

**DUBLIN CITY COUNCIL  
FINANCE COMMITTEE MEETING  
Monday, November 26, 2012  
Council Chambers**

Minutes of Meeting

Ms. Chinnici-Zuercher, Chairperson, called the meeting to order at 6:00 p.m.

Committee members present: Ms. Chinnici-Zuercher and Mr. Gerber. Mr. Keenan was absent (excused) due to out of town travel.

Staff present: Ms. Gibson, Ms. Mumma, Ms. LeRoy, Ms. Puskarcik, Ms. Crandall.

Ms. Chinnici-Zuercher stated that last year, the Committee asked Ms. Gibson to separate the new applications, expanded applications and applications for projects for which the City has traditionally funded the cost of City services component. Tonight, the second section on the agenda reflects those applications that fall within the latter category.

GRANT APPLICANT PRESENTATIONS

**1. Dublin Arts Council - Community Research Project - \$21,079**

David Guion, Dublin Arts Council Executive Director, stated that because this is a marketing project, Janet Cooper will present the application. An addendum to the budget has been provided to the Committee tonight. There was a request for a matching grant – that DAC would submit a match to the \$21,000 requested. The addendum reflects that DAC has allocated funds, in addition to the 25% discount from the marketing firm, toward that match.

Janet Cooper, DAC Marketing Director, stated that the original collection of public art in Dublin is pedestrian-friendly and supported by a cell-phone tour mobile application. The next site that has been selected for public art is an overpass bridge (US 33), which is inherently different. It is a drive-by location and must communicate at a glance as opposed to the current pedestrian-viewed art. The project is to better define the community's unique characteristics and values, from the perspective of a diverse group of stakeholders. That inventory of assets and character will provide the ability to communicate Dublin's sense of place and identity in future themes for public art in high-traffic, drive-by locations. Staying true to the community's attributes will allow the public art to inform, educate and inspire by complementing the authenticity and integrity of the other art works in the collection. The information gathered would be shared with others in the community for use in the development of other projects and initiatives, such as special area plans, districts and corridors. Dublin Arts Council will partner with the City's Community Relations Department to share data, process and promotion and avoid duplication of efforts with regard to other community survey projects.

Ms. Chinnici-Zuercher asked what is expected to occur with drive-by public art.

Ms. Cooper responded that with the new commission, the driver would see a piece of art on the bridge. At this time, neither the theme nor characteristics have been identified, but it should represent something about Dublin's character or definition – either cultural

attributes or the City's past, present or future. This could be the first -- a gateway to other high-traffic, drive-by artworks, such as a series of roundabouts, or different types of works, such as a mural on a building, or photography that may change periodically. It would be, at a glance, a collection of art work that defines what Dublin is for people who reside, work and visit Dublin.

Ms. Chinnici-Zuercher requested clarification. Her understanding is that the City has already approved funding for the bridge art project.

Ms. Cooper responded that this is a research project to learn what visually defines Dublin to people -- perhaps a healthy lifestyle, Irish attitude, schools, leisure activities, cultural events. A list of those things that matter to the community would inform the themes of public art for this and future commissions.

Ms. Chinnici-Zuercher asked if that is the focus group noted in the application.

Ms. Cooper responded that this would be a two-phased research project. The primary research would be conducted by focus groups and individual interviews with 40-50 community stakeholders. They would also collaborate with City staff and others. The DAC has an initial list of stakeholders. Based on the focus groups and interviews, a list of ideas and themes would be developed and shared with the stakeholders to use. The secondary research phase, which would be informed by the primary findings, would be a community survey inquiring which of those themes resonated the most strongly with them.

Mr. Gerber asked for clarification of the grant amount being requested.

Ms. Cooper responded that it is \$21,790 as reflected in the original grant application.

Mr. Gerber inquired if they are now amending that amount.

Ms. Cooper responded that the purpose of the amendment is to list the items that DAC is providing, which are not reflected in the budget. For example, DAC did not request allocated personnel expenses to be covered. DAC also would not charge fees for use of its facility by the focus groups. These items reflect DAC's support of the project.

Mr. Gerber asked if this is a second application.

Ms. Chinnici-Zuercher responded that it is not. Ms. Gibson had requested what DAC's contribution to this project was and this is DAC's response. DAC is indicating that the total cost of the project is near \$35,000.

