

**DUBLIN CITY COUNCIL  
FINANCE COMMITTEE MEETING  
Monday, November 28, 2016  
Council Chambers**

Minutes of Meeting

Mr. Keenan, Committee Chair, called the meeting to order at 6:00 p.m.

Finance Committee members present: Mr. Keenan, Mr. Lecklider and Ms. Alutto.  
Staff present: Ms. Mumma, Ms. Gibson, Ms. LeRoy and Ms. Burness.

Mr. Keenan stated that the purpose of tonight's meeting is to review the hotel-motel tax grant applications for 2017. The Committee will hear the requests and develop recommendations, which will be considered by Council at their meeting on Monday, December 5. Applicants will be receiving a letter via email notifying them of the Committee's recommendation for their request.

Consent Agenda

- Minutes of October 10, 2016

Ms. Alutto moved approval of the October 10, 2016 minutes.

Mr. Keenan seconded the motion.

Motion carried unanimously.

**HEARING OF 2017 HOTEL-MOTEL TAX GRANT APPLICATIONS:**

- Dublin Youth Athletics (DYA) - Wayne Williams Memorial Tournament. Request: \$22,150  
Present: Michael Craig, DYA Athletic Director; Kyle Finley, DYA Travel Teams Director and DYA members Dave Hannan and Jim Link.

Mr. Craig stated that their request for \$22,150 is to cover the cost of City services for the 2017 Wayne Williams baseball tournament. The grant they received last year was for \$19,500; the same amount was requested and received the last five years.

Mr. Keenan inquired if the full amount of the 2016 grant was used.

Mr. Craig responded affirmatively. The cost of City services increased last year; this year's request is equal to the amount of the 2016 services.

Mr. Link stated that the registrations increased last year to 132 teams. Additional City fields were needed, which increased the cost of City services. The same attendance and similar cost is anticipated in 2017.

Mr. Finley stated that, currently, 35 teams are registered, but that does not include the Dublin teams. Of the 35 teams, 12 are from outside the Columbus metro area, 6 are from out of state and 6 are from within the state. Of the 132 teams that participated last year, 45 were from out of town and 22 from out of state. Because additional teams participated last year, in addition to the Avery North and South fields, some of the Darree and Emerald Park fields were used.

Mr. Keenan inquired if the date of the 2017 Memorial Tournament follows the date of this event.  
Ms. LeRoy responded affirmatively.

Mr. Keenan noted that there would be no conflict in regard to the room nights. This event generates a significant number of room nights to the area hotels.

Committee questions:

Mr. Lecklider inquired if the number of anticipated out-of-town teams in 2017 is 45.

Mr. Finley responded that was the number that participated last year -- an increase from 37 teams the preceding year; a similar number is anticipated this year.

Mr. Lecklider inquired how those teams are directed to Dublin hotels.

Mr. Finley responded that the registration requires an agreement to stay in an approved Dublin hotel.

Mr. Keenan thanked them for their presentation. Grant recommendations will be made at the end of this meeting. The budget is constrained this year due to additional funding this past year to the Dublin Convention and Visitors Bureau; the available grant funds are \$200,000.

- Dublin Scioto Lacrosse Boosters – Middle School Boys State Lacrosse Championship, May 13-14, 2017. Request: \$11,000

Present: Lisa Gawronski, Dublin Scioto Lacrosse Boosters president, and Rick Gawronski, Ohio Middle School Boys Lacrosse Association Chairman, 8260 Millhouse Lane, Dublin.

Mr. Gawronski stated that this is the 18<sup>th</sup> year that this tournament has been hosted at Dublin Scioto. Boys' lacrosse is the fastest-growing sport in both middle and high school. As a result of that growth, lacrosse is now an OHSAA sanctioned sport. That sanction will result in competition for hosting the event, but they would like to keep the event in Dublin. In 2016, 88 middle-school, boys' lacrosse teams participated in the event, with approximately 20 players per team. Over 8,000 players, coaches and spectators attended the two-day tournament. Their grant last year was \$7,000 for the cost of City services; the actual costs were \$8,000. The anticipated 2017 cost for City services, as determined by City Events administration, is \$9,975. The projected Dublin economic impact is \$220,000. In 2016, the event booked 512 rooms in Dublin, generating approximately \$4,057 in hotel tax revenue. Including the other out-of-town guests who booked independently, the actual tax revenue for the City of Dublin was much higher. This year, DCVB is blocking 405 rooms; however, DYA's target is 700. They anticipate reaching that goal because DYA is now responsible for all communications to the teams; previously, a second party was involved. The breakdown of their \$11,000 request is \$8,000 for City services and \$3,000 for: Dublin City School custodial services and field re-seeding; recycling; golf cart transport for elderly and handicapped; additional restrooms; and certified athletic trainers.

Committee Questions:

Mr. Lecklider inquired if the total cost of the event is \$43,000.

Ms. Gawronski responded affirmatively.

Mr. Lecklider inquired if the difference between the City's grant and the remainder of the costs is covered by the entry fees.

Mr. Gawronski responded that the additional funding comes from parking fees and concession, apparel and program sales.

Mr. Lecklider inquired what efforts have been made to attract other sponsors.

Mr. Gawronski responded that other sponsors are Dick Sporting Goods and the programmed lacrosse camps.

Ms. Gawronski noted that some items, such as the porta-johns, dumpster and golf carts are provided via a barter system – the item is provided in exchange for advertising.

