyone googles "65 gallon recycling carts" they will find them available in many different colors and shades. He doesn't want to deal with a vendor who says no or won't offer an alternate color.*

**MOTION**

Mr. Myers made a motion to amend Section 1. to include the firm of Local Waste Services, LTD. The motion was seconded by Mr. Troper.

**The motion carried unanimously by a voice vote.**

**There being no additional comments, the clerk called the roll on Ordinance No. 40-2016 (As Amended). The motion carried by the following vote:**

**Yes 6** Troper, Norstrom, Dorothy, Smith, Myers and Michael

**No 1** Foust

**Ordinance No. 40-2016(As Amended) was thereupon declared duly passed and is recorded in full in the appropriate record book.**

**Ordinance No. 41-2016** Amending Ordinance No. 44-2015 (As Amended) to Adjust the Annual Budget by Providing for an Appropriation from the Capital Improvements Fund Unappropriated Balance to Pay for the Central District Sanitary Sewer Lining and Determining to Proceed with said Project. (Project No. 618-15)

**The foregoing Ordinance Title was read.**

*Mr. Whited commented that this legislation is a continuation of previous discussions. The project to repair and line the sewer system was sent to bid. Miller Pipeline was the low bid at \$141,765.75. The recommended award is to Miller Pipeline with a 10% contingency that would bring the total cost to \$155,942.*

*When asked by Ms. Dorothy when the project would begin and end, Mr. Whited replied that staff will work with the contractor to verify those dates. They hope to begin in January and end in April weather permitting.*

**MOTION** Mr. Smith made a motion to amend Section 1. to insert the sum of One Hundred Fifty-Five Thousand, Nine Hundred Forty-Two Dollars (\$155,942.00) and in Section 2. to insert the firm of Miller Pipeline Corporation. The motion was seconded by Mr. Norstrom.

**The motion to amend carried unanimously by a voice vote.**

**There being no additional comments, the Clerk called the roll on Ordinance No. 41-2016 (As Amended). The motion carried by the following vote:**

**Yes 7** Troper, Norstrom, Dorothy, Smith, Myers, Foust, and Michael

**No 0**

**Ordinance No. 41-2016 (As Amended) was thereupon declared duly passed and is recorded in full in the appropriate record book.**

**Ordinance No. 42-2016**

Authorizing the Issuance of Not to Exceed \$1,560,000 of Bonds for the Purpose of (I) Acquiring a Ladder Truck with Related Equipment, (II) Replacing, Constructing, and Installing a Waterline for the Davis Estates Subdivision, with Related Site Improvements and All Necessary Appurtenances Thereto, and (III) Improving and Replacing Windows in the Community Center Including All Appurtenances Relating Thereto, and Retiring Notes Previously Issued for Such Purpose, and Approving related Matters in Connection with the Issuance of the Bonds.

**The foregoing Ordinance Title was read.**

*Mr. Greeson commented that this item and the next two ordinances relate to the issuance of bonds for capital improvement projects. They are shown in the Five Year program for issuing debt. This particular ordinance relates to projects/equipment already completed and for which short term notes were issued. He added that Matt Stout and Rob McCarthy from Bricker & Eckler are here this evening to advise us as our bond counsel.*

*Ms. Roberts confirmed that Ordinances 42-2016, 43-2016, and 44-2016 all relate to issuance of debt. The first one secures longer term financing for the BANs we have been rolling for several years for the ladder truck, the Davis Estates waterline and the Community Center's windows. Ordinance No. 43-2016 is for the design of the NE Gateway and Ordinance No. 44-2016 is for various sanitary sewer improvements. She invited Mr. Stout to discuss the details of the bond issuance and to answer any questions members may have.*

*Mr. Stout shared that the first ordinance is for renewal of a note that has been issued for five years. The other two are for new money projects. With the uncertainty about interest rates the decision was made to go to a fixed rate, long term debt to lock in the rates. He would be happy to answer any questions.*

*Mr. Myers commented that all three of the ordinances are long term notes. Ms. Roberts agreed.*

*Mr. Myers stated that the term is for five years. Mr. Stout replied that the term will probably be for fifteen years. We are looking at private placement of the bonds and fifteen year is the maximum for that loan type.*

*Mr. Myers understands that to be a change in philosophy from what has been done over the last few years based upon the assessment that there might be a rate increase. Ms. Roberts thinks it is in concert with what has been discussed in the last several years. It will still be a competitive bid amongst private placement. This will add additional debt to that single issuance. It has been our philosophy for several years that we would roll the*

