

RECORD OF PROCEEDINGS

Minutes of _____

Dublin City Council _____

Meeting _____

BARRETT BROTHERS - DAYTON, OHIO

Form 6101

Held _____

March 18, 2019

CALL TO ORDER

Mayor Peterson called the Monday, March 18, 2019 Regular Meeting of Dublin City Council to order at 5:30 p.m. in Council Chambers at Dublin City Hall.

ROLL CALL

Present were Mayor Peterson, Vice Mayor Amorose Groomes, Ms. Alutto, Ms. De Rosa, Ms. Fox, Mr. Keenan and Mr. Reiner.

ADJOURNMENT TO EXECUTIVE SESSION

Mayor Peterson moved to adjourn to executive session for purposes of discussion of matters related to the appointment of a public official.

Ms. Alutto seconded the motion.

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

RECONVENE

The meeting was reconvened at 7 p.m.

Staff members present were Ms. Crandall, Mr. Boggs, Ms. Mumma, Ms. O'Callaghan, Mr. Rogers, Mr. Earman, Mr. McCollough, Deputy Police Chief Paez, Mr. Papsidero, Mr. Stiffler, Ms. Nardecchia, Ms. Husak, Ms. Richison, Ms. Burness, Mr. Plouck and Mr. Dearth.

PLEDGE OF ALLEGIANCE

Mr. Reiner led the Pledge of Allegiance.

SPECIAL PRESENTATIONS

- Jeremy Bradstreet, Dublin Coffman High School Band Director - finalist for the 2019 Music Educator Award given by the Recording Academy and Grammy Museum

Mr. Bradstreet stated that he was nominated by parents of one of his students for the Grammy Music Educator of the Year Award. He described the process for the award, noting there were 2,800 nominations. He was selected as a semi-finalist and then was named in the group of 10 finalists. The great aspect to this award is that the Grammy Foundation is promoting music education in the classrooms. Music educators and arts educators do not often have the opportunity to tell their stories. As a result of this award process, 288 people who were in the quarter finals were able to talk to their local media about this program. With him tonight are members of the Dublin Music Boosters, his wife and children and several of his students. He is honored to be a teacher in Dublin City Schools and honored to be a band director. He has been teaching for 19 years – three years at Grove City, and then Dublin where he became Director of Bands 14 years ago. He has taught thousands of students over his career. He was born and raised in Dublin, Ohio and it is very exciting to teach at the Schools he attended.

Ms. De Rosa noted that her son had the privilege of being in the Dublin Coffman Band. She then read and presented a proclamation to Mr. Bradstreet on behalf of Council. [Photos were taken of Mr. Bradstreet, his family and Ms. De Rosa]

- Franklin County Board of Elections – Introduction of new voting machines
Howard Williams and Richard Bookshaw, trainers from the Franklin County Board of Elections introduced and demonstrated the new hybrid system voting machines that will be implemented with the primary election on May 7. These are hybrid systems that offer touch screens or paper. They did a hands-on demonstration for the members of Council and the public. They also encouraged anyone interested to volunteer to be a pollworker, as many are needed to carry out the election process. The information regarding working at the polls is at the Franklin County Board of Elections website.
Mayor Peterson thanked them for coming to Dublin to share information about the new voting machines.

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CITIZEN COMMENTS

There were no comments from citizens.

CONSENT AGENDA

- Approval of Minutes of March 11, 2019
- Notice to Legislative Authority of New D5 Liquor Permit for LTF Club Operations Co. Inc. dba Lifetime Fitness, 3825 Hard Road, Dublin, OH 43016

Mayor Peterson moved approval of the Consent Agenda items.

Mr. Reiner seconded the motion.

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

SECOND READING/PUBLIC HEARING – ORDINANCES

Ordinance 06-19

Amending the Annual Appropriations for the Fiscal Year Ending December 31, 2019.

Mr. Stiffler stated that an adjustment was made to Exhibit A in the follow-up memo in this packet. An updated exhibit, including encumbrances remaining has been provided through Boardpaq late today and a paper copy distributed on the dais. With the revision, the projected General Fund balance at the end of 2019, including appropriations authorized with Ordinance 06-19 is \$51.4 million or 68.8 percent of the 2019 budgeted expenditures. The projected General Fund balance after the 2019 operating budget was approved was \$53.1 million or 71 percent of those expenditures. Both of these projected balances are likely to be conservative as they assume all budgeted expenditures actually occur, which historically has not taken place. He offered to respond to questions.

Ms. De Rosa stated that, based on this information, there is \$58.5 million in the General Fund now because \$1.4 million was inadvertently not included for the Bridge Park payment to the Schools. After the appropriations being considered tonight, the General Fund balance will be \$58 million?

Mr. Stiffler responded that the balance is \$58 million today. The projection when the 2019 operating budget was approved was that the General Fund balance at year end would be at \$53.1 million. The new projection, taking into account all that has occurred year to date plus the supplemental appropriations being considered tonight, is that the balance at year end will be \$51.4 million. That again assumes that every dollar budgeted is spent, and that is not what occurs based on history. Typically, the City spends 85-95 percent of the expenditure, depending upon the line item. Therefore, the projection is conservative based on our history.

Ms. De Rosa noted that this also assumes the revenues are collected as projected. What was the approximate General Fund balance last year at this time?