She asked why DAC is not using some of its regular operating dollars to pay the \$21,790? This is information that informs their work and is what their mission is about. Based on the relative importance of the information DAC will obtain, which will be useful to it in coming years, it seems appropriate for DAC to invest some of its own operating dollars, versus asking the City to grant \$22,000 in addition to what the City is already funding for the art project.

Ms. Cooper responded that approximately \$9,000 would come from DAC's operating funds, as reflected in the addendum.

Ms. Chinnici-Zuercher responded that personnel costs are not typically included in calculating the support. Even if Mr. Guion or another employee were not spending time on this project, they would be spending their time on something else.

Secondly, is DAC indicating that it typically charges people to use their facility? They don't charge themselves, and that is how DAC staff uses the facility. Further, the discount the market research firm provided was to secure DAC's business – that is not DAC's contribution toward the total cost. DAC is not paying that \$4,400.

Ms. Cooper responded that is true – it is not an out-of-pocket cost. However, it represents a negotiated amount, based on their professional relationship.

Ms. Chinnici-Zuercher thanked them for the information and indicated the Committee would be discussing the recommendations at a later point on the agenda.

## **2. American Legion - Veterans Transportation - \$4,000**

Jeff Noble, American Legion Post 800 Commander, stated that for several years, they have attempted to bring some of the older veterans to their parades, but it is a struggle to find vehicles to do so. Within the Dublin area, there are eight retirement facilities, most of which have some veterans. At this time, he does not have a count for each facility, but they are researching that information. The intent is to hire a trolley or another conveyance that is convenient and open to pick up the veterans and transport them to the parades, carry them through the parades, and return them to the retirement centers. The trolley quote is \$165/hour. The grant request is based on six hours for each of the four events – St. Patrick's Day, Independence Day, Memorial Day, and Veterans Day.

Ms. Chinnici-Zuercher stated that these events are organized by the Community Relations offices. Does the City already offer assistance to veterans with transportation?

Ms. Puskarcik responded that the City has worked with some of the senior facilities in the past, and offered transportation assistance, if needed – not transportation within the parade, but to and from the event. However, she is not aware of how great the need is for transportation to the event. A vehicle within the parade is handled separately. The veterans handle the Memorial Day parade; Community Events handles the other two parades.

Ms. LeRoy stated that, typically, the veterans walk with the Color Guard. The City has not provided a vehicle for transportation in the parade, nor have the veterans been transported to the event. Depending on the number of veterans who need transportation to and from the event, the City may not have a vehicle large enough for that purpose.

Ms. Chinnici-Zuercher asked what retirement homes are considered within this request. She does not recall there are many within the City of Dublin.

Mr. Noble responded that the facilities within the American Legion Post 800 purview are Emerald Crossing, Dublin Retirement Village, The Sanctuary at Tuttle Crossing, Friendship Village, Retirement Strategies, Benefit Advantage, Trillium Place, and Abbington.

Ms. Chinnici-Zuercher noted that only three of those – Emerald Crossing, Dublin Retirement Village and The Sanctuary, are in Dublin, and are the only ones for which the

City could expend City tax dollars to support. The tax monies must be distributed to Dublin-related activities, so the City could only respond to a portion of their request.

Ms. Puskarcik stated that in the past, the event invitation offered transportation assistance, if needed. Staff is willing to work with Mr. Noble to provide veterans transportation to/from the events.

Mr. Gerber asked if there is funding within the City budget to transport veterans.

Ms. Puskarcik responded that although it has been offered, to date, the City has not had any requests to provide transportation assistance.

Mr. Noble responded that they have made no efforts prior to this. He is currently researching the need of veterans at each facility.

Ms. Chinnici-Zuercher stated that the next step for them would be to work more closely with Ms. LeRoy and Ms. Puskarcik. Staff will be able to work out transportation assistance for the Dublin veterans. If they need a float or vehicle to transport them in the parade, that would be handled by Ms. LeRoy's office. If they would work with these two individuals, it should be possible to engage all of the veterans who are interested in participating.

Gene Bostic, Post 800 member, asked if the City has vehicles equipped with a handicap lift.

Ms. LeRoy responded that the City does not. In addition, the largest City vehicle accommodates 10 passengers.

