

**DUBLIN CITY COUNCIL  
FINANCE COMMITTEE MEETING  
Monday, November 24, 2014  
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, Vice Mayor Gerber and Mr. Lecklider.  
Staff present: Ms. Mumma, Ms. LeRoy, Ms. Crandall, Mr. Hahn, Ms. Puskarcik.

**Consent Agenda**

Vice Mayor Gerber moved to approve the Finance Committee Minutes of August 11, 2014.

Mr. Lecklider seconded the motion.

Vote on the motion: Ms. Chinnici-Zuercher, yes; Vice Mayor Gerber, yes; Mr. Lecklider, yes.

**2015 HOTEL/MOTEL TAX GRANT PRESENTATIONS**

- DUBLIN A.M. ROTARY - BLARNEY BASH - \$20,000

Wolfgang Lant, Dublin A.M. Rotary president, stated that this event is a Dublin St. Patrick's Day Irish celebration. It is a local tradition that the Dublin A.M. Rotary would like to resume to benefit the Dublin A.M. Rotary Charitable Foundation and the Maria Tiberi Foundation. The event will be held on Saturday, March 14, 2015 from 11:00 a.m. to 11:30 p.m. in the OCLC Campus parking lot under an 82-ft. x 197-ft. heated tent. Expected attendance is 3,000-5,000. There will be five to ten food trucks on site and two beverage trailers serving Irish beer, soft drinks, water and wine. There will be six live bands, Irish dancers, a drum and bagpipe corps, disc jockey and a master of ceremonies. They would like the Mayor or Vice Mayor, Council members and the Grand Leprechaun to welcome their guests. The estimated event expenses are \$71,000; estimated revenue is \$81,000. The event logistics would be part of that grant. They will pay for the tent, trash receptacles and perimeter fencing. Security will be provided by community service officers. Safety services will be provided by Dublin Police, EMS and Fire. There will be portable lighting in addition to the street lights on the parking lot. Traffic control will be provided by Dublin Police. Marketing will consist of dori flags, sandwich boards and other signage. The grant will help defray some of the start-up costs, including caterers, trash receptacles and porta johns. Coupled with the St. Patrick's Day Parade, this event provides the venue and entertainment to support Dublin as a destination for a St. Patrick's Day weekend celebration and is marketed throughout the state. It brings the community together to celebrate Dublin, the day and creates a sense of community and pride in hosting visitors to our City. It supports charitable giving. They will identify a local charity to support every year in addition to their foundation – this year that is the Maria Tiberi Foundation, which emphasizes awareness of distracted driving.

Ms. Chinnici-Zuercher inquired if the event will cost a total of \$71,000. The document in the Committee's packet indicates a cost of \$60,000.

Mr. Lant indicated that amount has been updated and provided copies of an updated spreadsheet.

Ms. Chinnici-Zuercher inquired if the expectation is that they will be able raise \$80,000 through corporate sponsorships and alcohol sales, and are also asking the City for \$20,000.

Mr. Lantz responded that is correct.

Ms. Chinnici-Zuercher inquired what is the relationship of the Maria Tiberi Foundation and this event.

Mr. Lant responded that every year they will be sponsoring a local charity. This year, they selected the Maria Tiberi Foundation as that local charity.

Ms. Chinnici-Zuercher inquired if that means the Maria Tiberi Foundation will receive some of the proceeds from the event.

Mr. Lantz responded that is correct. They are continuing to work out the details of how to give proceeds to them. Most likely, we will give them a large batch of tickets they can sell and keep the revenue.

Mr. Lecklider stated that the request is for \$20,000; the estimated cost of City services is \$10,000. Is the additional amount to defray other expenses?

Mr. Lantz responded that is correct. The tent alone is approximately \$25,000. There is also the cost of heaters, lights, portable restrooms and trash receptacles. However, this is a one-time contribution. They expect it to be necessary the first year only.

Dwight Seeley, Dublin AM Rotary, stated that they need financial assistance with the first time they hold this event. They do not yet have all the sponsorships that they would like to have, but are actively involved in an attempt to recruit them. Not knowing how many people will attend the event, and because it is their first year to hold it, they need some initial help.

Ms. Chinnici-Zuercher stated that their proposal indicates that if they continue holding this event in future years, they will be requesting the City for financial support for police, traffic, etc.

Mr. Lantz responded that is correct, but the request will be much less.

Ms. Chinnici-Zuercher inquired the Committee's preference for making recommendations -- after each proposal or at the end of all the proposals?

Committee agreed to provide recommendations following hearing of all the proposals.

Ms. Mumma stated that staff would be forwarding an email to all applicants to advise them of the Finance Committee's recommendations.

Vice Mayor Gerber stated that, typically, the grants funds are provided on a reimbursement basis. After the grantee receives a bill for the cost of City services, they are reimbursed that amount.

Ms. Chinnici-Zuercher stated that is correct in regard to the cost of City services element. They are asking for more than that, but if we were to recommend an amount up to a certain limit for the cost of City services, then that is the process that would occur.

- DUBLIN ARTS COUNCIL – CULTURAL PLACEMAKING PLAN - \$14,750

David Guion, Dublin Arts Council Executive Director, stated that a number of community conversations and feasibility planning efforts have taken place or are currently taking place. This plan is centered on building a stronger sense of community in Dublin and has strong cultural components. They met with Terry Foegler and Michelle Crandall today to talk about the importance of art in the new development in Dublin. Dublin Arts Council (DAC), in partnership with the City, is requesting \$14,750 to contract industry leader Tom Borrup, Creative Community Builders in Minneapolis to perform a strategic assessment of the varied studies and projects to provide an inventory of community cultural assets, facilities, venues and opportunities. DAC has identified a need for a coordinated approach to development of cultural assets in the community and seeks to develop cross project strategy between key stakeholders and project leaders. At the conclusion of the assessment, Mr. Borrup will recommend strategic steps for coordination of programming, funding, facilities, planning and ongoing assessment across projects.

Ms. Chinnici-Zuercher stated that the total project that will be performed and the total cost for that is a larger sum of money, and DAC is also seeking funding from the National Arts Endowment and others for the greater project.

Mr. Guion responded that is correct. It is their hope that this initial funding leverages additional future funding.

Mr. Lecklider inquired how this complements the Sense of Place survey that we all participated in. Mr. Guion responded that this will provide an overall look at all the studies that are done or currently being done. A Sense of Place was one of the more recent studies, so it will be included in this assessment.