Ms. Mumma responded that in March of 2018, the City made a temporary advance out of the General Fund for the library parking garage and the roadway network. But to provide perspective, in February of 2018 the General Fund balance on a cash basis was \$62.7 million. In March of 2018, it declined to \$36.5 million due to the temporary advance of just over \$18 million that was then repaid in December. From January until year end, that is measured as a percentage of budgeted expenditures. At year end, the actual expenditures are known and the percentage is recalculated.

Vice Mayor Amorose Groomes asked what percent of the budget \$53.1 million will represent.

Mr. Stiffler responded that would represent 71.0 percent. The \$51.4 million would be 68.8 percent of the budget.

Vote on the Ordinance: Mr. Reiner, yes; Ms. Fox, yes; Vice Mayor Amorose Groomes, yes; Ms. De Rosa, yes; Mayor Peterson, yes; Mr. Keenan, yes; Ms. Alutto, yes.

Ordinance 07-19

Vacating 0.013 Acres, More or Less, of Public Right-of-Way in the City of Dublin, County of Franklin, State of Ohio. (19 S. Riverview Street)

Ms. O'Callaghan stated there are no changes to this ordinance since the first reading. Staff recommends approval.

Vote on the Ordinance: Ms. De Rosa, yes; Mr. Keenan, yes; Mayor Peterson, yes; Ms. Fox, yes; Ms. Alutto, yes; Mr. Reiner, yes; Vice Mayor Amorose Groomes, yes.

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INTRODUCTION/FIRST READING – ORDINANCES

Ordinance 09-19

Adopting Amendments to Sections 153.002, 153.060, 153.061, 153.063, 153.064, 153.065, 153.066 of the City of Dublin Codified Ordinances (Zoning Code) to Amend the Bridge Street District Development Review Process Regulations. (Case 18-005ADMC)

Mayor Peterson introduced the Ordinance.

Mr. Papsidero summarized the changes being recommended.

- This ordinance creates consistency among application types, seeking to simplify the review and approval process.
- This amendment assigns the majority of approvals to the Planning and Zoning Commission (PZC), as previously discussed.
- Council does have a review step in the process when a development includes an economic development agreement – that is review of a Concept Plan by Council.
- This amendment does reduce the role of the Administrative Review Team (ART) and there are miscellaneous amendments to the ordinance sections, as attached to the packet documents. This is to help clarify any conflicts between the existing code and these administrative changes.
- In terms of submittal requirements, the ordinance proposes consistency among the City submittal requirements across zoning districts, which has been a priority of Council.
- The Bridge Street District Basic Plan, Development Plan and Site Plan – the three key submittal pieces in the process – are being replaced with a Concept Plan, Preliminary Development Plan and Final Development Plan, consistent with the PUD zoning used in Dublin over the decades.
- With the PZC's review, a codified informal review step is added, which has been a practice but not codified. It is now included in the ordinance.
- In terms of process changes, the PZC would be the required reviewing body for most major steps in this process, including waivers.
- Council would serve as the required reviewing body for the Concept Plan only when that project has a required development agreement, which is triggered by the need for infrastructure or tax increment financing.
- ART will no longer provide a recommendation to a required reviewing body, but still retains its authority over Minor Projects, noting that list has been greatly reduced. Many items on the Minor Projects list have been moved to the PZC for review. ART still has authority over administrative departures, which are a fairly minor approval procedure step in the process. The Planning Director is still the required reviewing body for administrative approvals – no changes are proposed.

PZC reviewed the proposed amendments on October 11, 2018 and recommended approval of the changes. On February 4, 2019, the Community Development Committee of Council met and reviewed the proposal in detail. The Committee recommended a number of modifications, which have been incorporated into the ordinance before Council tonight.

Staff recommends approval of this ordinance at the second reading/public hearing on April 8.

Vice Mayor Amorose Groomes thanked everyone for all the work put into this. When an assessment of a process and how it is working is completed, it takes courage to articulate the changes necessary and implement those changes. She acknowledged the work of the PZC, staff, and the Committee in simplifying the process by making these changes. She believes this will be a significant improvement to the process for the City as well as the development community.

Mr. Keenan commented that there was acknowledgment when the BSD process was established years ago that there would be a learning curve involved and changes would need to be made in the future. He thanked everyone involved for working on this process. They have done a great job.

Ms. De Rosa stated that there was an in-depth discussion at the Committee level. For the benefit of those not on the CDC committee, she highlighted a couple of changes. One was the definition of the Concept Plan, which is replacing the Basic Plan. For clarification,

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she asked Mr. Papsidero to confirm that a Concept Plan will be required of every applicant. That will be the opportunity to come before Council on those projects where there is a development agreement. One of the discussions at the Committee is that because the Concept Plan, which will be a binding discussion, sets the foundation for the developers, for Council, and all the other expectations – there was lots of discussion about how detailed the requirements are in terms of what a developer must bring forth for the Concept Plan. Without some kind of guidance, will enough detail be brought forward in that Concept Plan to achieve the goal of it – to set the foundation going forward? The Committee spent a good portion of time on this discussion. Upon reviewing the draft, she is not completely convinced this is worked out completely. It is important to make sure that what is asked of developers is sufficient for Council to provide feedback and sufficient for the developer to have what they need. She encourages everyone to read through this carefully.

