

**DUBLIN CITY COUNCIL
FINANCE COMMITTEE MEETING
Monday, November 22, 2010 – 6:00 p.m.
Council Chambers**

Minutes of Meeting

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

Council members present: Mr. Gerber and Ms. Chinnici-Zuercher. Committee member Mr. Keenan was excused.

Staff present: Ms. Gibson, Ms. LeRoy, Ms. Crandall and Mr. Earman.

Mr. Gerber stated that this meeting is for the purpose of reviewing the 2011 Hotel-Motel Tax Grant applications. The Committee will hear the applicants' requests first, then discuss the applications and develop recommendations for City Council. It is anticipated that Council action will occur on those recommendations at the December 6 Council meeting, at which time Council will be considering other budget items, as well.

APPLICANT PRESENTATIONS:

- **Dublin Youth Athletics (DYA)**

Jim Link, 6065 Springburn Drive, Dublin 43017 and Chris Valentine, 4352 Park Street, Dublin 43017, presented the DYA grant requests.

Mr. Link stated that their application covers three requests:

- (1) 2010 annual Memorial Tournament - a request for an additional \$14,204 to cover the cost of increase in City fees;
- (2) 2011 annual Memorial Baseball Tournament - a request for up to \$16,000 to cover the cost of City services; and
- (3) 2011 Baseball State Championship Tournament - a request for up to \$6,500 to cover the cost of City services.

He noted that their last application to City Council was five years ago. The City fees for the annual tournament have increased annually, and this year, it is necessary to come back to Council to seek some additional assistance. Last year, they operated four tournaments. They budgeted the 2010 tournaments based upon the amount they anticipated for City fees, but the City's fees increased in 2010. The tournaments were run for the benefit of the students in their travel baseball program as fundraising opportunities, but unfortunately, they were not as financially successful as hoped. The second and third requests are for the actual costs of City services for the upcoming 2011 tournaments. In the past, the City has approved in total their grant applications for the costs of City services for the tournaments. Over the years, that has amounted to approximately \$600,000 - \$700,000. Over that time, DYA has also invested \$600,000 - \$800,000 in park improvements and over \$200,000 in miscellaneous improvements in the City parks, and therefore, nearly \$1 million has been invested in the community.

Mr. Valentine stated that the Memorial Baseball Tournament has been a great success. Teams come from as far north as Toronto, Canada, as far south as Tennessee, as far west as Illinois, and as far east as Virginia. The other tournaments are similarly successful. Their reputation has been built based on the services and facilities of the City, as well as the time and welcome that the community provides to the Tournament patrons. However, due to the increased costs for City services, they must determine if the tournaments will be continued.

Ms. Chinnici-Zuercher moved to recommend approval of the grant requests to cover the remainder of their costs of City services in 2010 and the City services for 2011 as outlined. She noted that the 2010 fee reimbursement should be taken from the 2010 carryover funds.

Mr. Gerber seconded the motion.

Motion carried.

- **Kiwanis Club of Dublin - Frog Jump** (Cost of City Services – up to \$5,750)

Mr. Gerber stated that the application is similar to last year's.

Clay Rose responded that there are no changes. The 2011 event will be the 45th annual Frog Jump, coinciding with the 50th anniversary of the founding of the Dublin Kiwanis. This application is essentially the same as last year's. Approximately two-thirds of the 2010 grant award for the cost of City services was used.

Ms. Chinnici-Zuercher moved to recommend approval of the grant request to cover the actual cost of City services for the 2011 event, up to \$5,750.

Mr. Gerber seconded the motion.

Motion carried.

- **Kiwanis Club of Greater Dublin - 2011 Teen Driving Roadeo** (\$4,000)

Judy Stoof, 4265 Lindy Lane, Mechanicsburg, Ohio, Kiwanis president and Walt Buss, 5506 Aryshire Drive, Dublin, Ohio, Kiwanis treasurer, were present.

Ms. Stoof stated that she has been involved with this event the past four years. In 2009, it became their signature event. It is held each September in the Ashland, Inc. parking lot. It is open to teens with their driving permits or licenses at no cost to the teens. Sponsors and donations offset the costs of the event. Washington Township Fire Department, MedFlight and Dublin Police Department participate. The 2010 event had 112 participants with 60% of the attendees from Dublin. They also work with Dublin Schools to promote the event and solicit help from some of the teen groups with the event. The grant will be used to offset the costs of marketing the event to the three area high schools.

Mr. Gerber stated that texting while driving is a significant issue, particularly among young drivers. What plans are foreseen for Kiwanis to address the hazards of texting while driving?

Ms. Stooft responded that is one of the primary areas of focus. In 2008, Union County Sheriff's Department provided a vehicle and a distraction driving course. Due to budget cutbacks, they were no longer able to provide the program, so the Dublin Police Department provided a golf cart and goggles. The State Highway Patrol provides a course on distraction driving at the learning stations.

Ms. Chinnici-Zuercher indicated she had several questions:

1. The total cost of the event is \$3,300. Why is \$4,000 requested?

Ms. Stooft responded that the intent is to use the money to promote and expand the event.

2. Would they be paying other entities to provide the driving stations?

Ms. Stooft responded that discussion occurred regarding a Union County station; however, Dublin Police have provided a downsized version of that. The money will go toward the driving station.

3. How much money does Kiwanis designate for this project?

Ms. Stooft responded that they cover the remaining costs that sponsorships/donations do not cover. Their portion has been \$500 to \$1,000.

4. Is it anticipated the cost of the event will increase from \$3,300 to \$7,300?

Ms. Stooft confirmed that is the expectation. They are anticipating more participants in 2011 and an increase in associated costs for prizes and marketing.

5. How would Kiwanis continue to maintain a budget of \$7,300?

Ms. Stooft responded that if a grant is not obtained next year, they would seek out sponsors.