Mr. Lecklider inquired if this assessment will be at some higher level.

Janet Cooper, DAC Marketing and Public Relations Manager, responded that they believe it will. On page two, there is a list of approximately 15 different studies, plans and reports. DAC has an opportunity to play into all of those and contribute positively to all of those projects. How, when and what ways would be directed by the findings of the strategic assessment that Mr. Borrup would conduct.

Mr. Guion stated that they would devise and launch a platform for ongoing information sharing and coordination among key stakeholders and project leaders. That will involve the Dublin Convention and Visitors Bureau, City Economic Development and Mr. Foegler representing the City's planning strategies. Multiple stakeholders will be able to incorporate this information. They recommend strategic steps for coordination of programming, funding, facilities and comprehensive planning and ongoing asset assessment across projects. This will be the first phase in developing a full cultural plan. Essentially, it will be gathering everyone together and getting a sense of what exists, then working to meet everyone's needs and goals in regard to the incorporation of arts and aesthetics in Dublin.

Ms. Chinnici-Zuercher stated that the entire project will cost approximately \$400,000. In essence, would Mr. Borrup be taking all the existing assessments related to art and the cultural aspects of the Dublin community, synthesizing those, and producing a larger plan?

Mr. Guion responded that it would be the start of a larger plan. It would be looking at everything we currently have and assessing in what direction they are pointing.

Ms. Chinnici-Zuercher requested clarification in regard to "the start of a larger plan." For \$400,000, shouldn't there be a plan in the end?

Mr. Guion responded that the plan is both strategic and tactical. The idea would be incorporating additional public art and activating space in the downtown area.

Ms. Cooper stated that this grant of \$14,750 is for the initial phase, which will provide the beginning of a plan. This phase would be the strategic assessment of all the existing plans, looking for synergies, similar messages, ideas within the community that could be synthesized, and reporting those back to us. It would involve the people in the community working together to achieve some of the goals – with everyone "rowing in the same direction." Those findings would then be leveraged into a larger grant request for a different project to produce the full cultural plan. The \$400,000 estimated for development of a possible future goal would include development of a full plan and probably the execution of the first couple components/projects in that plan.

Mr. Lecklider inquired what is the likelihood of their receiving the approximately \$400,000 funding for the next steps.

Mr. Guion responded that there are two ways in which they will pursue the additional funding: (1) Art Place, a national initiative, which provides funding up to \$200,000; (2) National Endowment "Our Town" grant, also \$200,000 – one in four receives that. The ArtPlace grant has only a four percent chance of receipt. The DAC submitted a Letter of Intent, and should know in January if invited to submit a full proposal.

Mr. Lecklider inquired what happens if they don't receive those grants. He assumes there would still be some usefulness to the information gathered with the grant being requested today, but he wonders if the study could potentially sit on the shelf, and for lack of future funding, not be fully utilized.

Ms. Cooper responded that she believes it would be very valuable, regardless of what happens going forward. There are many projects underway, and there are many ways in which DAC could contribute to those projects. Having someone who is a creative place-making expert assess those and give them some direction for our community would be very helpful. It would be valid for them to continue and do a complete cultural plan, but it is not critical. This will also provide a springboard for looking at other types of grants. If this report shows that we should be going in a certain direction, the DAC can look at other opportunities beyond the two grant sources initially identified.

- DUBLIN CITY SCHOOLS - EMERALD CITY MUSIC GAMES - \$10,000 - \$20,000

Dan LaMacchia, Assistant Show Director and Charlie Speer, events coordinator for Dublin City Schools, presented the application.

Mr. LaMacchia stated that Emerald City Games will be entering its eleventh year. It is a musical competition that is held annually on the Dublin Coffman football field at the end of July under the auspices of Drum Corps International. Dublin is one of the stops on a 106-show tour of competing drum and bugle corps. The competition attracts between 3,000-4,500 participants and fans to the stadium one day per year with attendance from all over the country. The final competition is in Indianapolis in August. They have been a self-supporting entity. Revenue from the show has ranged from \$60-70,000; expenses have ranged from the early years at \$15-20,000 to recently in the \$40-45,000 range. They are asking for three levels of funding, although they would prefer the first sum of \$20,000 to help do several things. The show produced in Dublin has become one of the pre-eminent shows on the Drum Corps International tour. Drum Corps International identifies schools and host schools to feature; this year, Dublin is one of those. This year, coming to Dublin are the first and second placing corps from last year and their fans. The first-place corps is from California, and the second-place corps is from Canton, Ohio. They are asking for specific funds to: (1) help expand their marketing reach to band and musical directors around the state to attract them to the show, and (2) a longer term goal of turning the one day of drum corps music into a performing music arts fest. Last year, they implemented the first part of that plan by including food trucks in their one-day show – they had nine last year. They hope to have more food trucks for a longer period of time at this year's show. In addition, there is an aspect of drum corps which music kids participate in -- not just as fans, but also as participants. The drum corps typically arrive early in the morning the day of the show. They unload to the seven schools; typically all eight schools are utilized. They sleep for a few hours, practice all day, and do a show that evening. After that, they drive to the next town and repeat the process, all the way up to August. On the day of the show, clinics are held at various host schools, providing education not only to the marching members but their staff as well. This year, they hope to be able to pay for and have clinics for all seven corps occurring that day.

Ms. Chinnici-Zuercher stated that this event has been occurring for 10 years or so. She does not believe that they have ever received or requested funding from the City.

Mr. Speer responded that they did receive bed tax funding two or three years ago to increase advertising to newspapers and hopefully for TV ads. The show occurs rain or shine. They have been fortunate in not having had rain in past years. The school invests \$25-28,000 in the show. That comes from funds used to pay for the stadium; it is not tax money. It is money generated from this kind of activity. They would like to have a nest egg so that if there a rainout, costs can

still be covered for the Schools. The Corps will still be here, staying all night in the buildings, and they have to pay those expenses.

Ms. Chinnici-Zuercher inquired if there is a fee structure for the Schools. The expenses could be covered by increasing the fee structure.

Mr. Speer responded that they have the two top drum corps coming to Dublin, and they are the two most expensive corps to have. They request show locations and are assigned. We don't have the opportunity to select. Dublin Schools are high on their list because they like the Dublin facilities. However, the Schools have to pay that cost up front; if it rains, it is problematic.