Mr. Bostic asked if the City has the ability to secure a vehicle that could be used to transport individuals confined to a wheelchair.

Ms. Chinnici-Zuercher suggested that the Legion work with the Community Relations offices on that need. The retirement centers in which the veterans reside have vans that are already equipped for this purpose. If the Legion works with the centers and asks them to bring the veterans to a designated location, they can then be moved to the float or parade transportation the City would provide. The centers' vans can return to the Dublin location to pick them up at the end of the parade. That would be the easiest solution.

Mr. Bostic responded that it is also very expensive.

Ms. Chinnici-Zuercher stated that this type of transportation service is also one of the retirement centers' benefits for their residents.

Ms. Puskarcik suggested that City staff work with them to assess the need for 2013, determine a possible solution, and provide that report to the Committee. Staff's commitment would be to find a transportation solution for any veterans who desire to attend the parades. They will partner with Legion Post 800 on a solution.

Ms. LeRoy stated that veterans from the Dublin Retirement Village already participate in the parades, so staff can work with that center on transportation for any other veterans who have a need.

Mr. Gerber inquired what Mr. Noble was envisioning for transportation within the parade itself – a float?

Mr. Noble responded that his idea is a trolley, because it is an open conveyance. In a minivan, the veterans cannot be seen, nor can they observe what is taking place. Magnetic signs could be purchased and affixed to the sides of the trolley for the parade.

Ms. Chinnici-Zuercher summarized that Legion Post 800 work with Community Relations to assess and define a solution for 2013 transportation for the parades. The City is committed to helping with the transportation, once the analysis of the need for the three Dublin locations is completed.

### **3. Club Ohio Soccer - Nike Challenge Cup - \$5,000**

Missy Grether, Tournament Director, stated that this is the 15<sup>th</sup> year they have operated this youth soccer tournament. It runs for two weekends at the end of April -- girls the first weekend, boys the second weekend. Over 600 teams attend, requiring more hotel rooms than are available in Dublin. Teams from 13-14 states participate, from as far away as Rhode Island, Missouri and Tennessee. They are permitted to use Darree Fields for only one of those weekends. For that, they request a grant of \$5,000 to cover the cost of the field rental and City services for that event. They have been told by the DCVB that this event is second in economic impact to the Memorial Tournament, because of the number of room nights those two weekends. This is their first application for a City hotel-motel tax grant.

Ms. Chinnici-Zuercher stated that their application indicates that the event has approximately 7,000 overnight visitors. Is that the number of room nights or the number of visitors?

Ms. Grether responded that number characterizes the number of nights a family or individual stays overnight for the event during those two weekends. They use approximately 3,500 rooms for event accommodations.

Ms. Chinnici-Zuercher stated that Dublin does not have 3,500 hotel rooms. What percent of that is Dublin hotels?

Ms. Grether responded that she does not have a firm number. She believes it is 30-40%, because Dublin hotels are filled first. Visitors must also find accommodations in Worthington, Westerville, New Albany, downtown and as far east as The Fort Rapids hotel.

Ms. LeRoy stated that the DCVB has provided a number of 3,101 room nights for this event in Dublin.

Mr. Gerber asked about the status of the grant application from 2002.

Ms. Grether responded that they withdrew that application, because at that time their 5013(C)(3) status was pending. They decided to wait until the status was official.

Mr. Gerber inquired how they have been covering the \$5,000 expenses over the past five years.

Ms. Grether stated that they have used the Tournament revenue to cover these expenses.

Mr. Gerber asked how many corporate sponsors there are for the event.

Ms. Grether responded that Nike backs the Tournament through in-kind donations, such as soccer balls and signage. They are working on a bigger partnership with Wendy's this year. They are also working with Tim Horton's and Giant Eagle to provide food for volunteers and referees.

Ms. Chinnici-Zuercher asked if they have any corporate financial sponsors.  
Ms. Grether responded that they do not. The contributions are for advertising and in-kind donations.