6. So is this a one-time request, then?

Ms. Stooft responded that it is not.

7. It seems that the proposed promotion methods are traditional. Young people no longer get their information in those ways. More participants may be gained by using FaceBook, etc.

Ms. Stooft responded that they do use FaceBook and Twitter.

8. The application indicates under Maintenance Costs that "there should be some residual funding available to provide the monetary support needed to get the next annual event started." Are they requesting money that would then be in a fund available for the event the following year?

Ms. Stooft confirmed that would be the case. Immediately following the September event, planning begins for the next year's event.

9. What is Washington Township's financial contribution for this event, aside from the personnel participating?

Ms. Stooft responded that their contribution is limited to their time.

10. Why isn't a financial contribution requested from the Township, as it is from the City?

Ms. Stoof responded that she is not certain. However, the event was initially started as a Franklin County "Safe Communities" initiative, due to the fact that this area had a high accident rate for teens. The second year, the event became the responsibility of the local group, "Healthy Communities, Healthy Youth." The third year, they asked the Kiwanis Club to take it over. They have been either breaking even or had insufficient funds.

11. Is there a breakdown of anticipated expenses for the \$4,000 amount requested from the City?

Ms. Stoof responded that a budget for the total \$7,300 for the Roadeo was submitted.

Mr. Buss stated that the \$4,000 will help them grow the Roadeo from its current size.

Mr. Gerber inquired if the approved grant funds are distributed only if an invoice for the approved costs is provided to the City.

Ms. Gibson responded that all the Hotel-Motel Tax grants are reimbursement-based. The organization must front the money, then provide the receipts to the City, at which time they are reimbursed.

Ms. Chinnici-Zuercher stated the budget includes the 2010 costs. What costs will the additional \$4,000 be designated for?

Mr. Buss responded that the intent is to cover the additional costs associated with marketing for more student participants and the associated participant costs. He cannot provide more specific cost information at this time.

Mr. Gerber stated that it appears that last year they had a deficit of \$550.

Mr. Buss confirmed that is correct.

Mr. Gerber stated that he assumes their intent for the \$4,000 is to make up the deficit and, in addition, try to grow their program.

Ms. Chinnici-Zuercher noted that the bulk of those costs appear to be for T-shirts and printing.

Ms. Stoof responded that the printing costs are for fliers and for signage.

Mr. Buss noted that almost all of the costs are incurred upfront before any sponsorships are provided.

Ms. Chinnici-Zuercher stated that she is concerned about not having the specifics regarding how the money would be used, and the expectation of Kiwanis that, if approved, this would be an ongoing support provided by the City in addition to the City services already involved significantly in the program. She would need to see a more definitive budget indicating exactly how the money will be used. The amount of this request would more than double the 2010 budget. What is the financial commitment of Kiwanis to this project, since this is a project that two years ago Kiwanis decided would be their signature project? As a Rotarian, she would assume that the service

organization would have made a financial and volunteer commitment to the program, not just that the organization would make up the difference that sponsorships did not cover.

Ms. Stooft responded that money will also be coming from the Kiwanis organization for this event.

Mr. Buss noted that there is also a significant volunteer commitment involved. This year, there were over 200 hours of volunteer time.

Mr. Gerber stated that, typically, the Committee is provided a breakdown of the applicant's proposed budget. They have provided that information for the past year's expenses. However, for the additional \$4,000 request to increase the program, the Committee would like to see specific information regarding the proposed expenses. If Kiwanis can provide that information to the Committee before December 6, the Committee could make a recommendation for that Council meeting. If not provided by that time, Council consideration would not occur until the January Council meeting.

Mr. Buss indicated that they would provide the requested information.

- **Dublin Area Art League (Rich Sharick) - 2011 Art Fair (\$14,800)**

Rich Sharrick, 6671 Fallen Timbers Drive, Bev Goldie, 8193 Crossgate Ct. North, and Matthew Phillips, 6251 Hampton Green Place, Dublin, presented the Dublin Area Art League Application.

Mr. Sharrick stated that the application reflects their current planning and budget numbers.

Mr. Gerber noted that last year when the Art League (DAAL) submitted their application, there was discussion about the organization's need for volunteers and Board training.

Mr. Sharrick responded that since then, they have worked with the City's Volunteer Program administrator who was very helpful in making the community aware of their need for volunteers. Consequently, there were several who volunteered to help with the Art Fair. The Art Fair is a side event put on by the League. The 2011 fair will be their fourth fair, staged because they believe Dublin should have an Arts Festival. However, putting on the festival for the whole community is a big endeavor. They continue to struggle to learn the best way to accomplish that. They would like to explore alternatives in regard to governing bodies. There are a variety of ways in which other cities put on art festivals. Ms. Nardecchia suggested that perhaps Leadership Dublin could evaluate the project's needs, possibilities and ramifications in one of their classes.

Mr. Gerber pointed out that Ms. Nardecchia is a City employee. The Committee had hoped that someone with their organization would have the ability to take that on.

Ms. Chinnici-Zuercher stated that the Art Fair has improved dramatically. The quality of the artists' work, which is available for purchase, is very good. Three years ago, however, the City granted DAAL \$3,500; the next year, \$7,000; last year, \$10,800; now they are asking for \$14,800. Instead of their need decreasing, they are requesting more

funds. Last year, the Finance Committee spent quite a bit of time discussing a different formula to operate the event. While it is good that they were able to recruit City volunteers to assist with the event, that is not part of the event's organization. She is concerned about whether the formula is right. This is an all-volunteer organization, and certainly volunteer organizations have challenges in being able to generate sufficient skill and volunteer time to operate events. That was the reason Council recommended to them that they explore some other partnerships, such as with the Dublin Arts Council. This formula does not seem to be working effectively, although it has improved the quality of art available, and the Fair itself. However, the cost of operating the event continues to rise. The request seems to be to have the City assume the responsibility for that cost, beyond the cost of City services. A large portion of the money they are requesting is to hire a private firm to be the organizing body. The other major expenditure is for marketing -- media advertisements. The cost of those two items is \$11,000. Because the cost of operating the event has increased significantly in four years, the formula is not working properly. There is a need to put in check the cost of operating the event against the donations or other forms of sponsorship they might be able to attract.