Ms. Chinnici-Zuercher clarified that the Schools are the sponsors.

Vice Mayor Gerber inquired what amount they applied for the last time. He does recall an application.

Mr. LaMacchia responded that it was \$5,000.

Vice Mayor Gerber stated that he assumes it was for the cost of City services.

Ms. LeRoy responded that they don't typically require any City services. They do hire some police officers, but they pay them directly; it is not billed by the City.

Vice Mayor Gerber inquired if it was handled on a reimbursement basis.

Ms. LeRoy responded that they handled that directly with the Police.

Mr. Lecklider stated that because the Schools are hosting this event, he assumes no fee is charged for the stadium use. Otherwise, a fee would be charged for the stadium use.

Mr. Speer responded that there is no fee for the stadium use, but there are the costs of air conditioning, etc.

Mr. Lecklider inquired what the cost would be if the Schools were not hosting this.

Mr. LaMacchia responded that for the show they had last year, which was eight corps/eight schools for effectively a 24-hour timeframe, it would have been close to \$28,800 for just the facilities cost.

Mr. Lecklider inquired if that would have been the charge for an outside organization for the use.

Mr. LaMacchia responded that is correct.

Ms. Chinnici-Zuercher stated that the application indicates that the proceeds from the event are used for the maintenance of the high school stadium and replacement of the artificial turf. How much does this group make in profits each year?

Mr. Speer stated that it varies each year. They invest close to \$80-90,000 into the event and make a profit of \$10-12,000. That amount goes back to the sustaining fund.

Mr. LaMacchia stated that last year it was \$15-18,000 and that was with half the stadium filled. The stadium can hold approximately 5,000. Their goal is to make it standing room only.

Ms. Chinnici-Zuercher stated that the \$15-18,000 could be used to pay for the expanded clinics.

Mr. La Macchia responded that they could do that only if they were not being charged for the facilities.

Ms. Chinnici-Zuercher responded that they are not paying for them, because they are the host.

Mr. Speer noted that they offer hotels free tickets to the show to help encourage folks to stay at hotels, but most people don't stay overnight. The money that is generated goes into the facilities that bring many other events to Dublin that do generate money. They are trying to work with hotels on offering tickets.

Mr. LaMacchia stated that there is a natural progression. While Dublin's show is ten years old, the Drum Corps are 75 years old; so Dublin's is a relatively young drum corps. The Drum Corp International schedules the tours, and Dublin's show is typically on a Monday or Tuesday night – people attend the evening show and return to their homes. It would be much easier to have a weekend day show. With a Sunday time slot, they would have the entire day, which means more drum corps and more people staying overnight. It is a matter of their reaching a critical mass point in which they are filling the stadium and are therefore able to get a weekend day show and are able to draw more people in to stay overnight.

Ms. Mumma noted that for 2012, \$5,500 was awarded and paid to this group toward the cost of the headliner ensemble.

- DUBLIN ROBOTICS BOOSTERS – DUBLIN ROBOTICS CHALLENGE TOURNAMENT  
- \$1,500

Cindy Bryden, Dublin Robotics Boosters President stated that they are a nonprofit organization that works through the Dublin Schools system. They provide extracurricular robotics programs for grades 4 – 12. They do this through the international program called FIRST. They have different programs for different age groups, starting with FLL, FIRST Lego League; FTC is FIRST Tech Challenge; and FRC is the FIRST Robotics Challenge. Each June, through the CORI Foundation, the Central Ohio Robotics Initiative, they sponsor a post season robotics tournament at Dublin Coffman High School. They draw teams from Ohio and surrounding states. The event generates overnight stays. The competition is on the fourth Saturday in June. Last year, 36 teams participated. They are asking for funds for outdoor weather signage. It is an open event. They also host during that time a first roundup – anyone interested in robotics in Central Ohio can come in and see all the programs at the same time.

- DUBLIN UNITED SOCCER CLUB - DUBLIN UNITED CHAMPIONS CUP SOCCER TOURNAMENT – \$5,000

Chuck Stephens, United Soccer Club board member, stated that they are requesting a grant to offset the City fee for the use of Darree Fields for the third year of this annual soccer tournament. This grant would cover the field rental, field preparation, the use of equipment and the concession stands at Darree Fields, and the Dublin Soccer League fee for administration and organization of the tournament.

Ms. Chinnici-Zuercher stated that the application form asks for the board members' names and addresses; the board members all gave the Club's office address, not their personal addresses. She requested his personal address for the record.

Mr. Stevens responded that his address is 3961 Orchard Crest Drive, Dublin.

Ms. Chinnici-Zuercher stated that the Events Administration indicated that last year, the tournament did not order the necessary dumpster, and there was damage to a sign. As a result, the City staff had to do the collection of trash and replace the sign. Their fee was about \$900 more than it normally would have been. Also, it states that they were not tracking room nights in Dublin hotels.

Mr. Stephens stated that the numbers provided for this meeting are estimates based upon the location of the teams. If the team is located in northern or southern Ohio or out-of-state, they assume that they will spend the night. They have two games on a Saturday and two games on Sunday. It is likely that a child's parents will attend along with their child, other family members as well, and make an entire weekend of the event.

Ms. Chinnici-Zuercher inquired if they include Dublin hotels in the advertisement of their tournament.

Mr. Stephens responded that he believes that they advertise only Dublin hotels. He would have to check their website.

Ms. LeRoy stated that she has received some supplemental information from Mr. Dring. The hotels have not been formally reporting, as they have with many other tournaments, so he asked them for an estimate. They provided an estimate of 200 – 225 room nights.

Mr. Lecklider stated that the application indicates 600 room nights, but the estimate is 200-225 nights.

Ms. LeRoy responded that is correct. The hotels had not been tracking the nights for this tournament, so Mr. Dring asked them to look at their books and provide an estimate for that weekend.

Mr. Lecklider inquired how many teams participated.

Mr. Stephens responded that last year, they had close to 150 teams, most from central Ohio, but a growing number from out of town and out of state.

Mr. Lecklider inquired what the tournament grossed last year.

Mr. Stephens responded that it was approximately \$55,000. That is why the grant is critical to the success of the tournament.