Mr. Keenan thanked them for their presentation.

- Dublin United Soccer Club - Dublin United Champions Cup. Request: \$7,875

Present: Chuck Stephens, DUSC Board Member, 3961 Orchard Crest Ct., Dublin; Ken McMahon, DUSC Director, 4404 Cambry Lane, Dublin.

Mr. Stephens stated that they are seeking funding for the 2017 Dublin United Champions Cup Soccer Tournament. The last few years, the event has attracted between 165 – 180 teams, with approximately 11 players per team. That is a substantial number of not only participants but also visitors for the event and to the Dublin area. The Club is comprised of approximately 95% Dublin participants, and it is important to maintain this event for those kids. In the past, they have had difficulty establishing room blocks. This year, they contacted the Dublin Convention and Visitors Bureau, and Joshua Bricker made several attempts to establish room blocks for them. However, that particular weekend, there were two other tournaments within the central Ohio area attracting a number of out-of-town participants who reserved rooms within Dublin hotels. DCVB was able to reserve only a block of 75 rooms at the Marriott for them. Their grant request for \$7,875 matches the cost of City services in 2016.

Committee questions:

Mr. Lecklider noted that he is concerned with the non-specific information, which seems to be an ongoing problem.

Mr. Stephens stated that he believes much of the past difficulty has been from not knowing what Council expected from them. Last year, they learned what those expectations were and this year made every effort to establish those room blocks. However, the Crew had their first tournament this year, and they chose the same weekend as theirs. Although that tournament did not take place in Dublin, it was within the central Ohio area, and they had room blocks at a number of hotels even some distance from the fields on which they were playing. That caused DUSC to have great difficulty in securing room blocks.

Mr. McMahon stated that, in addition to the Crew tournament, Jim Sturm also tried to start a new MOSSL tournament this year. His first step was to block a large number of rooms at the Embassy Suites, where DUSC would normally have had 100 – 150 rooms, so when Mr. Bricker attempted to block the Embassy and Marriott for them, most of the rooms were already blocked for the MOSSL tournament. Although the new tournament did not take place, the rooms were not released until a couple weeks before the event date. Their players had already booked elsewhere. For 2017, they will be asking Mr. Bricker to block early a large number of rooms at three - five area hotels.

Mr. Keenan inquired if they have the date of the 2017 tournament; it is not in the materials provided.

Mr. McMahon responded that it is the third weekend in September. They are essentially “landlocked” with that time, because the OP tournament is the weekend before and another tournament the weekend after.

Mr. Lecklider stated that the address on their application is 6147 Perimeter Drive, which is the Avery Square Shopping Center.

Mr. McMahon responded that is the organization’s mailing address – a PakMail address.

Ms. Alutto inquired if there are future plans to seek additional funding from other sources.

Mr. McMahon responded that they are continuing to increase the number of area sponsors. They remain a rather new tournament; for example, the OP tournament is in their 21<sup>st</sup> year; the Dublin Charity Cup is in their 31<sup>st</sup> year.

Ms. Alutto inquired where the additional event costs would be covered – from concession sales?

Mr. McMahon responded that they will be covered by the tournament entry fees.

Mr. Keenan thanked them for their time.

- Ohio Premier Soccer Club - Invitational. Request: \$10,500

Present: Nichole Cobb, OP Tournament Director, 3944 Genteel Drive, Grove City.

Ms. Cobb stated that the 19<sup>th</sup> annual OP Invitational will be held September 16-17 at Darree Park and Soccer First in Dublin. They host an average of 300 teams. The event uses an average of 1,450 room nights in Dublin. Event expenses are \$98,000. Their request is for funding to cover the cost of City services for the event. To offset the grant, additional costs will be covered by registration fees and advertising.

Committee Questions:

Mr. Lecklider inquired about the discrepancy in number of room nights.

Ms. LeRoy stated that DCVB indicated 803 room nights in 2016, down from the 1,084 room nights in 2015 and 901 the preceding year. It has been consistently between 800 -1,000 room nights.

Ms. Cobb responded that their hotel coordinator had indicated to her that they were using 1,450 room nights. She may be confused concerning whether the hotel on Sawmill is within the City of Dublin.

Mr. Lecklider stated that the OP Tournament generates a large number of room nights. They may want to work with DCVB on the room blocks.

Ms. LeRoy advised that she contact Josh Bricker, who can facilitate the process more easily.

Mr. Lecklider stated that the cost of City services in 2016 was \$5,200. The 2017 request is for \$10,500.

Ms. Cobb stated that the \$5,200 did not include the cost of the additional restrooms required, trash pick-up and Dublin Police services.

Mr. Lecklider inquired the reason it was necessary to have more bathrooms.

Ms. Cobb responded that previously, there have been insufficient bathrooms, so they are increased. Normally, it is necessary to rent 10 additional portable restrooms, but it appears that here is a need to further increase that number.

Mr. Keenan thanked them for their time.

- HDBA - Engagement Campaign. Request: \$58,000

Present: Rick Gerber, HDBA President, 109 S. High Street, Dublin.