#### **4. Dublin Jerome High School - Homecoming Parade - \$1,000**

Diane Murphy, Representative for Dublin Jerome High School Senior Class, stated that they are requesting a grant for the cost for City services for the homecoming parade. The Dublin Jerome High School has held this event for five years, and each year the event has become more meaningful. Students, parents, churches and the community come together for this interactive event. In 2011, the cost of City services were \$895. Although last year the costs were \$500 because the City had scheduled the wrong date, requiring the Streets and Utilities staff to come at the last minute -- this year, the City estimates costs of \$1,000. Mr. Gerber asked how the group has financed these costs in the previous years. Ms. Murphy responded that the Senior Class struggled to cover the costs through earnings from other activities. The parade is an event that has evolved as part of the homecoming festivities. Dublin Jerome is the only Dublin high school that has a parade.

#### **5. Dublin Scioto Lacrosse Boosters - Ohio Middle School Tournament - \$7,500**

Sally Maynard, Dublin Scioto Lacrosse Boosters president, stated that the \$7,500 is to defray some of their event expenses. The DCVB indicates that last year, this event resulted in 726 room nights for Dublin hotels. The event promotion lists only Dublin hotels and restaurants in their information. There were 88 teams that participated in the tournament. Their costs include City services, which involve two shifts of special duty officers, Streets and Utilities, signage and use of golf carts for senior visitors, and concessions. Their budget also provides financial assistance for those students who cannot afford to play. This is the only fundraiser that their organization does, and it is done for both boys and girls. The Lacrosse Boosters also support Dublin middle schools.

Mr. Gerber asked if any of the sporting goods stores have any interest in providing support.

Ms. Maynard stated that they were able to sell \$3,750 in advertising for various organizations.

#### **6. Kiwanis Club of Greater Dublin - Teen Driving Rodeo - \$3,500**

Walt Buss, Vice President, and Karen Shepherd, President, presented their application. Mr. Buss stated that there are nine police officers involved with staging the event. They have been advised that the police officers may not be able to be involved next year, due to budget concerns. The cost of \$3,500 covers the costs of having nine police officers for the program. They could not put on the rodeo without the police officers.

Ms. Chinnici-Zuercher stated that she believes these costs were included in the Police Division's budget, which was recently discussed during the operating budget hearings. She had asked Ms. Gibson to confirm that.

Ms. Gibson stated that she was not able to confirm that, as the Police Chief is out of town. Ms. Chinnici-Zuercher stated that she recalls this event was mentioned, so there is a need to confirm this. There is a need, also, to review the City's communication with the Kiwanis indicating they might not be able to participate in this event.

Ms. Shepherd responded that the Kiwanis received an email from Police that stated that, due to budgetary pressures, they might not be able to do the event next year.

Mr. Buss stated that the funds have been used in past for gifts for the students to take away from the event, but this year they will not provide gifts. The \$3,500 grant request is strictly to cover the cost for the police officers.

Ms. Chinnici-Zuercher stated that she recalls in previous years, the Committee had indicated that there was a need for the event to become self-supporting.

Mr. Buss responded that with the \$3,500 for City services, they have achieved that.

Ms. Chinnici-Zuercher stated that may be acceptable for this year, but if that is the cost to stage the program, Kiwanis needs to determine how to raise the money to support the program in total. Are all the students from Dublin schools?

Ms. Shepherd responded that they are not.

Ms. Chinnici-Zuercher asked if there are other municipalities assisting in funding this event.

Ms. Shepherd responded that there are not.

Ms. Chinnici-Zuercher stated that the other municipalities from which some of these students come should also be approached, and the Kiwanis groups in those municipalities, as well.

#### **7. Ohio Premier Girls Soccer Club - OP Invitational Soccer Tournament - \$10,500**

Ruth Rudibaugh, Director of Operations, introduced Nicole Cobb, Tournament Director.

Ms. Rudibaugh stated that this will be the 15<sup>th</sup> year for the tournament. The team participants are by invitation only and come from 8-10 states. In 2012, a total of 285 teams participated. Dublin hotels are promoted and those rooms are filled to their permitted blocks of rooms before going outside the City for additional hotel rooms. They do work with DCVB, and every year they are permitted to expand those blocks, so they look forward to filling even more rooms next year. This is the primary fundraiser for their organization. It helps continue programming in the area for Dublin youth. They are part of the Dublin Soccer League (DSL). They provide free programming to DSL youth, so a portion of this money helps fund the event for those youth, as they work in partnership with DSL.