- **DUBLIN WOMEN'S PHILANTHROPIC CLUB – OLD DUBLIN PUB & CRAWL – \$2,500**  
Shelley Menduni, Dublin Women's Club co-president, stated that the Pub & Crawl is a new event. They have approached Historic Dublin restaurants to participate. So far, Tucci's has guaranteed that they will participate. They have also approached Mezzo, Brazenhead, Oscar's and others. The tentative date is April 16 or 23. The restaurants will donate a small plate, and the individual will purchase a drink to go with the plate for a pre-fixed price per person. All proceeds would go to the Dublin Women's Club. Their hope is to be able to fund additional scholarships and grants for women re-entering the work force. The \$2,500 would be used for advertising, promotional materials and printed programs. They request that City Council be at each restaurant to welcome the attendees. There will stations. The diners would start at one restaurant and move on to the other restaurants.

Ms. Chinnici-Zuercher inquired if they are seeking sponsorships.

Ms. Menduni responded that this is a new fundraiser, so they are looking for corporate sponsors. They have not secured any sponsors yet.

Ms. Chinnici-Zuercher inquired if this event would require any City permit.

Ms. LeRoy responded that if it is just a Pub Crawl, it would not. If it is anything beyond that, we will talk with them.

Ms. Menduni stated that at this juncture, it is a pub crawl. They chose April so that participants can walk in downtown Dublin -- an evening event, so there may be some hotel stays. The responses they have received have been positive.

Mr. Lecklider inquired if the responses are from the restaurants.

Ms. Menduni responded that they are eager to participate.

Mr. Lecklider inquired what comprises their contribution.

Ms. Menduni responded that each restaurant will donate a small plate to each of the four participants.

Mr. Lecklider inquired in what amount they expect to fund the student college scholarship.

Ms. Menduni responded that their scholarships are allotted in \$1,500 increments. They hope to award more than one or two, but that is uncertain, as this is the first time they have attempted this.

- DUBLIN WOMEN'S PHILANTHROPIC CLUB - MEMORIAL TOURNAMENT MEET THE SPOUSES LUNCHEON - \$3,500

Shelley Menduni, Dublin Women's Club Co-president, stated that they were informed by those involved with the Memorial Tournament that there are spouses of Tournament participants who want to become involved locally and contacted the Dublin Women's Club. Consequently, they will be hosting a lunch for the Tournament participants and their spouses, perhaps featuring a local personality's wife as the guest speaker. The requested funding would be used for promotional materials, invitations and printed programs.

Ms. Chinnici-Zuercher inquired if the Tournament is also underwriting this event.

Ms. Menduni responded that at this juncture, they are not, but this is their first effort for this event. The Tournament participants' wives have said that while they are in Dublin, they would like to give back and get involved. It is difficult to give them a hands-on project, but they could hold a special event, such as a lunch, where the ticket cost would fund a scholarship/grant. The scholarship/grant would be made in recognition of the Tournament participants.

Ms. Chinnici-Zuercher stated that she would be happy to work with them in an actual hands-on event for these women. There are non-profits here in town that have projects where these women could help children and families.

Ms. Menduni responded that the problem is that they are here for such a limited time.

Ms. Chinnici-Zuercher stated that there are two to four hour, hands-on events – a time commitment they could make. That seems to be more along the lines of what they are requesting. They do this in other cities, and she is familiar with how the PGA operates this. They are not looking for a luncheon but for an actual volunteer opportunity by which they can give back to the community while they are in town. She will share contact information with her and would be happy to work with her on this.

Ms. Menduni responded that would be welcomed.

- MIRACLE LEAGUE – TEN-YEAR ANNIVERSARY CELEBRATION – 50% of Event Expenses up to \$15,000

Joe Fox, Miracle League Central Ohio, Director, stated that because next year will be their 10<sup>th</sup> year, they are planning something special. The tentative date is Saturday, May 16 -- the fourth week of their season. They would not play any games that day. They have formed a committee to help plan the event. They have met twice, and also met earlier today with Events staff. They are expecting between 1,500 – 2,000 people over the course of the afternoon. On a typical Miracle League Saturday, there are probably about 1,000 – 1,500 people present throughout a 10-hour span. This is a concentrated special event. They have requested a grant from the City for 50% of the event expenses, capped at \$15,000. The remainder of the expenses would be covered by the Miracle League from their existing League reserves. Four different types of sponsorships sustain the League every year. In this anniversary year, they will offer some additional special anniversary sponsorships, trying to solicit more support. The estimated expenses are tentative, but the biggest expense will be food. Typically, the food at their events is hotdogs, popcorn, etc. This year, they would like to offer City Barbeque, Chick-Fil-A and Graeter's. The costs estimated are taken strictly from the catering menus; he has not yet discussed possible discounts with the businesses. Their first idea was to hold this event at the Columbus Zoo, but the expenses would be more than \$20/per person, a total of \$40,000. So they decided to hold the event at the field and try to keep expenses as low as possible. They anticipate the need for some rentals, such as tents. On the second page is a layout of the event. Their vision is to have many fun activities on the field, but to have a large food tent, in the event of rain, on either one of the adjacent soccer fields or in the open space near two of the baseball fields near the Miracle League field. The event will be an expansion beyond their normal space. Rentals include tents, tables and chairs, a sound system,

portable restrooms, etc. The committee is looking at entertainment options, including super games, karaoke, a magician, and a balloon person. This will require an event permit, and with the anticipated number of attendees, a Police officer would probably be needed as well.

Mr. Lecklider stated that there is a possibility that the food vendors could offer a substantial discount.

Mr. Fox responded that he is optimistic that they can secure some good discounts.

Mr. Lecklider noted that City Barbeque is headquartered in Dublin, too.

Ms. Chinnici-Zuercher stated that she is very familiar with the event. Mr. Fox has done a marvelous job with the League. It is so much fun to see the kids, their families and neighbors come out to see these events. It will be a very special day for everyone. She believes they are planning to invite all the past members.

Mr. Fox confirmed that they are reaching out to their alumni over the past 10 years.

- OHIO PREMIER SOCCER CLUB – OHIO PREMIER SOCCER INVITATIONAL – Cost of City services up to \$8,500

Nicole Cobb, Ohio Premier Director of Operations stated that their organization has been in Dublin for the past 18 years. This is the 16<sup>th</sup> annual event. They host approximately 310 teams that come from throughout Ohio and out of state. The cost for the private field would be removed from the request.

Mr. Gerber stated that the cost appears to be line with the cost of services in previous years for this event.

