CALL TO ORDER
Mayor Fox called the Monday, February 27, 2023 Regular Meeting of Dublin City Council to order at 6:16 p.m.

ROLL CALL
Present were Ms. Alutto, Ms. Amorose Groomes, Vice Mayor De Rosa, Mayor Fox, Mr. Keeler, Ms. Kramb and Mr. Reiner.

Staff members present were Ms. O'Callaghan, Ms. Newberry, Mr. Stiffler, Mr. Ranc, Mr. Rogers, Ms. Weisenauer, Mr. Hammersmith, Mr. Earman, Ms. Rauch, Chief Paez, Ms. Holt, Ms. LeRoy, Mr. Somerville, Ms. Yankanin, Ms. Steiner, Ms. Goliver and Mr. Ament.

ADJOURN TO EXECUTIVE SESSION
Mayor Fox moved to adjourn to executive session:

- To consider the purchase of property for public purposes; and
- To consider confidential information related to a request for economic development assistance that involves public infrastructure improvements that are directly related to an economic development project, and which executive session is necessary to protect the possible investment or expenditure of public funds to be made in connection with the economic development project.

Ms. Alutto seconded.

Vote on the motion: Mr. Keeler, yes; Ms. Kramb, yes; Ms. Alutto, yes; Mr. Reiner, yes; Vice Mayor De Rosa, yes; Mayor Fox, yes; Ms. Amorose Groomes, yes.

Mayor Fox reconvened the meeting at 7:06 p.m.

PLEDGE OF ALLEGIANCE
Mayor Fox invited Council Member Kramb to lead the Pledge of Allegiance.

CITIZEN COMMENTS
Diane Cartolano, 3390 Martin Road, Dublin came forward to reiterate her concern regarding overdevelopment in Dublin. There is a sense of frustration in the community that they are not being heard. She cares about her home and this City and she speaks for many others. Dublin is being overdeveloped. There are at least eight large projects being considered or developed. The average citizen cannot keep up with the pace or know what to do or say. Developers seem to be driving the direction of the City. She stated that Council and the Planning and Zoning Commission (PZC) should be guardians of the City's wellbeing. The burden to protect residents has fallen to the residents themselves. She is asking Council to slow it down and listen to residents. She stated that residents want some acknowledgement and reassurance that they have been heard. It is reasonable for Council and City Officials to require developers to adhere to Code. She shared that, in speaking with other residents, someone asked when was the last time that land was purchased just to preserve it and protect it from being developed. Once green space is used up, it is gone. Every development brings more density and traffic and does not make it more walkable or pedestrian friendly. Encouraging more development goes against the community fabric. She invited Council Members to become familiar with her neighborhood and connect with the residents to fully understand their concerns.
Ms. Amorose Groomes answered Ms. Cartolano's question regarding the last time land was purchased to preserve and stated it was the Hopewell piece recently acquired just off Emerald Parkway. Ms. O'Callaghan stated that Riverside Crossing Park is another example.

CONSENT AGENDA

- Minutes of the February 6, 2023 Work Session
- Minutes of the February 13, 2023 Regular Council meeting

- Excuse the Absences of Council Members Reiner and Amorose Groomes from the February 13, 2023 Council meeting.

There was no request to remove a consent agenda item.

Ms. Alutto moved to approve the consent agenda.
Mr. Reiner seconded.

Vote on the motion: Mr. Reiner, yes; Mayor Fox, yes; Vice Mayor De Rosa, yes; Mr. Keeler, yes; Ms. Kramb, yes; Ms. Amorose Groomes, yes; Ms. Alutto, yes.

POSTPONED ITEM

Resolution 16-23
Acceptance of the Neighborhood Design Guidelines applicable to residential Planned Unit Developments

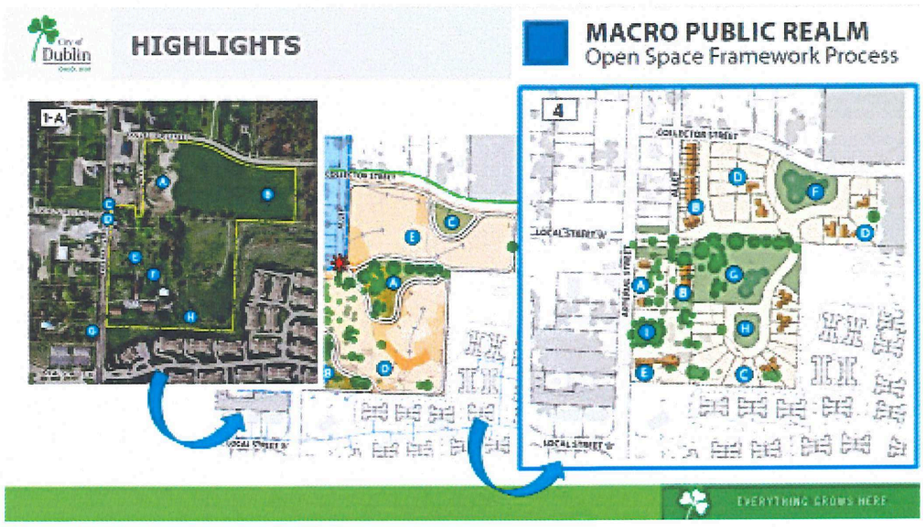
Ms. Holt stated that recent residential Planned Unit Developments (PUD) reviewed by PZC and Council have raised concerns about overall design character and development standards. Ms. Holt reviewed the project timeline and discussions that have been held regarding these guidelines. PZC recommended approval of the guidelines to City Council in January 2023. As she introduced the discussion on the guidelines, Ms. Holt stated that staff identified three different goals and areas of focus based on the discussion held in 2022. These goals are color-coded throughout the document. The three goals and areas of focus are:

- Public Realm: Macro. The macro level of the public realm is the organization of neighborhoods around a designed framework of public open space, including both the preservation of existing natural features and the thoughtful creation of new open spaces as neighborhood amenities and focal points. This ensures the incorporation of open space within the community, not just on the perimeter. There is guidance language for stormwater ponds and other features. The Guidelines reference the applicability of Conservation Design within PUDs and offer the new Open Space Framework requirement for projects of any size and location.
- Public Realm: Micro. The micro public realm focuses on the design character of neighborhood streetscapes as high-quality public and semi-private spaces. This section focuses on how the community is experienced when walking/driving/biking through. The garages are mitigated, and there are transitional private spaces visible. The Guidelines reference the applicability of the Residential Appearance Code as the base minimum, emphasize that PUD expectations are higher based on Code intent language, and provide aspirational ideas and images appropriate for PUDs.
- Private Realm. The private realm addresses the need to ensure adequate private space within each lot, independent of lot size. This section explores unique lot/product arrangements that create interest and diversity block-by-block. This also includes requirements for adequate buildable area/setbacks, AC/mechanicals locations, and private open space. Multiple-lot exhibits are required as part of a Concept Plan application to better understand development patterns within a typical block of a proposal.