Ms. Chinnici-Zuercher asked if the amount of their request is to pay for the cost of City services involved with the event.

Ms. Rudibaugh responded affirmatively. Their promotional materials provide information concerning Dublin. They would like to have the opportunity to expand the event to the extent possible within Dublin.

Mr. Gerber asked about the ages of the participants.

Ms. Rudibaugh responded that, because this is the fall season, the participants are U9-14, boys and girls. U15-18 are typically high school students.

#### **8. National Intercollegiate Flying Association – SAFECON - \$10,000**

Jonathan Denison, National Intercollegiate Flying Association representative/2013 SAFECON president stated that the NIFA holds a national safety and flight evaluation conference. In May 2013, it will be held at OSU Don Scott airport. They are asking for a grant to help subsidize the cost of the conference. The last time the conference was held in Columbus was in 2011, and they used over 1,300 room nights. They have a block of rooms at the Dublin Embassy Suites, and that is the only hotel offered to participants for the average 10-night stays. They have approximately 40 schools from states throughout the entire U.S. participating. In addition to the hotel, they advertise Dublin restaurants, and only Dublin catering is used for events. According to a survey conducted in 2011 after the last SAFECON event, there was a \$2M positive economic impact to the City.

Ms. Chinnici-Zuercher asked if both students and instructors participate.

Mr. Denison responded that is correct.

Ms. Chinnici-Zuercher asked about where they come from.

Mr. Denison responded that they come from colleges and universities with aviation programs and competitive flight teams throughout the nation. There are regional competitions, and from that, teams are selected for the national competition.

Ms. Chinnici-Zuercher stated that one of the challenges with this event is that the airport is not in Dublin. Is it possible to verify the room nights in Dublin?

Ms. Gibson responded that reported room nights were 1,450 for 2011.

Ms. Chinnici-Zuercher asked if those hotel rooms were in Dublin.

Ms. Leroy responded that they were in Dublin, as indicated by the DCVB.

Ms. Chinnici-Zuercher asked if they applied for a grant for 2012.

Mr. Denison responded that they did not apply for 2012, but did apply for the 2011 conference.

Ms. Chinnici-Zuercher asked if a grant was awarded for the 2011 conference.

Mr. Denison responded that they received a grant of \$7,000.

Ms. Gibson added that SAFECON was awarded a grant of \$7,500. However, it was rescinded because no follow-up report and no receipts for requests for reimbursement were submitted. That has occurred on two separate occasions with this organization – in 2006 and 2011. In 2002, they followed up with the required information.

Mr. Denison responded that, unfortunately, he was not involved in those years. He is certain that they have those records, so he could have a follow-up report submitted.

Ms. Gibson responded that, while it would be nice to have the actual numbers available, the funding for 2011 has already been rescinded. When the grant award is issued, a letter is included that indicates a report must be filed within 30 days of the event, along with the receipts and a request for reimbursement.

Mr. Denison noted that although the students move through each year, there is one permanent employee. His name should be included on the materials – Richard Smith; he

is a permanent NIFA member. He is present at the organization year in, year out. He can respond to requests for information.

Ms. Chinnici-Zuercher recommended that Mr. Denison have a discussion with Mr. Smith. It is not a positive experience to award an organization funding, but never receive the information needed to distribute it. And because the City approved a grant to SAFECON, those funds were not available for other applicants.

Mr. Denison inquired if there is a location where he could obtain the list of what the City wants included in that report.

Ms. Gibson responded that the letter with that information should be in their file, but she can forward a copy to him.

Mr. Gerber asked what their grant request is for 2013.

Mr. Denison stated that their request is \$10,000, which is much less than the full cost of the event.

Ms. Chinnici-Zuercher asked what are the total costs to run the event.

Mr. Denison responded that, based upon the last revision of the budget, it is approximately \$42,000.

Mr. Gerber inquired if Piper, Cessna or any other others contribute to this event.

Mr. Denison responded that some of the bigger contributors have been NetJets, Delta and Fraska – they offer a simulator for events. Recently, contributions have been much less than in earlier years.

Mr. Gerber asked where the flight students typically are employed after graduation.

Mr. Denison responded that most of the participants are undergraduates in the flight program, so many become professional pilots for corporations, airlines or the military.