- OHIO WILDLIFE CENTER – NEW WILD DISCOVERY LEARNING COMPLEX - \$35,700 for New Wild Discovery Learning Complex

Kelly Dufour, 6420 Phoenix Park Drive, Dublin, representing Ohio Wildlife Center, stated they are celebrating their 30<sup>th</sup> year of the Ohio Wildlife Center. They have two facilities – a free veterinary hospital on Sawmill at Billingsley, and a nature education center, just off Dublin Road north of Shawnee Hills. This new facility would be at the nature center. They offer a variety of programming. They offer many activities, including field trips and day camps, scout programs, adult training, volunteer training and corporate work days. Approximately 2,000 Dublin students and residents visit them annually -- 50 percent of their total visitors. In the last two years, 12 Dublin schools – approximately 1,400 students, visited the Center. The desire is to expand their group programming site. Currently, they are in a renovated home. They very much appreciate Dublin City Council's previous financial support for classroom space, but on bad-weather days, they are limited to a group size of 30 in the current space. They must split large groups who visit into groups of 30. The intent is to repurpose an area for a Learning Complex. Currently on the site is the previous owner's pool house, which has been deemed unsuitable to renovate. Contractors have also determined that the lower basement area cannot be renovated for group programming. Consequently, they would like to branch out into a multi-purpose facility. They have preliminary designs from Moody Nolan, who are contributing their work as an in-kind contribution. They are also working with the Columbus Zoo, interpreters and programmers to help them design the interpretive space and walkability for kids between the buildings and the outdoor classrooms. The map provided shows the proposed building, which will have the capacity for 200 people. There would be restroom facilities and a small kitchen. They are hopeful that it can also be fully integrated with technology, including digital microscopes. This will allow for the outdoor classroom learning, followed by coming into the Center to analyze results.

Ms. Chinnici-Zuercher expressed her sympathy on the passing of Dr. Burton, the founder. He was a remarkable person and clearly he loved his work.

Ms. Dufour responded that he definitely had a vision and the Board and staff are trying to do it justice.

Mr. Lecklider inquired if Otterbein University would be contributing to construction of this new facility.

Ms. Dufour responded that they are not. The Center's relationship to Otterbein is similar to that which they have with the Columbus Zoo – a training ground for their students. We have a service agreement with them for providing the space, and the Center's staff serves as adjunct staff with the University. The Wildlife Center has secured 70% of the funds needed, and there are two additional proposals being made before year end to other foundations. This is a very big undertaking for a grass-roots organization, but they are excited about it. There will be naming opportunities for the outdoor classroom area. Council is welcome to come by for a tour at any time.

Ms. Chinnici-Zuercher expressed congratulations on securing 70% of the funds.

Ms. Dufour responded that last year, the plan was to renovate the old building, but they weren't able to do that. Therefore, they will need to grow their plans a little more.

Ms. Chinnici-Zuercher stated that the Wildlife Center offers a unique service and is not competitive with others, except perhaps the Zoo.

Ms. Dufour stated the public seems to appreciate the Wildlife Center, but it has not been fully open to the public yet. That is a goal, but currently, they are focusing on educational programming for the children.

- THE OHIO COMPANY – SUMMER THEATER FESTIVAL - \$10,000

Margaret Kennedy-Dygas, Ohio University, Athens – The College of Fine Arts, Dean, stated that due to the discontinuance of a professional affiliation with a summer stock program in Cape Code, they have begun to lay the groundwork for a partnership between the Dublin City School District and their theater program in Athens to develop what they hope will become a notable year-round resident theater company in a future theater facility in Dublin. For the first several years of launching, the Ohio Company will have a summer festival, which is a significant educational component. They would do this in the Abbey Theater at the Rec Center as well as the Coffman High School theater. When she submitted the grant application, they had envisioned a particular selection of productions and were beginning to develop a budget. They may be scaling back the plans for next summer due to some restructuring that is occurring at the college and some other elements, but they believe the funding on their end will not be affected by any of the restructuring. This is a firm vision that is supportable, but there are some building blocks that must be put in place in terms of sponsors and a foundation for this company. Michelle Crandall serves on their steering committee, so she can continue to share updates with Council.

Ms. Chinnici-Zuercher inquired if "The Ohio Company" is a new name or one that they have had.

Ms. Kennedy-Dygas responded that they settled on it only this past fall.

Ms. Chinnici-Zuercher noted that there is another "Ohio Company" in existence.

Ms. Kennedy-Dygas stated that they are running it through their legal counsel, but at this point, it appears that they can use it because its application will be in a completely different industry. The reason that name was chosen is that it is reflective of the real roots of Ohio University and the company that came out of Marietta. If they have to change it, they will do so. They have not yet published much material or branding.

Ms. Chinnici-Zuercher stated that this would add a great dimension to the high schools, because they are very active in the theatrical production area.

Ms. Kennedy-Dygas stated that there is some interest among the high school faculty to have some continuing education function within this. They will keep Council posted on their plans. It is a big enterprise, and they want to launch it correctly.

Mr. Lecklider inquired what is the primary focus of this particular program. Is it to provide opportunities for Ohio University theater students, or to develop the theatrical skills of the local population? Where is it headed?

Ms. Kennedy-Dygas responded that the motivation for founding a company with a vision to be a year-round resident theater company is self-serving, on behalf of the accreditation for the OU theater program. They must have a relationship with a professional theater company so that emerging graduate students can earn equity points toward their equity membership. It has been difficult in Cincinnati and Cleveland to maintain those kinds of relationships with a playhouse, because the needs of those companies require OU students to spend their entire third year in the MFA programs on-site with the company rather than in Athens doing their capstone work. This opportunity, if it comes to fruition and becomes resident in Dublin on a permanent basis is very attractive. It is not too far from Athens, under two hours to drive, and it would be set up somewhat like the Yale Repertory Theater and the Yale School of Drama. Although those are physically located near each other, this would not be. It is an ongoing artistic affiliation and artistic voice from Athens, yet it would become a free-standing company. There would be a resident theater relationship that continues with the theater program in Athens. There are some similar models around the country.

Ms. Chinnici-Zuercher inquired if citizens could also audition for the productions.

Ms. Kennedy-Dygas responded that they could; however, this would not be a community theater. It would be a professional theater with some roles done by equity actors. It is more likely that the summer festival component could make use of young talent. There would be professional actors in the lead roles, but there might be children's roles in the play or musical. There could be a partnership that provides young people in Dublin an opportunity.