*larger projects together into one issuance at one time so we could capture perhaps a more attractive interest rate and also lower issuance costs.*

*Ms. Dorothy commented that we won't know if the interest rate is lower until we go out and shop it. Ms. Roberts agreed.*

*At Mr. Greeson's suggestion, Mr. Stout explained that private placement is essentially a bank loan. Traditional bond issuance is a more extensive process with more fees. Direct placement rates are very attractive at this time and will keep the rate down. One year note rates will generally be lower but given the uncertainty in the markets now seems like a good time to lock in a rate.*

**There being no additional comments, the Clerk called the roll on Ordinance No. 42-2016. The motion carried by the following vote:**

**Yes 7** Norstrom, Dorothy, Smith, Myers, Foust, Troper, and Michael

**No 0**

**Ordinance No. 42-2016 was thereupon declared duly passed and is recorded in full in the appropriate record book.**

**Ordinance No. 43-2016**

Authorizing the Issuance of Bonds in the Amount of Not to Exceed \$1,500,000 for the Purpose of Designing, Engineering, Constructing and Reconstructing Various Sewer Improvements, with Related Site Improvements and Appurtenances Thereto; and Approving Related Matters.

**The foregoing Ordinance Title was read.**

*Mr. Greeson reported there being nothing new to add. He suggested checking to see if anyone in the audience had any comments.*

**There being no comments, the Clerk called the roll on Ordinance No. 43-2016. The motion carried by the following vote:**

**Yes 7** Dorothy, Smith, Myers, Foust, Troper, Norstrom, and Michael

**No 0**

**Ordinance No. 43-2016 was thereupon declared duly passed and is recorded in full in the appropriate record book.**

**Ordinance No. 44-2016**

Authorizing the Issuance of Bonds in the Amount of Not to Exceed \$900,000 for the Purpose of Designing, Engineering, Constructing and Reconstructing Various Road Improvements, with Related Site Improvements and Appurtenances Thereto; and Approving Related Matters.

**The foregoing Ordinance Title was read.**

*Mr. Myers asked if staff anticipates coming back next year or the year after for another bond on the Huntley Road project.*

*Mr. Greeson replied yes as there will be additional costs associated with the right-of-way acquisitions and construction, and are incorporated in the CIP. The project is federally funded which means that 80% of the funds will come from the federal government and the remaining 20% through local funding.*

*Mr. Myers believes that will be significantly more than \$900,000 when we come back to actually build the project. Mr. Greeson agreed. He added that staff plans to seek to defray some of that expense by applying for Ohio Public Works Commission funding.*

*Mr. Myers commented that it would not be advantageous to do short term debt on this and then roll it into a larger bond on down the road. Mr. Greeson replied that we feel comfortable including this because it is a known expense. We have already contracted for this design work with EMH&T and it is underway.*

*Ms. Michael understands that we currently have federal funding for this project. She asked if we have federal funding for the most significant portion that is secure and won't be pulled away. Mr. Greeson replied that during the CIP presentation we talked about providing an update process with MORPC in which we have asked for additional funds. That process doesn't complete until final approval is given by the MPO board early next year. We were scored as the number one project in the major widening category and believe our increased cost associated with the project will be fully funded. However, the number of projects that MORPC has, has far exceeded their available funds so they are spreading out the costs of some of the bigger projects. We may get our federal dollars over multiple years and have to bridge finance some of the federal funds. We would like to use either state infrastructure bank loans or short term financing to accomplish construction in 2019 and be reimbursed when the federal funds become available.*

*Ms. Michael shared that she is concerned that the project gets approved through MORPC sooner rather than later. Mr. Greeson replied that it is approved but has scheduled funding. We have asked for some additional funds which are going through the attributable process.*

**There being no additional comments, the Clerk called the roll on the passage of Ordinance No. 44-2016. The motion carried by the following vote:**

**Yes 7** Smith, Myers, Foust, Troper, Norstrom, Dorothy, and Michael

**No 0**

**Ordinance No. 44-2016 was thereupon declared duly passed and is recorded in full in the appropriate record book.**

### **NEW LEGISLATION TO BE INTRODUCED**

**Resolution No. 53-2016** Authorizing an Amendment to the Final Development Plan for 7099 Huntley Road and Authorizing a Variance (Sign Vision Co. /Columbus Fasteners).