Mr. Sharrick responded that the issue is not so much the costs as it is the lack of revenues. It began as a local event with other art leagues that pay a very minimal cost to participate. They are considering moving from an art league focus to soliciting independent artist participation, who would pay more to participate. However, the size of the current site prohibits an art fair with more than 45 artists participating. They could easily balance the budget with the participation of 100 artists, and many Festivals have 100 artists participating.

Ms. Chinnici-Zuercher inquired if a location change is needed.

Mr. Sharrick responded that other locations may be possible, but at this time, they are not prepared to manage that size of an event. The company that they would like to transition to also manages a 100-artist art fair in Granville. They believe that would be a good transition at this time, rather than changing the management, changing the location and increasing the participation to 100 artists all within one year. At this time, they would prefer to remain with the current location; everyone enjoys the treed lawn. The anticipation is that the managing company will identify a way to expand the event or increase the revenues to make it self-supporting next year.

Ms. Chinnici-Zuercher inquired if the company provided them with a business plan for how they could do that.

Mr. Sharrick responded that they worked together on this budget, and they are developing a scope of work for perhaps a 2-for-1 arrangement, including both Granville and Dublin.

Mr. Gerber stated that he likes the event and would like to see it continue. It might make sense to talk to this organization and come back with some ideas, or a suggested model for this event to expand and sustain it. He would like to see how the company would revise the current model.

Mr. Sharrick inquired if what he is requesting is that they project a long range plan for 2012 and beyond.

Ms. Chinnici-Zuercher responded that Council's goal is for the event to become self-sustaining, and, therefore, would like to see what business plan this company could recommend to reach that goal. The company does need to understand that is the goal. This is not just an opportunity for them to operate another Art Fair. DAAL would be hiring them for this specific goal to be achieved.

Ms. Goldie noted that the company said that they probably could come up with a sponsorship plan that would cover most of their costs. Perhaps Council would like more information on that, as well.

Ms. Chinnici-Zuercher responded that Council would like to see a written business plan, including projected sponsors, operational costs, revenue projections, how they would build the budget, and how the event would become self-sustaining over the years.

Ms. Goldie responded that, as has been stated, the location would have to change for the event to expand and become self-sustaining. It may have to be located at Coffman Park, as closing a street in Historic Dublin is no longer a possibility.

Ms. Chinnici-Zuercher stated that the business plan can address the possible location(s). She agreed that closing High Street in Historic Dublin would no longer be feasible, as once occurred, as Dublin is no longer a village. If DAAL could provide that information within the needed timeframe, the Finance Committee could meet with them again to discuss their grant application.

Mr. Sharrick stated that providing a long-range business plan would involve certain commitments; therefore, that might not be possible within the limited timeframe for this grant process. If that is the case, would it be possible for them to re-submit a revised grant application for the 2011 event?

Ms. Chinnici-Zuercher responded that would be his decision. She would expect the company to be able to provide a business plan. If they have questions regarding what Council is looking for in that plan, they could contact Ms. Gibson.

Mr. Sharrick responded that her assistance would be very helpful.

- **Dublin Arts Council (David Guion) - Dublin Art in Public Places Cell Phone Tour (\$22,050)**

David Guion, Dublin Arts Council Executive Director, and Janet Cooper, Dublin Arts Council Marketing & Public Relations Manager, 7125 Riverside Drive, Dublin, presented the grant application.

Mr. Guion stated that this event is cutting-edge. Dublin would be one of the few cities that offer an Art Cell Phone Tour. He considered it to be an opportunity Dublin would be interesting in pursuing, consistent with the City's goal to be "best of the best." The budget is modest. They have spoken with the Columbus Foundation about possible funding. They have received a request from the National Endowment for the Arts to apply for their competitive grants, though not necessarily for this application. That is

unprecedented for the size of their organization. This morning, he also spoke with Ms. Crandall concerning the possibility of City assistance with hosting fees.

Ms. Cooper noted that they approached a cell phone tour operating company, which is standard for museums and art collections around the country. There is an initial setup fee, a monthly hosting fee, and a fee based upon the volume of calls received. In return, DAC would receive up-to-date data on the volume of responses. Previously, DAC has been unable to quantify the level of public art interaction.

Mr. Gerber asked for clarification of the annual costs. Is this an application Council will see every year?

Mr. Guion responded that the goal is to have City assistance with the initial setup costs. Thereafter, DAC would sustain the cost.

Ms. Cooper stated that they anticipate obtaining future support from the National Endowment for the Arts, Dublin Foundation, Columbus Foundation and additional corporate support.

Ms. Chinnici-Zuercher inquired if their request for \$23,000 is for making the tapes.

Ms. Cooper responded that the request for \$22,050 is for education and administrative fees to find artists, interview the artists, develop scripts and upload them to the site; a year of twice monthly site visits to ensure the signage is intact; artist fees of \$100 for each artist; one-time setup fee for the outside host; cost of an opening reception to kick off the program; mileage cost to check on the art pieces; signage expenses; design and printing of a brochure and map; cost for an interactive map which would be integrated into their website; and cost of a golf cart for those who may need that assistance to view the site. The \$22,000 amount covers those expenses.

Ms. Chinnici-Zuercher inquired if the hosting fee is in addition to those costs.