Ms. Fox agreed with Ms. De Rosa. A lesson learned in the past, from PZC perspective, is that it is important to ensure the process is clear to future people involved in this. Regarding the Concept Plan, or any processes that reference the Community Plan, walkable neighborhood, urbanism, placemaking – those need to be defined clearly. Her recommendation to Council is to clarify for PZC what they should use as their “measuring stick.” It does not have to be a checklist, but maybe guidelines that give an understanding of the expectations of a Community Plan that Council and the citizens of Dublin have embraced timelessly. It is important to be more definitive in the intent, the objectives and how we measure that concept. The concept is intended to provide clear direction to the applicant by the required review bodies. However, the definition of what a concept plan is very vague. She believes more work is needed on these amendments.

Vice Mayor Amorose Groomes stated those are very good points. But she is not certain those are process issues, which is what this Ordinance does. There is a meeting tomorrow of the group working on the BSD Code revisions and in those will be the definitions for all of the items as articulated in the process. These things do need to be contemplated, but likely not as part of the process – but through the Code. That is where the definitions and contents of the plan review will be set. As part of this Code review, the criteria will be established for material to be submitted for each of those Concept Plans, etc.

Mr. Papsidero noted that staff has criteria checklist that are used administratively, which will be updated for submittal requirements. The desire is to be very consistent with PUDs in the way they are structured. He can share the checklists with the committee and with Council, if desired, for review. These include the design of the project, the issues to be addressed, what the guidelines may recommend and may be applicable at the concept stage.

Ms. De Rosa noted that in these Code amendments before Council, it indicates the items the developer will provide at the Concept Plan. She wants to make sure there is not a conflict between these amendments and the ones being worked on at the group meeting tomorrow. It is clear in this ordinance that there are seven items expected for submittals. We need to ensure these processes stay lockstep. Her concern was with what will be in the Concept Plan versus the Preliminary versus the Final. From her experience on PZC, it became complicated. It is important to reconcile the “when” and the “what.”

Ms. Fox stated that in all references, the “measuring stick” should be consistent across all of the documents and guidelines. If not clear, it is hard to implement the process.

Mr. Papsidero added that another key piece of this is the review criteria, which is the basis on which to make a decision. They are topic specific but are all broad statements, which provides Council and PZC the latitude to take into account any issue relevant to a specific proposal. The criteria are a very critical piece as a basis to make a decision that is defensible.

Ms. Fox stated that, once the Concept Plan has been reviewed as well as the Development Agreement at Council, the Concept Plan is binding. So if the City does not require anything other than scope, character and nature of a proposed development – which is very vague – how can it be binding and what latitude does PZC have?

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Mr. Papsidero responded that a Concept Plan frames a project. It is very broad by intent. It establishes a framework of what might be developed. The details then become more refined as the process continues for the next two steps at PZC. While it is binding on the applicant and the City, the PZC still has a great deal of latitude in applying its review criteria at each of the next two steps. The burden both on Council and the Commission at the Concept Plan stage is to make sure they are sufficiently comfortable with what is being presented -- that Council and the Commission believe the end result will be something acceptable and approvable. Again, this is not unlike the way the PUDs have been administered over three to four decades. Dublin has a great history of applying this kind of process throughout the City. He would hope that the comfort level will be there and some applications will be taken through the new process; if amendments are needed to address what is not anticipated, those can be brought forward.

Ms. Fox stated that her issue is the binding nature of this and the vague definition for criteria.

Mr. Papsidero stated that aspirational images can be shared that can give a sense of the design intent for a project – the height, scale, massing, placement on site and aspirational intent can be known. It is fairly “well baked” in many respects.

Ms. Fox noted that aspirational images have been presented to PZC, yet when it is brought back at the next stage, it is not what was presented in the concept. She is struggling with the binding nature of a concept plan. She asked if anything else was discussed at the Committee level that Council should weigh in on.

Vice Mayor Amorose Groomes commented that these changes will give boards and commissions a better ability to refine the project through the stages. This is a much better process than having Council review a Basic Plan – the work is better suited to PZC. She believes this process will give PZC greater latitude to improve these projects. In addition, the development agreement comes back to Council for its review and final decision. This is another opportunity to weigh in on the project and whether or not it goes forward. She is optimistic that these changes will enable the boards and commissions the ability to do their job.

Ms. Fox agreed with giving PZC the opportunity to do their review. She is focused on the elements of the description of the Concept Plan that give Council the ability to provide that first review with enough detail that PZC has an understanding of Council's expectation for a project. She encourages that Council make the description full enough so there is not a breakdown between what happens at Council review and at PZC.

Mr. Boggs pointed out that these amendments codify a mandatory Informal Review process prior to Concept Plan, and that Informal Review process will take place at PZC. Therefore, there will be the opportunity to obtain feedback at that stage to determine if enough information is being presented to make a decision prior to their submission of a formal Concept Plan application. Those proceedings from PZC are available to Council, so the applicant and Council will be aware of the feedback about the adequacy of the information. If it is a development agreement involved application, they will be able to tailor those to what Council desires and have expectations for direction at an early stage.

Mr. Reiner thanked the Committee members for their hard work, as well as the staff. It was good to have Mr. Elliott return to the City to work on these amendments.

There will be a second reading/public hearing at the April 8 Council meeting.

Ordinance 10-19

Authorizing the City Manager to Execute Necessary Conveyance Documentation to Accept the Dedication of a 0.044 Acre, More or Less, Permanent Utility Easement; a 0.007 Acre, More or Less, Permanent Utility Easement; a 0.007 Acre, More or Less, Permanent Utility Easement; a 0.265 Acre, More or Less, Temporary Construction Easement; a 0.042 Acre, More or Less, Temporary Construction Easement; and a 0.007 Acre, More or Less, Temporary Construction Easement from the Muirfield Association, Inc. (Reserve “RRRR”)

Mayor Peterson introduced the Ordinance.