**Introduced by Mr. Myers.**

**MOTION** Ms. Dorothy made a motion to adopt Resolution No. 53-2016. The motion was seconded by Mr. Troper.

*Mr. Brown reported this business as being located at the northeast gateway intersection (7099 Huntley Road). With any development plan that has a variance associated with it, the variance is required to be approved by City Council. The request is for two wall signs on a property that is permitted to have only one. MPC and staff are recommending approval of the application.*

*Mr. Myers shared that there was discussion on the location of the additional sign and it is to be moved down closer between the door and the window.*

*Mr. Brown added that MPC recommended conditional approval for a sign on the western side but not the north side of the building. The condition placed on the new wall sign was that it be located next to the entrance. The final size and scale was to be reviewed by staff prior to coming before Council.*

*When asked by Ms. Michael if the resolution reflects the one recommended by the MPC, Mr. Brown confirmed that it did.*

**There being no additional comments, the motion to adopt Resolution No. 53-2016 carried unanimously by a voice vote.**

**Resolution No. 54-2016** Authorizing an Amendment to the Final Development Plan for 160 W. Wilson Bridge Road and Authorizing a Variance (Worthington Square Acquisition, LLC).

**Introduced by Mr. Foust.**

**MOTION** Mr. Norstrom made a motion to adopt Resolution No. 54-2016. The motion was seconded by Mr. Smith.

*Mr. Brown reported that this application is for signage related to The Heights. The variance request is needed for the five font sizes and types and the two logos. Our Code permits two styles of lettering and a logo and three sizes. The variances are only associated with the free standing sign. MPC and staff recommend approval.*

*Ms. Michael understands that OSU medical will not be taking the entire space. Mr. Brown clarified that at this time they plan to occupy the entire first floor of office space.*

*Mr. Myers added that there will be other signs on the building but this is the only one that requires a variance. Mr. Brown agreed. There will be wayfinding signage on the site as well.*

*Mr. Myers recalls that the height was reduced to conform to code. Mr. Brown agreed.*

*Mr. Myers asked for confirmation that the MPC approved both the signs on the east and the west sides of the building that do not require a variance. Mr. Brown agreed.*

**There being no additional comments, the motion to adopt Resolution No. 54-2016 carried unanimously by a voice vote.**

**Resolution No. 55-2016** Amending the Staffing Chart of the City of Worthington to Provide for Twenty-Six (26) Firefighter EMT-P Positions in the Division of Fire for up to a One Year Period.

**Introduced by Mr. Foust.**

**MOTION** Mr. Norstrom made a motion to adopt Resolution No. 55-2016. The motion was seconded by Mr. Smith.

*Mr. Greeson stated that he would be happy to answer any questions.*

**There being no additional comments, the motion to adopt Resolution No. 55-2016 carried unanimously by a voice vote.**

**Resolution No. 56-2016** Approving an Agreement and Permit for and between MCImetro Access Transmission Services LLC, a Delaware Limited Liability Company, to Operate and Maintain a Telecommunications System Within the City of Worthington Pursuant to and

Subject to the Provisions of Chapter 949 of the Codified Ordinances of the City of Worthington.

**Introduced by Mr. Myers.**

**MOTION** Ms. Dorothy made a motion to adopt Resolution No. 56-2016. The motion was seconded by Mr. Troper.

*Mr. Greeson shared that this is a renewal of an existing telecommunications permit. Staff would be happy to answer any questions.*

**There being no additional comments, the motion to adopt Resolution No. 56-2016 carried unanimously by a voice vote.**

**Ordinance No. 45-2016** Providing for the Adoption of the Annual Budget for the Fiscal Year 2017 and Appropriating Sums for Current Operating Expenses.

**Introduced by Mr. Foust.**

**Ordinance No. 46-2016** Establishing Compensation for Certain Exempt Positions of the Municipal Service For the Period of January 1, 2017 through December 31, 2017, and Adopting Class Specifications for Said Exempt Positions.

**Introduced by Mr. Norstrom.**

**Ordinance No. 47-2016** To Continue the Allocation of the Six Percent (6%) Hotel/Motel Tax as it Relates to the Operation of the Worthington Area Convention and Visitors Bureau.

**Introduced by Mr. Smith.**

**Ordinance No. 48-2016** Authorizing the City Manager to Enter into a Contract with the Village of Riverlea for the Provision of Police Protection.

**Introduced by Mr. Myers.**

**Ordinance No. 49-2016** Authorizing the City Manager to Execute a Contract Between the City of Columbus Board of Health and the City of Worthington for Health Services.