Ms. Crandall stated that she talked to Mr. Guion earlier about this phone system, because the City was looking at something for a similar use related to the City's historic sites and park sites. She believes the City's phone system is sufficiently robust that if this project were to move forward, the City could help host it. The City is not charged for incoming phone calls, and it is possible to set up one or more voice mail boxes with recorded messages. It also tracks phone numbers. It is worth looking into that possibility.

Ms. Chinnici-Zuercher requested clarification about the City services cost of \$1,700 for concrete pads and aluminum signage.

Ms. Cooper responded this would be for 17 signs for the original commissioned works that are in the City's permanent collection. The City services are for pouring the concrete pads and affixing the aluminum signs at each of the 17 locations.

Ms. Chinnici-Zuercher noted that the cost would therefore be \$100 each.

Ms. Cooper affirmed that was the City's quote.

Ms. Chinnici-Zuercher stated that in order to provide a recommendation for City Council, she would like to have a copy of the DAC 2009 audit.

Mr. Guion stated that to reduce audit fees, their audit is completed later in the year. The reason Council does not have a copy of their 2009 audit is that it was just approved at the November Board meeting.

Mr. Gerber stated that pending receipt of a copy of that audit, he would support their application with a positive recommendation to Council.

Ms. Chinnici-Zuercher inquired if the annual maintenance would be covered by DAC. Mr. Guion responded affirmatively.

- **DCVB - US Australian Football League National Championships Bid Fee (\$6,000)**

Scott Dring, Executive Director, and Josh Bricker, Sports & Events Sales Manager, Dublin Convention & Visitors Bureau, 9 South High Street, Dublin, presented the application.

Ms. Chinnici-Zuercher inquired when DCVB would know whether Dublin had been awarded the event.

Mr. Dring responded that it would be in the March – April timeframe.

Ms. Chinnici-Zuercher inquired if the bid fee is \$9,000, and their request was for the City to pay \$6,000 of that amount and DCVB the remaining \$3,000.

Mr. Dring responded affirmatively.

Ms. Chinnici-Zuercher stated that \$6,000 is a very small portion of the money that the DCVB brings to the City in hotel-motel tax revenue.

She moved approval of a recommendation of a grant of \$6,000.

Mr. Gerber seconded the motion.

Motion carried.

- **Miracle League of Central Ohio - Uniforms – shirts and hats (\$6,500)**

Christine Fields, 2581 Gardenia Drive, Columbus, Ohio, stated that their league has been growing every year; along with that, they incur more costs. The League supports some of the costs through donations, such as shirts and hats and a trophy at the end of the year. They also have costs associated with fun days and special event days throughout the year, and the training of volunteer coaches, buddies and buddy leaders. This year, a fundraising committee raised some of the needed funds, but additional financial assistance is needed to provide uniforms for all the players, without raising their costs.

Mr. Gerber responded that he is impressed with all that they do.

He moved to recommend approval of the grant of \$6,500 to Council.

Ms. Chinnici-Zuercher seconded the motion, noting that this is Council's signature project. It provides a wonderful opportunity for these young people.

Motion carried.

- **The Ohio Blue Shield Fund - Johnny Law 5K (\$5,000)**

Matt and Nova Vulanich, 6312 Deeside Drive, Dublin, stated that they initiated this fund in November 2009 in memory of his father, a 25-year Police Officer, who died in August 2009. There aren't many scholarship opportunities for Ohio children of diseased and

disabled Police Officers. He wanted to find a way to provide a scholarship fund and to raise awareness of that fund. The Johnny Law 5K does that. He has been a Dublin resident since 1992, and he would like the City to be a part of this event. He has been working with the City's Division of Police and Division of Events. He was fortunate in obtaining many great sponsors this year. This is a one-man operation; he puts it on him himself and personally funds the \$1,600. It is a successful event with 120 registrants and is growing. Typically, it takes three or four years for an event to really take off. This past summer they gave their first scholarship of \$1,000 to an Ohio University student. He is not looking for assistance long-term. As the event grows, he anticipates the event becoming self-supporting within three to four years. In the event's first year, they took in \$3,550 in revenue, but the event cost \$5,000. He is requesting initial assistance establishing the scholarship fund, with the goal of helping youth whose parents dedicated their lives to protective service.

Ms. Chinnici-Zuercher noted that over the years, there have been a number of events created in honor of people who have died. Has hotel-motel tax typically funded these types of events?

Ms. Gibson responded that she does not believe the City has previously had a similar request.

Ms. Chinnici-Zuercher inquired who is eligible for the scholarship.

Mr. Vulcanich responded it is available to anyone pursuing secondary education -- any four-year or two-year college student or a technical or trade school student. The state of Ohio provides tuition reimbursement for students whose parent was killed in the line of duty only. There is no financial support for youth whose parent worked in protective service, but either was disabled or died due to other causes. The scholarship can be used for tuition, room and board, or books. The recipient must be an Ohio resident, but not necessarily attend school in Ohio. They must apply through the National Association for Concerned Police Survivors.

Ms. Chinnici-Zuercher inquired if he had talked with other law-enforcement organizations throughout Ohio about their interest.

Mr. Vulcanich responded that there are others who do something similar for their communities. The FOP worked with him extensively this summer, as have others. They do not typically provide financial assistance, but in-kind services. The FOP was a sponsor for the race this year.

Ms. Chinnici-Zuercher stated that this is a very laudable goal. However, it does not seem that an individual family should have to set it up, rather than the law enforcement agency itself.

Mr. Vulcanich responded that other organizations do have something similar, including the FOP. However, they can only provide limited assistance. It is necessary for others to find ways to supplement and augment what those organizations are doing, and there are a variety of private individuals, such as his family, who are trying to raise funds to assist these youth. He grew up in a law enforcement family; his father was a public servant his entire life. This is an opportunity for him to honor his father. It is also a way to supplement what law enforcement organizations are doing.

