

**DUBLIN CITY COUNCIL
FINANCE COMMITTEE MEETING
Monday, November 25, 2013
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, Mr. Keenan and Mr. Gerber.
Staff present: Ms. Gibson, Ms. Puskarcik, Ms. LeRoy and Ms. Green.

GRANT APPLICANT PRESENTATIONS

1. NIFA - SAFECON (Safety and Flight Evaluation Conference) 2014 - \$8,000

Richard Smith, Executive Director, National Intercollegiate Flying Association (NIFA), 2160 West Case Road – Box #7, Columbus, Ohio 43235, presented the application. He stated that in 2014 and 2015, this event is scheduled at Don Scott Airport. In addition, there will be a regional competition of the five schools in Region 3 (including Ohio State, Kent State, Ohio University) in October 2014. In May 2013, the event resulted in 1,477 room nights in Dublin hotels. In 2014, it will be essentially the same -- 31 schools have been invited. Embassy Suites is their host hotel. Jack Eggspuehler, who at one time ran the Ohio State Aviation Program, is an owner of Oscars, so they tend to bring a lot of business there, as well as the local pizza shops. Each school brings 15 competitors; there are 450 competitors, at least 100 judges, 50 coaches and advisors, and parents. The event lasts for six days – May 12 – 17. Some wealthier schools show up two weeks early to familiarize themselves with Don Scott Airport, and every school is present by the preceding Wednesday to provide the participants time to practice – that is the reason the event brings in so many room nights to Dublin.

Ms. Chinnici-Zuercher stated that last year, Council had a concern with this grant application. Council requires a follow-up report for the bed tax grants, which each grantee is required to submit to Ms. Gibson, City Tax Administrator. It was discovered that this issue was due to the fact that students presented the grant request for this event, and they were the City's point of contact. However, the students leave after the event, which has resulted in a lack of follow-up.

Ms. Gibson stated that the grants issued to NIFA in 2006 and 2011 were rescinded due to the lack of follow-up.

Mr. Smith responded that he assumed his position on July 1, 2011. The 2006 and 2011 SAFECON events at Don Scott were handled by his predecessor, whose residence and the headquarters of NIFA were in Monroe, Louisiana. Communication issues were due to the long distance. That problem no longer exists. His office is at 2160 West Case Road. He can easily provide any follow-up information required for this event.

Ms. Chinnici-Zuercher explained that the City's grant is based upon reimbursements of receipts submitted, so if the City never receives any receipts, then the grant award is rescinded.

Mr. Keenan asked if anyone from NIFA followed up to inquire about this.

Mr. Smith responded that his predecessor never mentioned any follow-up required by the City of Dublin, but that would no longer be an issue as a local individual is now in charge of the event.

Mr. Gerber stated that the application indicates that the grant funds will be used for facility rentals, events, aircraft, trophies, and an awards banquet. The receipts for those expenditures would be provided in a follow-up report to the City.

Mr. Smith responded that the largest expense involved is the rental of the Archie Griffin Ballroom for 700 attendees for the award banquet on May 17, 2014. The second highest expense is 160 trophies and award certificates -- \$20,000; then meeting room rentals in the Embassy Suites for the judges' briefings and written student exams. The grant award would be used to offset some of those costs.

Mr. Keenan stated that, although Council has approved previous grant requests for this event, it has never actually been funded. Mr. Dring's support, due to the number of hotel room nights, is very strong. Dublin shops and restaurants will also benefit.

Mr. Keenan noted that their request is for exactly \$8,000.

Mr. Smith responded that they would appreciate any financial assistance the City can provide. They are a non-profit organization. He is not aware of how the City calculates its grant awards.

Mr. Keenan moved to recommend approval to Council of an \$8,000 grant, subject to receipt of the proper documentation.

Mr. Gerber seconded the motion.

Motion was unanimously approved.

Ms. Chinnici-Zuercher stated that the Finance Committee provides its recommendations for these grant awards to City Council, which will be considered and acted upon by Council at their December 9, 2013 meeting.

