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## **DRAFT RETREAT OUTCOME BRIEF**

*Directional Outcomes & Action by Key Topic*

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### **HISTORIC DISTRICT**

#### **Statements of Direction**

- **What Council “Aims to Preserve”:** Council desires to preserve both the environmental and structural attributes of the Historic District. Both factors should be represented, considered, and emphasized when creating a vision and policy for the Historic District. Council needs to define specially what the City seeks to preserve within the District, so staff can ensure policies and guidelines reflect Council’s desires.
- **Preservation Area:** Council would like to consider a potential preservation area within the greater Historic District.
- **Financial Tools:** Council directs staff to help educate property owners about potentially available tax credits, grants, or other financial tools to help with maintenance and preservation of properties in the Historic District. Council also requests that staff identify the financial tools available to the City of Dublin.
- **Era & Architecture (the Look & Feel):** Council would like policies and guidelines on an acceptable era to preserve with the Historic District (and if applicable, a smaller preservation area).
- **Management & Leadership:** Council wants to give more dedicated management, leadership, and support to the growth, development, and maintenance of the Historic District. Council desires a dedicated individual/entity focused on the Historic District’s
  - a) care, support & maintenance
  - b) growth & development
  - c) vitality & public engagement.

Council looks to staff for options on how to organize, staff and fund such an individual/entity.

**ACTION:** Development Director Jenny Rauch to incorporate direction and prepare options and action plans for each of the action items identified above for Council consideration at upcoming 2022 Council Work Sessions.

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### **LAND AQUITION**

#### **Statements of Direction (Executive Session)**

## **ARRPA FUNDING**

### **Statements of Direction**

- **Honor the Intent:** Council desires to honor the intent of ARRPA funding (\$5.2M) by allocating it across three categories connected with the Pandemic Era:
  - a) **Service:** Support those organizations who gave much to help others
  - b) **Dublin Operations:** Support City operations that were impacted and support the community overall.
- **Staff Proposals:** Council directionally affirm the ideas and opportunities as outlined in Matt Stiffler’s memo to Council, and those shared by staff and Council during the retreat session.
- **A Catalyst for More:** Council desires our giving to be a catalyst for others to give and multiply the impact these dollars can have. We would like every proposal to include options on how to make this happen. We desire to not just “cut a check” but to engage others in order broaden the impact and create future opportunities.

**ACTION:** Finance Director Matt Stiffler will incorporate this direction and engage others as appropriate to bring back to Council dollar allocation proposals that would also include programmatic ways to implement the “Catalyst for More” direction above.

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## **Moving New Council Ideas & Initiatives Forward**

### **Statements of Direction**

- **Standard Mechanism:** Council desires to have a standard mechanism by which Council Members can present and move new ideas forward. We generally like the idea of a specific language, phases, and standardized ways to present an idea through a process where the content will mature as more information is gathered and understood.
- **The Objective:** Council wants to improve our efficiency, effectiveness as well as the visibility & transparency of how this happens. In addition, we want to improve the effectiveness of how and when to engage staff and enable better trade-off decisions (and visibility of those decisions) when new needs arise and require resourcing of any type.

**ACTION:** The Administrative Committee will develop a draft proposal working with Spark Creative and staff, beginning at the May 3<sup>rd</sup> Administrative Committee meeting. A working proposal will come to Council for consideration at a future 2022 Council Work Session.

## DUBLIN COMMUNITY EVENTS

### Statements of Direction

- **BIG Vision:** We recognize the unique opportunity of the moment and desire to explore a “Next -Generation Community Events” Vision that encompasses both sides of the Link as a “center of gravity” while leveraging Dublin parks and facilities to create a connected, and comprehensive vision driving Vitality, Engagement, & Entertainment – motivating residents to “never have to leave” and enticing non-residents to make Dublin their “destination of choice”.
- **Start Small:** We desire the Big Vision to be Right, not Rushed. We would like to start small, using the current framework to assess opportunities while beginning to wade into bigger ideas to experiment & learn. Generally, we believe four events a month in the river-crossing area would be good to use as an initial guidance.
- **Public not Private:** We desire events held in the new areas of focus to be open to public participation. Private events that exclude the public will be by extreme exception only.
- **Management & Funding:** We recognize the need for dedicated management and funding to help develop, design, execute and support this new approach and we are open to multiple options in how to make this happen... but we do desire it to happen.

**ACTION:** Deputy Director Robert Ranc and team will take this direction and incorporate it into current operations while beginning to explore options on “Big Vision” creation, management & funding, and coordinate with Historic District action items for potential leverage. Robert and Team will bring back options to a 2022 Council Work Session as they develop proposals.

