

City of Gahanna

*200 South Hamilton Road
Gahanna, Ohio 43230*



Meeting Minutes

Monday, February 23, 2009

Immediately Following Previous Committees or

7:20 PM

Council Committee Rooms

Finance Committee

*Shane Ewald, Chair
Beryl D. Anderson
Thomas C. Evers
Thomas R. Kneeland
John R. McAlister
Nancy R. McGregor
David L. Samuel*

Additional Attendees:

Karl Wetherholt, Mike Andrako, Jerry Isler, Gen. Jim Williams, Grant Reveal, Chief Murphy, Terry Emery, Dottie Franey, Brandi Braun, Anthony Jones, Tom Weber, Angel Mumma, Tony Collins, Isobel Sherwood, Marty McDonald, Press

ISSUES - From Director of Technology:**Whole Disk Encryption**

Ewald called the meeting to order. Reveal said he has a request for a supplemental appropriation to be used to purchase 50 licenses for software to allow for encryption; right now it is not on any laptops so if they were stolen, their data would be available; a lot of that data is public record but there could also be some protected information; in order not to have any security breaches we would encrypt all the laptops to maximize security. McAlister asked what that means in changes to logons. Reveal said the product we have chosen has the same password as the user so there are no extra steps or layers; it can also be reset if the user is traveling. Anderson asked why you chose this product and company software. Reveal said there are 2 reasons; they have the best integration and a good reputation in the industry; it is well supported and known to work well and it is mid-price. Anderson asked if it is the best of the best. Reveal said the State of Ohio recommends 3 or 4 and this is one of the best; they require 128 bit encryption; this allows for 256 bit; should last beyond 2030. Ewald said if we replace a laptop can the license be migrated. Reveal said the software can be rotated as long as we keep it to the 50 licenses in use. Anderson asked if this software protects other electronics like BlackBerries. Reveal said no; we are taking this a step at a time; there is different software for that and we will consider it in the next layer; can't do too much at once.

Recommendation: 1st Reading, Consent Agenda; Waiver of Second Reading, Emergency Language.

ISSUES - From Director of Finance:**Account Transfer between Hunters Ridge Pool & Gahanna Swim Club**

Isler said this a request to authorize fund transfers between pools; remember when we did the budget, we said everything is pretty much a guess for both pools so we would separate expenses in order to track them; but not every account should operate that way; for example we may have a need for employees to transfer between locations; we would be limited only by total amounts; rather than come back for each item we would just like the ability to move from one to the other. Evers said the pool money stays the same; this will just allow you to move it like inventory; if we have excess inventory we will not leave it sitting in one place. Kneeland said so you can "pool" your funds throughout the summer. Ewald said he would like to see this come back to Council every year. Isler said it is just for this year. Evers said so this would be just a baseline. Isler said then we will have it ongoing. Ewald said we will look at it at least annually when it comes back to Council.

Recommendation: 1st Reading, Consent, no need to come back, 2nd Reading, Consent

Annual Fund Transfers

Mumma said we have some annual fund transfers and we found out they each require a separate ordinance; we did not know this last year until late so we thought we would do it early this year in the first quarter. Isler said these are debt payments from various funds to the General Bond Retirement Fund and have already been appropriated. Mumma said the first payment would be June.

Recommendation: 1st Reading, Consent, no need to come back, 2nd Reading, Consent

Resolution - Bond Reallocation

Isler said on our resolutions for bond reallocations, we found out that they should be Statutory Resolutions; go through this next week; needs a waiver of second reading; it shows the public so they can see what was done and that we had the interest to reimburse ourselves from the bond ordinance; needs to be in effect for 60 days to pay for parkland so it needs to be in effect March 12; this is the parkland buyout from Stonehenge. Ewald asked if it has to have a second reading. Weber said yes.

Recommendation: Statutory Resolution on Consent Agenda; Waiver of Second Reading, Emergency Language.

2008 Year End Financials

Mumma did a power point presentation of the 2008 year-end financials; said it should be on the website tomorrow; a copy is available in the Council office.

Questions asked:

McAlister asked if the interest income is from long or short term investments. Mumma said we are limited in how we invest; we do short terms that are from 1 to 3 years.

Anderson asked what the miscellaneous income is. Mumma said it can be fees for cell phones, insurance settlements, other fines or fees paid to the City. McAlister asked where the rental income and parking garage income from Creekside is shown. Mumma said she believed it was in Administrative Charges since that is where we show charges for some other services and the bed tax.