Ms. Gibson noted that tomorrow, she will forward to the applicants an email confirming this Committee's recommendation. The email will also provide the date/time of the Council meeting, if the applicant desires to attend.

Mr. Smith stated that if the Committee recommends that he attend that meeting, he will do so.

Ms. Chinnici-Zuercher stated that if he wants the opportunity to share details of the event with the public during the three minutes allotted for comments, he may do so.

Mr. Smith indicated that if the Committee would like to have any of the follow-up information from the 2013 event, he would be happy to provide that, as well.

Ms. Puskarcik noted that one of the last questions on the grant application relates to recognition of the City of Dublin. After Council's December 9th meeting, she will contact the grant awardees and follow up with them, accordingly.

Mr. Smith responded that his understanding is that when the event is in Dublin, they are to recognize the City in their souvenir program. They would also list the City as a sponsor on their 2014 SAFECON website. If any Council member would like to attend their awards ceremony on May 17, they would also be recognized.

Ms. Chinnici-Zuercher thanked Mr. Smith for his presentation.

2. DUBLIN SPECIAL OLYMPICS - SHAMROCK GAMES - \$5,000

Krista Keir, 6558 Cooper Meadows Road, Westerville, OH 4308, represented Dublin Special Olympics. This is the second year of this Dublin-based program. They have grown from 13 swimmers last year to 32 swimmers this year. Previously, Delaware held an event every June, but two years ago, they discontinued their event, which created a need. Last year and this year,

Leadership Dublin has helped them with organization and planning. They will be using the facilities at Dublin Coffman High School. They are anticipating 400 athletes, representing 12 local programs within the central Ohio area. Nearly 200 volunteers are necessary to run the event successfully, and Leadership Dublin will be assisting them with that effort, as well. The event will continue to be held in Dublin in future years. The Dublin Schools facility rental fee is low. However, there are costs for the awards, which mean much to the athletes.

Ms. Chinnici-Zuercher inquired if most of the athletes are local young people.

Ms. Keir responded that they are from Area 6 of central Ohio – from Franklin, Delaware, Licking, Madison, and Pickaway counties.

Ms. Chinnici-Zuercher noted that they would not have the need for Dublin hotels.

Ms. Keir responded that they would not; however, they would utilize Dublin restaurants and other businesses.

Ms. Chinnici-Zuercher inquired what the relationship is between the local Special Olympics and the national organization.

Ms. Keir responded that she works directly with Special Olympics of Ohio, but not with the international organization. Each month, they provide their financial statements to the Special Olympics of Ohio, so she does not need to prepare a 990 form. They provide administrative guidance and host the state events. The June 7th event in Dublin will lead up to the State summer event held at OSU.

Ms. Chinnici-Zuercher inquired if any of their participants also participate in the Miracle League.

Ms. Keir responded that many of them do. To be a competitor for Dublin Special Olympics, the children need to live within the Dublin City School district.

Mr. Gerber moved to recommend approval of the grant request for \$5,000.

Mr. Keenan seconded the motion.

Motion was unanimously approved.

Ms. Gibson inquired if the facility rental fee could also be included in the approved funding. Committee consensus was that it could be.

3. CLUB OHIO SOCCER - NIKE CHALLENGE CUP & FALL CLASSIC SOCCER TOURNAMENTS – Nike Cup - \$10,500; Fall Classic \$1,800

Missy Grether, 4860 Avondale Ridge Drive, Dublin, tournament director for the Club Ohio Nike Challenge Cup, noted that the representative for the Fall Classic could not be present this evening. The events are for the combined club, however. This is their 15th year running the Nike Challenge Cup, which is for both boys and girls, ages U8 through U19. The 2014 event will be on Easter weekend – April 13-14 for the girls and April 26-27 for the boys. The Fall Classic will be held the first weekend in November 2014. This is the second year they have requested the grant, and it includes a few different expenses this year. For the Nike Cup, they are requesting \$10,500 for the Darree Fields rental and preparation, no parking signage, permit approval and custodial services; new website cost; and 10% of the cost of the Soccer First field rental. For the Fall Classic, they are requesting 10% of the Soccer First field rental. By placing 21 fields at Soccer First, they are able to move the headquarters from Westerville to Dublin and keep more players in Dublin. Other organizations provide additional donations and services. They will be providing links on the new website to the City of Dublin and the Dublin Convention and Visitors Bureau.

