



City of Powell, Ohio
City Council

MEETING MINUTES

May 1, 2018

CALL TO ORDER/ROLL CALL

A regular meeting of Powell City Council was called to order by Mayor Jon Bennehoof on Tuesday, May 1, 2018 at 7:30 p.m. City Council members present included Jon Bennehoof, Frank Bertone, Tom Counts, Brian Lorenz, Brendan Newcomb, Melissa Riggins and Daniel Swartwout. Also present were Steve Lutz, City Manager; Eugene Hollins, Law Director; David Betz, Development Director; Rocky Kambo, Assistant Director of Development; Debra Miller, Finance Director; Chris Huber, City Engineer; Jeff Snyder, Parks, Recreation & Public Service Director; Gary Vest, Chief of Police, Megan Canavan, Communications Director; Karen J. Mitchell, City Clerk and interested parties.

OPEN SESSION

PLEDGE OF ALLEGIANCE

CITIZEN PARTICIPATION

Mayor Bennehoof opened the citizen participation session for items not included on the agenda. Hearing none, the Mayor closed the public comment session.

PRESENTATION: 2018 Community Attitude Survey, by Marty Saperstein, Saperstein & Associates
Mr. Saperstein presented the results of the 2018 Community Attitude Survey.

Methodology:

- Conducted telephone interviews with over 401 random registered voters living in Powell. Average length of survey was 19 minutes and most were by cell phone.
- Margin of error for this survey is +/- 4.9%.
- More people refused to take the survey than in the 2016 survey.

Takeaways:

- Most residents consider Powell an exceptional community. They praise the services and amenities the City provides as well as the small town atmosphere.
- Three out of four residents agree that Powell is heading in the right direction and cite traffic and residential development as the primary reasons. What had been a negative trend on that question appears to have eased.
- Negative trends have eased in other areas:
 - Satisfaction with Council;
 - Satisfaction with the City's efforts to revitalize downtown; and
 - Satisfaction with the City's efforts to control residential growth and development.
- In two areas, attitudes have changed significantly:
 - More residents are satisfied with the City's efforts to mitigate traffic; but
 - Fewer are satisfied with how City officials manage the City's money.
- Residents have little enthusiasm for a tax increase tied to capital improvements. However, if offered a choice, an income tax trumps a property tax.
- As in prior years, residents do not believe that the quality of life in Powell will begin to decline if additional funding for capital improvements cannot be found.
- Though interest in digital communications continues to grow, many residents who could, do not follow the City on social media.

Councilman Counts: One of the things I am concerned about is where you talked about the difficulty in getting people to participate. Can you offer any suggestions about what you can do as a surveyor, or

as the City, to communicate to the residents to participate in this? What do you think we could do differently?

Mr. Saperstein: A couple of things. This ought to be an all-year living document that is referred to regularly and base decisions on it. If you are doing the survey every 2 years and it only has 10 minutes of air play or newsprint, that doesn't tell people that this is important. And while we try to promote it right before the survey, arguably, clearly, that wasn't enough. We need to be in people's face with the fact that these decisions are based on community sentiment. That is the big issue.

The other issue is when you meet with folks, you should just talk about it and thank them for participating, ask them if they have participated.

Councilman Counts: I would just suggest to you, and to Megan [Canavan, Communications Director], for communications, that as a resident - someone who knew about the survey - I know my own habits in picking up the phone, especially in this current time, and the number of surveys that are going on, and the number of calls I receive which I have no clue what the caller is calling about and, therefore, I chose not to answer the phone or I hang up almost immediately.

Mr. Saperstein: So that, you would think, would be the death knell of surveys because you saw 7,000 phone numbers [called]. But it turns out that your unwillingness to answer the phone is replicated by thousands of people but randomly. So it's not as if there is an education bias, gender bias, or an age bias. It's virtually that everyone hates to pick up the phone and that helps us because that means that those that do pick up the phone are still a random assortment of people. There is only so much I can do to get you to pick up, but it worries me less when I see data like this.