Kneeland asked if we have a figure available on what the average Gahanna taxpayer pays in City income tax. Mumma said she did not have that figure but could check and see if it is something she could possibly pull from the software program we use. Evers asked how we would determine an average since we have such a blend of folks; some who just work here; some who work and live here; and those who work elsewhere but live here and only pay the piggyback tax. Samuel said also there are people on a pension or in the military who don't pay tax. Kneeland said he was just looking for a rough estimate; even if we did it by household that would be fine. Mumma said she would talk to the City Tax Administrator to see what information is available.

McAlister asked if the Capital Expense shown on the slide for General Fund Expenses includes repayment of bonds. Mumma said no; that comes from the General Debt Bond Retirement Fund.

Anderson asked what the expenses from the General Fund are. Mumma said she had a sheet prepared that she would provide to all that gives that detail. Anderson said she would appreciate a copy of that and this presentation sent to her.

Mayor said she wanted to clarify the fact that the Reserve Fund starts over every year; it does not keep building; it starts from zero every year.

McGregor asked what last year's carry over was. Mumma said 13 million.

Mumma said the General Streets & State Highway Revenue does not cover their expenses; this year's has been significantly eaten away by employee overtime.

McAlister asked if Council was going to get a quarterly breakout of Creekside revenue and expenses. Braun said the garage information is coming. McAlister said that he thought we were getting a quarterly report that detailed revenue from the \$2 a square

foot on lease space as well as the garage. Mayor said that in the first 2 years of operation, the only revenue is the parking garage and the TIF. Isler said a report would be available after the first quarter.

ISSUES - From Director of Development:

Downtown Action Plan

Jones, Collins and Braun provided a power point presentation on the Gahanna Downtown Action Plan, a copy of which is on file in the Council office. McAlister said if we spend money for downtown only, aren't other places cheated. Collins said facts support that if we have successful downtown, we have a successful City; Gahanna has shopping centers; but our identity is the downtown area; a place where good friends can enjoy a great experience. McAlister said he believes the government should treat all equally; if we are spending money downtown, he would like to see the west side put in the mix. Jones said that is a point well made; we do need to provide some assistance to all areas; but the downtown area does have an impact on the whole community as it is a very dynamic mix of residential, commercial and park. McAlister asked if we are charging the downtown businesses for this marketing. Mayor asked if the presentation could be finished; then questions that remain could be asked. The presentation was completed.

McAlister said in putting together a marketing plan, how much are we charging the merchants. Jones said we are not charging the merchants. McAlister said the City does not have anything to sell; the merchants should be asked to supply their own marketing and not have us subsidize it. Jones said our effort here is to coordinate the marketing being done by the various merchants and organizations promoting Gahanna; we are not providing individual product marketing. Mayor said we are doing a plan; this is going on already; the bed tax is being used for this; the agency saw the same things coming from 2 groups because there is no coordination; we want to do an audit of what is being done and come up with a plan that the government can do; once we have the plan, we would work the plan.

McAlister said when he goes to Gatlinburg, Tennessee and stops at a rest stop, he sees books with ads and coupons; the City of Gatlinburg is not paying for it, the merchants are. Mayor said I am not sure about that. McAlister said if the downtown merchants want more foot traffic and they know concerts are coming; they can form an association to do a marketing plan of their own to promote it. Braun said they have an association already; and with these efforts we do not plan to do any individual advertising. Samuel said we are trying to make the current advertising more efficient and effective. Jones said we are spending more on marketing because we lack coordination. McAlister said and that is what the bed tax is for.

Evers said we are getting off track; what is being proposed is not ad space with coupons; we are looking at all the different entities that market Gahanna as a destination and, if there is a common thread, this will find it and determine how we can tie it together and use the same themes to our advantage; not coupons. McGregor said I agree with some of what McAlister is saying; why is not some downtown organization doing this; why are we doing it. Braun said the scope is more than just marketing; there is component that would be a "Buy Gahanna" campaign to educate citizens on what we have available; the whole City will benefit. McGregor said if it is their business then they should promote it. Mayor said take a look at the bed tax revenue; it is 1.5% and we have an obligation to spend 1% on tourism and marketing; OGCP (Olde Gahanna Community Partnership) and CVB (Convention and Visitors Bureau) are doing this; we could take the lead short term to align what is going on. Ewald said he heard what McAlister had to say; the

money is supposed to be spent in this manner so I support that. McAlister said \$18,500 for the Fahlgren Mortine Contract is not the proper cost of advertising.