Mr. Gerber inquired why he selected October as the time for the event.

Mr. Vulcanich responded that in the fall there is not much competition for 5K races. He also wanted to hold the event in 2010, and not wait until the following spring.

Mr. Gerber responded that each spring, Dublin hosts a ceremony in honor of those who have fallen in the line of service. That would be a good time to have this type of race, due to the media coverage that already exists.

Ms. Chinnici-Zuercher stated that her challenge in recommending approval has nothing to do with the purpose. Her challenge is that, historically, Dublin has had other situations wherein residents have created similar events in honor of family members who have died. She is concerned about setting a precedent for that type of funding. Council would have to approve all future such requests to avoid the inference that any other request would be less worthy than this. For that reason, she is concerned about granting this request. There may be other funds within the community that lend themselves better to this purpose for funding than the City's hotel-motel tax fund.

Mr. Gerber stated that he is supportive of his purpose for this event; however, Ms. Chinnici-Zuercher does make a good point. It would be difficult to deny any such future requests. Perhaps it would be possible to coordinate his event with Dublin and other area Police departments' early spring recognition of those who have fallen in public service.

Mr. Vulcanich thanked the Committee for their consideration.

- **Arthritis Foundation - 29th Annual Arthritis Foundation Classic Auto Show & Cruise-In (\$10,000)**

Jeff Brashares, 5747 Perimeter Drive, Suite 140, Dublin stated that Dublin has been a phenomenal place to hold this event for 29 years. In 2011, the Jaguar Internationals will be held in conjunction with the Classic Auto Show for the very first time. Cars will be coming from Mexico and Asia. They anticipate selling out both the Crown Plaza and the Hilton Garden Inn for the entire week. He appreciates the City's support of their event.

Mr. Gerber inquired if they had turned in their reimbursement request for the 2010 grant. Ms. Gibson responded that she received it last Friday.

Ms. Chinnici-Zuercher asked for confirmation that the amount requested is to cover the cost of City services.

Mr. Brashares responded that the City typically grants them the use of the Showmobile and the cost of City services.

Ms. Gibson noted that the cost of set-up and tear-down of the Showmobile comes out of the grant.

- **Dublin Farmers' Market - 2011 Market Events (\$7,000)**

Jaime Moore, 14950 Frapp Road, Marysville 43040, stated they just concluded their second year in Dublin. The vendors and their board members considered it a success,

and they are thankful for the loyalty that Dublin consumers have shown. This is their first grant application.

Ms. Chinnici-Zuercher stated that she has spoken with people in a couple of other cities that have farmers markets. They have indicated that they do support them. She does not know if that means financially or by providing publicity. She is aware that this event has grown, and people who attend the market speak very highly of it. Can she, or staff, share what is the role of city government in regard to farmers markets when they are new?

Ms. Moore responded that most of the larger farmers markets are well established. The North Market, Columbus, acquires state and federal funds as a nonprofit organization. In Worthington, there is a farmers' market business association into which the businesses and farmers pay. The association has a paid employee who serves as their market master. The Clintonville farmers market is eight years old and now self supporting. In earlier years, they obtained funding through sponsorships. When they started this process, they approached the City of Dublin regarding the possibilities. They learned that the market had to be achieved through the private sector with City support. Dublin has been very generous through provision of City services and assistance from staff. However, they would like to invest some money in broadening public awareness of the market.

Ms. Chinnici-Zuercher expressed appreciation for her participation in some other City events that Healthy Choice has held. It is good to have a presence in those venues, as it increases awareness of the market and the opportunity to eat well.

Ms. Moore responded that they have found a whole new customer base at the Healthy Choice events. They hope to participate in more health-focused events this coming year.

Ms. Chinnici-Zuercher and Mr. Gerber expressed support for recommending award of the grant.

- **Dublin City Schools - 2011 Outdoor Drama, *Leatherlips* (\$13,240)**

Dan Stowell, Dublin Coffman High School, 6780 Coffman Road, Dublin, stated that they recently received a letter of support from the interim director of the Institute of Outdoor Drama, and he has brought copies with him. The Institute is an organization that supports outdoor dramas that are newer and those that are well-established.

Mr. Gerber inquired about their request for \$6,500 for the management team.

Mr. Stowell responded that the management team provides support from a number of individuals to ensure that they are successfully preparing the show and promoting it to the community. They also will be presenting part of their show to meet part of the history curriculum requirement of younger Dublin school students. They would like to add another team member to the management team to work on sponsorships and grant applications.

Mr. Gerber inquired if the management team members are connected with the school, such as teachers.

Mr. Stowell responded that at this point, they do not have a full staff. Some are teachers, but there are many others, as well.

Ms. Chinnici-Zuercher inquired if the intent is for this to become an annual performance. Mr. Stowell responded that is the intent.

Ms. Chinnici-Zuercher inquired how they intended to make it self-supporting.

Mr. Stowell responded that there is a sponsorship manager, who will be working to achieve that goal. Until then, they seek out interim support, such as Dublin Schools, and the Wyandotte Nation of Oklahoma, who have verbally pledged \$500-\$1,000.

Mr. Gerber inquired how much money the Schools provide.

Mr. Stowell responded that they are waiting on a \$1,500 grant. In addition, they provide in-kind support.

Mr. Gerber noted that they still are in need of \$13,000.

Ms. Chinnici-Zuercher stated that today she spoke with the Dublin Schools treasurer, Steve Osborne, about how schools support these kinds of events. He indicated to her that, typically, the Schools would fund this event, but because the event does not occur within the academic year, they are unable to pay for the teachers' participation. They are using student fees to pay for the actors.

Mr. Stowell responded that the summer timing complicates the situation. For example, there is no school transportation. The students who participate also are not likely to get summer jobs.