Somebody asked when we met if we could put the company name in the window for caller ID and you can't do that unless you pay \$2.99 extra to your supplier to get 'enhanced' caller ID. So we provided a telephone number instead. If we can change that to provide enhanced caller ID to everyone that would help. The big implication is not on the quality of the data, but rather, it is the cost. It is dramatically more expensive.

Some have suggested going online, but going online is even worse. Paper and pencil is even better than online. We have data that supports this. You don't want to get people that opt-in because you get people at the extremes.

Councilman Newcomb: How many registered voters did you attempt to contact?

Mr. Saperstein: We called 7,000 numbers, so it's actually hard to know...[Councilman Newcomb: I have a question regarding that 7,000] It's hard to know exactly how many numbers - we know how many people we spoke with, but we don't know who was a registered voter that we dialed and we didn't speak with. What happens is the Franklin County list of registered voters includes phone numbers for some people, but in a small community you have to match phone numbers to get enough. We know how many numbers we dialed. We know how many of those numbers were households. We know how many people refused. We know how many weren't households, how many people completed. But I can't tell you. There is no real way of knowing the exact number [of registered voters].

Councilman Newcomb: The 7,000, does that represent you've dialed the same number multiple times?

Mr. Saperstein: No. These are 7,000 unique numbers.

Councilman Bertone: Thank you Marty. As always, I appreciate the input and guidance that you give to us with this survey. Brian, I think you will take this up in Operations and take a deeper dive into it?

Councilman Lorenz: Yes, we will look at this in more detail [in Operations Committee]. I would just make one comment on the pictograph: People still don't have an awareness of where they live. What I mean by that is you have fire stores listed on the pictograph. How many stores are actually within our

jurisdiction? I think two: Midas and the one in front of Target. The rest are in the township. It goes to show that people are still not aware of where they are in the community.

Mr. Saperstein: Ok, so let's think about this. I'm not sure everyone knows, regardless of what town they live in, exactly where those city boundaries are.

Councilman Lorenz: I agree, but I think in this situation in particular, our boundaries are like shark's teeth.

Mr. Saperstein: Right. So I argue, not whose fault is that, but who needs to deal with that? And it ends up being you all, not them. You can educate them, but the point of this is to show you what you are up against.

Councilwoman Riggins: When you call the 7,000 numbers, are you specifically asking for the registered voter?

Mr. Saperstein: Yes.

Councilwoman Riggins: On the disconnected numbers, are those people that politely hang up once they hear that it's the survey?

Mr. Saperstein: A hang up would be a refusal. A disconnect is a landline, or sometimes cell phones, that are no longer active. So when you see 7,000 numbers some of those could be old numbers. You can also have a situation similar to where you have more registered voters on a list than people in the community because the list hasn't been purged. In that case you can get more numbers than registered voters because we have no way of knowing an old, out-of-date number from a live number which is problematic because we have to dial it to find out.

Councilwoman Riggins: So the disconnect is a number that doesn't exist.

Mr. Saperstein: A disconnect is a number that isn't a working number or a fast busy signal which is a new thing for cell phones.

Councilwoman Riggins: Regarding refusal – hang ups, does that indicate anything to you, from your experience, as far as a negative feeling toward the City? Does it mean it's a negative feeling toward doing a survey – people just don't want to be bothered?

Mr. Saperstein: You know I'm going to say it doesn't because the data this year looks the same as data from previous years. When someone chooses not to answer since it doesn't have our name [in caller ID], they have no idea [that it is us]. It is just a pattern of behavior - they are just not picking up the phone. [Councilwoman Riggins: I'm just talking about the refusals and hang ups.] Refusals usually happens right after you identify yourself. Once you start asking questions, they don't normally refuse to answer and you can usually complete the interview because salience is important to completion. In a town that's typically well educated, you would think people would want to do it, but it's the frustration of people who don't want to do this because they are swamped with people selling them aluminum siding after beginning the conversation by telling them it's a survey.