**Introduced by Ms. Dorothy.**

**Ordinance No. 50-2016**

Approving the City Manager's Appointment of the Franklin County District Board of Health as the Provider of Plumbing Inspection Services in the City of Worthington.

**Introduced by Mr. Troper.**

The Clerk was instructed to give notice of a public hearing on said ordinance(s) in accordance with the provisions of the City Charter unless otherwise directed.

**REPORTS OF CITY OFFICIALS**Policy Item(s)

- Budget Workshop #3

Worthington Historical Society

*Ms. Michael invited representatives of the Historical Society forward. She added that Council members had received all of their materials.*

*Jutta Pegues reported that the funds they receive from the City allow them to hire a director and help with administrative costs. None of the funds go into the buildings, which require enormous funds. She added that this coming year they will be replacing the windows on the Orange Johnson House. She invited Frank Sheppard to comment.*

*Mr. Sheppard shared that he is the one they rely on to take care of the 200 year old buildings. They rely on the private sector to assist with this expense and have been fortunate. Two years ago they finished the reroofing of the Orange Johnson House with private funds and a grant from the Ohio History Connection. They are currently raising funds to replace the windows with ones of the correct period. Currently the windows are 6 over 6 and they should be 9 over 9. They are also leaking which makes it difficult to keep the HVAC operational. They are going to the private sector who has been very generous thus far and they anticipate that will continue.*

*Ms. Pegues shared that their programs have been very successful as attendance on both properties have increased dramatically. The programs are directed by their director and have a new focus towards families and children. They have had visitors from Cleveland, Traverse City, and China. They are doing well but the funds received from the City are very much appreciated.*

*Mr. Greeson commented that this year staff requested substantially more information from all these groups than we have in years past. He thanked them for providing that in good order.*

*Ms. Dorothy asked what has been the increase in visitors over the last year. Ms. Pegues replied that the numbers have increased substantially at the Orange Johnson House. She attributes the increase to the family oriented programming such as Farms to You.*

*Ms. Dorothy asked how the new programs that are bringing in new people came about. Ms. Pegues replied that the family oriented programs such as the Fall Festival Days and Farms to You has helped as well as just getting the word out to the papers and community. The programs help make Worthington a destination. They come to the programs and tour the restaurants and other shops while visiting. She doesn't know the numbers but they are substantially higher than last year or the year before.*

*Mr. Sheppard credited their director Kate with the increase because of her outreach and the improvement of the website. Word of mouth has helped as well. People are amazed at the charm of Worthington and the things that we have to offer. He feels like their ability to hire a part-time director has helped significantly. She has done a fabulous job of getting the word out. We can see it not only in the attendance but also in the enthusiasm of the people that attend the activities.*

*Ms. Pegues shared that they just got their very special piano back. She encouraged members to come and see it. It has a French polish and no one is allowed to touch it. They had a French musician come specifically to play for small concerts at the Orange Johnson House. It has been very exciting. Robert Murphy at Oberlin had it for 18 months and it is really a striking instrument.*

*Ms. Michael shared that it was being tuned at the Griswold Center and she was able to hear it. She agreed that it is beautiful.*

*Ms. Pegues commented that there are only about thirteen left in the world and we happened to have one. Mr. Sheppard added that private money was used for the restoration.*

*Mr. Norstrom commented that their publicity is mostly word of mouth. Mr. Sheppard replied no, there is some word of mouth. Kate has done a fabulous job of updating our mailing list and improving our website. That has helped people who maybe didn't notice us before, when they come then it is word of mouth.*

*Mr. Norstrom asked if they have coordinated with some of the other organizations the City funds such as the Partnership and publicity with the Convention and Visitors Bureau since they do a great deal of advertising. Ms. Pegues and Mr. Sheppard confirmed that they do. Ms. Pegues added that they also have a presence on Facebook.*

*Mr. Myers noted that as he reads their budget, it looks like they anticipate a \$13,000 deficit in 2017. Mr. Sheppard explained that the year before they showed a \$13,000 profit and that is the piano. They took in the money for the piano and have to pay it out this year. That is the reason for the deficit.*

*Mr. Myers commented that they believe the cost of the windows will be covered by the current budget and by donations that they will receive during the year. Mr. Sheppard replied yes. Ms. Pegues added that they are anticipating \$40,000 for the windows as each one has to be specially made. Mr. Sheppard stated that they are already in discussion with a manufacturer in southern Ohio that the Ohio History Connection helped them contact. Mr. Myers stated that it is more of a restoration than just a replacement. Mr. Sheppard agreed.*