There is also an alternative degree for aviation management, and those graduates go on to work in flight operations. However, he moved from the aerospace engineering program to graduate school for business.

## **9. Dublin Convention & Visitors Bureau - Irish Experience - \$7,500**

Scott Dring, Executive Director, stated that the Bureau has two key functions -- to attract visitors and their travel dollars to the City of Dublin and to raise awareness of Dublin as a great destination. One way in which they have been very successful is through their brand, "Irish is an Attitude." It has given them a unique competitive distinction to attract visitors. They hired a national research firm earlier this year to evaluate how effective that brand was. The results of their research indicated that it was very successful – people loved the brand, product and the Irish uniqueness to Dublin. However, there was one glaring void identified, and that was people expected more "Irish" product when they arrived in Dublin. They did not experience that, apart from the Dublin Irish Festival and St. Patrick's Day. In response to that report, DCVB has created a unique, two-fold program. The part he is here to focus on tonight is creating a grant program that establishes unique Irish product within the City of Dublin that will not only fill the needs of what visitors want, but will also provide an opportunity for more marketing messages to attract more visitors. This is anticipated to benefit residents and the corporate community as well. The grant

program will be overseen by a committee that was created six months ago, which includes non-partisan Bureau people. DCVB will not determine who receives grant awards; that will be done by the third-party committee. The committee includes Ms. Puskarcik, Ms. LeRoy and Ms. Burness. The committee has already developed grant criteria and a grant application and hopes to launch the grant program in January. The DCVB Board has already approved \$7,500 for the program. Their grant request is for matching funds from the City for the first year of this program.

Ms. Chinnici-Zuercher asked what he envisions as potential product.

Mr. Dring responded that, typically, one would envision music, dance and other entertainment, but they want to leave that up to the private sector to suggest. There could be Irish story-tellers on the Bri-Hi lawn during the summer, a library program, or other Irish children programs. They will have a framework in place. Ms. LeRoy has already provided an approved list of some entertainers, but the committee would have to approve the type of entertainment intended before any grant is awarded, which would go only to a Dublin business. They plan to start small and have identified five 10-day periods of the year to focus upon.

Ms. Chinnici-Zuercher stated that this is an innovative approach in response to the survey results.

Mr. Gerber stated that he agrees. This would likely enhance the draw to the Irish Festival.

#### **10. Committee Approval of Administratively Reviewed Grants**

Ms. Gibson presented a brief overview of the grant applicants that have been administratively reviewed.

- **Arthritis Foundation-Classic Auto Show & Cruise In - \$10,000**

Their request is the same as in previous years – a grant for the cost of City services. This event brings significant hotel rooms to the City of Dublin. Staff received all the required reports from 2012.

- **Dublin Kiwanis-Frog Jump - \$5,750**

This event is a long-time Dublin event. It is a popular, signature event for Dublin. Their request is the same as in previous years.

- **Dublin Soccer League-Charity Cup - \$16,832**

This grant request has traditionally been approved as it includes the cost of goals. The goals then become the property of the City and are used in the Dublin Soccer League.

- **Dublin Youth Athletics-Wayne Williams Memorial Tournament - \$19,500**

This event has been held in the City for a number of years. The event fills a large number of hotel rooms. Their request remains the same.

- **Historic Dublin Business Association Engagement Campaign**

The City has been awarding a \$20,000 grant for an engagement campaign for a number of years. The City is able to see how the money is spent and has observed the success of their campaign.

#### **COMMITTEE DISCUSSION/RECOMMENDATIONS**

- Discussion – Group 2 - Administratively Reviewed applications:

Ms. Chinnici-Zuercher asked the total amount requested for grant awards for 2013.

Ms. Gibson responded that the total for all the grants requested is \$142,000. The City budgeted \$200,000 for 2013 grants.

Ms. Chinnici-Zuercher stated that, historically, it has been a challenge to obtain the required follow-up reports from the Arthritis Foundation. Has that continued to be a challenge? With every grant award, information is enclosed that advises that a grant may be rescinded if the reports are not provided. This year, the letter needs to emphasize that point.

Mr. Gerber stated that when that occurred a few years ago, it was due to some issues within the Foundation's administration. He assumed that would no longer be an issue.