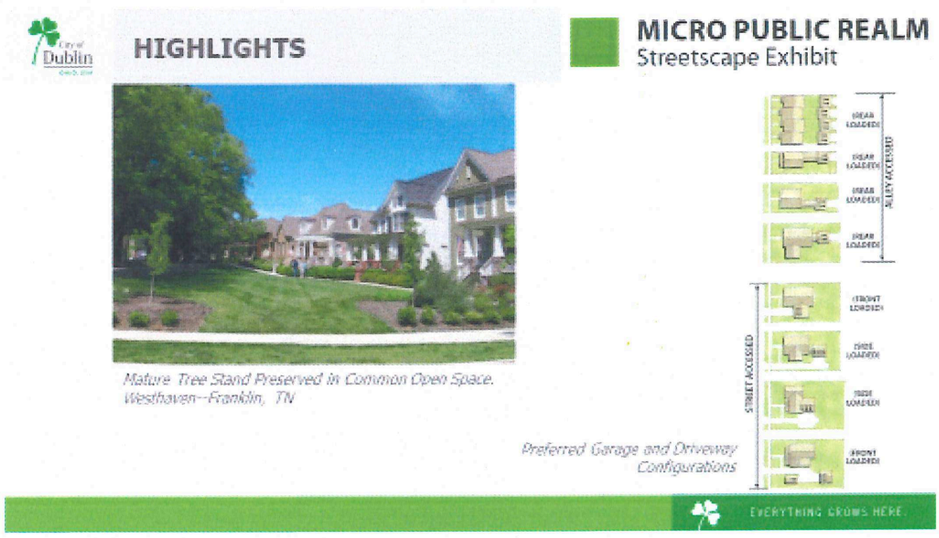
Ms. Holt stated that the Community Development Committee discussed how the Conservation Design Ordinance would apply. The Conservation Design Ordinance is intended for large sites with significant natural features, along rivers or Metro Parks. Not every site that we are going to get at this point will meet the location or size criteria for the Conservation Design Ordinance. The Open Space Framework can apply to sites of any size, with or without natural features. The Guidelines state that at the Concept Plan stage of review, staff will determine whether the Conservation Design Ordinance approach or the Open Space Framework approach is most appropriate and will state this determination in the planning report. If the Conservation Design

Ordinance were pursued, the remainder of the Guidelines would still apply. Ms. Holt shared some graphic example illustrations of each of the three focus areas.

The Macro Public Realm:



The Micro Public Realm:



The Private Realm:

She noted that the changes specific to this graphic from the February 13 reading include:

- The graphic on the left:
  - The maximum depth of the structure is identified
  - The private open space area is drawn
  - Clarification that any unbuilt building envelope can be used for private open space development.
- The graphic on the right:
  - The maximum depth of the structure is identified
  - Private open space minimum depth is identified
  - Clarification that any unbuilt building envelope can serve as private open space.

Additional updates made to the Guidelines as a result of the February 13 conversation were:

- Requested tree survey language was added (Page 15);
- Stormwater clarification was addressed (Page 21), ensuring that design objectives are met;
- Examples of architectural diversity was addressed via the text (Page 30);
- No minimum applicable community size (Page 7); and
- How to earn greater than 45% lot coverage, while ensuring adequate private open space is met (Page 38).

All of these updates would need to be negotiated by staff, PZC and Council as rezoning occurs.

Ms. Holt introduced new language that was provided for discussion. The Guideline language provided to Council on February 13 is noted in black and the new language for the purposes of discussion at this meeting is noted in green.

- Page 6, Fourth bullet item:
  The need for higher quality overall, in exchange for the high densities proposed. This higher quality should meet the development objectives of providing a distinctive residential lifestyle that incorporates social, physical, and recreational living through its design.
- Page 7, 3rd paragraph:
  The Neighborhood Design Guidelines are intended to provide additional guidance to encourage innovative and creative design in future PUD developments, while ensuring that all proposed development standards work together with all the remaining applicable Code requirements to achieve a higher quality residential project than standard zoning would achieve.
- Page 7, a new paragraph to be added for "Intent":
  The characteristics of higher quality residential development should provide:
  - *Environmental conservation and preservation of sensitive lands;*
  - *Usable open spaces that encourage recreation, relaxation, social connectivity, and placemaking;*
  - *Interconnected streets and pathways that are pedestrian oriented and offer multiple mobility options;*
  - *Inviting neighborhood amenities both passive and active; and*
  - *Distinctive, high-quality architectural design with varying housing styles.*
- Page 7, "Implementation", the following added as a bullet point:
  The conceptual design of programmed passive and active amenities, both structural and natural, that invite activity and engagement;
- Page 13, Step 2
  Provide the total acreages of areas proposed as open space/preservation, built placemaking amenities, and areas conducive to residential development;
- Page 17, Sketch 2
  Add **F** – *placemaking amenity*
- Page 20, First sentence

Successful public spaces share these qualities: they are accessible; people are engaged in activities there; the space is comfortable and attractive; and it is a sociable place – encouraging meeting and gathering. Newly created open spaces should respond to the location of preservation areas to provide a series of open spaces that are strategically and equitably distributed throughout the neighborhood and connected to the greater open space network of the City.

- Page 20, add a 5th bullet:
  Structural amenities may meet the design intent for open space requirements if the amenity meets the objective of providing a successful public space and creates social interaction.
- Page 38, "Lot Coverage," add a 3rd bullet:
  Private open space arrangements shall be useable recreational spaces conducive to the residents' lifestyles; they shall be proportional to the lot and allow for typical gatherings. Should the largest potential house footprint not permit such activities, then alternative house sizes may need to be considered.