### McConnell Arts Center

Jon Cook, Director

*Mr. Cook shared that this is the MAC's sixth year. They are thrilled to be looking at great opportunities in 2017. He reminded members of their mission. He shared that as a community arts center they have an obligation, mission and expertise to create a memorable experience for their audiences. Their mission hasn't changed much since the start in 2009.*

### Bringing People Together

- The attendance in 2010 was 13,000. In 2016 they served a little over 74,000 people. He likens the service model to hands on a clock in that most of their visitors come from Hilliard to Westerville on the north/northwest side of the Columbus area including Worthington. Once they get to New Albany it starts to drop off. Most do not fall south of Worthington. Clintonville tends to go downtown rather than come here.
- But 12% of those who attend ticketed services at the MAC come from the Worthington school district.

### The Importance of the MAC

- They average about 240 visitors per day, which is up from 160 last year. Some of the visitors are from other groups (forty-eight) that are using the facility throughout the year.
- Free admission allows for people to see the exhibits throughout the building. They also have free concerts during the week that are fairly well attended.
- The MAC has become a model of creative place making. It has been held as a model for other communities around the area as a place where people can come together.
- He attended a meeting today with the Greater Columbus Arts Council and they are looking at new funding issue that they hope will be countywide. They mentioned the MAC as a model for ways to operate community art centers.

### Economic Impact

- Art can bring a large economic impact to a community. The total economic impact of the MAC when they began in 2009 was a little over \$12M.

### Budget 2012-2016

The budget has grown over the years. 2012 - \$689,000, 2016 - \$822,000. In 2017 the budget is \$778,000. He noted that the 2017 budget is less than 2016's because of a one-time grant for a specific music festival and some multi-year commitments that will not be renewed. A list of the Partners In Art was displayed.

### Accomplishments in 2016:

- Audiences increased 27%
- Educations initiatives increased 22% over 2015

*Mr. Cook shared that they do not anticipate that growth to continue because they have maximized the space of the facility. So the same opportunity to grow on a double-digit basis is not there unless they move outside the facility and look to a different service model.*

- Piloted formal outreach activities (MAC on the MOVE) for collaborating organizations. (Partnerships with the Worthington Resource Pantry, Nationwide Children's Hospital, Ronald McDonald House, etc.)

### What is the Formula for the MAC

- They have become that creative place for people to gather. Community members are a part of what they are doing, which is really great.
- The ability to leverage the City funding is extremely important as they continue to seek private funds.

### Moving Outside the Walls

- Judged more than 350 participants in the state wide 4-H arts competition
- Provided orchestra outreach concerts to grade schoolers, both in school and at the MAC
- Production and management of the 2016 Worthington Arts Festival with music component
- MAC on the MOVE visual arts programs with Nationwide Children's, Ronald McDonald House, and Worthington Resource Pantry

### What to Expect in 2017

- Hope to increase their attendance through the Arts Festival. Attendance up significantly at the Arts Festival in 2016. Hope to move it closer to the building.
- Music was a very important component this past year and they hope to continue and build on that.
- In a strategic planning process with the MAC Board, fiscal stewardship will be addressed.
- They want to increase engagement of youth, teens and young families for expanded programmatic initiatives.
- Continued expansion of the Worthington Arts Festival, contributed \$9,000 back to the Worthington Partners for downtown and hope to grow that next year.

*Mr. Cook shared that last year City Council challenged them to look at how they can distribute additional funding on behalf of City Council for the arts. They included the proposal for that funding in their packet. They would like to reinvigorate the Worthington Arts Council as a funding mechanism for other community groups. They can provide the dollars and report back to City Council and the community about the impact the arts funding can have on the community.*

*Mr. Foust shared that the MAC is particularly special to him. In 1960, the building was Evening Street Elementary and the space that is the main auditorium was divided in half. He had kindergarten class on part of the stage. He loves that they are doing well.*

*Ms. Dorothy thinks that what they have been doing has shown the exponential growth beyond what members expected from the beginning. She looks forward to seeing what will happen in 2017 and beyond.*

*Mr. Greeson commented that once City Council has the opportunity to digest Mr. Cook's proposal regarding how we would distribute the funds by revitalizing the Worthington Arts Council, staff will need to have a conversation with members about that.*