Mr. Lecklider inquired if she envisions this becoming supportable in the future without City support, such as the grant requested.

Ms. Kennedy-Dygas stated that no theater company of the type that she is speaking of is self-sustaining. Its entire foundation would depend upon some ongoing, reliable support from the College of Fine Arts and Ohio University, corporate sponsorships, ticket sales, fundraising – the kinds of things that all companies like this have to do.

Mr. Lecklider inquired if she believes that potential exists here, beyond the City of Dublin.

Ms. Kennedy-Dygas responded that they believe this will be a company that will thrive in Dublin, but it could be in another city. They are trying to build the vision and structure in such a way that if at some point the partnership with the City of Dublin did not maintain, the company could be picked up and placed somewhere else.

Ms. Lecklider inquired if it is her long-term objective to have a venue that is not The Abbey Theater or a high school performing arts auditorium.

Ms. Kennedy-Dygas responded affirmatively. The City is beginning to investigate through a consultancy the possibility of including such a facility with the Bridge Street District project. We need consultants to inform us what the desirability for such a company is in this area. One of the draws is that they know there are over 30,000 OU alumni in the Columbus area. There could be an entire clientele from the greater Columbus area who come because they love OU. The College of Fine Arts has a consultancy with Schuler Shook, a premier theater facility planning company. Bob Shook is an OU theater alumnus. The City of Dublin has a consultancy with Webb Management Services that works with the business plan for companies like this. Between those two consultancies, in the next few months they hope to have an understanding of the scope, demand and support in this part of state to support this effort long-term and what type of facility would be needed for the permanent residence of this type of company.

COUNCIL DISCUSSION/RECOMMENDATIONS:

- Dublin A.M. Rotary - Blarney Bash - \$20,000

Mr. Gerber moved to approve the request of \$20,000.

Ms. Chinnici-Zuercher seconded the motion.

Ms. Chinnici-Zuercher noted that her only concern is that up to \$10,000 is the cost of City services. The remaining \$10,000 would help underwrite their effort to create a special event for fund-raising purposes for the Rotary.

Mr. Gerber stated that in addition to the cost of City services, one of the purposes of the bed tax grants is to put money back into the community for health, education and welfare. Council has done this in other instances to help advance other events. This is a one-time application to get the event off the ground. In addition, this one-time grant will also help promote the City's "No Texting While Driving" campaign.

Mr. Lecklider stated that he can support the grant for the cost of services. Many people in the community would like to see this event come back. However, he looks forward to someone else sponsoring it versus the City.

Ms. Chinnici-Zuercher stated that she is not convinced it is a one-time request. If Council is going to approve a grant for that amount, it is important for the record to be clear -- that if the group returns in subsequent years, the request must be exclusively to cover the cost of City services. She does not believe the intent of this grant program was to underwrite nonprofit fundraising events. She has always assumed that the nonprofit will underwrite the operational costs. They have estimated the cost of the event will be \$71,000, but the projected revenues are \$80,000. They are projecting a profit.

Mr. Lecklider stated that his concern is that this could be viewed as somewhat hypocritical, in the light of the City's Irish Festival. There needs to be some way that the \$10,000 grant request in excess of the cost of City services could be separated.

Ms. Chinnici-Zuercher responded that could be done. The application indicates that the event is to support the event logistics – security, safety services, traffic control, branding and marketing. That use can be stipulated with the award. The other \$10,000 for City services could be "up to" the \$10,000 amount.

Mr. Gerber inquired if they are requesting \$20,000 upfront or for \$10,000 upfront plus reimbursement of the costs for City services.

Ms. Mumma responded that they are requesting \$10,000 upfront and the remainder for the cost of City services.

Mr. Lecklider stated that, to be clear, the success of this event depends upon the entertainment and the sale of alcohol. Assuming that the funds are used consistent with the request and the understanding that Committee members have expressed that going forward no grants will be made beyond the cost of City services, he can support it.

Vice Mayor Gerber stated that, typically, the actual costs of City services is about 80% of the amount requested.

Vote on the motion: Ms. Chinnici-Zuercher, yes; Vice Mayor Gerber, yes; Mr. Lecklider, yes.

Ms. Chinnici-Zuercher clarified the motion: a recommendation to approve \$20,000 -- \$10,000 of this for the marketing/branding and up to \$10,000 for the actual cost of City services.

- Dublin Arts Council – Cultural Placemaking Plan - \$14,750

Vice Mayor Gerber moved to recommend approval of \$14,750.

Mr. Lecklider seconded the motion.

Ms. Chinnici-Zuercher stated that in the past, the DAC has been successful in obtaining grants, so she suspects they will be successful as well in securing a portion of the money they apply for.

Vote on the motion: Mr. Lecklider, yes; Vice Mayor Gerber, yes; Ms. Chinnici-Zuercher, yes.

- Dublin City Schools - Emerald City Music Games - \$10,000 - \$20,000

Ms. Chinnici-Zuercher stated that she is not in favor of approving their grant. They have been self-supporting for ten years. She does not see the necessity for the City's assistance. They indicated that the reason they want to raise more money this year is to add clinics. There are no City services engaged with this event, and they can actually charge more to their recipients to pay for clinics, which would be the typical practice.

Mr. Lecklider stated that within the band community, this is a prestigious event. He has attended on behalf of the City on more than one occasion. We have attracted some first-class organizations, and it is timed within the weeks leading up to the main event in Indianapolis. It is unfortunate that none of the event participants will be staying overnight in Dublin hotels, although that is not the sole determining factor. The community is already supporting this to some extent through the Schools. He understands there are different sources of revenue.

Ms. Chinnici-Zuercher stated the primary reason she does not believe it is appropriate for the City to fund this effort is that, annually, they give a substantial amount back to the Schools from the profits made on this event. They could use the profits to support themselves.

Mr. Lecklider noted that it could be argued that the City would be subsidizing their gift to the Schools.

Mr. Gerber stated that he agrees that a \$20,000 request, much of which would be used to reimburse the Schools, is not an appropriate disbursement of the hotel/motel tax funds. He could support a smaller amount if it were to advance the music to the community or, in some way, benefit the community. They received a \$5,000 grant in the past.

Ms. Chinnici-Zuercher noted that \$5,000 was for the headliner act.