There were no public comments.

Mr. Reiner stated that a preamble noting the need to have a self-sustaining homeowners association (HOA) should be included. It is important that it is understood that the City will not be picking up the slack left by an HOA that is under performing. He inquired as to whether or not there is a standard percentage of three-car garages that are allowed in a project. He stated that diversity of garage and layout is important to make the subdivision more interesting.

Mr. Keeler stated that this is very high level. He shared that the language in green that was shown is more subjective. The text that is already in the Guidelines is more black-and-white and he favors that approach. If we know what we want, then we should force developers to give us what we want.

Mr. Reiner asked about the requirements of screening a residential community (fences, walls, etc.). Ms. Holt stated that we do have those requirements in Code. Mr. Reiner expressed his belief that cul-de-sac communities are nice and he would like to force developers to make these higher quality decisions in layout. He also shared that he would like to see at least a 10′ x 16′ patio. He stated a 10′ x 10′ is really too small for a table or anything.

Ms. Amorose Groomes stated that the City has seen applications for alley driven residential pieces before and they do not typically work well. She would suggest deterring private alleys in developments. Alleys seems to be an escape for poorly planned or designed developments.
She also stated that if developers are to earn the greater than 45% lot coverage, there must be an increase in the open space that is required in a residential community. The less property there is on each lot to recreate, the greater the need to be able to recreate in your community, like in the open space. She agrees with Mr. Keeler that the black-and-white or prescriptive language is better than the subjective language. She stated that, regarding garages, there are many ways to design and layout a garage. To create the diversity we are looking for, she suggested requiring garages to be facing different directions within the project to avoid repetitiveness, for example a certain percentage of side-load garages versus front-load garages, or a certain percentage face east and a certain percentage west.

Ms. Alutto stated that she agreed that she is also not a fan of alleys and would like to discourage the use of alleys in projects. She agreed that a sample proforma for the HOAs is necessary to ensure that the project will be sustainable and taken care of in the years to come. She would like to see a requirement of a sustainable HOA in the Guidelines as well. Regarding garages, she feels there needs to be variety and create visual interest. She prefers the prescriptive language to the emotional language. She

also stated that she agrees with Ms. Amorose Groomes' comments that if there is little to no green space on the lots then there must be more open space in the neighborhood to recreate. She stated that she is grateful to see the mechanicals located in the back of lots.

Ms. Kramb noted a typographical error on page 21 regarding stormwater facilities; the word "unless" should be replaced with "if." She shared some concerns with the graphics. The first is the graphic that shows a zero side yard setback (page 31). The alley access is problematic so if we were to put a garage facing that it would have to be a public street. The graphic shows a six-foot fence along the property line which is not allowed anywhere in the City. She is not supportive of having a six-foot fence or a zero side yard setback. She is concerned about the graphic being in the document and giving a developer the idea that no side yard would be acceptable. She agrees with Ms. Amorose Groomes that if the lot coverage is over 45%, then the green space must be increased. She stated that the added language in green was not necessary and is redundant.

Vice Mayor De Rosa stated that she agreed that HOA requirement language does need to be included somewhere though she was not sure if it would be more appropriate in the Code or in the Guidelines. She stated she does not know the future of driving and the need for three-car garages, but would gladly trade a garage for more patio space. She appreciated the conversation about more high-level specificity with the language. She would like less language about what happens in the spaces and more language about the size of the spaces. She lived in California and experienced alleys in housing developments and they only work if they are large enough; so there would need to be sizing requirements. She stated that there should be more specificity on additional lot coverage. She suggested adding language to make it clear that additional lot coverage (over 45%) must be earned through design and architectural elements. She would not support zero side yard setbacks. If it is going to be dense, it must be something exceptional.

Mayor Fox stated that she submitted much of the additional language and thought that her colleagues were saying the same things, but coming from different angles. She stated that during her time on PZC, she witnessed many developers asking for more density and larger buildings on smaller lots that left no usable outdoor space. She stated she agrees with Ms. Amorose Groomes that if there is less usable space on the lot due to the building coverage, there should be more green space in the neighborhood. She stated that she understood that the Planning Department wanted this to be somewhat flexible. She was concerned because flexible is not defined. She was suggesting language to try to define a quality of lifestyle. She explained the thoughts behind the additional language that was introduced. She was hoping to give PZC power to ask for the amenities that are needed or desired. She suggested that the City is looking for placemaking amenities, not just grassy areas. She also stated that these areas should be accessible. She stated that lot coverage can be a difficult conversation sometimes at the PZC level and she wanted to make sure that the PZC had the authority to question the lot coverage if the open space needs were not apparent.

Ms. Amorose Groomes stated that the added language ties the hands of the PZC rather than helps them. She explained that these Guidelines were reviewed and recommended for approval by the PZC, so they have already addressed their issues in these Guidelines. There is a level of redundancy that is more binding than freeing to get high quality developments. She suggested leaving it open so that there is some freedom to determine what open spaces should be. She is not supportive of adding subjective language.

Ms. Kramb agreed that the language makes the process more difficult for PZC rather than easier. She used the new paragraph that was proposed for the "Intent" section

as an example. She stated that to meet all of that criterion is not likely in every development, but by putting it in here, it reads as though all of these criteria must be met.

Mr. Keeler stated that it is okay to ask for everything and then say "no" if we do not get what we want. However, he stated that he does think the added language is more aspirational. He suggested that with the more prescriptive Code and the Guidelines, developers will know what we are trying to achieve.

Mayor Fox stated that her intent was not to have the criteria listed as a requirement on every parcel of open space. The intent is not meant to be prescriptive, but more aspirational. She stated that she would not expect to get every criteria listed, but that the amenities included would enhance the development and quality of life.

Mr. Reiner agreed that they sound like examples of the goal.

Vice Mayor De Rosa asked about next steps.

Ms. O'Callaghan suggested that Resolution 16-23 and Ordinance 05-23 be postponed to March 27, 2023 to allow staff time to address the suggestions from Council.

Ms. Amorose Groomes added the comment that many of these housing developments have a theme and if the housing styles and designs are different, the theme may be lost.

Mayor Fox moved to postpone the vote on Resolution 16-23 to the March 27, 2023 Council meeting.
Ms. Alutto seconded.