Ms. Chinnici-Zuercher inquired how much the City awarded them last year.

Ms. Gibson responded that they were awarded \$9,000.

Ms. Chinnici-Zuercher noted this year's request is more than last year's grant.

Mr. Stowell responded that last year, the number who attended the event was twice the number anticipated, so they want to be prepared this year. There is an interest in seeing a bigger and better event, including sound quality. Included in the proposed budget is sound augmentation. Last year, the sound equipment from the school district was inadequate. This was the first time an event was put on with students from all three Dublin high schools and in the summer.

Ms. Chinnici-Zuercher inquired if this is the School District's grant application and if there is a plan in place for this event to become self-supporting.

Mr. Stowell responded that there is not a formal plan with a specific timeline. It was not certain if this second year would occur. However, the intent is that it will become self-supporting within a few years.

Mr. Gerber stated that he would like to be it become self-supporting. The event involves student participation from the three high schools, and it appears to draw a large audience. There should be opportunities for sponsorship to help offset the costs. It is a wonderful program.

Ms. Gibson inquired about the cost of City services listed on page four of their application. Is that part of the \$13,240 requested?

Mr. Stowell responded that the \$2,240 actually reflects costs from last year for City permits and Parks and Recreation space rental.

Ms. Gibson inquired if that paragraph could be deleted.

Mr. Stowell responded affirmatively.

Ms. Chinnici-Zuercher recommended that Council be provided a formal plan for making this School District project/event self-sustaining within a certain timeframe.

Mr. Gerber noted that this is a good event and has received attention from the community. There should be sources whereby the event can become self-sustaining.

- **Flight Team at The Ohio State University - National Safety and Flight Evaluation Conference 2011 (SAFECON) - (\$25,000)**

Andrew Tarini, SafeCon 2011, Executive Committee treasurer, Brad Hock, Executive Committee president, and Kelly Hoffman, Executive Committee secretary, 2160 W. Case Road, Columbus, 43235, presented the application.

Mr. Hock stated that that is the fourth time the event will be held in Dublin. In 2002, they received a grant from the City. In 2006 and 2007, they operated it on their own; however the aviation industry is not able to provide as much support this year. They are working aggressively for sponsorships. There will be 30 teams and 500 competitors participating, who stay an average of 1-1/2 weeks in the community. The last time they hosted the event, the average was approximately 360 room nights.

Mr. Gerber inquired if they hosted the event last year.

Mr. Hock responded that the last time they held the event was in 2007. It is an annual event, but it travels between the schools.

Mr. Gerber inquired the source of funding in 2007.

Mr. Hock responded that Net Jets was a major sponsor, along with Cessna, Piper and many other airlines. This year, they are looking beyond local sponsors to international companies to make up the funding difference.

Mr. Gerber inquired if Net Jets was involved this year.

Mr. Hock responded that they have tried to obtain their sponsorship, but Net Jets is not participating. Cessna has cut back drastically, but is providing a much smaller sponsorship.

Ms. Chinnici-Zuercher noted that the anticipated revenue from the 2011 event is \$116,000. Does that amount include the requested City grant?

Mr. Hock responded that it does not.

Ms. Chinnici-Zuercher stated that the anticipated costs are \$163,000. What is the relationship between this event and the City of Dublin?

Mr. Hock responded that the event is held at the OSU airport. The Embassy Suites in Dublin is the host hotel. All the competitors will stay there or at the Crown Plaza or Chase Suites; they will patronize Dublin businesses. All their promotions direct business toward Dublin. The Dublin Convention & Visitors Bureau has been very helpful with that direction. The bed nights with this event are anticipated to exceed the 360 bed nights in 2007.

Ms. Chinnici-Zuercher stated that she could not support a grant at the requested level due to the fact the event is not occurring within Dublin. However, it will benefit Dublin businesses; therefore, she would support a lesser amount.

Mr. Gerber concurred. He encouraged him to continue to pursue Net Jets and similar future customers. Aviation companies should be coming forward to provide the support. Mr. Hock responded that many have, but in such small amounts that they cannot support the most basic event.

Ms. Hoffman noted that in the past, the aviation companies provided approximately \$40,000 in funding, but that is no longer available.

Mr. Gerber asked that he work with Ms. Gibson to develop a revised grant request.

- **Ohio Cycling Association - Coffman Park Cyclocross Races - (\$4,925)**
Michael Teets, 5805 Brand Road, Dublin, Andys Burns, 181 Knight Dream Street, Delaware, Ohio presented the grant request.

Mr. Teets thanked the City for its support of cycling within the community. Discussion of this event initially began with the Bicycle Advisory Task Force, on which he serves as a corporate representative from OCLC. The intent was to have an event that would attract more youth cycling to the area. It would also attract high tech talent to the community, as it is the type of event frequented by college age participants. They held their first event in October of this year, as a small, local event. They partnered with the Cap City Cyclocross group. The intent now is to expand the event and to partner with Ohio Cycling, which has the organizational capabilities for running large-scale events.

Mr. Gerber inquired if that group would provide support in some way.

Mr. Burns responded that the primary thing they offer is the infrastructure -- the expertise for running the event. Their efforts are primarily on a volunteer basis. They provided a similar service for the CanAm bicycling events.

Mr. Gerber inquired if there is a long range plan to make the event self-sustaining.

Mr. Burns responded that obtaining sponsorship is always more difficult until the event becomes established. At this point, they must try to convince sponsors that they want to sponsor the races. It will be helpful if they know that Dublin is backing the event.

Sponsors receive many requests per year to provide sponsorship. It is easier for them to provide that if it is an established event. For instance, it is easier to get sponsorships for the Tour de Grandview bicycling event that occurs annually in June, because they have a 29-year history.

Mr. Gerber inquired the level of out-of-town participation.

