



## DUBLIN VETERANS COMMITTEE

March 16th, 2023 MEETING MINUTES

3:30 PM - 5:00 PM

### 1. Call to Order/Pledge of Allegiance

Chairman Noble called the March 16th, 2023 meeting of the Dublin Veterans Committee to order at 3:30 pm in person.

### 2. Roll Call

*Committee Members Present:* Jeff Noble (Chair), Tim Hansley, Charles Krumholtz, Mike Kehoe, Sean Clifton, John Reiner

*Bonnie Gamary joined virtually*

*Committee Members Absent:* Mack Parkhill, Roger Ansel, Jan Rozanski

*City Staff Present:* Emily Goliver, Lori Gischel, Matt Stiffler, Mitch Ament, Meghan Murray, Kelly Rigano

### 3. Approval of Minutes

Mr. Noble proposed a motion to approve the January 19, 2023 meeting minutes. The motion was unanimously approved.

### 4. Purple Heart Veteran Signage

*Presentation by Emily Goliver*

The City of Dublin is working on updating all of the monument and entryway signs. This includes all accolade signs such a bike friendly community, Tree city, and Purple Heart city. Staff has decided to hire a consulting firm to create a strategic approach to entryway signage in Dublin. In the meantime, the Purple Heart signs approved by committee will be put up on the existing entry ways. Ms. Goliver showcased 3 different designs for committee feedback and displayed a map of the locations the signs will be displayed.

*Questions/Comments*

Mr. Clifton noted that the governing body of Purple Heart City has no guidance regarding types of signage, but he preferred option #3.

Mr. Noble asked for group opinions and the committee came to a consensus that option #3 was the preferred design.

Mr. Noble made a motion to accept option #3 for the Purple Heart City signs and Mr. Hansley seconded. The motion was passed.



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3:30 PM - 5:00 PM

### 5. Veterans Benefit Discount Card

#### *Presentation Emily Goliver*

Ms. Goliver presented the benefit programs currently administered by the City of Dublin for Veterans residing in the City and listed some current veteran programming in Dublin. The City hosts Military Roundtable Events, Veterans and Memorial Day ceremonies, and maintains the Grounds of Remembrance. Current veteran benefits include a discount on annual memberships to the Dublin Community Recreation Center and discounted tickets to the Dublin Irish Festival.

Ms. Goliver then provided an overview of the proposed veteran appreciation card and explained the membership process and criteria. The city would require veterans to upload their proof of residency every 2 years while the pass is valid for 1 year. Proposed benefits include a discount on Abbey Theater tickets, free entry to the outdoor pools on the 4<sup>th</sup> of July, and 5 daily passes to the DCRC or outdoor pools. Ms. Goliver then went over the cost analysis of these benefits.

Ms. Goliver stated that the definition of veteran, as discussed in the previous meeting, included widows/widowers. She shared the Duties and Functions and requested the Committee discuss whether defining a veteran is within the scope of the Veterans Advisory Committee. She then opened the floor for discussion.

#### *Questions/Comments*

Mr. Noble proposed the discussion on the definition of a veteran be tabled until the next meeting when the whole Committee was present.

Mr. Noble noted that the 5 daily passes are a good deal, given the cost of a daily pass. He also noted that, since he is already a member of the DCRC, he would not benefit from this part of the program. He raised concerns about the cost of the Senior Membership versus the Military Membership. He also shared that there may be some members of the Dublin Senior Center that may not qualify for the Dublin Veteran's Card since they are not in the City of Dublin.

Ms. Goliver noted that the intent of the card is to capture as broad of a group as possible in order to get a comprehensive list of all veterans in Dublin. Staff understands that each component of the program might not be desirable to every veteran, but the hope is that at least one portion of the program leads a veteran to sign up for it.

Several members of the Committee expressed concerns that the Senior Membership is much lower than the Military Membership. There may be senior members that would prefer to be recognized as military members, but don't want to pay more.



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March 16th, 2023 MEETING MINUTES

3:30 PM - 5:00 PM

Mr. Reiner noted that his desire is to have the rate for the Military Membership either exceed or equal that of the Senior Membership. He suggested raising the Senior Membership rate and reducing the Military Membership rate to have them meet in the middle.

Ms. Goliver raised the point that the conversation regarding a larger veteran discount at the DCRC was outside of the scope of the committee and may fit better within the annual cost study discussion and would require analysis of the cost recovery policy. Ms. Goliver proposed that a conversation regarding the cost study could happen later this year and that council is a better venue for this conversation.