Vote on the motion: Ms. Amorose Groomes, yes; Mr. Keeler, yes; Vice Mayor De Rosa, yes; Ms. Kramb, yes; Mr. Reiner, Ms. Alutto, yes; Mayor Fox, yes.

SECOND READING/PUBLIC HEARING – ORDINANCES
Ordinance 05-23
Amendments to Code Sections 152.002, 152.086, 153.050, 153.052, 153.054, 153.071, 153.134, and 153.190 to update the residential Planned Unit Development references to include *Neighborhood Design Guidelines* (Case 23-002ADMC)
Ms. Holt stated that the changes that were requested at the first reading on February 13, 2023 have been incorporated.

There were no public comments.

Ms. Amorose Groomes stated that the Code references a 2.5-foot setback on large trees, a 2-foot setback from the curb on medium trees and a 1.5-foot setback from the curb on small trees. She explained why those calculations would not work. She pointed out that the reverse would be true. She noted it was in the redline version of 153.13 (E) (d). She stated that the amount of spaces needs to be significantly larger. We need to consider the areas we are giving these trees to grow into and how we nourish them as well.

Mayor Fox moved to postpone the vote on Ordinance 05-23 to the March 27, 2023 Council meeting.
Mr. Keeler seconded.

Vote on the motion: Ms. Alutto, yes; Ms. Kramb, yes; Ms. Amorose Groomes, yes; Mayor Fox, yes; Vice Mayor De Rosa, yes; Mr. Keeler, yes; Mr. Reiner, yes.

INTRODUCTION/FIRST READING/PUBLIC HEARING - ORDINANCES

There were no Ordinances for first reading.

INTRODUCTION/PUBLIC HEARING/VOTE – RESOLUTIONS

Resolution 17-23

Authorizing the City Manager to enter into an intergovernmental agreement with the Franklin County Commissioners for the purpose of receiving funds disbursed from the Wireless 9-1-1 Governmental Assistance Fund for the answering of 9-1-1 calls from wireless telephones

Ms. Alutto introduced the Resolution.

Mr. Somerville introduced Ms. Yankanin. Ms. Yankanin stated that this Resolution authorizes the City Manager to enter into an intergovernmental agreement with the Franklin County Commissioners for the purpose of receiving funds disbursed from the Wireless 9-1-1 Governmental Assistance Fund for the answering of 9-1-1 calls from wireless telephones. Adopted in 2006 and amended in 2008 and 2012, Ohio Revised Code §128 establishes a now $.25 per month user fee on every wireless phone bill to reimburse local public safety answering points for costs associated with receiving 9-1-1 calls placed from wireless telephones. The City of Dublin will receive $130,000 from that fund. Staff recommended approval.

There were no public comments.

Ms. Kramb asked about the memo stating that the agreement expired in 2019, to which Ms. Yankanin stated that was a typographical error.

Vote on the Resolution: Vice Mayor De Rosa, yes; Ms. Kramb, yes; Mr. Keeler, yes; Mr. Ms. Alutto, yes; Mr. Reiner, yes; Mayor Fox, yes; Ms. Amorose Groomes, yes.

Mayor Fox moved to waive the Council Rules of Order and read Resolutions 18-23 through 21-23 together.
Ms. Alutto seconded.

Vote on the motion: Ms. Kramb, yes; Ms. Amorose Groomes, yes; Mayor Fox, yes; Mr. Reiner, yes; Vice Mayor De Rosa, yes; Ms. Mr. Keeler, yes; Ms. Alutto, yes.

Resolution 18-23

Intent to Appropriate an Easement from Michael J. Streng & Melanie R. Fournier -Streng, Husband and Wife, From the Property Located at 75 Franklin Street, for the Public Purpose of Carrying Out the South High Street Utility Burial - Phase 1 Project (19-030-CIP)

Resolution 19-23

Intent to Appropriate Easements from Harry G. Hirth, Trustee of the Harry G. Hirth Revocable Trust, Dated April 28, 2006, From the Property Located at 150 Franklin Street, for the Public Purpose of Carrying Out the South High Street Utility Burial - Phase 1 Project (19-030-CIP)

Resolution 20-23

Intent to Appropriate Easements from Evelyn H. Wirchainski and John I. Wirchanski, Trustees of the Evelyn H. Wirchainski Revocable Trust Dated April 10, 1996, From the Property Located at 160 Franklin Street, for the Public Purpose of Carrying Out the South High Street Utility Burial - Phase 1 Project (19-030-CIP)

Resolution 21-23
Intent to Appropriate Easements from Diana L. Tout and Gerald A. Tout, Husband and Wife, from the Property Located at 172 Franklin Street, for the Public Purpose of Carrying Out the South High Street Utility Burial - Phase 1 Project (19-030-CIP)

Ms. Alutto introduced the Resolutions.

Mr. Hammersmith stated that as part of the Downtown Historic District beautification efforts, the City will be relocating the existing overhead utility lines along South High Street through the South High Street Utility Burial - Phase 1 Project by installing underground electric and telecommunication utilities to service the affected parcels. The project consists of two phases as requested by AEP. The Phase 1 Project area includes Franklin Street south of West Bridge Street and the west side of South High Street between West Bridge Street and Short Street. The Phase 2 area includes the east side of South High Street and Blacksmith Lane between West Bridge Street and Short Street. At the completion of both phases of the Project, all overhead utility lines and poles along South High Street will be removed between West Bridge Street and Short Street.

Presently, the City has reached agreement with 19 of the 23 affected parcels. Although negotiations with the four remaining property owners are ongoing, the City has not been able to reach agreement in terms of the compensation for the needed easements. The City is hopeful that an amicable agreement can still be reached with the property owners; however, this Resolution begins the appropriation process in the event that negotiations are unsuccessful. In order for the Project to remain on schedule and proceed to construction, a Contract for a Right of Entry Agreement has been executed with the four remaining property owners. The owners acknowledge through the Agreement that the City has the right to enter upon their property for the purpose of constructing utilities, and the City has the right to commence an action to appropriate the property. This Agreement allows the project to advance but does not acquire the needed easements. The easements will need to be filed prior to the completion of the project. Staff recommended approval of these Resolutions to allow the project to remain on schedule.

There were no public comments.