Mr. Gerber stated that all the members are new to the association as of this past January, but they believe they have made significant progress this year. They are better organized, and have initiated various committees to address issues such as events and branding. He thanks Mr. McDaniel and Ms. Goss, who serves as their liaison. They believe they have a better relationship with the City of Dublin than in the past. There is more awareness of the Historic District, and that

shows in their events, which are better attended. HDBA's focus lies primarily on special events and improving commerce through improvement of the Historic District. For 2017, HDBA intends to expand the scope of this objective by a strategic alliance comprised of the DCVB, HDBA, DAC, Dublin Historic Society, and Crawford Hoying, as they are located in the center of Dublin. By joining forces, they will draw more events and more businesses to that area. They are relying less on Community Relations, doing much of their own advertising. There is much awareness and excitement in the area, and they want to capitalize on that.

Committee Questions:

Mr. Lecklider complimented HDBA on its much-improved report.

Mr. Gerber stated that it is no longer a "one man band." Every board member had an influence in the report.

Mr. Lecklider requested clarification of the request for \$38,000 for day-to-day operations and event management and for \$20,000 for organization and execution of the Historic Dublin Street Bazaar.

Mr. Gerber stated that the day-to-day operations include the cost of communication via the website, graphic design and an events coordinator.

Mr. Lecklider inquired if that coordinator is Rob Smith.

Mr. Gerber responded that due to the demands of his day job, Mr. Smith has left the association, and a board member is doing the work in the interim. They are looking forward to engaging a coordinator next year.

Mr. Lecklider noted that these expenses seem to relate primarily to Mr. Smith's duties.

Mr. Gerber that is correct; it is more than a part-time job. The area and the opportunities are growing, and it is important that this piece be done well.

Mr. Lecklider inquired if the services would be contracted.

Mr. Gerber responded that an individual will be engaged to provide event coordination; that person may or may not be the same individual who provides graphic design work.

M. Alutto noted that this request is for a large portion of the grant budget -- more than one-quarter of it. She requested justification.

Mr. Gerber stated that in the past, this organization has been under-funded, and was handled by primarily one person. To do it correctly will require more funding. The City has spent a significant amount of money in the area, and opportunities are increasing. Creating the desired "buzz" for the benefit of the benefits and the residents will take some money.

Ms. Alutto inquired what the strategy is for both sides of the river to work together on this effort.

Ms. Gerber responded that they have been talking with Ms. Goss, City Development Director; Mr. Dring, DCVB; Mr. Guion, DAC; and Ted Orr, Crawford Hoying. They have all recognized that they are stronger together -- hence the strategic alliance. The group has a monthly leadership meeting here in Council Chambers. Going forward, it will be a cooperative effort, perhaps in the future evolving into one organization.

Ms. Alutto stated that it would be helpful to have future follow-ups.

Mr. Gerber indicated that they would be happy to provide. However, grantees are not reimbursed unless they provide good documentation. He noted that the street bazaar request for \$20,000 was separated from the request related to daily operations. The past event was well attended, but it involved closing off alleys, which made travel down High Street cumbersome. The Police

recommended that in the future, that section of High Street be closed for this event. Doing so would require more City services.

Mr. Keenan inquired if there will be an opportunity for events to be held in the new park across the pedestrian bridge, involving restaurants on that side of the river.

Mr. Gerber responded that they have discussed these ideas with Ted Orr.

Mr. Keenan noted that there may be some sponsorship opportunities there.

Mr. Gerber stated that the Board will be looking into these opportunities in 2017. They are a 501C6 not-for-profit organization. In the future, they want to look for a corporate sponsor, but that will require some time investment.

Mr. Keenan stated that this is over one-quarter of the available grant funds. If it were necessary to trim this request of \$58,000, where best would that be?

Mr. Gerber responded that was the reason for separating out the street closure for the bazaar -- that would be the place to trim.

Mr. Keenan thanked the HDBA Board members for their attendance and support.

- Dublin Arts Council - BREAD! Festival. Request : \$25,000

Present: David Guion, Dublin Arts Council Executive Director, 4576 Carriage Hill Lane, Columbus.

Mr. Guion stated that they have submitted an application requesting funding for the second BREAD! Festival. BREAD! is an acronym for "Bake – Reconnect - Educate – Art – Diversity." The 2016 festival included 16 performances of dance and music and seven food trucks. Great Lakes Spoon Company sponsored the event. Ciril Hitz from Massachusetts was present to create bread sculptures. Approximately 8,000 attended the festival, and 9,000-10,000 attendees are anticipated for the second festival. They learned much from the first festival and are working on strategies to make the 2017 festival even better. In addition to the \$25,000 grant from the City last year, they were able to leverage another \$40,468 from other grants and sponsorships. Ohio Arts Council (OAC) required a match, and they were able to raise \$14,000 through OAC. The BREAD! Festival was a result of a joint effort with the City to support diversity in the community. There is diversity in the schools – 60 languages are spoken, but is also present in the entrepreneurial spirit of the 3,000-plus businesses in the City. The intent was to celebrate that diversity. This was probably the most diverse event that has occurred in Dublin, as was reflected in the survey results.

Committee Questions:

Mr. Lecklider stated that the event has occurred only one year, but as is typically inquired -- what is envisioned for becoming less dependent on the City's grant funding?

Mr. Guion responded that they have been able to secure support from Cardinal Health, L Brands, Great Lakes Brewing, Big Sandy, SWACO and some other organizations. The intent is to rely more on funding from larger corporations in the future, such as AEP, Huntington and PNC Arts Alive.

Mr. Keenan inquired if future funding requests would be directed more to those organizations.

Mr. Guion responded affirmatively, but City support is needed for the first couple of years to get the event going. Hopefully, the City's support then leverages support not only from Ohio Arts

Council, but also from Franklin County. The goal is to be less reliant on the hotel-motel tax money.