#### Old Worthington Partnership

Aaron Brown, Board Member and Nina Parini, Executive Director

*Mr. Brown shared that he and Ms. Parini titled their presentation, "Experiences" as that is what they are focused on as an organization. He reminded members that their mission is to advance the experience of Old Worthington. They have worked really over the past year to stay focused on that and to define it with three core values of collaboration, engagement and sustainability. The Board has continued to grow. He thanked Mr. Norstrom and Mr. McCorkle for their involvement on the Board. A year ago they asked for substantial funding to hire a full-time executive director. They looked to Main Street organizations as models. Ms. Parini has enabled them to do an incredible amount of things, attending meetings, etc.*

*Their structure – questioned how to take their volunteer board and operate lean but be highly effective. They have approached it with a focus on organization infrastructure, visibility and events, and community development.*

Through the City's investment they have:

- 1) Helped local business owners build their brand. They have gotten closer with the merchants and enhanced those relationships. It helps them grow. They were able to collaborate with COhatch to use their boost room which allows Ms. Parini to interact with entrepreneurs.
- 2) Gathers residents and visitors for unique experiences.

- 3) Collaborated with other organizations to achieve more. Some of the collaborations were listed on a slide. The New Experience Worthington website through a collaboration with the CVB has been an incredible experience.

### 2017 Funding Request

*Mr. Brown reported that they wish to maintain the current investment which helps fund the full-time executive director.*

Ms. Parini shared the Impacts of the City's Investment on Old Worthington and the Partnership as:

*They were able to create from scratch arguably two of the best events in town. They were blessed with gorgeous weather for the picnic that brought over 500 people together into the downtown area to share a meal. The Hot Chicken Takeover (HCT) event allowed them to deepen relationships throughout the region. The owners of the HCT were "blown away" by the response in Worthington.*

*More well-known is the Worthington Farmer's Market. They had a very, very successful year. The average market shopper spends between \$18.00 and \$19.00 and that translates into real dollars and cents for our businesses at the Mall and in Old Worthington. We are one of the only year round markets in Ohio. Jaime Moore, the market manager, was able to re-focus her efforts on expanding some of the market's reach and the activities that they host every week.*

*Another new initiative they took on this year was the new Experience Worthington website. It was a collaborative effort with the Convention and Visitors Bureau. They were intentional about focusing on the "experience" in Old Worthington. It is mobile responsive which is new and 62% of the audience uses their website from a mobile device.*

### 2017 Action Plan

*Ms. Parini shared that with the City's investment they will continue to execute on their three core values.*

- 1) Collaboration – Continue to work with merchants, create a volunteer program to get more people involved, look to add board members in a couple of key areas and develop a Business Advisory Council.
- 2) Engagement – Continue to expand and enhance their current events, perhaps add a new event or two, heighten use of the new website, identify new ways for the community to work together, and work on fundraising.
- 3) Sustainability – Apply the recommendations from the OSU students and build on sustainable initiatives and goals.

- 4) As they work towards a more balanced funding model, similar to what is recommended for Main Street organizations, they want to shift to a 501(c)3 organization rather than (c)6, which they hope will help with fundraising.

*When asked by Ms. Dorothy if any new events were being planned, Ms. Parini assured her that they have many ideas. The Holiday Open House is coming up on Sunday. This is the first time she can recall that the three downtown churches have been approached to assist with that event. She would love to see a Valentine's Day event as there isn't much during the winter months.*

*Mr. Foust would love to see something like Treasures on the Green or its predecessor return. Ms. Parini stated that she would love to hear his ideas.*

*Mr. Myers commented that one of the things that Council discussed early on and prior to the first grant was on shifting emphasis away from just more events. One of the things that was mentioned in the newspaper article this week was the business mentorship program and being able to keep our 100% occupancy in the downtown. He asked for further information. Ms. Parini reported that they have already made some contacts with local business people that have knowledge of helpful business practices. Their Community Development Committee will be focusing on that in the next year, possibly in the first quarter. The challenge will be to continue to deepen those business relationships so they will be seen as a trustworthy source.*

*Mr. Myers requested that she report back on that initiative during next year's presentation to Council. Ms. Parini agreed to the request.*

*Mr. Myers commented that it appears to be a fairly conservative estimate in the grant application going out. One of the yardsticks that Council uses is the percentage of money supplied by the City as opposed to the overall budget. He thinks that in 2020 they are looking at overall revenue around \$80,000, of which \$50,000 comes from the City. That is a very marginal increase from where they are now. He asked her to speak about other funding possibilities. Ms. Parini replied that because they are essentially a startup, it is hard to get a handle on what is possible for them. They want to make sure the Farmers Market remains stable since that is their cash cow. It is difficult for them to estimate what they can bring it to but they are certainly taking very real steps to make sure that they are not solely relying on the City's funding.*