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## DUBLIN PERFORMING ARTS CENTER

### Statements of Direction

- **Affirmation:** Council affirmed the general direction, passion, presentation, possibilities, and ideas presented by Council Member Keeler and supported a level of next step actions (see below) to be championed by him with continued engagement.
- **Broaden Vision:** Council has a desire to explore options of broadening the central purpose of the center beyond just “performing arts”. We believe this may help with funding as well. Examples include “Cultural”, “Creativity”, “Wellness”, “Education”, “Art”, etc.
- **Catalyst & Leadership vs Funding:** Any option should ensure the City will have minimal funding requirements. The City can be a catalyst to lead, promote and support but the build and ongoing operations should be funded externally, potentially via an endowment or other such ongoing funding mechanisms.
- **Possible Next Steps:** a) refresh elements of previous studies, b) gauge current funding options & appetite, c) incorporate retreat input.

## **DUBLIN PERFORMING ARTS CENTER – continued**

**ACTION:** City Manager Dana McDaniel offered to refresh the cost and feasibility study (last done in 2015). Council Member Keeler to work with staff to determine and bring back to a 2022 Council Work Session, plans on the ‘next steps’ above and outline the time, energy, and rough costs of taking those steps (along with any trade-offs needed). This would include the cost of the cost and feasibility study, as well as the potential to hire outside consultants with respect to fundraising.

## **COUNCIL 2022 GOALS**

### **Statements of Direction**

- **Adjustments:** Council assessed and moved two of our four current Council goals into “operational mode”. These two goals (the Fiscal Strength and Sustainability goal and the Big Data and Better Analytics goal) have become operational and nature and will be maintained within the operations of City staff processes and procedure.
- **Continuing:** The two remaining goals will continue to be worked and advanced and they may also be moved into operational mode when Council sets its 2023 goals. There will be material updates and further direction on these at mid-year.
- **2022 Annual Goals:** The notes and outcomes of the retreat will be reviewed with an eye to create and incorporate new goals at an upcoming Council Work Session.
- **Transition Year:** Council’s intention is to navigate 2022 as a transitional year and we will undertake a dedicated update & refresh goal focus at Council’s 2023 annual retreat. We recognize the need to review the Council goal docket (past Council goals) as presented by Homer Rogers in the pre-read material, and will do so at a future Council Work Session.

**ACTION:** Council will incorporate this input and consider a set of 2022 Annual Council Goals at the April 18<sup>th</sup> Council Work Session. See materials below.

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[For Discussion at the April 18, 2022 Council Work Session](#)

### **Current 2020/21 Council Visionary Goals:**

Visionary Goal #1: **Ensure Fiscal Strength and Sustainability**

Visionary Goal #2: **Become the Most Connected Community in the U.S.**

Visionary Goal #3: **Innovate and Enhance City Services Using Big Data and  
Better Analytics**

Visionary Goal #4: **Create a Dublin 2035 Visionary Framework**

**Potential Candidate for 2022 Annual Council Goals  
For Discussion/Revision at the April 18<sup>th</sup> Council Work Session**

2022 Goal #1: **Become the Most Connected Community in the U.S.** –  
*Rollout of Phase II of Broadband to the Home Project*

2022 Goal #2: **Build a Dublin 2035 Visionary Framework** –  
*Publish 2035 Framework, Begin Initial Implementation*

2022 Goal #3: ***Strengthen the Stewardship and Vitality of our Historic District Core by exploration of a possible preservation area, and dedicated day-to-day management***

Establish definitive goals on “what” the Dublin community aim to preserve – environment, structures, era and architecture. Consider a potential “Preservation District/Area” within the Historic District. Explore dedicated management and support options and structures that would allow “someone” to wake up every day with the focused mission and tools of delivering on the goals of the district.

2022 Goal #4: ***Develop Dublin’s “Destination of Choice” Next-Generation Community Events Vision***

Develop a community events programming & management roadmap that encompasses both sides of the Dublin Link as a “center of gravity” while leveraging Dublin parks and facilities to create a connected, and comprehensive vision driving vitality, engagement, & entertainment – motivating residents to “never have to leave” and enticing non-residents to make Dublin their “destination of choice”.

Note – Disposition of the current 2020/21 Council Goals:

Visionary Goal #1: **Ensure Fiscal Strength and Sustainability** - moves to operational status.  
Matt Stiffler to suggest methodology on how best to operationalize

Visionary Goal #2: **Become the Most Connected Community in the U.S.** – continues

Visionary Goal #3: **Innovate and Enhance City Services Using Big Data and Better Analytics** moves to operational status

Visionary Goal #4: **Create a Dublin 2035 Visionary Framework** – continues.