Mr. Keenan noted that they are also seeking money from the Ohio Arts Council and Puffin Foundation. Are they likely to receive that funding for the coming year?

Mr. Guion responded affirmatively.

Mr. Lecklider stated that he was confused about the amount of the 2016 grant ultimately received, as the cost of City services was waived.

Ms. LeRoy responded that last year, they asked the Committee to treat the City services for this event the same as City services are treated for the other Dublin Arts Council events -- such as Sundays at Scioto -- which is waiving the fees rather than providing a grant to cover the fees. The grant was only for expenses for the event, but the value of the City services that were waived was \$22,000.

Mr. Keenan inquired if DAC had submitted receipts for the \$25,000 grant, and have they been paid.

Ms. Gibson responded affirmatively.

The Committee thanked Mr. Guion for his presentation.

Mr. Keenan noted that the amount of citizenry involvement is amazing. The community input is appreciated.

- Ohio University - Tantrum Theater, Request: \$20,000  
Present: Ian Hinz, 347 E. 15<sup>th</sup> Avenue, Columbus.

Mr. Hinz stated that he relocated here recently and became involved with the Tantrum Theater in June. They have requested a grant to provide housing and cover associated costs for bringing in professionals to participate in Tantrum's second season. The first show will be "A Midsummer Night's Dream," which will have a cast of 14-15 actors, more than half of whom will be out-of-town professionals. Approximately 10-15 children from the Dublin area will participate, as well. The second show is a musical called "Caroline, or Change." The book was written by Tony Kushner, who also wrote "Angels in America." The story, which takes place in Louisiana in 1963, is about civil rights and diversity. Their approach is for stories with strong, family themes. This show will involve approximately 18 cast members, comprised of professionals, most of whom will be cast from New York City. The final show, "Into the West," is an Irish fairy tale -- a children's theater piece for the whole family. It will open the week of the Irish Festival. They have increased the number of professionals to be brought in, not only on-stage but also behind-stage. Approximately 50 professionals will be brought in and housed in Dublin for approximately four weeks at the Extended Stay Suites or a hotel that will offer an extended-stay package. The total number of individuals that will be housed for the summer (May -- August) is over 100. Last year, they housed just under 100, and their total housing budget for Dublin was \$260,000; that amount will increase this year. They are requesting a grant of \$20,000 to support that effort.

Mr. Lecklider stated that one of the goals of the hotel-motel tax grants is to generate hotel-motel tax. In this case, Dublin would be paying that. Instead of attracting outside dollars, money would be taken from the hotel-motel tax fund.

Mr. Hinz responded that will change as the theater grows in prominence – the model, for example, in Stratford, Canada, is to bring people from the greater region to stay in the community for the productions. They have hired Cleveland Playhouse associate artistic director, Robert Barry Fleming, to direct the musical. They hope to entice people from that market, his audience, to come down and stay the night to see the show. They also hope to work with more restaurants this year to provide packages that will entice people to Dublin. Doing larger cast shows that have name recognition will, hopefully, attract that type of audience.

Mr. Lecklider stated that he recognizes that this Theater is in its early stages, but he would not want to see them become dependent upon this grant funding for the reason for which it is requested.

Mr. Keenan inquired if the prior theater group location was on the east coast.

Mr. Hinz responded that it was at the Monomoy Theater on Cape Cod.

Mr. Keenan noted that they have been there for a period of time.

Mr. Hinz responded that it has been nearly 50 years.

Mr. Keenan inquired if it is a “culture shock” to transition from summer theater on Cape Cod to Dublin, Ohio.

Mr. Hinz responded that he was an alumnus of Ohio University and did all his theater work here. However, the students and professionals that were brought in last summer had a great experience. They appreciated being in a place that was welcoming and diverse and were surprised with everything Dublin had to offer, including parks with waterfalls and long biking trails. He is looking forward to Bridge Park, as well. Summer theater in Dublin may be more exciting than Monomoy.

Mr. Keenan stated that he is not sure the constituency here recognizes how professional this theater group is.

Ms. Alutto stated that she attended the first performance, “Little Shop of Horrors,” a phenomenal performance.

Mr. Keenan stated that the reviews on that were great regarding the actors, set and level of professionalism. More communication to the residents and surrounding areas would be good. Are they able to sustain activities in this theater, or will they outgrow it?

Mr. Hinz responded that, hopefully, they will outgrow the Abbey Theater. It is a great theater and a wonderful place to start, but their plan is to outgrow it and perhaps move to a theater in the Bridge Park District.

Mr. Keenan stated that perhaps Ohio University would have some funds for that.

Mr. Hinz stated that he cannot speak to that, but their presence here in Dublin, from the university standpoint, has been positive.

Mr. Keenan stated that originally, some friction was caused with a pre-existing Dublin theater group over use of the Abbey Theater. Is the City interacting with that group?

Ms. LeRoy stated that there were some logistical issues with moving those groups this first year, but for next year, those groups have already been taken care of and re-assigned.

Mr. Keenan stated that the Tantrum Theater may be a resource for some of those groups to see theater two or three levels up. He is hopeful to see some synergy between the groups.

Mr. Hinz noted that, in addition to their performances, they do have an educational outreach, including three sessions of children’s programming. This winter, they have programmed with the Dublin Arts Council to offer a children’s theater workshop there, as well.



The Committee thanked Mr. Hinz for his presentation.