The only thing that would be worse is if there was bias in those that did respond and then you would see numbers wildly swing. Ultimately, the absolute value of numbers is less important than the change in the numbers.

Mayor Bennehoof: You showed the precinct map and said you didn't have attitudes by precinct. Is that something that is available?

Mr. Saperstein: It is available but I would be cautious because as you look at a subset that's double digit numbers, the sampling error goes up or minus 10 percentage points, and it's logarithmic, so as you

get smaller it gets an incrementally greater sampling error. If there was some reasonable grouping, you could group them, such as in New Albany where we had a 'north of 161' and 'south of 161' grouping.

Councilman Counts: I had a comment. I want to emphasize the importance of these surveys. We've been doing this over 10 years and many times we've said to ourselves, do we use this survey enough? Over the last 4 years or so, I've seen a real sense of using this survey. I will use traffic as an example. We have made significant traffic improvements over the last 4 years and the residents notice that. The other thing I think we have seen is a change in the way we communicate in two ways: we've done a Comprehensive Plan change, we've done the Keep Powell Moving change, and what happened in both of those instances is that we brought the community in and engaged them in those processes. That's something that we didn't do in the past. I think you see that in the results of the survey. We do take to heart what's in the survey and modify what we are doing as a result.

On the other side, the survey's good in the sense that now we can look back, see what we've done and if we have changed - do the residents acknowledge what we've done? And that's helpful too because in many meetings we've seen lots of people who have come in and are very passionate about the topic, but we don't know who are just satisfied and just wouldn't give their opinion for anything but maybe in the survey would.

The other thing I would say, and it's always hard with some of these questions, is to figure out what are residents really saying? What's really going on? On several of these questions, what I take away from it is we have an opportunity to educate our residents on things that we may have a much greater base of knowledge than they do, so it's incumbent upon us to do that.

Finally, we have a certain set of services that are always very, very high, yet because we have this greater base of knowledge, we know in those areas there is room for improvement. But the challenge for us, I think, is to say we could improve those areas, but what we get for those dollars are small and we see that in the area of traffic, if we can devote our time and energy in those areas where we can see some dramatic improvement, the bang for our buck is huge. In terms of a group, we need to always keep that in mind, whether it is improving the police or snow removal, yes we can do that, it's maybe not going to do as much for our City as some other things. So I think having the survey is a wonderful thing and I'm very happy the results are better than in years past but I'm happy to get the feedback from our residents in honest fashion.

Mayor Bennehoof: I think the trending is invaluable more than at any other point in time. The talking points we can derive from these are essential for our communication plan in whatever form that is. I'm an analog guy and I think going to Rotary and other various organizations and talking to them is probably a more effective way to get this kind of message out than digital. I'm in the digital world, I know that, I've worked in it for 51 years, but I remain an analog guy. I do think that it's imperative that we carry this message to the groups or neighbors we talk to.

Mr. Saperstein: So you all do a good job running the City, but one thing you ought to pat yourself on back for is having the stick-to-it-tiveness to stay with the survey year after year because there have been some years when the two big changes we saw this year we didn't see and it's easy to say: 'Well, these numbers are the same. Let's do it every four years or six years.' But sticking to it pays dividends in the longer run.

APPROVAL OF MINUTES – April 2, 2018 minutes.

MOTION: Councilman Newcomb moved to make two changes to the minutes. Councilman Counts moved to adopt the minutes of April 2, 2018 as corrected. Councilman Bertone seconded the motion. By unanimous consent of the remaining members of Council, the minutes were approved as corrected.

APPROVAL OF MINUTES – April 17, 2018 minutes.

MOTION: Councilman Lorenz moved to adopt the minutes of April 17, 2018. Councilman Bertone seconded the motion. By unanimous consent of the remaining members of Council, the minutes were approved.