Mr. Hammersmith stated that this relates to the construction of the Dumfries Court East hydraulic disconnect improvements from the intersection of Carnoustie Drive and

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Dumfries Court East and West to the intersection of Glick Road and Carnoustie Drive and then into the Muirfield Association north pool area. The project includes 10-inch sanitary sewer, manholes, a sanitary sewer lift station, and a short section of forced main. In locations where this infrastructure is not located within existing right-of-way or easements, the infrastructure will be located within an area owned by the Muirfield Association, which is a parcel of record and designated as Reserve RRRR. As a result, the City must acquire certain property interests from the Muirfield Association in order to construct the project. After amicable discussions, the Association has agreed to dedicate as a donation to the City the three necessary permanent utility easements and the three temporary construction easements as depicted in the exhibits. This ordinance allows the City Manager to execute conveyance documents to formally accept the dedication of these easements as a donation. Staff recommends adoption at the second reading/public hearing on April 8, 2019. The City is very appreciative of the cooperation and support of the Muirfield Association.

Vice Mayor Amorose Groomes acknowledged the conversations and work on this by staff and the Association. She is hopeful this remedy can be completed quickly to address the concerns of the impacted residents.

Mayor Peterson thanked the Muirfield Association for their donation of the easements for the project. The City appreciates their commitment to the community.

Ms. Alutto asked about the timeline for completion.

Mr. Hammersmith responded that staff plans to bring a bid acceptance to Council in May and the intent is to complete construction in September.

There will be a second reading/public hearing at the April 8 Council meeting.

Ordinance 11-19

Amending Section 152.086, Relative to the Subdivision Regulations, to Provide for Appraisal of Properties When Calculating Fees-in-Lieu of Required Open Space Dedication and Repealing Ordinance 76-18 which Previously Established Fee-in-Lieu for Open Space Dedication.

Mayor Peterson introduced the Ordinance.

Ms. Husak stated that this ordinance amends a portion of the Subdivision Regulations that provides for the establishment of land value for projects without adequate land to donate to meet open space requirements. In November of 2018, Council approved Ordinance 76-18, updating the value of land for this purpose to \$65,000 per acre throughout the City. As part of that discussion, Council asked staff to consider other ways to establish more true land values across the City. Staff brought some options to the Community Development Committee in February, and this Ordinance reflects the Committee's recommendation to amend the Code to include having an appraisal of the actual land for the actual project. This will result in having a different value of the land, depending upon its location in the City. The developer would also have to reimburse the City for that appraisal. As part of passage of Ordinance 11-19, Ordinance 76-18 would be repealed. She offered to respond to questions. She added that similar language would be incorporated in the Bridge Street Code updates that are underway.

Ms. Fox asked for clarification about who does the appraisal.

Mayor Peterson stated that the City selects the appraiser.

Ms. Husak stated the appraiser will determine the value of the land where the project is located.

Vice Mayor Amorose Groomes stated it would be similar to easement acquisitions. They would appraise that particular piece of land, not a hypothetical piece of land in the City but a specific one.

Mr. Keenan asked if there is an appeal process if the applicant disagrees with the City's appraisal. Can the applicant have their own appraisal done?

Vice Mayor Amorose Groomes stated it would be the same as for easement acquisitions in reverse. The applicant could also come to Council and dispute the valuation, similar to what is done with easement acquisition costs. What has been occurring is the City is receiving the same amount of fee-in-lieu regardless of where the subject land is located. This change will make the fee-in-lieu more in line with the actual value of the land in the specific project.

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Mayor Peterson stated that the appraisal of the land is designed to determine what the land value is so that the fee-in-lieu can be a more accurate reflection of that versus a general citywide per acre land valuation for this purpose. If an applicant is not going to donate the required open space, they will be required to pay the value of that land based on the appraisal. The monies received can then be used to purchase parkland in desired locations.

Ms. Fox asked if the fee-in-lieu will be utilized for all residential development – even small parcels in Historic Dublin.

Mr. Boggs responded that for smaller sites, subsection D speaks to residential dwelling units, which are not constructed as part of a PUD or subdivision. This language addresses this concern for the small sites, keeping the maximum fee-in-lieu at \$500, which was the existing cap for these small parcels.

There will be a second reading/public hearing on April 8.

INTRODUCTION/PUBLIC HEARING – RESOLUTIONS

Resolution 15-19

Accepting the Lowest and Best Bid for Shared Use Path Maintenance.

Mayor Peterson introduced the resolution.

Mr. Hammersmith noted three bids were submitted. This year's program consists of coating, sealing and some overlay. The Engineer's estimate for this project was \$380,000, which is consistent with the budget in the CIP for this year. The lowest bid is 295,302.07. The completion is scheduled by October 11. Staff recommends approval of this resolution, awarding the bid to Decker Construction.

Ms. De Rosa noted that the budget for this project was \$380,000. If \$80,000 remains that is not spent on shared-use maintenance, due to good bids, would there be opportunity for additional needed work?

Mr. Hammersmith responded that the City's Asset Management program designated this area to be programmed and implemented this year. The budget versus the actual costs of the projects is tracked throughout the year. Generally, the budgeted funds and actual projects costs are in line over the year as a whole.

Ms. De Rosa stated that she was surprised that the lowest and highest bids had a difference of \$500.

Mr. Hammersmith stated that this is an unusually small spread between the bids. Vice Mayor Amorose Grooms noted that having three bids reflects the market is improving.

