



City of Powell, Ohio
City Council

MEETING MINUTES
JULY 21, 2015

CALL TO ORDER/ROLL CALL

A regular meeting of the Powell City Council was called to order by Mayor Jim Hrivnak on Tuesday, July 21, 2015 at 7:30 p.m. City Council members present included Frank Bertone, Richard Cline, Tom Counts, Mike Crites, Jon Bennehoof and Brian Lorenz. Also present were Steve Lutz, City Manager; David Betz, Development Director; Chris Huber, City Engineer; Debra Miller, Finance Director; Megan Canavan, Communications Director; Jen Croghan, Law Associate; Karen Mitchell, City Clerk candidate; Susie Ross, City Clerk; and interested parties.

PLEDGE OF ALLEGIANCE

CITIZEN PARTICIPATION

Mayor Hrivnak opened the citizen participation session for items not on the agenda.

Sally Van Meter, 53 Cardinal Hill Lane, Powell, Ohio, said she attended last conferences that were put on by the consultants that were hired to give three options for development for the future. She was able ask questions and received answers on what they were proposing and why. Her comments are aimed at Option 3 (recommended) because she disagrees to it tremendously. Does not see how we owe it to our senior citizens to offer residential facilities here in Powell. She does not think that any kind of high density housing is the answer, especially for seniors. They [consultants] acknowledge upfront that there is not much tax advantage from seniors' revenue streams [pension, Social Security]. They [consultants] are recommending to put in houses for those people, that there is a looming deficit, and they will not receive money from these people. She is a senior citizen, and she knows that seniors tend to use a lot of City services. They will be higher users of City services and will not be providing income to support them. As you get older, you become more conservative, although that hasn't hit her yet. She has a lot of friends her age that do not like supporting levies. Two things brought her to Powell twenty-eight years ago: (1) the lovely, natural, open environment. She was a farm girl and loved it; and (2) the excellent schools. She does not want to see anything jeopardize that support for the services for the schools, which are a major calling card for those who move here. She does not have anything against senior citizens. She drives slower and she doubts that she is the only one in her age category that does so, as well as getting slower as they get older. As a Baby Boomer, she doubts that there will be less traffic from dense housing provided to seniors than would be found in a multi-car garage in a house on a large property. Baby Boomers will re-invent retirement and live it to the hilt; there will now be multiple trips to the doctor and pharmacies. The thought that seniors are the logical people to locate here defies logic. She does not see what problem it solves for the City of Powell.

She has been intrigued by organizations that try to get higher utilization rates of whatever resources they have. Why do we pay taxes to support to our schools and then to say at 5:00 o'clock those resources, those facilities are no longer available, we have to build another set over here – we have to have two identical sets and only one is used at a time. She thinks we [City] need to start to being more creative about what we do with our money and ensure we receive the highest utilization rate possible. If we are going to retain excellent schools and a lovely natural environment we will have to be very careful.

Hearing no further public comment, Mayor Hrivnak closed the citizen participation session.

PROCLAMATION

The Mayor read a Proclamation declaring July 31, 2015 "Susie Ross Day" in the City of Powell in honor of the retiring City Clerk.

CONSENT AGENDA

Item

Action Requested

- *Departmental Reports – June 2015*

Receipt of Electronic Report

MOTION: Councilman Cline moved to adopt the Consent Agenda. Councilman Bertone seconded the motion. By unanimous consent, the Consent Agenda was adopted.

WEBSITE PRESENTATION – Megan Canavan

Megan Canavan, Communications Director, introduced Sarah Davis from Buckeye Interactive who has invested a lot of time into the website for the City of Powell throughout the past year. She thanked the members of the Website Committee who have also been working on the project for the past year.

The current website is about 8 years old and lacks in some of the functionality that users are demanding now, such as not being responsive from mobile devices and not responsive to different screens or platforms. Some of the goals with the new website are: (1) to improve the City's digital gateway as this is the first touchpoint for those interested in the City of Powell; (2) to be a virtual 24-7 City Hall which is available all of the time; and (3) to be responsive to different screens. The current website is not responsive to mobile phones/tablets and they found that 50% of the users of the website access it from their phone. We also wanted to improve search ability of information on the website and to add different features. Some of the new items on the site were taken from the Spring Community Attitude Survey about the website and we believe we've captured and met some of those requests.

Ms. Canavan presented the new website which is still in testing mode. She described the different functions and advantage of the website. New features include:

- Google Translator
- Community Calendar
- Public Service Request
- City Boundary Map to determine residency
- Upcoming events
- Online newsroom
- Videos
- Separate pages for specific information
- Online forms to submit from the website (instead of PDFs)
- Popular Searches
- Utility navigation
- Customer Service feature that allows questions to be submitted to the City

Analytics was used to determine categories of information. WordPress rather than HTML which is easier to update. Allows multiple users to go onto the site and update. Can be used to update by a mobile phone. Will be reviewing pages with department heads over the next few weeks and hope to launch the website the weekend of August 15-16. At the end of the project and into the first few months after the launch, we will be working with search engine & optimization specialist to make sure our pages are tagged appropriately.

Councilman Lorenz said the site is very professional looking and the ability to find information quickly is important and a great feature. He asked if the Development and Planning forms will also be fillable forms. Ms. Canavan said there will be a mixture of online and pdf forms, depending on their use. The same will be available for the Building Department.

Councilman Cline asked if the data that populates the fields in the forms will migrate to the appropriate department and then transferred to their software or will they have to enter it manually. Ms. Canavan said it will be emailed to them and then WordPress will also store copies of the forms as well. P & R, for example, does online registration through a separate site. The forms will be used on a case-by-case basis. There may be a way to flow the work through several departments.