RESOLUTION 2018-08: A RESOLUTION TO AMEND THE CITY OF POWELL RULES OF COUNCIL.

Steve Lutz, City Manager: City Council continues to look for ways to increase citizen participation in our government, increased input, and hearing their voice. I think the survey results reflected that. One initiative that City Council suggested we look at doing was increasing the number of citizen representatives that we have on our three Council committees from one citizen representative to allow up to two citizen representatives.

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

MOTION: Councilman Counts moved to adopt Resolution 2018-08. Councilman Bertone seconded the motion.

VOTE: Y: 7 N: 0

FIRST READING: ORDINANCE 2018-19: AN ORDINANCE WAIVING SECTION 1115.05(e) RELATING TO THE ISSUANCE OF ZONING CERTIFICATES FOR BUILDING CONSTRUCTION WITH REGARD TO ONE LOT AT CARPENTERS MILL, SECTION 1, PART A.

Mr. Lutz: This matter was discussed in a Council committee two weeks ago and recommended for approval by the committee. Pulte Homes has made the request that they be allowed to build one model home with some parking next to it in conjunction with their construction with the first phase of the subdivision. This is to take advantage of the market, get people back there, help sell homes, and increase our tax base. There is a representative from Pulte Homes here tonight if you have any questions.

Councilman Lorenz: What's the normal process of this Steve? What are we doing that's out of the ordinary here?

Mr. Lutz: Chris Huber, our City Engineer, can respond more fully to that question than I, but typically the infrastructure would go in first and we would conditionally accept the roads.

Chris Huber, City Engineer: We would first initially accept the improvements ahead of time with the street improvements. Once we conditionally accept the improvements, we would issue permits.

Mr. Lutz: And we have deviated from that recently with an M/I subdivision up in that area and Verona, I believe.

Mayor Bennehoof: The intent is to be able to establish a beachhead and get to the project more efficiently, right Steve?

Mr. Lutz: Yes.

Councilman Swartwout: If this is something that we are doing regularly, should we be looking at changing the process and streamline it so we don't have to grant waiver after waiver?

Mr. Lutz: Yes, that might be appropriate to have Development Committee take a look at it and consider that.

Councilman Lorenz: At least another code section or something. I agree with you Dan.

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

Councilman Lorenz moved to suspend the rules.

Gene Hollins, Law Director: Before we take a vote, can I ask the Pulte representative a question? We did not write this up as an emergency, so it will be a 30 day [effective period]. So it may be more expeditious if we read this again in two weeks and have it immediately effective. Is that going to be...[Pulte Representative from the audience: That's fine.] Let's take it to a second reading then and we can put the emergency clause in if that is acceptable to Council.

Councilman Lorenz withdrew his motion to suspend the rules.

Ordinance 2018-19 was taken to a second reading.

FIRST READING: ORDINANCE 2018-20: AN ORDINANCE MODIFYING APPROPRIATIONS FOR THE CALENDAR YEAR 2018.

Debra Miller, Finance Director: This is actually some wording changes. Last month, we brought you an Ordinance asking for \$1,700 in Sanitary Sewers Agreement, Capital Outlay. Capital Outlay was the wrong term to use so we are reversing that and using the correct term which is Repay Advance. That's a nomenclature change.

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

MOTION: Councilman Counts moved to suspend the rules regarding Ordinance 2018-20. Councilman Lorenz seconded the motion.

VOTE: Y: 7 N: 0

MOTION: Councilman Counts moved to adopt Ordinance 2018-20. Councilman Bertone seconded the motion.