Ms. Chinnici-Zuercher stated it was due to some leadership changes. She agrees with Ms. Gibson's approach with the letter. Perhaps the policy should be not only that the grant would be rescinded, but they would not be eligible for a future grant. The Arthritis Foundation's event is a quality event and the City does not want to lose it; however, Council has an obligation to taxpayers to be responsible.

Mr. Gerber noted that it also appears as if the funds are not really needed.

Ms. Gibson responded that she agreed. Her suggestion was that the award letter state that the grant would be rescinded if the required receipts and reports were not filed, and they would be ineligible to apply for a grant the following year.

Mr. Gerber stated that he calculated the total of the five grants that were administratively reviewed and it is \$72,082.

Ms. Chinnici-Zuercher requested that the information that Ms. Gibson assembles for the next Council packet summarize the Finance Committee's grant recommendations and should also contain a memo about the proposed changes to the grant award letter.

Ms. Gibson indicated she would do so. She and Ms. Mumma also discussed that, in addition to having administrative review, they would also like to request the ability to administratively deny an application. All administrative approval/denial is subject to final Council approval. The denial would be for instances such as this -- if the applicant did not file a requested report, an application the following year could be administratively denied. They would be very few and clear cut.

Mr. Gerber stated that if the City agrees that is the policy, then the letter should clearly state that up front.

Ms. Chinnici-Zuercher stated that the Arthritis Foundation Classic Auto Show is actually run by a volunteer group, so the City needs to make certain to also copy the executive director on any communication. The executive director may not be aware that all the expectations are not being met. She believes Ms. Thomas is a development director at the Arthritis Foundation. In that case, a paid professional is aware of the requirements. In the SAFECON case, it is apparent that the individual referred to as Mr. Smith is the person who should receive the information from the City.

Ms. Gibson concurred. It is the first time she was made aware of that name.

Mr. Gerber requested clarification of when Council approved the administrative review and approval for some of the grants.

Ms. Gibson responded that the staff recommendation is reflected in the April 9, 2012 Finance Committee minutes. She believes that was followed by Council approval during a roundtable discussion.

Ms. Chinnici-Zuercher noted that this year, Council will also be requested to approve an amended policy to permit staff to deny applications during the administrative review process.

- Discussion - Group 1 Applications – Finance Committee Reviewed:

- **Dublin Arts Council - Community Research Project - Request: \$21,079**

Ms. Chinnici-Zuercher stated that she believes this is a worthwhile project, as it will give DAC a good road map for the future. However, because of that, she believes DAC should have invested some of their own operating funds, beyond Mr. Guion's salary. Certainly, a company's discount to secure their business cannot be counted as the agency's in-kind contribution. She believes a grant of 40-60% would be appropriate.

Mr. Gerber stated that, as the community matures, he would prefer to see the Arts Council become more self-sustaining. This is what occurs in other cities. He does not observe what efforts this Arts Council is taking toward that end. Instead, he observes requests for funding from the City in every way possible, and that is not in the best interests of the community. This is a perfect example, as there is no clear definition of their costs.

Ms. Chinnici-Zuercher noted that by Code, the City provides the DAC with 25 percent of the hotel-motel tax revenue. She assumes he is referring, then, to additional monies above and beyond that.

Mr. Gerber confirmed that is correct.

Discussion continued regarding the work of the market research firm and break-out items.

Ms. Chinnici-Zuercher stated that the City could fund half the market research firm expense at \$8,800 -- or half the total costs of \$10,895.

Recommendation: \$10,895

- **American Legion - Veterans Transportation - \$4,000**

Ms. Chinnici-Zuercher stated that as discussed, the group will work with Community Relations staff on this request. Perhaps Ms. Gibson could recommend that they formally withdraw their application versus the Committee recommending denial.

- **Club Ohio Soccer - Nike Challenge Cup - \$5,000**

Recommendation: up to \$5,000 (cost of City services)

- **Dublin Jerome High School - Homecoming Parade - \$1,000**

Recommendation: up to \$1,000 (cost of City services)

- **Dublin Scioto Lacrosse Boosters - Ohio Middle School Tournament - \$7,500**

Ms. Gibson noted that Council approved this last year, minus the hosting fee.

Ms. Puskarcik stated that their list of City services does include some school services.