Vote on the Resolution: Vice Mayor Amorose Grooms, yes; Mayor Peterson, yes; Mr. Reiner, yes; Ms. Fox, yes; Mr. Keenan, yes; Ms. De Rosa, yes; Ms. Alutto, yes.

Resolution 16-19

Appointing Members to the Various Boards and Commissions of the City of Dublin and the Board of Trustees of the Bridge Park New Community Authority.

Vice Mayor Amorose Grooms introduced the Resolution.

She thanked her colleagues as well as the applicants who interviewed for these positions. In her experience, this was a very robust group of candidates for board and commission appointments. In conversations with the applicants tomorrow, she will encourage all to continue to apply for volunteer service opportunities, including any board and commission vacancies that occur during the year. These were high quality candidates and Council is very appreciative of their time and willingness to serve.

[She read into the record the appointments and reappointments.]

In response to a question from Ms. Fox, Ms. Nardecchia noted that applicants for board and commission service are contacted by her office regarding other volunteer opportunities each year.

Vote on the Resolution: Ms. Fox, yes; Ms. Alutto, yes; Mr. Reiner, yes; Vice Mayor Amorose Grooms, yes; Mayor Peterson, yes; Mr. Keenan, yes; Ms. De Rosa, yes.

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OTHER

- Final Plat – Bridge Park East Section 7 (Block F)

Ms. Husak stated that this is a request for acceptance of the final plat for Bridge Park East Section 7. PZC recommended acceptance of this plat at their January 22, 2019 meeting. The two conditions have been addressed as reflected in the documents provided to Council. This consists of two lots that have been referred to as F Block. Council approved the Basic Plan in the fall of 2018. Lot No. 18 is the one that accommodates the hotel, Springhill Suites, for which the PZC recently approved the final site plan. The project engineer is present to respond to any questions.

Vice Mayor Amorose Groomes asked about the easements being vacated. What is the ownership of those easements at present?

Ms. Husak responded that the City owns some of the easements. These were given to the City as part of the Dale Center plat in years past. They related to the former Dale Drive going through what is now Bridge Park.

Vice Mayor Amorose Groomes stated that the easement had an actual ownership and there were property rights associated, correct?

Mr. Boggs responded that is correct. They were dedicated in the Dale Drive plat. There is a right of the public to use them, but they are also dedicated streets of the City. By vacating those, it extinguishes the public's right in that vacated area.

Vice Mayor Amorose Groomes asked if there will be compensation provided to the City for vacation of these easements.

Ms. Husak responded that she believes that all of that was addressed in the development agreement for Bridge Park.

Ms. Crandall stated that staff will check on this in the development agreement.

Vice Mayor Amorose Groomes stated she would like this information, as this is a significant piece of land. If it were done as part of a development agreement, it seems the easements would have been vacated at that point in time.

Ms. Husak stated that the plat is typically the means to vacate the land.

Vice Mayor Amorose Groomes noted she read through all of the final plat documents but did not see this mentioned.

Mayor Peterson asked if Council wants this question addressed prior to voting on the final plat.

Vice Mayor Amorose Groomes stated that she would like this information prior to voting.

Mr. Keenan asked if there is a timing issue involved for this approval.

James Peltier, EMH&T, representing the applicant asked what delay this will involve.

Mayor Peterson responded that Council would be able to consider this on April 8, if the information as requested is available.

Mr. Peltier responded he does not envision an issue with this delay.

Mayor Peterson moved to postpone the Final Plat to April 8, 2019.

Mr. Keenan seconded the motion.

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

- Aging in Place Branding and Logo

Ms. Nardecchia stated that this branding and logo process was led by Dublin-based Trusty and Company. Tom and Claudia Trusty, principals, are present tonight to respond to questions. Also present is Julie Rinaldi, President/CEO of Syntero.

Trusty and Company performed a deeper analysis of all of the community conversations and feedback from 2018. They facilitated design concept meetings with a team of 12 people, four of whom were Dublin residents. The others were a cross functional staff from the City and from Syntero. The design ultimately chosen, a copy of which has been provided to Council, was selected because of its encircled continuum, easily identifiable and indicative of a continuum of including many partners. She pointed out that it was clear from all of the feedback that the word "aging" should not be included in the branding or logo. She added that this is a unique situation in terms of bringing this into a new realm. It is not a City program, so it looks different than the Dublin program logos.

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This is a community partnership, which is reflected in the logo. What was chosen is "Forever Dublin - my life, my home, my community." They envision many agency partners who will continue to join them. The website will indicate the program is brought to you by the various partners, including the City and Syntero. In April, Council will receive a comprehensive update of the entire Aging in Place plan, containing blocks of topics and the momentum occurring. They hope to be able to unveil the Forever Dublin Center, which will be housed at Syntero and staffed by navigators. Tom and Claudia Trusty are present to respond to questions, as well as Julie Rinaldi and Sue Burness.

Ms. Alutto stated that she loves the "Forever Dublin" name. It speaks to what the goals of this initiative are. The tagline of "my life, my home, my community" is great, as well. She is somewhat unsure about the actual logo. She is not a brand expert, obviously, but noted she would like to hear from other Council members tonight.