*Mr. Norstrom shared that there may be some Main Street organizations in the state that have no City funding and are basically self-supporting. Ms. Parini replied that she couldn't name one. It is the main street model that the City is funding, which is 1/3, 1/3, and 1/3 from either City, County or State funding.*

*Mr. Myers shared that he let Mr. Cook off the hook this year. His percentage of City funding has come down but it is still not where he would like to see it. He would like to see the OWP's percentage decrease as well. Ms. Parini confirmed that the Board is very committed to doing that and something they will work toward. Mr. Myers added that he*

*appreciates where they are now recognizing that it is very difficult to project into the future.*

*Mr. Troper asked what the impact of changing from a 501(c)6 to a 501(c)3 will be. Ms. Parini confirmed that it helps people in that their donations are deductible.*

*Ms. Michael shared that former Council member John Duffey would always suggest that the City's funds be cut by 10% each year and eventually the groups would be self-sustaining. Ms. Parini replied that hopefully the City will see the value in the investment and will hope to continue that investment in the Partnership.*

*Mr. Myers finds it interesting that he works beside a City Council member from Springfield and they also have a partnership type merchant's organization and a convention and visitor's bureau. They no longer have both because they were fighting so much that it was counterproductive. Their City Manager has proposed that the City take over both of their functions and put them all out of business. He appreciates the way things work in Worthington because he doesn't want to take over what the Partners do.*

*Ms. Michael thanked them for the report and the work they do.*

#### Convention and Visitors Bureau of Worthington (CVB)

*Bill Purpura shared that he is here to shake things up a bit. He believes everyone has a copy of the CVB's annual report. It is loaded with great information. He hopes everyone takes the time to go through it. Members should also have a copy of the Bureau's proposed 2017 budget.*

*Regarding the Bureau's Annual Report, there are a lot of great accomplishments from 2016 that will bleed into 2017. The Bureau's greatest accomplishment this year was the collaborative effort with the Old Worthington Partnership to build a new website that is inclusive to all of the City's tourism interest and business. The results of that effort can be found at: [ExperienceWorthington.com](http://ExperienceWorthington.com). It is their attempt to play off the new Experience Columbus website. Both organizations devoted substantial financial resources and women power to accomplish this project. Without the effort of Mindy Mace and Nina Parini this project never would have happened. Others were involved from both organizations. He thanked everyone that was involved but added that it was the two ladies that did the greatest amount of work.*

*Mr. Purpura commented that the big news is that the Holiday Inn will soon be replaced by two hotel properties. That promises exciting changes for the City of Worthington. The CVB will be impacted tremendously by the demolition and then redevelopment of the Holiday Inn. In an effort to prepare for this event and to demonstrate its commitment to financial responsibility, the Bureau is prepared to present a radical budget to the City for 2017. The Bureau's director has agreed to accept a part-time position with a 50% pay cut for 2017. In return the Bureau's Board has agreed to continue to fund Ms. Mace's health insurance during that time. The Bureau has not proposed a budget for beyond 2017 because it does not know the timing for the redevelopment. The CVB is not going to*

wait to start the marketing effort for the new facility. The CVB needs to be fully ramped up for that effort.

Mr. Purpura shared that Ms. Mace has been asked to focus on the following: responsibilities of the new website in collaboration with the partners, continue her relationships with tour markets and Experience Columbus, continue membership and involvement in the Capital Area Tourism Alliance to take advantage of cross promotional opportunities, and maintain the finances of the CVB.

Mr. Purpura noted that a Navy group contacted Ms. Mace about holding a convention at either Easton or Worthington. The Holiday Inn will be under redevelopment at that time but Ms. Mace was able to convenience them to stay up at Crosswoods. While we don't get "heads in our beds", she promoted Worthington and they liked it. There were numerous side activities that she was going to help them set up and hopefully there will be more economic development that will come out of that group and money spent in the city of Worthington. So even though we are losing the main hotel, there are still activities to be done to promote Worthington. Carrie Kaufman is V.P. of tourism for Experience Columbus and she stated that she is "excited about the new hotel development in Worthington. She hopes the Worthington CVB continues to be a partner in their group tour marketing efforts as Columbus has great momentum in this market segment."