- Dublin Special Olympics - Shamrock Games. Request: \$3,500  
[The grant applicant was not present.]
- Crohn's & Colitis Foundation - Take Steps Walk. Request: \$5,000.  
[The grant applicant was not present.]

- Grant's SIDS 5K Run/Walk. Request: \$1,500.

Present: Karen Williams and Alan Hejmanowski, 5868 Connolly Court, Dublin.

Ms. Williams stated that she initiated this event two years ago. She lost her son 16 years ago to SIDS. Their goal is to raise awareness, education and funds for research. The first year of the event, there were 124 runners at Coffman Park. This year, they had 256 runners. The event was restricted to Coffman Park to avoid the cost of City Police services. As she also is a volunteer community service officer with the Dublin Police, she is aware of how busy they are. The event has been kept simple with the intent for most of the money to go back to research. However, another non-profit organization has called her about the possibility for some children with limited financial resources to participate. She has discounted the \$25.00 registration fee to \$15.00 for them. They cannot afford the event shirts, so she will provide them at no cost. "Let Me Run" is a program where boys are inspired to make friendships by running together. For most, it is their first 5K. They are provided with a 6-week program to prepare them for the event. The grant request is to help pay for the park area that is used; snow removal, if needed, which is \$100/hour; and scholarships for the children who have no money for the entry fee. She has attempted to secure sponsors, and those who are helping are: Central Point Church; BMI Federal Credit Union; Foundation Chiropractic; Ohio Health, Yogi's, Rivers Edge Pediatrics, Columbus Running Company, and a few others. The proceeds will benefit the SID Network of Ohio, who recently changed their name to Babies First Network of Ohio. One of her biggest costs is for Columbus Running Company to provide the bibs and announce for the event. Some families from outside the region come in to participate in the event in honor of a baby or child that they may have lost.

Committee Questions:

Mr. Lecklider inquired if the event is self-contained within Coffman Park.

Ms. Williams responded that it is.

Mr. Lecklider stated that this past year, the only City service fee incurred was a \$125 permit fee, which will increase to \$165 next year. For what will the balance of the \$1,500 be used?

Ms. Williams responded that the grant would help pay for the park area that is used; snow removal, if needed (if not needed, it would not be used); and scholarships for children unable to pay the entry fee.

Mr. Keenan expressed regrets for her loss, and thanked her for her presentation.

Administratively Reviewed Grants:

Ms. Gibson stated that based on meeting the criteria established by City Council, the following applications were administratively approved:

- Arthritis Foundation - Classic Auto Show & Cruise In. Request: \$10,000
- Club Ohio Soccer – Nike Challenge Cup and Fall Classic. Request: \$13,000 (Nike Challenge - \$11,000 & Fall Classic - \$2,000)
- Dublin Kiwanis – Frog Jump. Request: \$5,000
- Dublin A.M. Rotary - Blarney Bash. Request: \$10,000
- NIFA – Safecon. Request: \$10,000
- Dublin Soccer League - Charity Cup. Request: \$13,798
- Dublin Jerome H.S. – Homecoming Parade (2016 event cancelled) – allow the funds awarded in 2016 to roll over to 2017.

Mr. Lecklider stated that the total of the administratively reviewed grants is \$61,798.  
Ms. Gibson stated that is correct. It leaves \$138,202 for the remaining grant awards.

### **COMMITTEE DISCUSSION OF 2017 HOTEL-MOTEL TAX GRANT APPLICATIONS:**

Ms. Gibson noted that the applicants were asked to appear half hour early. Two applicants did not appear tonight: Special Olympics – Shamrock Games and Crohn's & Colitis Foundation - Take Steps Walk.

Mr. Keenan inquired the total amount of the remaining grant requests.

Ms. Gibson responded that the total requests were over \$226,000.

Mr. Keenan stated that \$164,525 is the total of the non-administratively reviewed grants. The total of all the requests is \$226,323, so either it is necessary to increase the budget or reduce the grant awards by \$26,323.

Mr. Lecklider stated that he believes some of the grant requests could be reduced.

Mr. Keenan suggested that each grant request be discussed individually.

#### 1. DYA – Wayne Williams Memorial Tournament - \$22,150.

Ms. Gibson stated that the amount they have requested is the actual amount of City services in 2016.

Mr. Keenan inquired if they typically use the full amount for that purpose.

Ms. Gibson responded that they actually expend more than the City has granted.

Mr. Keenan noted that they assume they would grant \$22,150.

#### 2. Dublin Scioto Lacrosse Boosters – Middle School Boys State Lacrosse Championship - \$11,000

Ms. Gibson stated that the group has received funding the last six years -- \$7,000 the last two years.

Mr. Keenan inquired if they have used the full amount.

Ms. Gibson responded affirmatively.

Mr. Keenan stated that staff has indicated that they anticipate the cost of City services next year for this event will increase to \$7,525.

Ms. LeRoy noted that the applicant stated that there was a need to increase the number of bathrooms, but that may not necessarily be staff hours.

Ms. Alutto stated that she actually did state that there was a need to increase the 20 hours an additional 5 or more hours for a male and female attendant.

Ms. LeRoy that the applicant's numbers didn't match staff's due to the fact that her costs included field reseeding and Washington Township inspections.

Mr. Lecklider recommended a grant in the amount not to exceed \$8,000.

3. Dublin United Soccer - \$7,875

Mr. Lecklider inquired if they have they been submitting the follow-up paperwork.

Ms. Gibson responded affirmatively.