Mayor said we are going forward this year because we have our share of bed tax; last year we didn't retain it; CVB gets the lion's share of the money; if we don't spend on this it will default to the county CVB. Evers said the Development Department does marketing, Parks does it as well; some money comes from the bed tax and some from the General Fund; all are trying to let the public know what the City has to offer; we spend money here to get others to come in and spend; here is what we have to offer; there are other organizations also doing that; the CIC, CVB, and OGCP are doing the same; we need to tie it together and market a single brand; which is Gahanna; maximize returns on our efforts and not duplicate efforts.

Anderson said additionally there should be an assessment to determine the best strategy; we are using the bed tax for this purpose so we need the most effective way to bring it all together to get this done; good strategies like the whole state marketing campaigns of "Virginia is for Lovers" or "Ohio the Heart of it All" campaigns. Collins said Evers and Anderson have said it all; we don't want to replace individual retail efforts; we do have a product; we need to provide this service to continue to stimulate sustainable businesses in Gahanna; this is being done all around the state; same type of centralized marketing; we should be letting people know about our services like wi fi; we should coordinate the message from all the organizations to send a strong message.

McGregor said once the study is done what will we do with it. Braun said we will share the plan with stakeholders and make a committed effort to provide the same message; with the PIO coming on it will give that individual direction with what needs to be done. Samuel said the only way to succeed with this is to get firm data; stores still don't make money because they need businesses matched with buyers; Buxton is a company that does market research studies that match you up; that will work here.

Kneeland said he had heard good points; we do have an active Development Department and it is their responsibility to attract business and help them to become established; but we have a good reputation as a conservative community and we also need to design a way to continue these services or it would be a failure. Braun said this is two-fold; the marketing material is one part that will attract businesses; the second part is providing what things families want to do. Kneeland said one comment made earlier that I agree with is the rest of the City needs to be included in how we market the City. Anderson said numbers are key to the plan; to the future. Mumma said Braun summed it up; we are a major stakeholder in the community and this impacts how we can do our job and services we can provide.

McAlister asked how we will measure success. Jones said we will have measurements in the plan; short and long term objectives and whether we met the objective; what Gahanna needed is a heart like Creekside; now that we have it we need to advertise it, Mayor said like when you give birth to a child; it needs to be nurtured and we as a community need to do that.

Mayor asked Marty McDonald from Fahlgren Mortine to say a few words. McDonald said she commends the group for spending time listening and opening the dialogue on this issue; this is not about a true marketing plan; to get a machine humming you have to do a lot of listening and setup; we do make choices; can't serve everyone so we promote assets; but we are not leaving the others behind; we would like to provide resources and material for all business. Ewald said since the money used to promote is from the bed tax, it would be worthwhile to come up with a strategy to market the City. McGregor

asked McDonald if she had experience with other cities. McDonald said she had not done this for other cities; said she has done work for Coral Gables, Florida and Ohio tourism where our goal was state marketing.

Kneeland asked what is the difference between you and Buxton. Braun said they are different businesses. Mayor said Buxton does a survey and matches you with retailers customer-by-customer. Jones said they determine if a store like Home Depot can be successful in a given location. Anderson asked are there any other businesses that you have done marketing for. Mayor said there are details in the proposal and we can give you a copy; we will email a copy. Collins said a lot of effort went to select a company including looking at their client base. Anderson said I am looking for examples of their work; what they might have done for a school or corporation. McDonald said she had provided general case studies and overviews. Mayor said they had done the evaluations and the administration had interviewed several firms. Evers said we need to make a recommendation; said we could see it introduced and then bring it back to Committee of the Whole in 2 weeks.

Recommendation: 1st Reading, Return to Committee of the Whole on March 9.

Marketing Contract with Fahlgren Mortine

See discussion on previous item.

ISSUES - From Council:

Resolution - Gahanna Bridge

Samuel said he had asked for these 2 Resolutions to recognize these 2 organizations because they help the community to be a better place; in hard times we need their help; every organization in town is worth recognition, but these 2 groups will provide help in these difficult times without the government being involved; Bridge of Gahanna is a non-profit that will provide emergency relief; the other group, which is the Noon Lions Club, has 22 members and meetings start this Saturday; then every first and third Tuesday; their mission is to help the blind. Anderson said so the first group is going to help the needy; how are they doing that. Samuel said they look at community assets, and we are loaded with them, and put them in touch; they are a clearing house.

Recommendation: Resolution on Consent Agenda.

Resolution - Noon Lions Club

See discussion under Resolution-Gahanna Bridge.

Recommendation: Resolution on Consent Agenda.

Meeting Adjourned.

Della Brandenberger, Reporting