Last year, 595 teams participated in the Nike Cup tournament; 213 teams participated in the Fall Classic.

Mr. Keenan noted that the event drew approximately 3,000 room nights in 2013. There were 6,000 room nights during the Presidents Cup. Therefore, the event is economically advantageous to the City.

Ms. Chinnici-Zuercher noted that together, the two tournaments resulted in 4,000 room nights.

Mr. Keenan moved to recommend approval of the grant request.

Mr. Gerber seconded the motion.

The motion was unanimously approved.

4. DUBLIN COMMUNITY BANDS - ORGANIZATIONAL SUPPORT - \$10,000

Ms. Gibson stated that the \$2,500 grant approved in 2012 was specifically for the group to develop a business plan and present it for approval. Although a business plan is included with this application, because it was never submitted for approval, they have never received the \$2,500 previously awarded.

Brenda Kocak, 24 Darby Street, stated that she is a new member of the Board and is unaware of the previous grant requirements.

Bill Faust stated that he has served on the Board since its beginning. They followed up on this Committee's recommendation two years ago. They hired Bob Breithaupt, the former executive director of the Jazz Arts Group of Columbus. Although it took a year to develop, they did develop a strategic plan. It is now complete and included in their application packet. They were not aware that they needed to separately present it, but they are willing to come back to the Committee to present it. The plan points out that they are a 100% volunteer organization, so have no paid staff. The feedback they have received from various community organizations and events is that they were not aware that the Dublin Community Bands organization exists. They were not aware that they are comprised of 200 members and have four different performing organizations. The grant proposal they submitted this year focuses on funds to develop actionable marketing and promotion. They want to make that outreach to the community to make them aware that the organization exists, what they do, and the different performing groups that are available for various events. They are trying to build their brand, so that the community knows they are here as a resource.

Ms. Chinnici-Zuercher stated that this proposal reminds her of the one previously presented by the Dublin Arts League, which had a similar situation. They were also an all-volunteer organization that needed to be organized -- in their case, to expand the summer art festival. The challenge is that Dublin Community Bands does not actually meet the grant criteria. Because this Fund does not exist to sustain organizations, a plan of sustainability needs to occur, so that the organization realizes that it is not an annual funding opportunity. The Art League worked with someone in their industry, similar to what Dublin Community Bands has done, to develop a sustainable plan. Within a short period of time, it was possible for them not to be dependent upon grants from the City. Now that Community Bands has this strategic plan, where are they in relation to going to that next step? Mr. Faust responded that they are actually sustainable now. Between dues, private donors and promotional opportunities, they are completely sustainable. However, there is an appetite for them to do more. It is a growth question. They can remain as they are today and exist in the black without financial issues. They would simply be an organization that practices together and puts on a few concerts at the schools, and that would be it. The limited contact they have had with the

community has made them aware that few people know they exist, but that there would be interest in involving them in different events and opportunities. That is the reason this application has focused on growth.

Ms. Chinnici-Zuercher inquired if they have requested other funders for financial assistance. Mr. Faust responded that the Strategic Plan revealed that they have two sides to their mission -- one is more artistic and educational; the other is community and entertainment. They have found that funders look at those things differently. Some organizations are interested in funding pure artistic endeavors and education, such as the Arts Council, and they have pursued that. However, they have found that there is interest in them as an entertainment source. The Arts Council, for example, does not consider their July 4th performance to be an artistic endeavor; they view that as a community activity. They are a "tweener." They rationalized this in their Strategic Plan, and now they are trying to seek funding on the arts and education side and also on the community side.

Mr. Gerber stated that there was no annual budget in their materials. Could he share their anticipated annual expenses and revenue?