Mr. Burns responded that the Tour de Grandview is a single-day event now and has about 125 out-of-town participants. A two-day event draws more participation.

Mr. Teets stated that it is their objective to use the grant to improve visibility for the event and quickly make the event self-sustaining.

Ms. Chinnici-Zuercher inquired if the BATF will be coming to Council regularly in the future with similar requests.

Mr. Teets responded that this is the only racing event of this type and the only event the task force has discussed. He would not anticipate anything similar. Cyclocross is the most rapidly growing bicycle-related sport. Cap City held the first race in Columbus in 2008. There were approximately 30 riders. At the first Dublin race, there were 140 entries.

Mr. Burns noted that one advantage of the Cyclocross race that is helping it grow is that it is a closed-course event and away from traffic. Other bicycle races are on the open road and have more risk involved.

Ms. Chinnici-Zuercher moved to recommend approval of their request to Council with the expectation that they will be self-sustaining in the future.

Mr. Gerber seconded the motion.

Motion carried.

Ms. Gibson noted that part of the \$800 is designated for race permit insurance. The City cannot fund liability insurance, so that section will need to be revised.

Mr. Teets responded that they would revise that section accordingly.

- **Cadillac & LaSalle Club - 2011 CLC Grand National Meet**

Ms. Gibson noted this applicant withdrew as they were not able to obtain the required information from their national group.

- **Dublin Crew - Ohio Governor's Cup Regatta (\$5,250)**

Craig Marshall, Treasurer, 9438 Pinecreek Drive, Powell, Ohio introduced Dublin Crew board members and six rowers from the team. Mr. Marshall stated that there will be more than 1,000 athletes and 2,000 spectators for this event on April 29 and 30th, which will be hosted by the Dublin Crew. More than 300 hotel room nights can be anticipated. He expressed thanks to the Dublin Convention and Visitors Bureau (DCVB) for their assistance in reserving the room nights. These Dublin businesses will also have the opportunity to capitalize on repeat business from the other five annual regattas, which local rowing clubs hold on the Scioto River and Hoover Reservoir. Present and future Dublin athletes will also benefit from the City's support, as Dublin Crew hopes to generate proceeds that will offset the Regatta expenses and can be invested in capital equipment for the teams. An example of that benefit is the fact that the Crew positioned ten of its 2010 graduate team members to receive college scholarships and pursue rowing opportunities and college degrees. In fact, four of those ten team members were 2010 valedictorians, including Dublin Coffman and Dublin Jerome High Schools. If awarded, the grant money will be used for two purposes: (1) branding Dublin and (2) to cover expenses critical for getting people from outside central Ohio to the regatta. The grant money will be used to support the Ohio Governor's Cup Regatta, which is now in its 11th year, as follows:

- \$1,250 U.S. Rowing registration;
- \$1,500 awards and trophies, with Dublin branding
- \$2,500 onsite shuttle transportation for non-local participants and spectators to hotel rooms

Mr. Gerber inquired if this event would be held by the boathouse in Upper Arlington.

Mr. Marshall confirmed that is correct. It has been held there for 10 years.

Ms. Chinnici-Zuercher inquired the reason they are now requesting grant funding, when they have held the event the past 11 years.

Mr. Marshall responded that their Board has decided to increase its emphasis on sponsorships and grants. In the past, it has been self-funded, but there is a need to

invest in capital for the sport, which is quite expensive.

Mr. Gerber inquired if past funding was from the parents and activities such as car washes.

Mr. Marshall responded affirmatively.

Mr. Gerber inquired the reason for the change.

Mr. Marshall responded that the Board has identified a need to change its focus, due to the importance of the Regatta to the community and spectators.

Mr. Gerber inquired if they have also approached the Dublin Schools.

Mr. Marshall responded that they talked to them about publicity for the Regatta. Many of the team members attend Dublin schools. There is no opportunity for financial support from the schools, however, as this is a club sport at the three Dublin high schools.

Ms. Chinnici-Zuercher inquired if their organization has traditionally been able to support the team, but this is primarily a new strategy.

Mr. Marshall responded that it is.

Ms. Chinnici-Zuercher inquired how many Dublin students participate in the sport.

Mr. Marshall responded that over 150 students will row in the four seasons. More than 90% of those students attend the three Dublin high schools.

Ms. Chinnici-Zuercher stated that the challenge for her is that there are other club sports. She inquired if Council has ever awarded a grant for club sports.

Ms. Gibson responded that Council has not done so within the past ten years.

Ms. Chinnici-Zuercher stated that the challenge the government entity has is that, largely, sports, whether club or school sport, are a commitment the parents make, knowing what the costs are. To now begin augmenting those costs through City taxes would open the door for any club sport who might want to either diversify its funding or supplement it. In this case, there is also not an opportunity to offset the cost of City services, as the event does not occur in Dublin.

Mr. Gerber stated that there are many other club sports. The question is how the City can fund one club and not the others. He is sympathetic about the associated costs with the sport. However, perhaps if it is possible to find some nexus to the City, it would be possible to recommend a grant.

Mr. Marshall responded that they believed that would be through the Dublin hotels. They have the opportunity with Regatta Central to exclusively advertise Dublin hotels for the event.

Mr. Gerber noted that many people will use Dublin hotels due to their proximity.

Unfortunately, he cannot support a recommendation to grant their request.

Mr. Marshall responded that what they offer that is different, however, is that 1,400 spectators will be coming from out of town and will look for the recommended hotels.

Mr. Gerber suggested that he meet with Ms. Gibson. Maybe for future considerations, she may help them identify a nexus with the City.

Mr. Marshall thanked the Committee for their time.

(At this point, Mr. Reiner arrived.)