Vote on the Resolutions: Ms. Alutto, yes; Mr. Keeler, yes; Vice Mayor De Rosa, yes; Mayor Fox, yes; Ms. Kramb, yes; Mr. Reiner; yes; Ms. Amorose Groomes, yes.

OTHER BUSINESS

- Community Plan Engagement Plan

Ms. Rauch stated that the Community Plan is a vital policy document that helps guide our development growth and infrastructure. The existing Community Plan was last updated in 2013. In 2013, the update objective was to create an electronic, interactive version of the Community Plan to allow for more engagement, and to incorporate Area Plan amendments. The City has completed or is engaged in significant projects and studies, throughout various divisions of the City, in hopes of setting the framework for the Community Plan update. In 2022, staff conducted the Request for Proposal process to select the consultant that would assist in facilitating the update process, and Houseal Lavigne was selected. The detailed project management plan has been generated and includes eight major tasks and engagement strategies that accompany each task. The summary is intended to provide a high-level overview of the deployment of the various engagement strategies that will vary by task and be refined as the process moves forward to ensure engagement with the community is maximized.

- Task 1: Project Initiation

- Data Collection, meeting with department leaders and elected officials, community education and branding.
- Reviewing relevant studies that will be pertinent to the Community Plan.
- Alignment and communication with other City Divisions and Departments.
- Unique branding to the project, fiscal modeling, innovative technology including 3D modeling and Urban GIS.

- Task 2: Public Engagement
  - Project website, an online questionnaire, stakeholder interviews and a business community workshop.
  - Diverse methods of public engagement (in person, virtual, static, interactive)
  - The use of Map.Social. Map.Social is an interactive mapping system that allows users to identify, map and comment on geographic areas of the community.
  - It is important to note that although this task focuses on initiating public engagement, these engagement strategies will occur throughout the entirety of the plan.

Ms. Rauch highlighted the following key dates/events:

- March 9, 2023 – State of the Community
- April 17, 2023 – Elected Officials and Board and Commissions session
- April 18, 2023 – Meeting with Steering Committee
- April 18, 2023 – Public Meeting

Ms. Rauch introduced the list staff developed of potential members for the Steering Committee. The list includes:

- (2) Members of City Council
- (2) Members of the Planning and Zoning Commission
- (1) Member of the Architectural Review Board
- (1) Member of City Administration
- (1) Member representing Washington Township
- (1) Member representing the Dublin and Hilliard School Districts (Administration)
- (1) Member representing the Historic District
- (2) Members representing the Development Community
- (2) Members representing the Corporate Resident Community
- (1) Member of the Community Inclusion Advisory Committee
- (1) Member representing the Dublin and Hilliard School Districts (Youth)
- (1) Member representing Sustainability Efforts
- (2) Members At Large

- Task 3: Existing Conditions Analysis and Needs Assessment
  - Past/present studies analysis, demographic analysis, and assessing existing conditions.
  - Existing conditions report.
- Task 4: Community Visioning, Vision Statement and Goals
  - Community Visioning Workshop
- Task 5: Land Use Scenarios
  - Creation of three land scenarios.
  - Modeled to assess fiscal, transportation and utility impacts.
- Task 6: Subarea Plans

- Refinement of Area Plans
- Task 7: Preliminary Land Use Plan
  - Draft Preliminary Land Use Plan
- Task 8: Draft and Final Community Plan
  - Prepare final recommendations and policy direction accumulated in all the previous tasks.
  - Draft a final plan that is user-friendly, illustrative, visually compelling and concise.

Staff requested any feedback from Council as they prepare to move forward as described.

Vice Mayor De Rosa stated that she thought it was well organized and she is excited for the engagement methods that will be utilized.

Ms. Alutto agreed that it is a heavy lift, but she is looking forward to the process. She asked how staff would go about selecting the people who would serve on the Steering Committee.
Ms. Rauch stated that they have a good idea of stakeholders and public interest in certain topics from the housing study process that was just done. She intends to work with the City Manager to make sure that if there are residents with specific expertise in an area that we are tapping into that opportunity as well.

Ms. O'Callaghan stated that if Council was aware of any gaps in the list of Steering Committee members to let her know.

Mayor Fox suggested that staff add another youth so both Hilliard Schools and Dublin Schools could be represented.

- Proposed Dublin Irish Festival Ticket Prices

Mr. Stiffler introduced a discussion on the Hotel Motel Tax Fund prior to getting to the Dublin Irish Festival (DIF) ticket prices. He started by explaining the Operating Fund revenues and where the Hotel Motel Tax Fund – Lodging Tax and the Hotel Motel Tax Fund – Event Revenue fit in. When the funding received for lodging and events was reduced in 2020 and 2021, the difference was able to be absorbed in the General Fund. Prior to the pandemic, the activities within the Hotel Motel Tax Fund were self-supporting and sustainable. In 2020, the Fund Balance was used to support Hotel Motel Tax Fund activities. Since 2021, the Hotel Motel Tax Fund has been supported through a transfer from the General Fund. 2023 is the time to discuss this policy. He shared the Hotel Motel Tax Fund Policy timeline, which includes a Finance Committee meeting in February, and March dedicated to this topic. The goal is to examine current/past practice and create a Fund Policy document. The policy should identify both the direct costs and objectives of the Fund. Mr. Stiffler reviewed the history of the Hotel Motel Tax Fund (2015 – Present) to illustrate the period of growth, the stability of the Fund, and then the decline of the revenues that led to a dependence on the General Fund. Mr. Stiffler stated that using the General Fund is allowable, but a policy has not been set, hence the need for the discussion. Expenditures exceeded revenues by $1.2 million in 2022. Mr. Stiffler shared the Hotel Motel Tax Fund financial framework with Council.

<u>Hotel Motel Tax Revenue</u>
35% to Visit Dublin Ohio
25% to Dublin Arts Council
6% to Community Grants
34% goes to:
- Development Agreements
- Division of Community Events (Non-direct event costs).

<u>Community Event Revenue</u>
Direct costs associated with all community events including
- Spooktacular
- Dublin Irish Festival
- St. Patrick's Day
- Independence Day

He shared a graphic showing that this model produced a slight surplus of revenue in Hotel Motel Tax Revenue except for 2022. Whereas the Community Events revenue model shows it had a history of paying for the DIF, St. Patrick's Day, Spooktacular and most of the Independence day, except for 2022, the revenues from the DIF did not even cover the costs of the DIF.