Ms. De Rosa stated that it is wonderful to have so many community projects initiated in the past few years and that so many are "branded" for the City and the community with these community partnerships. This is great collaboration. She sent an e-mail to staff today indicating it would be helpful for Council to understand the brand "hierarchy" – how we are thinking about the master brand of Dublin, the various major festivals and how we think about branding those and connecting them to Dublin, how we think about major programs like this with shared communities and connecting those with Dublin. Having all of these connected through a master strategy would be desirable. She asked Ms. Burness to share the slide she has prepared. Moving forward, it is important for the City to have a brand strategy that indicates the elements that are important for branding with partnerships. This does not seem to be included with the information on the slide.

Ms. Nardecchia stated that all of those things were considered by Trusty and Company. They received the "architecture" of Dublin's brand and logo process to stay aligned with that. Again, this is a new realm as the City is not necessarily managing or providing this service. The standard to pay close attention to is whether the City's logo will be properly represented on the Forever Dublin website.

Ms. De Rosa pointed to the Amazon example and their many partners. They are very clear about how their brand is part of it. In looking at what is presented tonight, she is not certain she is seeing the brand elements present that the City cares about. But she is not certain what the brand strategy necessarily is. What would be very useful is to add another column showing the types of partnership brands the City is doing, and these are the items we care about. There is a recreation program area called "Direct" – which is not on this slide either. This might be an opportunity for the City to update the strategy and communicate it to Council, making sure we are maximizing the value in working with partners going forward.

Ms. Burness emphasized that a logo is not a brand. A brand is an essence, a personality, and there is positioning involved. The brand is an experience. The City has a very distinct brand, and one of the documents she shared today is the brand guidelines. She would be happy to meet with a Committee or with Council to walk through the brand guidelines. The City did a brand refresh in 2016, as Council is aware. The logo under discussion tonight is not viewed as a City brand and therefore does not fall within the City brand guidelines. This is new territory. There are other community brands existing that Dublin may be a partner with, but the City's logo is not part of that. What is seen on the slide tonight about branding is a snapshot. "Direct" is a program for the City. When a brand refresh was done, there was a deliberate decision to ensure the shamrock was included in these residential-based events. There are logos for the various large events for the City like the Irish Festival. There are also campaigns like FitBiz and Dublin Reality Check. Whenever any kind of campaign or programming is developed, the brand team is part of that.

Ms. De Rosa stated that because the City will likely do more of these partnerships in the future, it is important to think about the branding and logo guidelines to avoid a lot of "brand soup." This is her request going forward.

Ms. Crandall noted there was a desire for this program to be distinct, but complementary and represent Dublin well. They wanted to make sure this logo and brand aligned well

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with the City's. Several iterations of the design were reviewed carefully prior to this selection.

Ms. De Rosa stated it is not her desire that all of these should be brought to Council for review, but Council needs to think about the standards for a partnership brand in the future. If we could think about how to include the elements in our architecture, that would be very helpful.

Ms. Alutto agreed. Having the context shared tonight has been helpful.

Ms. Nardecchia summarized that she is hearing that context is very important for the design. In the website, that will be very clear.

Tom Trusty, Trusty and Company, 7268 Achill Drive, Dublin stated that it is important to consider the end user. This was not so much about the City of Dublin but about opening a dialogue with members of the community who would become volunteers or who are in need of volunteer services. That was the direction for this. They want it to look and feel Dublin with the green, as well as contemporary and sharp.

Mr. Keenan commented that Council's role is to make policy. There are experts working on this branding and logo.

Ms. De Rosa stated that what she is asking is for a policy about such guidelines.

Mayor Peterson stated that there seem to be two issues: the "Forever Dublin" logo and tag line; and how this process should occur in the future.

Mr. Keenan asked if Council members support the design presented.

Council expressed they were all supportive of this design as presented.

Vice Mayor Amorose Groomes stated that maybe there is some clarity needed regarding this partnership. Who funded the services to create the logo?

Ms. Nardecchia responded that when Council approved funding for the Aging in Place initiative, this item was included in the budget.

Vice Mayor Amorose Groomes stated that the City is therefore purchasing this logo. The City is contributing to the services through pilot program funding, and that funding has an expiration date of one year. Following that, decisions will have to be made about private sector partnerships to fill the funding gap or a portion of it, with the balance left for the City to fund. When we talk about this program not being the City's, to her, for the reasons noted, the program is the City's.

Mr. Keenan clarified it is the City's and is for the community. The City funds Syntero, as well, for the community users.

Vice Mayor Amorose Groomes stated that if we are purchasing the logo and partially funding the services now and perhaps in the future, it seems the program is the City's and the City owns it.

Ms. Nardecchia stated this is an excellent point. Data is needed -- information from the website, from the Forever Dublin center -- this will be a fluid program into which the City hopes to fold many more partners. This is just being teed up at this point.

Vice Mayor Amorose Groomes stated that from a brand perspective, if the City is going to be in this "business" -- it must be part of the City's branding. Whoever is going to own the program will fully own it and the brand must be representative of their full ownership-- whether the City, Syntero, or other organization in the future.

Ms. Fox stated that this discussion is great. With all the connectivity and all of the non-profits, the City will frequently participate in pilot programs at the outset. The most important item in this case is not necessarily the logo. For her, the question is one of trust by the citizens that when the City supports a project, the citizens know it will be done well. It is important to come up with some strategy guidelines for communications. If Syntero will display this logo on their site, people need to be able to recognize that this is a program supported by the City of Dublin.

Ms. Crandall responded that as part of the joint website, both Syntero's and the City of Dublin's logo will be included, as well as any subsequent partners.