- **Dublin Scioto Lacrosse Boosters - Ohio Middle School Lacrosse Championships (\$10,275)**

Anthony Joseph, 4158 Conine Court, Dublin stated that the Dublin Scioto Lacrosse Boosters is the sponsoring organization of the Ohio Middle School Lacrosse Association's state tournament. The tournament is an annual, two-day event that is typically held in mid May. This will be the 12th consecutive year the event will be held in Dublin. The tournament has grown significantly over the years. In 2010, approximately 80 teams and 2,000 student athletes participated, and there were over 5,000 spectators from across the state. The tournament is held on the campus of Dublin Scioto High School and at the City's Emerald Fields. This past year, the event generated 760 overnight room stays at Dublin hotels. They promote Dublin businesses and restaurants in addition to the hotels. They have developed multiple sources of support and have the support of approximately 200 volunteers each year. All net proceeds are used for the benefit of Dublin Scioto High School and Davis Middle School students. This is the primary source of support for the two lacrosse programs for both boys and girls. About 1/3 of their proceeds are used to cover the travel costs of those four teams, and about 1/3 is used to purchase safety equipment each year. The grant funds would be used to offset their overhead costs, which are significant. They must pay a hosting fee of \$4,000 to the Ohio Middle School Lacrosse Association. Last year, they incurred about \$2,000 for the cost of City Police protection, \$800 to Dublin Schools for maintenance, and \$3,500 various other overhead fees -- primarily usage fees, field re-seeding costs, and equipment rentals to the school.

Mr. Gerber stated that their statement of revenue and expense indicates a total income of \$58,700 and expenses of \$28,900 with a net income of \$29,874. Why are they requesting a grant?

Mr. Joseph responded that 2010 was a very unusual year from a revenue perspective. In the 12 years of the event, they have never had a net profit of that amount. The prior year, it was less than \$10,000. The additional income in 2010 was from the parking fees they charged. They were able to do that in 2010 because they had the use of the Dublin Scioto band practice field. That revenue is dependent upon the weather, so it cannot be counted on every year. If it rains, they are unable to use that location to park vehicles. They just finished developing their 2011 budget, which is being presented at a booster meeting tonight. They are expecting about \$4,000 in parking revenue next year.

Mr. Gerber stated that earlier this evening, there was another club application. This event is held in Dublin, so he could support funding for the cost of City services. What amount is that?

Ms. Gibson responded that on page 3 of their application, the cost of City services is listed as \$1,912.

Mr. Joseph stated that included in the Other overhead expenses were other City fees such as signage fees.

Ms. Gibson noted that the cost of street signs and traffic control was \$400.

Mr. Gerber noted that he will recommend a grant of up to \$3,000 for reimbursement of City services to City Council.

(Ms. Chinnici-Zuercher abstained.)

- **The Historic Dublin Business Association, Inc. (HDBA) - Special Events in Historic Dublin (\$20,000)**

Anne Gleine, 75 S. High Street, HDBA past president and Gretchen Friend, 311 Old Spring Court, HDBA coordinator, presented their application.

Ms. Gleine stated that HDBA has engaged Ms. Friend as their programming and marketing management resource person. They would like to retain her services. They need someone to coordinate and handle their daily communications.

Ms. Friend stated that in the last four weeks, she has met with the DCVB director. She was the former director of the CVB in Ashtabula and served on their Board. She also worked in Marysville as their uptown marketing coordinator. She also had a business for 19 years, so she has seen the struggles of organizations needing a coordinator to put together activities and the marketing that is needed to create an atmosphere for a downtown area or historic district. She is comfortable in that role and believes it is vitally important to Historic Dublin to have that. Many of the business owners want to grow business in that area, but it really takes a central person to sustain that effort. HDBA's focus at this time is: sustaining a part-time coordinator, looking at activities for the District and the ability to pay for some entertainment, and developing the marketing effort.

Mr. Gerber inquired what efforts or plan is in place to achieve a self-sustained program. Ms. Gleine responded that they believe that engaging Ms. Friend is the next big step to achieve sustainability.

Ms. Friend stated that her presence in the Historic District will enable her to grow the membership, look for sponsorships, stage fundraising events, and solicit dollars from the HD businesses for a cooperative marketing effort. Many of the businesses cannot afford their own advertising.

Mr. Reiner stated that many cities are utilizing clever ideas to attract people, particularly the youth, to their downtown areas. He does not see that occurring in Dublin. Does she have any ideas to draw the 20s-30s group to the District for the evening? That is something the City is looking for.

Ms. Friend stated that HDBA has not had many discussions on the topic to date. The goal is that, beginning in January, they will discuss the opportunities with different groups of people. The one group of opportunities they have discussed is families. She agrees with the importance of the younger group. There are many in that group living in central Ohio who are looking for activities.

Mr. Gerber stated this past summer, some nice events were held in the District, however, they did not appear to be coordinated with the surrounding businesses. For instance, one evening, there were three bands within the immediate vicinity of one another. He received several phone calls inquiring why it was not better coordinated.

Ms. Gleine inquired if it was on a Thursday evening.

Mr. Gerber responded affirmatively.

Ms. Gleine stated that HDBA had recommended to the District restaurants that some acoustics be added, not just on Slainte Thursdays, but every Thursday night. There was

not a correct “mix” on that first Thursday, but she believes that has been resolved. The restaurants are now indicating that their Thursday crowds are larger than their Fridays. Ms. Friend stated that is one issue they are working on – how to make all the businesses aware of what is happening in the future. This would give them the opportunity to: provide input, be engaged in the opportunity, or at least be aware. That is the advantage of having one central person for all the businesses to contact.

Ms. Chinnici-Zuercher moved to recommend approval of their grant request to Council.
Mr. Gerber seconded the motion.
Motion carried.

Mr. Gerber noted that the recommendations will be presented for Council’s consideration at their December 6th meeting.

The meeting was adjourned at 8:17 p.m.

Clerk of Council