Mr. Keenan noted that they had an issue with their 5013C status in the past.

Ms. Gibson responded that occurred in the past; it appears to be fine now.

Ms. Alutto said that 95% of their participants are Dublin participants. How can that be the case yet the event has 1,200 overnight stays in Dublin?

Mr. Lecklider stated that he was saying that percentage represents the Dublin community members that are a part of his program.

Ms. LeRoy stated that they anticipate seeing the cost of City services reduced next year. \$2,450 of that was reseeding costs. Next year, the area will be taped off so that parking does not occur on the grass.

Ms. Alutto noted that she does not know if the City should reimburse them for the cost of turf damage.

Mr. Lecklider recommended a reduced amount of \$4,000. He would like to see them develop a track record of being more organized, particularly in respect to directing their participants to Dublin hotels.

4. Ohio Premier Soccer Club – \$10,500

Ms. Gibson stated that they received \$6,000 in 2015, and did not apply for a grant last year.

Ms. LeRoy noted that the cost of dumpsters was included in her total, which is not a City service cost.

Mr. Keenan inquired what would be a good mid-range amount.

Mr. Lecklider suggested for up to \$7,000 for cost of City services.

5. HDBA - Engagement Campaign - \$58,000

Mr. Keenan stated that this is one of the largest requests that has ever been made; on the other hand, their list of events is impressive and usually well attended. They are a benefit to the businesses in the Historic District.

Ms. Gibson noted that the organizational portions of this have been significantly improved.

Mr. Keenan stated that has occurred as a result of the new leadership and active Board.

Mr. Lecklider stated that through some of the events, he had the opportunity to meet Mr. Smith, whose business was also on North High Street. He believes he contributed many of his services pro bono. What they are trying to do is replace what he had provided. This is a philosophical issue, because the application is different – there is no other to which to compare it.

Mr. Keenan stated that it appears to be something that should be funded differently.

Ms. Alutto stated that it is also concerning that it is more than one-quarter of the budget. Yet, it a worthwhile set of venues, not just one event. It does seem that there should be another source of funding.

Mr. Keenan recommended completing the review of the remaining grants and revisiting this request after an estimated total had been identified.

Mr. Lecklider stated that he does not want to see efforts be duplicated, nor does he believe HDBA could be consciously doing so, but is it possible that some of this request is being addressed elsewhere?

Ms. Burness stated that there has been a significant change in HDBA's philosophy in regard to their leadership. It is now an alliance, which is becoming a driver for their efforts. They are all

trying to work together. Crawford Hoying is attempting to market Bridge Park, but they can't do so without all the other parties, such as DCVB's marketing. The parties are strategically focused on what is happening in the greater District, including downtown Dublin. The City will always try to amplify their efforts. She does not believe there are duplicative efforts. Although their website is new and still needs some work, they are doing much with what they have. A more unified, strategic effort has been seen this year.

Mr. Keenan stated that this application is different than the typical grant application. If a different funding source were to be sought next year, where might that be?

Ms. Mumma responded that the only other source for this type of request would be within the General Fund. That is where the Synterro funding is budgeted, for example.

Mr. Keenan noted that Synterro is a community initiative, which is what the HDBA request appears to be, as well.

Ms. Mumma stated that hotel-hotel tax funds are used if the underlying goal is to bring "heads to beds." If that is what the money ultimately is to be used for, it comes from the hotel-motel tax fund.

Mr. Keenan inquired if it would be preferable to increase the grant total to \$226,000. There is a significant amount of money in the overall fund balance, and that has increased significantly – perhaps \$3.0 million.

Ms. Mumma responded that the new budget is \$3.2 million.

Mr. Keenan inquired if the 2017 budget includes the two new hotels.

Ms. Mumma responded that it does. There are two factors to keep in mind:

- (1) In 2016, Council approved a policy that a 100% fund balance of the year's projected hotel-motel tax revenue be maintained; for 2017, that is \$3.2 million. That was based on an analysis of the expenditures and exposure. Approximately 70% of the expenses are related to the Dublin Irish Festival.
- (2) The City has significantly increased its funding to DAC and DCVB. To the extent that the City is giving away more money, the ability to make other grants or add funding for other events is affected.
- (3) In consideration of increasing the grant budget, it is important to take all the factors into account. Although increasing this budget by \$27,000 isn't a critical issue, the proposed budget still does not meet the desired 100% reserve requirement. However, there is a \$200,000 cushion, which provides some assurance for the budgeted amount. The issue is a result of DAC and DCVB receiving much more City funding than they have in the past.

Mr. Keenan noted that in regard to DAC, it would be consistent with the discussion concerning the other grant requests to also reduce their amount for the BREAD! Festival. They have other significant sponsors, large and small, and funding from other Art Councils, as well. If the goal is to restrict the grants to the \$200,000 budget, that will be necessary.

Ms. Gibson stated that if their cost of City services is waived and this grant were to be disallowed, the amount would be reduced by \$45,000.

Mr. Keenan stated that the cost of City services is typically waived for DAC.

Mr. Lecklider stated that could occur for the HDBA street bazaar, as well.

Mr. Keenan agreed. If the cost of City services for the street closure were waived, the HDBA grant request would be reduced to \$38,000.

Ms. LeRoy stated that when the cost of the City services is waived, the money comes from the General Fund, specifically from the Police or Streets budgets. For road closures, the cost primarily impacts the Streets budget.