Mr. Stiffler noted that there is some difficulty with the level of subsidization for certain groups and the percentage of membership can make it difficult to reach the 50% cost recovery requirements. Mr. Stiffler suggested that more time should be spent to understand the level of subsidy and services provided.

Mr. Noble observed that by offering a larger discount to seniors, it may seem like the city isn't properly recognizing veterans.

Mr. Reiner suggested that there may be some middle ground between senior and veteran pricing and that there should be some benefit for being a veteran. The discount should be used to attract veterans to Dublin but acknowledges that it isn't a financial winner for the city. Mr. Reiner also noted that the DCRC is a good place for veterans to relieve stress, as there is a high suicide rate in the veteran population.

Mr. Noble noted that younger veterans may be less likely to use the veteran discount as they often have group memberships with their family.

Mr. Hansley agreed that the senior and veteran discount should be comparable, and acknowledged that the goal of the card would be to gain a better understanding of the veteran population in Dublin and suggest that this conversation may be easier to have after implementation when there is data to look at.

Mr. Kehoe asked if the card would have a picture on it.

Ms. Goliver explained why the card would not have the veteran's picture on their card. Having a picture would require the person requesting a card to apply in-person, rather than online. It would also limit the ability to print cards to just the Rec Center, whereas without the picture, Ms. Goliver or Ms. Blake can print cards at any building.

Mr. Noble recommended tabling the issue until Mr. Parkhill is present.



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March 16th, 2023 MEETING MINUTES

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The committee and Mr. Stiffler discussed a variety of discount rates of other gym locations.

Ms. Goliver explained the choices of discounts for the new veteran cards and how it attracts a broad audience. The 3 listed benefits are a launching point for the pilot program and should be analyzed at a future date for how successful the program has been. Ms. Goliver confirmed that the discounts are solely for the veterans.

Mr. Krumholtz acknowledged that the committee could benefit from the perspective of younger veterans as the committee may be missing something. Mr. Noble invited Mr. Tracy Owens, who was present as a member of the public, to speak on this topic.

Mr. Owens noted that the point of the veteran's card is to help ID veterans and supply them with better opportunities, and the proposed benefits are a nice add on. He feels the benefits as proposed are a nice gesture from the City.

Mr. Stiffler agreed and explained how the discounts could open the door to more opportunities and allow veterans to experience the pool/DCRC at a discounted rate.

Ms. Gamary agreed that the primary goal is to help identify veterans, and that discounts and benefits are the second step of the new cards. She is supportive of the proposed benefits.

The Committee agreed to table the conversation until the next meeting.

### **6. Memorial Day Events**

*Presentation by Jeff Noble*

Mr. Noble noted a route change for the Memorial Day Parade, with the parade starting at Wendy's and the path will change to the Bridge Street Bridge (SR-161) as opposed to the pedestrian suspension bridge. This change is due to the fact that the pedestrian bridge is a bit compact and doesn't allow for easy viewing. He also shared that Ms. Gamary will be the speaker for the event.

### **7. Round Table**

Mr. Noble highlighted the March Military Roundtable and a welcome home event in Washington D.C.

Mr. Krumholtz raised some questions regarding the cemetery renewal project. Ms. Goliver shared that the Remembrance Project is still ongoing with Leadership Dublin. Director of Outreach and Engagement, Christine Nardecchia is the staff liaison for this.



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Mr. Noble proposed that the Committee needs to find a new sponsor for the continued collection of veterans information after this year's Leadership Dublin class ends. He does not foresee it continuing to be a project led by Leadership Dublin in the future.

Mr. Krumholtz mentioned that one of the signs at the Dublin Library recognizing the Grounds of Remembrance is in the wrong location. Ms. Goliver assured him that this would be taken care of.

Mr. Clifton asked when the Purple Heart signs will go up around the city. Ms. Goliver responded that it is the city's desire to get these up as quickly as possible after the design was approved this afternoon. She is not sure about the timeline for the long-term monument signage since that process will need to go through the Community Development Committee and City Council.

Ms. Gamary stated that she hopes the discount card will be finalized by the Dublin Irish Festival so that they can sign all of the veterans visiting the Hero Hut up for a card.

Ms. Gamary mentioned that May 4<sup>th</sup> is Dublin City School's military commitment day, occurring at Emerald Campus in the afternoon. She invited the group to attend.

Mr. Noble asked for a motion to adjourn the meeting. Mr. Kehoe motioned. All members approved the motion.

### 8. Adjourn

Respectfully Submitted,  
Mason Althouse, Management Intern