Mr. Gerber asked if the Schools provide an option whereby an organization can request abatement of the School's cost of services.

Ms. Gibson responded that she does not believe they do, but she would research that. Ms. Chinnici-Zuercher stated that she believes the Schools have a practice similar to the City's – they charge for the use of facilities. She asked what the amount is for the hosting fee.

Ms. Gibson responded that she believes that last year, the group indicated it is a fee to the oversight organization.

Discussion continued regarding a breakdown of services for Dublin Schools, Washington Township, and the City.

Recommendation: up to \$5,000 (cost of various services)

#### **Kiwanis Club of Greater Dublin - Teen Driving Roadeo - \$3,500**

Ms. Gibson will confirm that the cost for the Police officers is already provided in the City's operating budget. If so, she will request Kiwanis to formally withdraw their application. She will notify the Committee regarding that confirmation tomorrow.

#### **Ohio Premier Girls Soccer Club - OP Invitational Soccer Tournament - \$10,500**

Ms. LeRoy stated that this application also lists services that are not City services in their cost of services.

Ms. Chinnici-Zuercher noted that the list includes a tournament website management fee and a concession stand, which total \$2,800. Otherwise, everything else is required.

Recommendation: up to \$7,700 (cost of City services)

#### **National Intercollegiate Flying Association – SAFECON - \$10,000**

Ms. Chinnici-Zuercher stated that she has concerns with this application, given the discussion tonight, even though it does bring in room nights.

Ms. Puskarcik stated that Mr. Denison is a student, not a Dublin resident and likely does not understand the City's boundaries.

Ms. LeRoy noted that the event does generate a large number of hotel room nights.

Mr. Gerber noted that in the past, there have been issues with some applicants believing the only criteria for a grant award was hotel-motel tax revenue generation through hotel room nights.

Ms. Chinnici-Zuercher stated that the event is also supposed to benefit Dublin. She assumes the hotel-motel tax revenue is the benefit.

Ms. Puskarcik stated that another benefit is the use of the local service industries.

Mr. Gerber stated that the City has approved a grant for them previously, but they did not file the reports and therefore did not receive the funds.

Mr. Gerber requested that Ms. Gibson contact Mr. Smith, the full-time individual referenced by Mr. Denison, and explain the grant criteria.

Ms. Puskarcik noted that there is another aspect to consider. Dublin will not always have the facilities within its corporate boundaries to host some events. However, it may sometimes be to Dublin's benefit that those venues are outside our community, as long as the groups are using Dublin's hotel rooms and restaurants.

Mr. Gerber stated that he does not disagree. In this case, however, there needs to be better clarification of the grant process to the organization.

Ms. Gibson stated that she will contact the individual and explain the proper process, should they choose to pursue a grant in the future.

Ms. Chinnici-Zuercher stated that in the future, Richard Smith should present the application, perhaps bringing a student for educational/coaching purposes.

Ms. Puskarcik noted that part of the consideration for grants is what recognition does Dublin receive for its support within the The Ohio State University community.

**Dublin Convention & Visitors Bureau - Irish Experience - \$7,500**

Recommendation: \$7,500

RECAP OF RECOMMENDATIONS:

Finance Committee Reviewed:

- Dublin Arts Council – Research Project - \$10,895
- American Legion - Veterans Transportation – recommend withdrawal
- Club Ohio Soccer Tournament - \$5,000
- Dublin Jerome High School Homecoming Parade - \$1,000
- Dublin Scioto Lacrosse Tournament- \$5,000
- Kiwanis-Teen Roadeo – recommend withdrawal, contingent upon confirmation that the funding is included in Police budget
- OP Soccer Tournament - \$7,700
- SAFECON – recommend denial (discussion with Mr. Smith to clarify process)
- DCVB – Grant Program - \$7,500

Administratively Reviewed:

- Arthritis Foundation-Classic Auto Show \$10,000
- Dublin Kiwanis-Frog Jump - \$5,750
- Dublin Soccer League-Charity Cup - \$16,832
- Dublin Youth Athletics-Wayne Williams Memorial Tournament - \$19,500
- Historic Dublin Business Association-Engagement Campaign - \$20,000

The meeting was adjourned at 7:35 p.m.

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Deputy Clerk of Council