Mr. Lecklider stated that HDBA has requested \$20,000 for the street bazaar, and it is staff's recommendation that the street be closed for that event in 2017. In the information they provided regarding the street bazaar, the costs included more than just the cost of City services. Perhaps some of those other costs could be eliminated from the total.

Ms. LeRoy stated that the estimated amount for the street closure is \$5,000-\$8,000. She would suggest funding City services up to \$10,000. Difficulties are encountered in waiving the costs of City services; it makes it more difficult to deny some costs if they are not confined to a specific grant amount.

Mr. Keenan suggested funding their request for \$38,000 for day-to-day operations and event management and up to \$10,000 for the cost of City services for the Historic Dublin Street Bazaar. However, would that provide them the latitude to use the \$10,000 how they wish for the street bazaar, not necessarily for the street closure?

Mr. Lecklider inquired the cost of the 2016 street bazaar.

Ms. LeRoy responded that it was fairly inexpensive. No road was closed; a couple of signs were used. The cost was \$1,322. However, Police suggested that next year's event be moved off High Street or the road be closed. They were very concerned about the number of pedestrians crossing the road there in an unsafe situation.

Mr. Lecklider inquired about HDBA's ability to attract other sponsors for the bazaar to make up the \$10,000 reduction.

Ms. Gibson stated that the other partners in their coalition have better funding, particularly Crawford Hoying and DCVB. Over time, HDBA has increased what they have done and improved how it's done. It is entirely Council's choice as to how much of that Council should fund.

Mr. Lecklider stated that the event is good because it draws more visibility to the Historic District.

Ms. Gibson responded that she believes Council's goal is to attract people to the Historic District as well as Bridge Park.

Mr. Keenan stated that, considering what they have received in the past, he believes HDBA will be happy to receive \$50,000-\$52,000, with the flexibility to determine how they want to utilize those funds. He would prefer not to address the City services at this time. HDBA is aware that it is necessary for the Committee to make cuts to the amounts. He would suggest a placeholder amount of \$50,000-\$52,000.

Ms. Alutto suggested \$50,000 with no stipulation regarding \$10,000 for the cost of City services.

#### 6. Dublin Arts Council - BREAD! Festival - \$25,000

Mr. Keenan stated that DAC has the ability to attract other sponsors. In addition, it is appropriate to ask all the grantees to take a slight reduction. He would suggest \$23,000-\$24,000.

Mr. Lecklider noted that the cost of City services is also being waived for this event.

Mr. Keenan stated that amount, approximately \$22,000, would be covered by the City in addition to the grant.

Ms. Alutto stated that the message should be that, over time, as the event becomes more established, the grant amount is reduced.

Mr. Lecklider stated that by all accounts, it was a great event. However, he would prefer DAC not to be as reliant on a City grant for this event in the future.

Ms. Gibson inquired what DAC's contribution to this event is. Are they matching this grant?  
Mr. Keenan responded that they have some matching funds, though perhaps not the same amount.

Mr. Lecklider noted that Dublin Arts Council's funding was significantly increased this year by the City.

Tentative recommendation: \$23,000; cost of City services waived.

7. Ohio University - Tantrum Theater - \$20,000

Mr. Lecklider stated that his issue with this is that the City is essentially paying for lodging.

Ms. Gibson stated that the University does not pay bed tax throughout the state.

Mr. Keenan concurred. As a university, it can waive all State taxes.

Mr. Keenan stated that this is a great program and very exciting for Dublin. This is an opportunity to continue to grow this program, and the City is partnering with them on a number of other areas. His recommendation is \$18,000.

8. Grant's SIDS - 5K Run/Walk - \$1,500.

Mr. Keenan stated that the event is self-contained, and they aren't asking for much. He would like to help them.

Ms. Alutto concurred.

Mr. Lecklider responded that he would, as well, but he would like to know what category this event fits in. Last year, when the Down's Syndrome group asked for a grant, the Committee indicated that Council discourages walks and runs.

Mr. Keenan stated that the reason was the number of objections from the community to having the roads closed. The SIDS 5K is self-contained. He understands there is a need to address the process/policy, but he believes each event should stand on its own merits.

POLICY RECOMMENDATION RE. WALKS/RUNS

Mr. Lecklider stated that he believes there is an impact on staff. City services are involved with covering these events, often involving overtime.

Mr. Keenan stated that if there is no grant involved, the groups pay for their events.

Ms. LeRoy responded the fees were increased this year, due to the amount of staff time required. She believes that part of the reason Council stopped granting these requests was due to the number of them. If this event is allowed, the result will be many more requests next year.

Mr. Keenan inquired if a case could be made for those walks/runs that do not involve street closures. He believes that an event self-contained within a park is a great use of a park.

Ms. LeRoy indicated that could be the direction to take.

Ms. Mumma stated that the bed tax criteria could state that runs and walks that are not self-contained will not be considered. Although the applications could be submitted, they would be referred to Council as administratively recommended for denial.

Mr. Lecklider stated that it is important to be consistent, and the City contributes funds for the Memorial Tournament 5K.

Mr. Keenan inquired if the City funds that event.

Ms. LeRoy responded affirmatively. The City's sponsorship is \$10,000. Beginning last year, that was included in the Memorial Tournament contract.

Mr. Lecklider stated that the City is prominently labeled as a sponsor of that run; at the same time, other runs are told that the City's policy is to not approve such grants. An argument probably could be made for that particular event being a unique case. Another suggestion bandied about was setting aside \$10,000-\$20,000 for these types of events, granted to first-time requestors or on a rotating basis.