Mr. Keeler asked about the DIF financial statement in the annual report and that it does not match what Mr. Stiffler is showing. Ms. LeRoy stated that in the annual report, the cost of staffing is included but is not shown in Mr. Stiffler's presentation.

Mr. Stiffler stated that the average of cost recovery from 2016-2019 for the DIF was 108%. In 2022, the cost recovery of the DIF was 89%. Mr. Stiffler stated that there are additional considerations for the strain on the Community Event Revenue, such as: the growth of the tree lighting event, expanded Spooktacular and inflationary increases associated with the DIF. The Hotel Motel Tax Revenue could experience some changes as well with the Dublin CIC (Community Improvement Corporation) activity, Historic Downtown initiatives and a potential performing arts center to name a few. All of these things need to be taken into consideration as these discussions occur.

Vice Mayor De Rosa stated that the Hotel Motel Tax Fund is not likely to be at the same levels due to corporate travel never recovering from the pandemic. She stated that this is a larger issue than just what events can be executed with this Fund. She asked Mr. Stiffler to speak about what might happen with this Fund over time. Mr. Stiffler stated that there is a great deal of uncertainty as to what the recovery will look like which is the essence of why these discussions must happen. He stated that the occupancy rate is down, but the average daily rate is significantly up. Due to higher rates, there is a slight recovery in the revenues, but not the occupancy. Regardless, it is necessary to determine what should be subsidized and how.

Ms. Alutto stated that Finance Committee agrees that this is an important discussion to have relative to the larger picture of the Fund over time.

Ms. Amorose Groomes asked about cost recovery outside of events. She asked about parks and recreation and whether we included the cost of staff in the cost recovery. Mr. Stiffler stated that cost recovery varies across the City. He stated that, with regard to recreation, it is the expenditures of the recreation fund. Employees that are paid from the recreation fund are considered in the recovery calculation. Citywide cost recovery is a larger pool of costs, direct and indirect. It is not consistent across the City by design and as a result of a specific policy. Ms. Amorose Groomes stated that all costs need to be considered when discussing events. It is difficult to say that the event yielded a surplus, but not all the costs were considered. She stated that we have a cost recovery policy. She would like to see everything that is spent assigned to the cost it is associated with and then Council can decide what subsidy is appropriate. Mr. Stiffler stated that it could certainly be part of the discussion that is happening.

Mayor Fox asked about the Hotel Motel Tax charges and what percentage goes to Dublin. Mr. Stiffler stated that Hotel taxes are over 17% in Franklin County, 6% of which is collected by the City of Dublin. We are required by Ohio Revised Code (ORC) to give 25% to the Convention and Visitor's Bureau, but Dublin chooses to give 35%. The City has also decided to give 25% to the Dublin Arts Council. The City has a policy to give 6% or $250,000 (whichever is larger) to community grants. Of the 6% that the City collects, 4% is allocated to other organizations.

Ms. Amorose Groomes stated that it is important to note that there are a growing number of hotels in the community that don't participate in the Hotel Motel Tax funding model that we have. Ms. Alutto stated that Ms. Amorose Groomes brings up a great point and that will be discussed in Finance Committee as well.

Ms. LeRoy reviewed some of the same information regarding cost recovery for the DIF historically. She stated that the impacts to the revenue in 2022 can be attributed to the national trend of decreased attendance at events, the weather report and the token and prior year ticket redemption. The impacts to the expenditure side include added sustainable/safety and accessibility services, Hero Hut was added and increased costs from suppliers. Staff has taken some cost containment measures by bidding bathrooms; tents, tables and chairs; golf carts; and fencing. There have been cost reductions in the programming/printing costs and marketing support. Staff has been reviewing the possibility of reducing staff overtime, but are committed to ensuring that it does not affect the guest experience.

Ms. LeRoy explained the cost recovery regarding beverages. Moving away from the token fee system last year has provided valuable information to staff regarding what price can be charged for the alcoholic beverages. The cost for beverages at this year's festival will be determined after staff is informed of the cost to the City from the suppliers.

Ms. LeRoy stated that there were less vendors last year, especially food vendors, because they did not have the staff to work. New sources of revenue last year were the merchandise areas and the whiskey bars. Events staff is always working to get new sponsorships to assist as well.

Ms. LeRoy shared the following graphic regarding DIF ticket price history:

Ticket Prices History

	2013	2014-16	2017-19	2022	2023
Online	N/A	$10	$15	$15	$15-25
Onsite Admission	$10	$12	$15	$20	$30
Senior/Student/Military	$8	$10	$12	$15	$20

EVERYTHING GROWS HERE.

16% of overall guests bought their tickets at the front gate. Ms. LeRoy discussed the ticket sale promotions that have been done in the past such as "black Friday sales," and stated that for 2023, there will be flash sales and the tickets will be for sale as follows:

2023 Proposed Ticket Prices

Ticket Type	Sales method	2022	Proposed 2023
One-day Ticket (Kids 10 & under are free)			
Flash Sale 3/16-3/31	online	N/A	$15
4/1-7/22	online	$15	$20
7/23-8/3 Res/SDR/Senior/Military/Student	At DCRC	$15	$20
7/23-8/6 online	online	$15	$25
General Admission	onsite	$20	$30
Senior/Student/Military	onsite	$15	$20

EVERYTHING GROWS HERE.