Mr. Purpura closed by stating that the CVB Board is presenting a hard core plan and believe that they have this right. The plan creates no budget stress on the City. The plan will help keep the Bureau in a position to power up once the hotels are ready for the marketing efforts. Most importantly, their plan is based on the City's continuation of 66% funding of bed taxes collected. As we move into 2017 the Bureau will be expanding its Board of Directors and using the expertise of that Board to prepare a strategic plan for moving forward.

Mr. Norstrom commented that in prior presentations they have also showed the balance sheet. He thinks he remembers there being about a \$40,000 carryover. He asked the current status of that. Mr. Purpura replied that he doesn't have that number. If he has a specific question, he will get the answer to it. He finds it interesting in the past years, they have always talked about the need for a carryover/reserve balance. This situation is showing the need for such a reserve and will help them get through this. This will result in the reserve being reduced but he thinks they can make it work. Mr. Norstrom thanked him.

Mr. Purpura shared that they are looking forward to the opportunities presented by the proposed new hotels. He introduced Melissa from the Holiday Inn who was present. She stated that it is every exciting.

When asked by Ms. Michael how long the redevelopment will take, Melissa replied that it is difficult to tell. They expect construction to take between 18 to 22 months after demolition of the hotel. It is hard to tell with construction.

*Mr. Purpura commented that given those timelines, they will need to work through their plans. That's why they are only proposing a one year budget at this time. The addition of Ms. Parini to the Board has been great. The energy coming from their Board is good. It was great working together on the website. He wished he didn't have to tell them they need to take Ms. Mace part-time but she was gracious to do that. He doesn't want her to be a part-time employee but at the end of the day, it will be very exciting and they need her fully engaged.*

*Mr. Myers understands the biggest cut to their budget in 2017 is essentially shutting down their marketing efforts. Mr. Purpura agreed. There will be virtually no advertising. It will all be about working relationships because they do not have a choice. They had to figure out where to place their efforts. They are going to continue to work with OWP and the Chamber of Commerce. They all have different mission statements. The CVB is focused on the overall visitor involvement/experience to Worthington from border to border. The Old Worthington Partnership focuses on the needs of the downtown while the Chamber focuses on business support. While the mission statements are different, they all have one giant goal and there is no reason they can't work together to help make this whole project happen.*

*Ms. Michael commented that the Board consists of representatives from the Chamber, the Old Worthington Partnership, the Historical Society, and the Arts. The combination of the Board helps to bring all the people together.*

*Mr. Purpura added that they want to get the Board back to where it was. They are identifying people and there are many talented people here that care about Worthington. Some are people like him that do not live here but work here and just love the City.*

*Ms. Dorothy shared that she appreciates all the partnership and collaboration of everyone that presented tonight. It is fabulous to see everyone working together. Mr. Purpura added that he believes it is being done right here in Worthington.*

*Mr. Myers added that he too appreciates the collaboration and appreciates that they listen to this Council. The perception a few years ago was that Council did not have that level of collaboration. We indicated that needed to change, particularly with the CVB. He appreciates that they listened and are following through on the charge Council gave them.*

*Mr. Purpura shared that he appreciates the Council's ideas and think they have been good ones. They have also pushed for hard data, which the CVB has also done.*

*Ms. Michael thanked them for the presentation and appreciate their work.*

### **Other Staff Comments**

*Ms. Fox shared that as a point of clarification and for the record, the ordinance on the trash collection was not clear. Staff's recommendation was a five year contract with the*

*recycling bins but she would like that confirmed and on the record. Ms. Michael confirmed the information.*

## **REPORTS OF COUNCIL MEMBERS**

*Ms. Dorothy thanked the City and life safety group for the safe and well run event on the Village Green last night.*

*Mr. Smith stated that he would like an executive session for personnel and payroll unless Council can respond to his email by noon tomorrow.*

*Mr. Norstrom shared that he, Ms. Dorothy and Ms. Michael attended the National League of Cities conference and brought home a few suggestions that he will discuss with staff. Ms. Michael added that she thought the conference was wonderful. Sometimes they attended the same session but more often than not they were in different sessions and they all have different information to share with staff.*

## **OTHER**

## **EXECUTIVE SESSION**

## **ADJOURNMENT**

**MOTION** Mr. Myers made a motion to adjourn. The motion was seconded by Mr. Troper.

**The motion carried unanimously by a voice vote.**

President Michael declared the meeting adjourned at 9:32 p.m.

/s/ D. Kay Thress

Clerk of Council

*APPROVED by the City Council, this  
17<sup>th</sup> day of January, 2017.*

/s/ Bonnie D. Michael

Council President