Ms. Mumma stated that \$5,500 was paid in 2012 for the headliner.

Mr. Lecklider inquired if any request was made since then. It does not seem they have made the request every year. If they made the request again next year, would it be supportable then, as well?

Vice Mayor Gerber stated that it would depend on their total program.

Ms. Mumma noted that they made a three-tier request this year; their 2012 request was four tiers, the highest tier was \$27,200; the lowest tier was \$5,500 for the headliner, and they were awarded the lowest level of the request.

Ms. Chinnici-Zuercher stated that they have indicated that \$10,000 is one-fourth of their budget of \$40,000.

Vice Mayor Gerber stated that the Schools should be supporting this event, too.

Ms. Chinnici-Zuercher stated that the applicant indicates that the Schools are doing so, as the amount the Schools would normally charge for the stadium use is \$29,000.

Vice Mayor Gerber inquired if they have indicated who the headliner group is this year.

Ms. Chinnici-Zuercher responded that they indicated that the #1 and #2 corps in the world would be attending. There must be some financial support required for that.

Vice Mayor Gerber stated that they may use some hotel rooms.

Ms. Chinnici-Zuercher stated that they indicated that the participants are housed in private homes.

Mr. Lecklider stated that a subcommittee works to achieve that, which is typical. For a variety of reasons, including the fact that the application is non-specific, he does not support this.

Mr. Lecklider moved to deny the request.

Vice Mayor Gerber seconded the motion.

Vote on the motion: Ms. Chinnici-Zuercher, yes; Mr. Lecklider, yes; Vice Mayor Gerber, yes.

- Dublin Robotics Boosters – Dublin Robotics Challenge Tournament - \$1,500

Ms. Chinnici-Zuercher moved to recommend approval of the request.

Vice Mayor Gerber seconded the motion.

Vote on the motion: Ms. Chinnici-Zuercher, yes; Vice Mayor Gerber, yes; Mr. Lecklider, yes.

- Dublin United Soccer Club - Dublin United Champions Cup Soccer Tournament – Cost of City Services up to \$5,000

Vice Mayor Gerber moved to recommend approval of a grant of \$5,000.

Ms. Chinnici-Zuercher seconded the motion.

Mr. Lecklider stated that this request seems to be lacking in information in comparison to the other applications.

Ms. Mumma responded that their request for \$4,000 was denied last year, but the documentation provided does not explain the reason.

Ms. Chinnici-Zuercher stated that she believes last year the funds were to be used for medals/awards.

Ms. LeRoy stated that the amount reflected was the cost of City services in 2014 – a total of \$4,061.

Ms. Mumma noted that the December 2014 Council minutes reflect that their grant request was recommended for denial.

Ms. Puskarcik stated that their previous request indicated that the funds were to be used for marketing costs to attract a higher percentage of teams participating in the tournament from outside central Ohio.

Mr. Lecklider stated that the request indicates that the grant would be used to pay for all expenses related to the cost of promoting youth soccer, the expense of developing player skills and staging of the tournament itself.

Ms. Mumma stated that their request is for \$4,500 for those items and \$500 for the cost of City services.

Mr. Lecklider stated that he would like to see the accounting for the last two years with respect to teams and amount grossed. This is a “bare bones” application.

Ms. Chinnici-Zuercher stated that the statement Mr. Lecklider read is the same type of use of funds that Council disapproved last year. She prefers to be consistent.

Vote on the motion: Ms. Chinnici-Zuercher, no; Vice Mayor Gerber, no; Mr. Lecklider, no.

Mr. Lecklider stated that the request Council would typically grant would be for the cost of City services. To what extent could the Committee “re-write” the request?

Ms. Chinnici-Zuercher responded that the Committee could indicate that they would recommend a grant of up to \$5,000 for the singular purpose of reimbursement of City services. They could refuse to recommend a grant for any other purpose.

Mr. Lecklider stated that staff has indicated that without the additional expense last year, their cost of City services would have been \$3,161. Perhaps the Committee could recommend a grant for the cost of City services capped at \$3,500 or \$4,000 – a lesser amount.

Vice Mayor Gerber stated that he has no issue with reimbursing the amount of City services, whatever they may be.

Mr. Lecklider moved to approve a grant of up to \$4,000 for the cost of City services.

Vice Mayor Gerber seconded the motion.

Vote on the motion: Vice Mayor Gerber, yes; Ms. Chinnici-Zuercher, yes; Mr. Lecklider, yes.

- Dublin Women’s Philanthropic Club – Old Dublin Pub & Crawl – \$2,500

Vice Mayor Gerber moved to recommend approval of the request for \$2,500

Ms. Chinnici-Zuercher seconded the motion.

Vice Mayor Gerber stated that this request is unique. Typically, the Historic Dublin Business Association advances these funds to promote the local businesses. This is different; they are doing some private fundraising, albeit for a good cause. They will not incur the cost of City services, so none are requested. Does this meet any of the Bed Tax Grant guidelines?

Ms. Chinnici-Zuercher stated that with sponsorships, it would not cost much to stage this event. They can work with HDBA for an activity that HDBA could help them market, and they can charge whatever the ticket price needs to be.

Mr. Lecklider remarked that they are requesting a grant of \$2,500 and presenting scholarships of \$1,500.

Vote on the motion: Ms. Chinnici-Zuercher, no; Vice Mayor Gerber, no; Mr. Lecklider, no.

- Dublin Women's Philanthropic Club - Memorial Tournament Meet the Spouses Luncheon - \$3,500

Vice Mayor Gerber moved to disapprove the request.

Mr. Lecklider seconded the motion.

Vote on the motion: Ms. Chinnici-Zuercher, yes; Vice Mayor Gerber, yes; Mr. Lecklider, yes.

- Miracle League – Ten-Year Anniversary Celebration – 50% of event expenses not to exceed \$15,000

Vice Mayor Gerber moved to approve the request for up to \$15,000.

Ms. Chinnici-Zuercher seconded the request.

Vote on the motion: Ms. Chinnici-Zuercher, yes; Vice Mayor Gerber, yes; Mr. Lecklider, yes.

- Ohio Premier Soccer Club – Ohio Premier Soccer Invitational – Cost of City Services up to \$8,500

Vice Mayor Gerber moved to approve the request for up to \$8,500.

Ms. Chinnici-Zuercher seconded the request.

Vote on the motion: Ms. Chinnici-Zuercher, yes; Vice Mayor Gerber, yes; Mr. Lecklider, yes.