As the previous graphic illustrates, there will be no price increase if tickets are purchased in the flash sale time period. There are price breaks all the way up until July 22 to encourage guests to purchase their tickets prior to the long-term weather forecast. Residents, students, seniors and military get discounts for purchasing their tickets at the Dublin Community Recreation Center.
Ms. LeRoy shared the following graphics to illustrate 2023 proposed prices for Weekend passes and Pot O' Gold Wristbands:

Ticket Type	Sales Method	2022	2023
Weekend Pass			
Flash Sale 3/16-3/31	online	$35	$35
4/1-7/22	online	$35	$50
7/23-8/5	online	$35	$60
Group Tickets			
3/16-8/6	online	$10	$15
Pot O' Gold Wristbands			
Flash Sale 3/16-3/31	online	$15	$15
4/1-8/6	online	$15	$20
onsite	in person	$15	$25
Family Pack (2 Admission Tickets + 2 Pot O'Gold Wristbands)			
Flash Sale 3/16-3/31	online	$50	$55
4/1-7/22	online	$50	$60
7/23-8/6	online	$50	$70

Ms. LeRoy shared the free ticket opportunities that exist for the DIF as well. She stated there are a number of free admission opportunities including: being a volunteer, the 5K participants, Visit Dublin Hotel Packages, Sunday morning free time and miscellaneous giveaways.
She shared information regarding other Irish Festivals in the United States as follows:

- Pittsburgh: $20 ticket price (+ fees) with 3 stages of entertainment
- Iowa: $32.50 for weekend with 3 stages of entertainment
- Milwaukee: $23.36 Early ticket price with 9 stages of entertainment
- Kansas City: $15-30 depending on timing with 4 stages of entertainment
- Michigan: $15-35 depending on the day with 3 stages of entertainment

She also briefly shared the cost comparisons for other local entertainment such as the Columbus Zoo and Picnic with the Pops.

Staff revisited how the VIP Club ticket cost recovery was calculated in order to get an accurate cost determination that was fully burdened (to include staff costs, electricity, t-shirts, etc.). After that analysis was done, it was determined that the ticket prices for the VIP Clubs would be going up to provide the City with actual revenue from these experiences.

		2022	Proposed 2023
Ultimate Music Experience	Weekend	Not Offered	$550
Dub Club	Fri. or Sat.	$100	$150
	Sunday	$85	$125
	Weekend	$250	$350
Celtic Rock Club	Fri. or Sat.	$100	$150
	Sunday	$85	$125
	Weekend	$250	$350
Emerald Club	One day	$150	$225*
	Weekend	$400	$550*

The Ultimate Music Experience gets both the Dub Club and the Celtic Rock Club access. In 2022, the alcohol was eliminated from the Emerald Club. For 2023, the alcohol is coming back with a limit of three drinks for each person. There will also be additional food options throughout the day and heavy snacks between meals.

Mr. Keeler stated that this all comes down to evaluating what the City subsidizes. He stated that we subsidize the Dublin Community Recreation Center because it is something that our residents use. He is questioning how much we want to subsidize an event where only half of the people there are Dublin residents. He stated that, historically, even when inflation was not part of the conversation, we were still raising ticket prices by five dollars. Mr. Keeler commented on the comparisons that Ms. LeRoy provided. He is supportive of raising the ticket prices due to the increased costs of this event.

Ms. Kramb asked if we ever considered charging for parking. Ms. LeRoy stated that the majority of our parking is donated to us by other entities. She also stated that our liability would go up also because we could be subjected to any claims in the parking lots.

Ms. Amorose Groomes suggested considering a nominal fee of five dollars or something like that, with the canned good donation on Sundays to help offset costs. Ms. LeRoy stated that Legal had always advised staff that it was a separation of church and state, so she would need to consult with Legal on that possibility.

Vice Mayor De Rosa stated that attendance was down last year, she was wondering what the estimate for attendance was this year. Ms. LeRoy stated that if we had a nice weather weekend, staff is hopeful that the attendance would be up. Vice Mayor De Rosa stated that she is not supportive of the price increases. She wants to see if we get the attendance back up; perhaps a price hike is not necessary. She was wondering why we do not pass along the processing fee to the user as other events do. Ms. LeRoy stated that staff has looked at charging a flat rate processing fee.
In response to Vice Mayor De Rosa's question regarding how many tickets are sold, Ms. LeRoy stated that she could provide that to Council.
Vice Mayor De Rosa stated that the Pot O' Gold increases do not feel good to her either.

Mr. Keeler stated that even when numbers were up we still lost money. Vice Mayor De Rosa agreed and stated that this is why it is a policy question. She added that we cannot correct it all in one year.
Ms. Alutto stated that these prices reflect a catch-up since there were no changes for two periods of three years. She stated that these policy discussions should have happened then, but we cannot change that now. We can only move forward and have these discussions now.

Ms. Amorose Groomes stated that the Emerald Club was very quiet last year. She was inquiring as to whether or not there was more capacity in the tent spaces. Ms. LeRoy stated that overcrowding was an issue in the past, so staff may have over-corrected the capacity. She anticipates the capacity coming back up a little.

Ms. Alutto stated that they have also discussed having a price for non-alcoholic VIP passes also. She stated that the attendance may have been down in the Emerald Club because there was no alcohol included with the ticket. Ms. LeRoy stated that staff will be providing non-alcoholic VIP passes.

Mayor Fox stated that we need to get to a point where we are covering our costs, but she is more comfortable with a five-dollar increase. She stated that an incidental charge for the ticket, that was free before would help to recoup costs.

Ms. Alutto was not supportive of charging the volunteers for their tickets because the DIF is so reliant on the volunteers.

Ms. Amorose Groomes reiterated that she would like to see an alternative to free Sunday mornings. Ms. Alutto agreed.

In response to Ms. O'Callaghan's question regarding whether or not there was time for staff to look at Sunday morning options, Ms. LeRoy stated that there was time to look at options. Ms. LeRoy stated that they can bring some Sunday morning options back to Council.

- Community Services Advisory Commission Referral - Community Health Needs Assessment and Strategic Action Plan

Mr. Ranc stated that staff has begun the process of completing a community health needs assessment and strategic action plan (CHNA) for the City of Dublin. The CHNA will contribute to the City's goal of being the most sustainable, connected, and resilient global city of choice in the areas of physical, mental, and social resiliency. A CHNA is a systematic process involving the community to identify and analyze community health needs, prioritize community health needs, and plan to act upon unmet community health needs. The City contracted with Illuminology to help prepare the City's CHNA. Based in Columbus, Illuminology has provided custom-designed community health needs assessment research and planning for over 25 years. Illuminology has worked with several public and non-profit clients throughout Ohio to provide CHNA consultation, including Franklin County Public Health, Columbus Public Health, the City of Upper Arlington, the Central Ohio Hospital Council, and the United Way of Central Ohio, among many others. The process for the completion of Dublin's CHNA will include the gathering and analysis of both qualitative and quantitative data, with a significant focus on the inclusion of key community and regional partners as part of the process. Illuminology will conduct individual interviews with key community stakeholders, as well as community focus groups with adults, teens, and parents of children under the age of 12. Illuminology will also gather secondary data on a variety of health outcomes for the City of Dublin, as well as Ohio as a whole. Working with Illuminology, the City has established an advisory committee of key external stakeholders to help guide the CHNA process including area public health departments, community health systems, schools, non-profit health and human service providers and corporate representatives.