Mr. Faust responded that their annual budget is \$8,000 - \$10,000. Between dues of the playing members, 80% of whom are Dublin members; promotional fees they receive from sponsorships of events and programs; and private donations – they receive approximately the same amount of revenue as their expenses. They are essentially a break-even organization, as a non-profit would be.

Mr. Keenan inquired if they are attempting to develop the entertainment side in order to generate more revenue.

Mr. Faust responded that some of the groups they have, such as the swing band, have received payment to play. They do not feel comfortable charging for the community band's performances, however; so they receive only donations.

Mr. Keenan stated that this Committee does not want to get involved in annually sustaining their budget. However, he does not see a problem with providing funds for developing the suitability and promotion of the organization, as noted in the Strategic Plan. For example, perhaps the City could provide funds to "identify specific opportunities for corporate, individual and governmental support," so they can grow their revenue side and be able to carry on. He loves what the Community Bands do, and there are numerous events they could be involved in within this community. Council would love to see the group grow, but it is not the City's function to provide an annual revenue source.

Mr. Faust stated that he understands that. They are trying to identify how to fund the growth. On a flat level, they are sustainable as they are.

Mr. Gerber inquired what funding the City has provided to this group in the past.

Ms. Gibson responded that the City gave them \$18,000 in the first year, which was used to purchase instruments, and then \$2,500 to develop the plan.

Ms. Chinnici-Zuercher moved to recommend funding up to \$10,000 for a one-time grant for the specified growth purpose. Ideally, if they do the significant marketing to which he has referred, they will create a greater income source from paid performances.

Mr. Faust agreed.

Ms. Chinnici-Zuercher noted that on the website they are developing, Council would expect the City to have recognition.

Mr. Faust agreed.

Ms. Kocak stated they also anticipate having a regular page in *Dublin Life*. They want the community to know that Dublin Community Bands exists, and repetition in the media will help increase that awareness.

Mr. Keenan clarified that the grant would be to fund the outreach and promotion goals reflected in their Strategic Plan, with an emphasis on the last two items in Goal #5, "Develop revenue generation plan" and "Identify specific opportunities for corporate, individual and governmental support."

Mr. Gerber seconded the motion.
Motion passed unanimously.

Mr. Faust inquired if the completed Strategic Plan could still be presented to the Committee. Ms. Chinnici-Zuercher stated that the \$2,500 grant was awarded in 2012. Is the opportunity still available for them to submit the Plan as an invoice and be paid?

Ms. Gibson responded that it is still possible. The grant has not been rescinded based on the previous discussions over the time.

Ms. Chinnici-Zuercher stated that Ms. Gibson would provide email instructions to Mr. Faust tomorrow.

5. DUBLIN UNITED SOCCER CLUB - 2014 DUBLIN UNITED CHAMPIONS SOCCER TOURNAMENT - \$4,000

No representative was present to review their request and respond to questions.

Ms. Chinnici-Zuercher inquired if this group has previously received grant funds. Ms. Gibson responded that it has not.

Ms. Chinnici-Zuercher inquired if staff is aware of any reasons why or why not this application should or shouldn't be approved.

Ms. LeRoy responded that she spoke with Mr. Dring, who indicated that they have not been tracking the room nights for this event because it has been a minimal event. If it grows, however, it would be likely to have more impact.

Mr. Keenan stated that it would be good to have Mr. Earman's input on this request. Personally, he has concerns that there may be individuals involved with whom there have been issues in the over-all soccer program.

Ms. Chinnici-Zuercher noted that the requested grant is for marketing efforts to more clubs outside of central Ohio. The theory is that the event would bring in more hotel rooms.

Scott Dring, Executive Director, Dublin Convention & Visitors Bureau (DCVB), stated that he believes they intend to reach out to outside clubs to have them participate in the Tournament, and thereby bring in hotel room nights. Because it is a locally based tournament, DCVB has not had much involvement.

Mr. Keenan moved to disapprove the grant request.

Mr. Gerber seconded the motion.

Motion passed unanimously.