- Ohio Wildlife Center – New Wild Discovery Learning Complex - \$35,700 for New Wild Discovery Learning Complex

Vice Mayor Gerber moved to approve the request for up to \$35,700.

Ms. Chinnici-Zuercher seconded the request.

Mr. Lecklider stated that the request indicates there could be some City recognition with this.

Ms. Chinnici-Zuercher stated that staff could work out the recognition component.

Vice Mayor Gerber stated that this would be consistent with the City budget discussion concerning the placement of City plaques at certain development sites to reflect history throughout the City.

Council believes this would be a great project for Mr. Hahn to undertake.

Mr. Lecklider noted that the Committee is speaking about something more than simply a "Sponsored by the City of Dublin" plaque.

Vote on the motion: Ms. Chinnici-Zuercher, yes; Vice Mayor Gerber, yes; Mr. Lecklider, yes.

- The Ohio Company – Summer Theater Festival - \$10,000

Vice Mayor Gerber moved to approve the request for up to \$10,000.

Ms. Chinnici-Zuercher seconded the request.

Mr. Lecklider stated that he hopes this effort succeeds. There has been a community theater group in Dublin, which he is not certain is still in existence. This is clearly a different model, however. The theater in downtown Columbus has its struggles. It does not operate solely on ticket sales; it must have grants and sponsorships. He is a patron of the Otterbein University theater program, and that auditorium is not full. That is a somewhat different model. That is certainly a great program, but

considering the lack of community support, he has concerns about this effort. However, this is simply seed money.

Ms. Chinnici-Zuercher responded that the City does not have to fund it every year.

Vote on the motion: Ms. Chinnici-Zuercher, yes; Vice Mayor Gerber, yes; Mr. Lecklider, yes.

#### Administratively Reviewed Grant Applications

- Group 1 - Meet the Criteria for Administrative Approval:
  - Arthritis Foundation – Classic Auto Show & Cruise-in - \$10,000
  - DCVB – Irish Experience - \$7,500 matching
  - DCVB Top Gun Football Camp - \$25,000 matching
  - Dublin Jerome HS Homecoming Parade - \$1,000
  - Dublin Kiwanis – Frog Jump - \$5,000
  - Dublin Soccer League – Dublin Charity Cup - \$7,039
  - DYA – Wayne Williams Memorial Tournament - \$19,500

Ms. Chinnici-Zuercher moved to recommend approval of the Group 1 requests.

Vice Mayor Gerber seconded the motion.

Mr. Lecklider inquired how much money is available in this fund.

Ms. Mumma responded that there have been fewer requests the last two years, and the City funded less than the annual allocation of \$200,000. This year, the total of the requests was \$320,000. However, there is \$30,700 remaining from the 2014 allocation. There is sufficient money in the Hotel-Motel Tax Grant Fund to accommodate the 2015 request.

Mr. Lecklider inquired the fund balance.

Ms. Mumma responded that it is approximately \$3.2 million.

Ms. Chinnici-Zuercher noted that all of that is not available for grants, however.

Mr. Lecklider inquired if the amount and purpose of the requests in this category are consistent with last year's requests.

Ms. Mumma responded affirmatively.

Mr. Lecklider stated that many of these have existed many years. He assumes the grant amount for the Top Gun Football Camp is justified by the number of hotel nights generated by the event.

Ms. Chinnici-Zuercher responded that is correct. This is an event for which Mr. Dring must have a certain amount of funding available in order to submit a bid. Council approved that funding previously. Mr. Dring must still follow up with this hotel-motel grant application

Vote on the motion: Ms. Chinnici-Zuercher, yes; Vice Mayor Gerber, yes; Mr. Lecklider, yes.

- Group 2 - Do Not Meet the Criteria for Administrative Approval Due to an Increased Funding Request, but the Request is Similar to Prior Year's Requests
  - Club Ohio Soccer - Nike Challenge Cup & Fall Classic Soccer Tournaments - \$13,000
  - Dublin Scioto Lacrosse Boosters – Middle School Tournament - \$7,000
  - Dublin Special Olympics – Shamrock Games - \$6,000
  - NIFA – SAFECON 2015 - \$10,000
  - HDBA – Community Engagement Campaign - \$25,000

Ms. Chinnici-Zuercher stated that this group has also applied before. The purpose of the funding would be the same, but they are requesting slightly more than before.

Mr. Lecklider indicated that the one event he is not familiar with from his previous service on the Finance Committee is the Dublin Scioto Lacrosse Boosters middle school tournament.

Ms. Chinnici-Zuercher stated that for a number of years the school boosters have run that tournament for Ohio middle school lacrosse teams. City services are required for this event. Last

year, they changed volunteer leadership and missed the grant application deadline, but Council has funded it two or three years.

Mr. Lecklider inquired if the request is for the cost of City services.

Ms. Mumma stated that it is for that as well as fees to some other entities, such as Washington Township, Dublin City Schools for custodial fees, and Franklin County Sheriff's Office.

Mr. Lecklider stated that what caught his attention was the 741 room nights generated.

Mr. Lecklider requested clarification about the HDBA request. Is other funding provided to this organization?

Ms. Chinnici-Zuercher stated that years ago, HDBA applied for funding for individual events. Then, Council decided to award them one sum of money for marketing purposes. The organization can determine how to spend that money.

Mr. Lecklider noted that this year, they have requested a \$5,000 increase.

Ms. Chinnici-Zuercher confirmed that is correct.

Ms. Chinnici-Zuercher moved to recommend approval of the Group 2 grants.

Vice Mayor Gerber seconded the motion.

Vote on the motion: Ms. Chinnici-Zuercher, yes; Vice Mayor Gerber, yes; Mr. Lecklider, yes.

- Administrative Denial Recommended  
Safe Alliance of Interfaith Leaders – Divinity and Diversity - \$5,000

Vice Mayor Gerber moved to deny the request.

Mr. Lecklider seconded the motion.

Ms. Mumma stated that staff will ensure that next year, the hotel-motel tax grant application process information states that applications for funding for religious activities will not be accepted. They have notified the applicant that this application would not be recommended for approval.

Vote on the motion: Ms. Chinnici-Zuercher, yes; Vice Mayor Gerber, yes; Mr. Lecklider, yes.

The meeting was adjourned at 8:00 p.m.

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Clerk of Council