The advisory committee held its first meeting on February 6, 2023. The focus of the first advisory committee meeting was to introduce the committee members to the purpose and process of the CHNA and to hold a broad discussion regarding the public health needs of the City of Dublin. The advisory committee emphasized the importance of addressing social determinants of health, mental health, and inclusion as important outcomes of the CHNA process. Staff recommended referring this issue to the Community Services Advisory Commission (CSAC) to provide additional feedback and serve as a "sounding board" throughout the CHNA process. CSAC will be able to provide both the staff and ultimately the City Council important community feedback and recommendations regarding the CHNA.

Mayor Fox moved to refer the Community Health Needs Assessment and Strategic Plan to the Community Services Advisory Commission.
Ms. Alutto seconded.

Vote on the motion: Mayor Fox, yes; Ms. Kramb, yes; Ms. Alutto, yes; Mr. Reiner, yes; Vice Mayor De Rosa, yes; Ms. Amorose Groomes, yes; Mr. Keeler, yes.

STAFF COMMENTS

Ms. O'Callaghan shared the following:

- **State of the Community –** The State of the Community will be on Thursday, March 9 at The Exchange at Bridge Park. There will be a community reception with interactive engagement stations and refreshments from 6 to 7 p.m., with the program beginning at 7. All are welcome and encouraged to attend.
- **St. Patrick's Day Parade** – The "Greenest, Grandest Parade" will be on Saturday, March 11. The day begins at 7:30 with the Pancake Breakfast at Sells Middle School. The parade, with more than 100 units, will start at 11:00 in Metro Place and end in Downtown Dublin. The Grand Leprechaun Luncheon begins at 12:30 at J. Liu. Deb Papesh will serve as this year's Grand Leprechaun and Ohio Health has signed on as the lead sponsor this year.
- Horticulture staff is contracting with Davey Trees to perform understory vegetation clearing to remove invasive honeysuckle at Riverside Crossing Park. This will open a view shed to the river from the existing seating areas on the north and south part of the park. Work will begin on March 6th, weather permitting, and take approximately one week to complete.
- Notification letters will be sent to the residents in the River Forest subdivision to update the residents on the status of the Project, reiterate the Project's scope of work, and to invite them to a Public Meeting, which is planned for March 15, 2023 at the Dublin Community Recreation Center (DCRC) Talla 1 beginning at 7:00 P.M.
- Earlier this year we launched a work-place culture enhancement process in partnership with Focus 3, an Ohio-based advisory firm that has worked with Dublin City Schools as well as other successful organizations including the Ohio State Buckeyes football team. We started the process with a staff survey, followed by five staff Focus Groups that were facilitated by Focus 3 to better understand the City and the day-to-day behaviors and cultural standards that currently exist and to get ideas for how to improve our culture.
  Then on Friday, February 17th, 24 employees from across the City along with Mayor Fox and Council Member Alutto participated in a daylong Culture Workshop to create the City's Culture Playbook. During the workshop, the team defined cultural and behavior standards and created instructions on how to exhibit these standards. The team came to consensus quickly on a framework that will drive the best performance and execution. She stated it was an inspiring day and thanked Mayor Fox and Council Member Alutto for their insight and support of this important workshop.

The results of all these efforts will be used to develop Dublin's Culture Playbook, which will be shared with all staff through a robust and ongoing internal communications and training effort.

COUNCIL REPORTS

- There were no Council Committee Reports.
- Council Liaison Reports:
  - School Board Liaison: Mayor Fox shared that a meeting was held on February 23rd. She stated that Dr. Marchhausen expressed concern over proposed House Bill 1, which would flatten Ohio's tax rate down to a single bracket and would therefore impact the schools negatively. She also shared that they discussed the flavored tobacco initiatives and while Dr. Marchhausen was appreciative of the effort, he did not feel that it would have an impact. The products are too readily available through other sources. Education of parents and expanding the knowledge of the health concerns that these products create would be more beneficial.
  - US 33 Corridor: Vice Mayor De Rosa shared that the group met on February 10 at Millcreek Township. The group received informative information about the important partnerships that have been utilized with Millcreek Township and how they have been able to accomplish many things with little resources. The group also received an update regarding the Union County Trails and Greenways Plan. Developer interest in this corridor continues to grow.
  - Dublin Arts Council: Mr. Reiner reported that Fractals – Patterns in Nature is on display March 7 through June 2.
  - Veterans Committee: Mr. Reiner reported that work continues on a Veterans I.D. card.
  - Washington Township: Ms. Kramb will be attending the Washington Township Trustees meeting later in the week.
  - Architectural Review Board (ARB): Ms. Kramb stated that ARB received the concept presentation regarding the North Riverview properties. She will be watching the meeting to see how it was received.
  - MORPC: The Governor has released information that he intends to forward the 3C and D project (passenger rail service that lays between Cleveland and Cincinnati with stops in Columbus and Dayton) with Corridor to the FRA (Federal Rail Administration). He was not bringing forward the Chicago to Pittsburgh route, but MORPC may be partnering to submit an application for that as well. The State of the Region will be held March 31 in downtown Columbus.
  - Planning and Zoning Commission (PZC): Ms. Amorose Groomes stated that an agenda meeting will be held tomorrow (2/28/23) and a PZC meeting will be held Thursday (03/02/23).

COUNCIL ROUNDTABLE

- Mayor Fox: She traveled with City Manager O'Callaghan and CPI Director Lindsay Weisenauer to celebrate the Emperor of Japan's birthday in Detroit with the Consul General and his wife on February 23, 2023.
  She also shared that USA Today is collecting votes for the Best Places and Events in the USA and Dublin Irish Festival is on the ballot. She encouraged everyone to cast their vote for the Dublin Irish Festival. You can vote once a day.

ADJOURNMENT

The meeting was adjourned at 10:13 p.m.

Mayor – Presiding Officer

Clerk of Council