6. Administratively Reviewed and Approved Grants:
 - a. Arthritis Foundation - Classic Auto Show & Cruise In - \$10,000
 - b. DCVB – Irish Experience - \$7,500 (a matching grant)
 - c. Dublin Kiwanis – Frog Jump - \$7,000
 - d. Dublin Youth Athletics - Wayne Williams Memorial Tournament - \$19,500
 - e. HDBA - Engagement Campaign - \$20,000
 - f. Dublin Scioto H.S. Lacrosse Boosters - Middle School Tournament - \$6,000
 - g. Dublin Soccer League – Dublin Charity Soccer Cup - \$21,672
 - h. Dublin Historical Society – Video Tour of Coffman Homestead - \$4,500

Committee members had no questions or concerns.

Ms. Chinnici-Zuercher moved to recommend approval of the grants that have been administratively reviewed and approved.

Mr. Gerber seconded the motion.

Motion approved unanimously.

Ms. Gibson stated that, for the record, by email she asked Finance Committee members if the Dublin Jerome High School Prom 2013 homecoming parade grant request could be considered next year -- in 2014. Committee members indicated that they had no objection to that. For the Fall Classic, they are requesting \$1,800 for the Soccer First field rental.

7. Conditionally Reviewed Grant Requests:
Dublin A.M. Rotary – Blarney Bash

Mr. Gerber noted for the record that he and Ms. Chinnici-Zuercher serve on the Dublin AM Rotary Board. Therefore, he checked with the City Law Director to ensure there would be no conflict of interest for them in reviewing and voting on the following grant request. He was assured that there is no conflict of interest, as they do not monetarily benefit in any way.

Ms. Puskarcik stated that they have discussed with the applicant the timing of this application and their next one, if Council were to approve this concept. They have agreed that they need more time to determine where and what they want to do, recognizing Council's discussion a few weeks ago regarding how often events that require road closure should be held in Historic Dublin. They have also looked at sites in Metro Center and OCLC. They are continuing to consider what type of fundraiser would be best for Dublin Rotary that meets the needs of the City and the goals of City Council. They request that this application be postponed, and they will look ahead to the 2015 event.

Mr. Gerber inquired if they are considering something similar to Fore!Fest, for which a road or two must be closed. What is their vision?

Ms. Puskarcik responded that their vision has changed somewhat. They had wanted to get an application in front of the Committee now, but have realized that they would appreciate more time in defining that vision. Perhaps, immediately after Fore!Fest, others were interested in doing a Fore!Fest 2 type of event, but Council has indicated they would need time to consider that again.

Ms. LeRoy stated that she has talked to some of the members about this. Although a road-closure type of event was an early concept, due to the weather and time of year this event is held, they have changed back to a tent format. The tent would provide needed coverage.

Mr. Keenan agreed. The weather would be a critical issue in any road closings.

Ms. Chinnici-Zuercher noted that a family focus will not bring in the same revenues as the original Blarney Bash, where the monies were made through the profits from beer sales. That is a consideration in what type of attendees they work to attract.

Ms. Leroy stated that they want to make sure this event does not compete with the parade. They will continue to discuss options that make sense for them and for the City. The previous budget for this event will no longer result in a money-making event. They need to make this a smaller event with a smaller budget, yet raise the money. They are looking at what would be the best fundraiser for them in the future.

Mr. Keenan inquired the date of the event.

Ms. LeRoy responded that it will be Saturday, March 15, 2014.

Ms. Puskarcik noted that another consideration is the fact that the Powell golf course club holds a major fundraising event on that same Saturday.

Ms. Gibson stated that they have asked them to submit their proposal by the end of the first quarter in 2014.

Ms. Chinnici-Zuercher responded that what the Committee would be agreeing to is scheduling a special Finance Committee meeting to review the application at that time, or add the review of this application to the regular quarterly Finance Committee meeting.

Committee members had no objections to scheduling this for future review at the end of first quarter 2014.

Mr. Gerber stated that he wants to clarify that he is not interested in approving any other event that would essentially close down parts of the City.

The meeting was adjourned at 6:55 p.m.

Deputy Clerk of Council