Ms. Alutto stated that there was discussion previously about a wide variety of things the City could help with in the Forever Dublin program. For example, there was talk of some type of certification for homebuilders that do retrofitting for homes to be accessible.

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Would this be something the City could use to indicate it has been vetted through that process?

Ms. Nardecchia responded affirmatively. Leadership Dublin is currently working on an age friendly business certification, and perhaps that could be certified by Forever Dublin. In looking around the country at age friendly initiatives, they are all partnerships.

Ms. Alutto commented that there was a roomful of partners at the summits the City hosted. She understands the need for context about the branding and logo for the City. She is fine with the logo, and loves the "Forever Dublin" text and the "my life, my home, my community" portion. These are the pieces that are more meaningful than the actual logo itself. She would like for Council to allow this group to move forward with what has been presented tonight or direct any changes desired.

Ms. De Rosa stated she does not have objections to the logo or statement, but the City will do more of these partnerships in the future and it is important for people to recognize these are connected to Dublin, Ohio. We need to be certain that the structure conveys that this is part of the whole Dublin branding and logo. It is not the specific logo – it is the elements of it -- the strategy and the framework. She is suggesting we bring forth that framework for the future.

Mayor Peterson stated that when the City's logo is included, it does lend credibility – people have confidence in something the City is supporting. Syntero's logo and the City's logo on this website will provide a comfort level to people accessing this program.

Ms. Crandall added that Syntero is a very strong partner in this project. They bring much to the table, including space within their facility, their expertise and their excellent reputation in the community. They have brought their relationships to the table as well. There are some grants that Syntero can pursue for this program that a local government cannot, or joint applications can be done by the City with Syntero for grants. She thanked Syntero for all of their support.

STAFF COMMENTS

Ms. Crandall:

1. Noted that the packet included a draft Council retreat report. Staff is seeking feedback from Council on the draft report and proposed visionary goal statements. There were several policy topics assigned to various groups, as well as follow-ups to the 2018 retreat goals. Also in the packet was a proposed schedule for work sessions for the year going forward, including opportunity for dialogue, and suggesting pre-reads. The schedule moves the CIP and operating budget meetings to earlier in the year. For both of these, the first session will focus on dialogue and setting priorities. For Council committees, dates have not been proposed, pending input from the Committee members.
2. Noted that a work session is anticipated for Monday, April 1. She wants to check Council's availability.

Ms. Fox commented that she will be out of town on that date. Is another date possible, later in that week?

The consensus of Council was to reschedule the work session to Wednesday, April 3.

Ms. Crandall asked if Council is comfortable with having two to three hour work sessions if there are multiple topics.

There was no objection.

Vice Mayor Amorose Groomes suggested that the Committee meetings be scheduled during the daytime, if members are willing. She would like to avoid having multiple evening meetings in one week.

3. Reported that two meetings with residents are being scheduled by Engineering regarding water and sewer utility extensions. Those are scheduled on March 19 and April 2.
4. Commented that staff is proposing a meeting with neighborhood residents regarding the North Pool improvements on Tuesday, April 2 at 6:30 p.m. at the DRCR, if this is acceptable to Council.

There was no objection from Council members to this scheduling.

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5. Noted that a "Save the Date" request for an "Evening of Gratitude" for Tuesday, October 29 from 6-8 p.m. was included in the packet. This is proposed as a first-time event to recognize the contributions of volunteers, especially those who have contributed regular and sustained hours. This would be hosted at The Exchange at Bridge Park.

Vice Mayor Amorose Groomes asked if the recognition for outgoing board and commission members would be incorporated into this event. This event has not been held in recent years.

Ms. Crandall responded it is the intent to do so.

Mayor Peterson stated that is a great idea.

COUNCIL COMMITTEE REPORTS

Administrative Committee:

Vice Mayor Amorose Groomes, Chair:

1. Reported that the annual work of the committee is nearly completed. She asked staff to include in Boardpaq the retreat report summary so that a meaningful dialogue can take place, and so that dates and tasks can be scheduled on the calendar. She asked if staff can propose some dates for meetings and topics. Once this portion is complete, execution of the goals can begin.
2. Requested that Mr. McDaniel and Ms. Clarke provide summaries regarding goals for 2019 and the feedback from the evaluation process.

Community Development Committee:

Mr. Reiner, Chair reported that the Committee has completed the work assigned to them to date.

Finance Committee:

Mr. Keenan, Chair reported that an outstanding item for the Committee is the policy discussion regarding hotel/motel tax.

Ms. Mumma responded that this item will be included in the future scheduling for all of the Committees. The meeting needs to be held in a timeframe so that the direction can be incorporated into the operating budget.

Dublin Friendship Association:

Ms. Alutto noted that the group will meet tomorrow morning at 7:30 a.m.

MORPC:

Vice Mayor Amorose Groomes reported that a major topic is the proposed gasoline tax increase for Ohio. It is needed to maintain the roads and bridges. This is a use tax and it is incumbent upon Council to make our voices heard at the statehouse. It is also an opportunity to partner with neighboring jurisdictions that have less sufficient funds for infrastructure improvements than Dublin does. This would provide equity to various municipalities in the state and bring some capability for them to come to the table in a partnership. This dialogue needs to continue to support the maintenance of infrastructure in a timely manner.

Ms. De Rosa stated that one part of that funding package is to increase the amount for public transportation and technology around public transportation. The House put forward a package that was significantly greater for these needs, including technology.

Dublin Arts Council:

Mr. Reiner reminded Council and the public of the DAC Garden Party on Friday, May 3 at OCLC.