VOTE: Y: 7 N: 0

COMMITTEE REPORTS

Development Committee: *Next Meeting: May 1, 2018, 6:30 p.m. We met tonight and discussed a variety of topics, including citizen representatives to our committee, as well as a parking analysis of our downtown district.*

Finance Committee: *Next Meeting: May 15, 2018, 7:00 p.m.*

Operations Committee: *Next Meeting: May 15, 2018, 6:30 p.m.*

Planning & Zoning Commission: *Next Meeting: May 9, 2018, 7:00 p.m. We have a meeting next week and the topic will be a possible annexation and sketch plan for property north of Home Road at the corner of Steitz and Home Roads.*

Powell CIC: *Next Meeting: TBD, 6:00 p.m.*

Powell Citizen Financial Review Task Force: *Next Meeting: May 8 and 22, 2018, 7:00 p.m. as they continue to work on their report and recommendation to Council.*

CITY MANAGER'S REPORT

Included in your packets were liquor license notifications from the Ohio Division of Liquor Control for Annies Wine Cottage across the street and American Bistro off Sawmill Parkway for new licenses. As is practiced, municipalities have the right to request a hearing if we object to them. The Police Department have had no problems with either of these establishments. **No hearing requested.**

Karen has reminded you on several occasions that Ohio Ethics Commission's deadline for filing the disclosure statements is May 15th. so please pursue that if you haven't done so already.

44 N. Liberty Street is the City's business incubator that is run by the Powell Community Improvement Corporation. The revenue gained off of that is used to fund the initiatives of the CIC. 44 will be losing its tenant at the end of June and the CIC will be looking to restock the incubator.

Mayor Bennehoof: Were we able to retain the tenant in Powell?

Mr. Lutz: No. That was Howard Hanna and they are closing this operation and the one in Upper Arlington to consolidate everyone to their Dublin office.

OTHER COUNCIL MATTERS

Mayor Bennehoof: I will be out of state at our next meeting so I have asked Tom Counts manage the meeting and he has agreed.

EXECUTIVE SESSION: O.R.C. SECTION 121.22(G)(1) PERSONNEL MATTERS, (3) IMMINENT OR PENDING LITIGATION, AND (8) ECONOMIC DEVELOPMENT.

MOTION: Councilman Counts moved at 8:45 p.m. to adjourn into Executive Session pursuant to O.R.C. Section 121.22(G)(1) Personnel Matters, Section 121.22(G)(3) Pending or Imminent Litigation, and Section 121.22(G)(8) Economic Development. Councilman Lorenz seconded the motion.

VOTE: Y 7 N 0

MOTION: Councilman Counts moved at 10:05 p.m. to adjourn from Executive Session into Open Session. Councilman Swartwout seconded the motion.

VOTE: Y 7 N 0

MOTION: Councilman Lorenz moved to appoint as Citizen Representatives, David Lester and Nicole Scott to Development Committee, Simon Barlow and Jeff Gardiner to Finance Committee, and Heather Gonzales to Operations Committee. Councilman Counts seconded the motion.

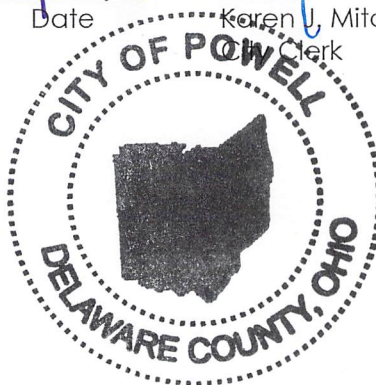
VOTE: Y 7 N 0

ADJOURNMENT

MOTION: Councilman Newcomb moved to adjourn the meeting at 10:05 p.m. Councilwoman Riggins seconded the motion. By unanimous consent of the remaining members, the meeting was adjourned.

MINUTES APPROVED: May 15, 2018

Jon C. Bennehoof 5/22/2018 Karen J. Mitchell 6/1/2018
Jon C. Bennehoof Date Karen J. Mitchell Date
Mayor Clerk



City Council

Frank Bertone Tom Counts Brian Lorenz Jon C. Bennehoof, Mayor Brendan Newcomb Melissa Riggins Daniel Swartwout