Councilman Bennehoof asked if WordPress allows you to embed metadata so that it does optimize (and he states acknowledging Ms. Caravan's answer is yes). Because this is more dynamically updatable he assumes they will be able to put up a carousel of photos that change by season. Ms. Canavan said it can be changed very easily to be kept up to date.

APPROVAL OF MINUTES – July 7, 2015

MOTION: Councilman Cline moved to adopt the minutes of July 7, 2015, as amended. Councilman Bertone seconded the motion. By unanimous consent of the remaining members of Council, the minutes were

approved.

FIRST READING: ORDINANCE 2015-36: AN ORDINANCE AUTHORIZING THE CITY MANAGER TO AWARD A BID TO THE DETROIT SALT COMPANY FOR HIGHWAY ROCK SALT.

Steve Lutz, City Manager, said they went out to bid for salt for this coming winter and it appears the salt shortage will not exist this year. Four companies submitted bids ranging from \$66.50 per ton to \$86.50 per ton, which is considerably less than last year's price. Recommend awarding the bid to the Detroit Salt Company for \$66.50 per ton.

Mayor Hrivnak asked if we were not limited on the amount we could order and Mr. Lutz stated that this was correct.

Councilman Lorenz asked if there is a sense of urgency to have this signed. Mr. Lutz recommended to suspend the rules and adopt.

Mayor Hrivnak opened this item to public comment. Hearing none, he closed the public comment session.

MOTION: Councilman Bennehoof moved to suspend the rules in regard to Ordinance 2015-36. Councilman Counts seconded the motion.

VOTE: Y 7 N 0

MOTION: Councilman Crites moved to adopt Ordinance 2015-36. Councilman Bertone seconded the motion.

VOTE: Y 7 N 0

SECOND READING: ORDINANCE 2015-29: AN ORDINANCE AMENDING THE ZONING CODE OF THE CITY OF POWELL REVISING CHAPTER 1151, REGARDING GENERAL REQUIREMENTS FOR ALL SIGNS AND DISTRICTS.

Mr. Lutz said at the first reading of this ordinance Council had several comments and questions ranging from whether there is a need for temporary signs and if there could be some alternatives to what was prepared in the proposed ordinance. Mr. Lutz suggested they table this ordinance to the August 4th Council meeting to allow Mr. Betz to prepare some alternatives which Council can consider and it would be important for Council to have those recommendations before them.

Mayor Hrivnak opened this item to public comment. Hearing none, he closed the public comment session.

MOTION: Councilman Crites moved to table Ordinance 2015-29 to the next regularly scheduled meeting on August 4, 2015. Councilman Bertone seconded the motion.

VOTE: Y 7 N 0

COMMITTEE REPORTS

Development Committee: No report. *Next Meeting: August 4th, 6:30 p.m.*

Finance Committee: Councilman Cline said the Committee met and it is important to know that the state revision to the municipal income tax codes requires that the City of Powell act before 12/31/15, so in the next couple of months, proposed ordinances will be forthcoming from the Planning Committee to ensure compliance. *Next Meeting: Tuesday, August 11th, 7:00 p.m.*

Operations Committee: Councilman Counts said the Committee met prior to this meeting. A group came to advocate raising the age for the purchase of nicotine and tobacco products to age 21. There was a discussion among the Committee regarding traffic mitigation issues. *Next Meeting: Tuesday, July 21st, 6:30 p.m.*

ONE Community: The Committee met last week and discussed the velocity of the projects and slowdowns regarding the Sawmill Parkway Beautification. They are focusing on texting and driving, the First Responders event is on the back burner and there is some momentum on the OLPOL on community bikepaths. *Next Meeting: Monday, August 10th, 7:00 p.m.*

Planning & Zoning Commission: Will be meeting tomorrow night and reviewing the preliminary plan for the Powell Grand development on Sawmill Parkway. *Next Meeting: Wednesday, July 22nd, 7:00 p.m.*

Comprehensive Plan Steering Committee: No report. *Next Meeting: Tuesday, July 28th, 6:30 p.m.*

Powell Community Improvement Corporation: No report. *Next Meeting: TBA*

CITY MANAGER'S REPORT

Mr. Lutz introduced Karen Mitchell who will be the new City Clerk. She has been working with Ms. Ross since Monday and will continue to work with Ms. Ross until July 31, 2015.

OTHER COUNCIL MATTERS

Mayor Hrivnak said the Board of Elections sent notices to Council looking for a report from some of us [Council Members] for an annual report on committee financing.

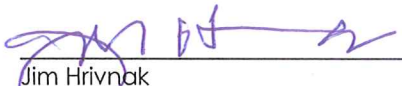
Mayor Hrivnak asked Ms. Ross to introduce her friends and family who were in the audience and gave Ms. Ross an opportunity to address Council.


ADJOURNMENT

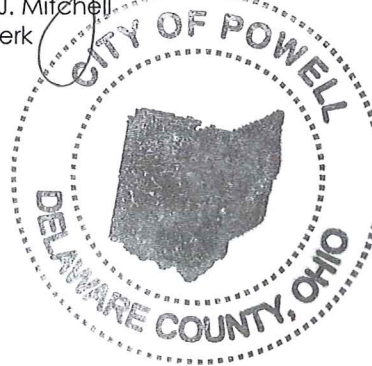
MOTION: Councilman Counts moved at 9:15 p.m. to adjourn the meeting. Councilman Lorenz seconded the motion.

VOTE: Y 7 N 0

MINUTES APPROVED:

 8-5-15
Jim Hrivnak
Mayor Date

 8-6-15
Karen J. Mitchell
City Clerk Date



City Council

Jim Hrivnak, Mayor

Jon Bennehoof

Frank Bertone

Tom Counts

Mike Crites

Richard Cline

Brian Lorenz