COUNCIL ROUNDTABLE

Ms. Fox:

1. Requested that the Planning division forward drafts of some work underway, as referenced in the monthly Planning report. Specifically, the Smart Parking Plan in the Historic District; the Historic District Guidelines draft; the Historic District Code modifications and boundary amendments; Mobility Plan; and the Monterey project. For informational purposes, she would like to review these and asked that these be forwarded to Council.

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2. Noted the Communication Outlook and the page about community engagements with City Council and the City Manager. She asked Council's support in having staff bring back some strategies regarding opportunities for Council to have more face-to-face communication with residents, perhaps a column in *Dublin Life* or speaking to citizens in a more personal way. She would like to talk with the City Manager regarding this, and bring back information for discussion at a work session. Her goal is to bring increased awareness of Council's role, work, and thoughts and objectives for the City to residents.

Ms. Crandall responded that was a follow-up item from the 2018 goals. The entire management team will meet tomorrow about how to move forward with all of Council's visionary goals, policy items, and follow-ups from 2018 as well.

Ms. De Rosa:

1. Congratulations and thanks to staff for a great State of the City! She spoke to several people after the event. Not only was it incredibly professionally done by the Communications team, but what she heard from residents was that there is truly a lot going on in the City! It is good for them to see progress across all vectors.
2. Thanked staff for the rolling golf cart candy delivery to Council to distribute at the St. Patrick's Day parade. This was very helpful and she is appreciative!
3. Noted that everyone who attended the State of the City received a water bottle with instructions about how to use the new "GoDublin" app. She has tried the app and it worked very well and received an immediate response! Unfortunately, her pothole report was related to a private road! She encouraged residents to use this new system, which is very efficient and uses up-to-date technology.
4. Reported she visited the newly updated Convention Bureau Visitors Center in Dublin. The new Center is very interactive, and Mr. Dring shared that quite a few Dublin residents visit the Center for information about Dublin and drivable destinations.
5. Thanked Ms. Mumma and her team for the summary level financials. She appreciates this new format. The year-to-date summaries are very good, and it would be helpful to have year over year summaries for some of those to gain perspective. She asked that the return on the investments be included in the investment summary graph.

Ms. Mumma noted that this ROI is reported to the City on a quarterly basis, so it is difficult to provide this to Council on a monthly basis.

Ms. De Rosa thanked her for all of this work on the new format.

Mr. Reiner:

1. Commented that the St. Patrick's Day parade was very professionally done. He is pleased with the quality and variety of the parade entries.
2. Requested that Ms. O'Callaghan present her video at the next Council meeting regarding the pedestrian bridge construction, if Council is in agreement. This is a very interesting and complicated project, and he would like this to be shared with the public.

Mayor Peterson stated that this would be very worthwhile.

Mr. Reiner added that Ms. O'Callaghan has this video already prepared. He would like it to be shared with the public.

Ms. Alutto:

1. Thanked Council for their flexibility in excusing her from attending the State of the City due to her third-grader's concert. The concert went very well!
2. Stated there has been a lot of talk about coyotes, and she asked Ms. Crandall to have staff assemble some information and meet with homeowner associations to share this information, as well as posting it on NextDoor.
3. Noted that the Business Appreciation Day was fun. Businesses do work very hard as they grow to stay in Dublin, which speaks well to our partnership with them. Thanks to all of the Dublin businesses!

Vice Mayor Amorose Groomes:

1. Echoed the comments about the parade and Business Appreciation Day.

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2. Noted that the new format for the financial reports has helped the non-financial person to understand the documents. She thanked staff for their work on these, which will be good information for Council to have to continue to make decisions going forward.

Mayor Peterson:

1. Reminded Council about the Naturalization ceremonies that are scheduled tomorrow at 1 p.m. at Dublin Scioto High School. Dublin resident Ed Sargus, Chief Judge for the Southern District of Ohio will be in Dublin and is bringing the other two active District Court judges with him. All three are participating in this program. He reviewed the agenda and speakers for the ceremonies, noting it will be a very moving experience. He strongly encouraged everyone to attend.
2. Reported that today, he and Ms. Richison visited LifeCare Alliance and participated in delivery of Meals on Wheels in Dublin to people who are elderly or ill and need this service. Cheryl Grossman is now heading their outreach programs. The LifeCare Alliance budget has been severely cut, and they have \$8 million less in their budget than is traditional. In addition, for the first time in 20 years, LifeCare Alliance will not receive any funding from the Human Services grants program of the City of Columbus. This will result in a loss of \$360,000 and will impact people under 60 who are ill and in need these services as federal monies can only be used for clients over age 60. LifeCare Alliance in Franklin County is the fourth largest Meals on Wheels program in the U.S. They serve over 5,000 hot meals each day, and are one of two programs in the nation that delivers food on weekends. He encouraged anyone looking to volunteer to contact them and support their important work. He asked Ms. Grossman if she would come to a future Council meeting and share information about their work, which serves residents of Dublin. It is important to do whatever we can to support this organization.
3. Thanked staff for the wonderful parade and the State of the City, which were phenomenal. The Grand Leprechaun luncheon was great and very well attended. Jason Liu, owner of J. Liu Restaurant of Dublin again generously sponsored the event. The Mayor added his thanks to Ms. DiSalvo, Ms. LeRoy and the staff for their efforts on the luncheon.

ADJOURNMENT

The meeting was adjourned at 9:29 p.m.

Mayor – Presiding Officer

Clerk of Council