



City of Powell, Ohio
City Council

CITY COUNCIL STRATEGIC PLANNING SESSION
JANUARY 30, 2012

A special meeting of the Powell City Council was called to order by Mayor Richard Cline on Monday, January 30, 2012 at 7:00 p.m. City Council members present included Jon Bennehoof, Sara Marie Brenner, Tom Counts, Mike Crites, Jim Hrivnak and Brian Lorenz. Also present were Steve Lutz, City Manager; Debra Miller, Finance Director; Gary Vest, Police Chief; Jeff Robinson, Public Information Officer; David Betz, Director of Development; Chris Huber, Assistant Engineer; Doug Wenzel, Chief Building Official; Susie Ross, City Clerk; members of the Press and interested parties.

INTRODUCTION

Marty Saperstein, Saperstein Associates, was present to facilitate the discussion.

The following items were identified as desirable qualities included in potential plans to be considered:

- High Quality Service
- Cost Effective Services
- Consistent with the policies of City Council
- Supported by majority of City Council
- Completion identified within project standards
- Member takes accountability for project and reports back to City Council
- Progress must be measureable

Council members discussed the most significant accomplishments in the past two years:

- Survived downturn in economy
- Powell CIC founded and businesses brought into the City
- "The 44" Powell Incubator completed
- Good fiscal management in tough economy
- Annexation of Giant Eagle property
- Ability to educate some voters that all government budgets are not bloated
- Signage and education has improved parking situation in the Downtown
- Great teamwork between Council, City Manager, department heads and staff to provide high quality of services
- ARRA Grant and the City's commitment to sustainability and cost-savings
- Safe, secure community due to the Police Department and its level of service

Council members discussed areas where they saw less or no progress:

- Status quo on maintaining City streets/infrastructure because of no funding for capital improvements
- Tax levy failure
- CEDA agreement/negotiations with Township incomplete
- Have identified capital improvement needs but have not identified funding source

DISCUSSION – STRATEGIC PLANNING SESSION

Brian Lorenz

Create Wellness Board/Committee

- Less formal board made up of one Council member, P & R Staff member, community members
- Self-funded, perhaps funded by sponsors or business/professional partners
- Goal to increase knowledge of wellness and good health through formalized physical activity opportunities, communication roundtables
- Goal to help build sense of community outside of subdivisions
- Measure effectiveness by attendance and interest

Complete bike path connections

- During master plan update, look at gaps and make connections
- Get Staff and public input
- Have projects ready so they can move forward if funding is available
- Will help build stronger sense of community

Identify and complete community branding

- Identify and commit to standards for design elements (light poles, signage, lighting, etc.) in the downtown TIF area
- Creates cohesive nature within the City
- Makes people know they are in Powell

Tom Counts

Review and update the Capital Improvements List

- Current list is 6-7 years old and too general in nature
- Need to identify specific items on the list and give priority to those projects
- Discard projects that not realistically able to be funded and move forward
- Specify projects within the terms of 1-year, 3-year, or 5-year projects
- Assign priorities
- Give input when requested
- Should consider compiling a list that will be current as of 2012 so it is not outdated when it is compiled
- A mechanism should be identified for how to add or remove projects from the list
- A time frame should be set for next review of the list
- Should have follow up on progress each spring and fall
- Revisit regularly with City Council

Complete review of the City Communications Plan

- Look at plan from new perspective, including new types of electronic communication
- Rebuild from basic plan
- Review Web site for updates
- Consider participation from Council members in plan; consider blog on Web site

Mike Crites

Create Charter Review Commission and perform complete review

- Create Commission made up of two Council members, former mayors, residents
- Hold three work sessions
- Fast track review and identify any changes or additions
- Make recommendation to City Council by June 1, 2012
- Hold two Public Hearings and complete written revisions by early August
- If amendments approved by City Council, place on ballot in November
- Add provision for review every 10 years
- Ensures City government operates efficiently and is responsive to residents

Sara Marie Brenner

Create "Powell Means Business" roundtable for small business owners

- Get feedback from business owners and developers from City and Township
- Make their feedback part of policy channel
- Meet on quarterly basis and provide report to City Council
- Allows ability to encourage annexation
- Allows City to hear about the business climate from the owners and assist when they are able
- Roundtable members must commit to attend and participate; no drop-ins. One Council person as chair.
- Attempt to include Chamber of Commerce
- Help businesses understand City code and build policy initiatives

Investigate YMCA partnership with City

- See if there is a benefit to have YMCA take over the Powell Parks & Recreation Department

Expand coverage by Powell Police Department

- See if Delaware County jurisdictions that have residents with the 43065 zip code are interested in contracted police coverage provided by City of Powell Police Department
- Have to identify correct relationship and role of City with surrounding properties; may want to consider annexation instead of fee-for-services arrangement

Jim Hrivnak

Create Downtown TIF plan

- Time: should be multi-year plan
- Resources: determine rough order of magnitude
- Money: refine funding mechanism
- All three Council Committees and City Staff will be required
- Develop by reviewing current list, looking at limitations within the TIF area, determining 3-4 principals regarding what is needed in the downtown
- Projects must be sequenced rather than prioritized to allow greatest cost-savings
- Will have some overlap with Capital Improvements lists but can be pulled out due to separate funding
- Determine if they want to fund smaller items now or save funds for major project
- Set a 10-year horizon

Richard Cline

Present Capital Improvement Funding proposal to voters in November 2012

- Process is stagnant at this time, must see achievable progress
- Identify proposal by June or July 2012
- Hold Public Hearings
- Take to ballot in November 2012; if passes move forward, if fails consider feedback received
- Start in Finance Committee
- Consider "renewal" of park levy that expires in 2013 – ask voters to renew and dedicate funds to capital improvements
- Also consider "binary" funding such as a 0.25% income tax that all pay with no exemptions; determine how much funding that concept would generate
- Acquire resources for a strong campaign to educate the voters

Finish CEDA revisions/negotiations in 2012

- Continue meetings with Liberty Township and complete process to benefit of both parties

Finalize Murphy Parkway Design

- Discuss and decide on connection so concept is finalized and ready to go
- Will allow voters to know exactly how capital improvement dollars will be spent on this project

Jon Bennehoof

Normalize Township and City zoning & signage codes

- Feedback from community indicates there are compliance issues and discrepancies with lighting and signage
- Will keep City from, at time of annexation, having to "grandfather" signage or elements that are not similar to City code
- Consider models or examples in Avery Road area where high density housing is close to retail
- Council "Champion" would reach out to Liberty Township representative(s) to start discussions
- Move so changes are made before next annexation
- Build consistent feel that residents like
- Make it easier for businesses to comply
- Extend a broader sense of community that crosses into the Township

Review Master Development Plan on a regular basis

- Include review of individual developments for completion
- CEDA discussions/negotiations will have effect on master plan decisions
- Consider plan with high-level, conceptual view
- Compare what we have in place with what we had planned

CONCLUSION

Each Council member was directed to articulate his or her idea in a written summary of a page or two – due noon 2/3/12.

- Incorporate the suggestions of others
- Identify accountability
- Show direction to move forward
- Show overlap
- Identify resources needed from the City (details needed)
- Identify limitations (details needed)
- Identify type of organization and members required

The meeting was adjourned at 9:35 p.m.

DATE MINUTES APPROVED: February 7, 2012

Richard Cline
Mayor

Date

Sue D. Ross
City Clerk

Date

City Council

Jon Bennehoof Sara Marie Brenner Richard Cline, Mayor Tom Counts Mike Crites Jim Hrivnak Brian Lorenz