Mr. Keenan stated that he prefers to set a policy. These types of events are willing to self-fund, if permitted.

Ms. Mumma agreed. Council is aware only of the grant requests; many other requests are made.

Ms. LeRoy stated that the City is actually not able to accommodate all of them. This one can be accommodated only because it is small and self-contained. An event that has over 200 participants cannot use a bike path. The bike path running to/from the Rec Center is now over-used, as it is the only route that does not involve a road closure. Staff is trying to identify other opportunities; but presently, there aren't many bike paths that have a parking lot at one end and do not cross a road.

Mr. Keenan stated that the Memorial Tournament race is a different kind of event; the number of room nights and hotel-motel tax revenue generated is significant.

Ms. LeRoy stated that DAC's 2016 report indicates 4,722 room nights for the Memorial Tournament, the highest year since 2011.

Mr. Keenan stated that he would prefer not to address the Tournament in this consideration. He believes the proposed grant criteria with respect to races is responsive to Council's respective discussions regarding road closures and inconvenience.

Committee consensus was that staff draft a policy based on this discussion for consideration at the December 5, 2016 Council meeting in conjunction with the grant recommendations, as a separate motion/action.

Ms. Mumma stated that the policy would state that bed tax grants would not be awarded for races, walks or runs that would require road closures.

Mr. Keenan stated that he would like to grant this particular request tonight based upon the fact that the event is self-contained. The amount could be reduced to \$1,000, if the Committee's preference is to trim all of the grant awards. [Committee members concurred.]

9. Dublin Special Olympics - Shamrock Games - \$3,500

10. Crohn's & Colitis Foundation - \$5,000.

Ms. Gibson noted that she does not believe that the Committee has previously recommended approval of a grant request if the applicant was not present for a hearing. She is not aware of a reason for their lack of attendance tonight. They were notified of this meeting last week and were reminded again today.

Mr. Keenan inquired if there was any compelling reason that Council should provide a grant to either of the applicants who did show tonight. Dublin Special Olympics is held on Dublin School grounds and uses primarily school resources. If the 2017 event were to include a sky diver, is a permit fee involved?

Ms. LeRoy stated that they if have a sky diver, there will be a \$150 permit fee.

Mr. Keenan stated that the Committee could recommend waiving that nominal fee.

Ms. LeRoy stated that would be necessary only if they have a sky diver; otherwise, the City no longer issues a permit for this event. At one time a permit was issued, but because the event has no impact on the surrounding residents, it has recently been treated as every other school-based event – we allow the School administration to handle them.

Mr. Lecklider stated that he is uncomfortable awarding a grant when the applicant is not present for the hearing. There is no opportunity to ask the applicant questions.

Committee consensus was not to fund the requests of the two applicants not present.

COMMITTEE FINAL RECOMMENDATIONS:

Mr. Keenan noted that the proposed non-administratively reviewed grants are:

- Dublin Youth Athletics – \$22,150
- Dublin Scioto Lacrosse Boosters – \$8,000
- Dublin United Soccer Club - \$4,000
- Ohio Premier Soccer - \$7,000
- Historic Dublin Business Association - \$50,000
- Dublin Arts Council – \$23,000
- Ohio University Tantrum Theater - \$18,000
- Grant's SIDs – \$1,000

Ms. Gibson noted that the non-administratively reviewed grants total \$133,150.

The administratively-reviewed grants total \$61,798:

- Arthritis Foundation –\$10,000
- Dublin Kiwanis –\$5,000
- Dublin AM Rotary –\$10,000.
- Dublin Soccer League – Not to exceed \$13,798
- Club Ohio Soccer –\$13,000 (Nike Challenge - \$11,000 & Fall Classic - \$2,000)
- NIFA - Safecon – \$10,000.
- Dublin Jerome H.S. – Allow the funds encumbered in 2016 to roll over to 2017.

The total of the two -- non-administratively reviewed and administratively reviewed -- is \$194,948.

Mr. Keenan stated that \$5,052 remains. Do committee members want to increase the amount of any of the grants?

Ms. LeRoy noted that in view of the grant criteria to be proposed for Council consideration -- the Crohn's and Colitis Foundation application is a walk that requires road closure.

Mr. Keenan responded that factor makes the decision easy.

Ms. Mumma stated that in previous years, a few organizations have submitted grant requests off-cycle. Although that is not preferred, a small amount would remain in the fund for future consideration.

Mr. Keenan inquired if, previously, hotel-motel tax applications were accepted and awarded twice a year.

Mr. Gibson responded that at one time, they were awarded twice a year. The process was revised to once a year, because everyone could prepare their budget for the following year. She inquired if the remaining \$5,052 would be granted at this time.

Mr. Keenan responded that it would not be awarded. The recommendations will stand as stated.



Ms. Alutto moved to recommend the non-administratively-reviewed grant recommendations as stated, totaling \$133,150, to Council for approval at their December 5, 2016 regular meeting.

Mr. Lecklider seconded the motion.

Motion was unanimously approved.

Ms. Alutto moved to recommend the administratively-reviewed grant recommendations, totaling \$61,798 to Council for approval at their December 5, 2016 regular meeting.

Mr. Lecklider seconded the motion.

Motion was unanimously approved.

Mr. Keenan requested that a list of the recommendations and the proposed policy be prepared for consideration at the December 5 Council meeting.

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

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Deputy Clerk of Council