



**CITY COUNCIL WORK SESSION
MEETING MINUTES
June 25, 2020**

CALL TO ORDER/ROLL CALL

A special meeting of Powell City Council was called to order by Mayor Bertone on Thursday, June 25, 2020 at 7:00 p.m. City Council members present included Jon C. Bennehoof, Mayor Bertone, Tom Counts, Heather Karr, Melissa Riggins and Daniel Swartwout. Brian Lorenz was absent. Also present were Andy White, City Manager; Chief Stephen Hrytzik; Karen Sybert, Finance Director; Megan Canavan, Communications Director; and interested parties.

Mayor Bertone outlined the purpose of the meeting and discussion parameters and the following seven priorities were identified: Community Safety; Economic Development; Finance; Traffic/Roads/Pedestrian Infrastructure; Parks & Recreation; Quality Customer Service; Communications & Branding & Regional Collaboration.

It was noted that while there was a Vision Statement, there was no City-wide Mission Statement.

HOW CITY COUNCIL WOULD SEE THE CITY IN THE FUTURE

Councilwoman Karr: With continued growth following the Comprehensive Plan by continuing to improve what we already have. When I look beyond the downtown, I believe we can develop something that is uniquely Powell. Continue walkable development; focus on parking so visitors can find their way around.

Councilman Bennehoof: We should focus on completing our Mission Statement, focus on any incomplete goals, and make a list of 2021 strategic goals. I would like to figure out how to improve its growth path, get a better economic-to-residential rooftop ratio, and improve our commercial-to-residential balance. We cannot tax our way out of this problem. Financial issues needs to be addressed.

Councilman Swartwout: I would like us to continue to look at the organization and structure of the City, employment structure, and Personnel Manual. It is hard to talk about five years from now when we do not know what our finances will look like five months from now. We need to continue keeping an eye on the finances of the City and researching cost savings.

Councilwoman Riggins: Several major positions that have changed over. I am concerned about overburdening Staff that are new in their role while they try to become acclimated. Economic development has also been a main concern for me. Let us focus on what is best for the City of Powell and make Powell first.

Councilman Counts: We need to do things together. We need to be identified as a community, something unique that Powell provides that people cannot get elsewhere. It requires all of us to work together, including our residents. We need to get our residents more involved or engaged and get people to understand what Powell is. Can our community provide the age lifecycle? Providing housing for all ages? Do our residents see the City as another property management company? City government is part of the community and are here for the residents. I would like to see a much greater sense of community – give and take, and some sacrifice by our residents for the good of the community.

Mayor Bertone: I would like to see a vibrant downtown, additional housing options and aging in place, and strong economic development beyond downtown. I would like to build a dedicated team of resources in both committees and civil representation to look for opportunities to grow our businesses. Continue the build out of our parks & recreation. What can we do with the space in front of Seldom Seen Park? Utilization of capital and community

identity. Quality of Staff – we want them to feel rewarded and excited to come to work, training and development opportunities. I would also like to see continuing education for both Staff and Council.

Andy White, City Manager: Debt capacity, alternative revenue funding and restructuring plans will be advantageous.

Mayor Bertone: Identify community assets. Completing bike path connections – greatest impact we can make. Safety – Five-Year Plan and Chief was looking out for his people with the plan and budget. What are we doing to train our Staff in roles and responsibilities? Are we doing it effectively across the board?

DISCUSSION ON PRIORITIES IDENTIFIED

Safety – Focus on 5-Year Strategic Plan

1. Police Department – Continue with strategic plan, low crime rates, and highest approval rating.
2. Highlight our Police Department and talk proactively about their programs and services. Have community education, and update the website to educate the community.
3. How do we leverage the respect and relationship the Police Department has with the community? Communicate what other programs and services are available to the City.
4. Work on fostering a greater sense of community. What is the community? Is it the City of Powell, Southern Delaware County, or Liberty Township? Bring more partners in to help us develop a greater sense of community. Continue our signature events. Find more of those signature events that are unique to the City.

Economic Development – Craft Economic Development Strategy

1. How do we respond to the POD?
2. Form a group of individuals that recruit who is comprised of businesses and residents.
3. Create partnerships.
4. Hold strategic discussions on economic development plan. What tools can we use? Policy on JEDs.
5. Develop an economic development strategy – this would encompass evaluating tools, partnerships, CIC and marketing plan. How can we prepare Staff with the right tools?
6. Identify which uses would be best for Powell.
7. Revisit the action items in the 2015 Comprehensive Plan.

Finance

1. Maintain AAA rating.
2. Identify a list of the debts and when are they are paid off.
3. Find ways to maintain our high fiscal rating.
4. Identify our reserves; do we need to revisit the capital reserve plan?
5. Tackle restructuring the income tax.

Traffic/Roads/Pedestrian Infrastructure – Keep Powell Moving Initiative/Develop CIP Plan

1. Revisit Keep Powell Moving Plan.
2. Seek to provide high quality services.
3. How are the new businesses getting around?
4. Improving the City's infrastructure and investing in the City's infrastructure (e.g. shared use paths).
5. Creating new roads in the downtown area. (Councilman Counts views this topic and economic development as closely related – mentioned Upper Arlington developed a non-residential revenue stream by taking land that they have and redeveloping it. We have that opportunity in the downtown).
6. We conducted a parking study 12-18 months ago. What have we done to promote this? Should we revisit the study again with the openings of many new businesses?
7. One-way road set up with the northwest quadrant.
8. Walking infrastructure.

Parks & Recreation – Quality of Life

1. How do we want to invest here?
2. Maintenance of our parks. Review individual parks and create a list of maintenance items that are coming due and create a routine maintenance/replacement schedule. Before we can build new, we need to maintain the value in what we already have. This same logic applies to our roads.
3. Public Services Department and Parks & Rec Department have always been together. What is the proper organizational structure for that?

4. Parks & Recreation are turning into quality of life.
5. Engage with external partners such as Olentangy-Liberty School District, Liberty Township and YMCA to leverage shared resources.
6. Consider a Wellness Facility?

Quality Customer Service – 24/7 City Hall & Develop Mission Statement/Core Values

1. We do not have mission statement or core values to operate by. We do have a brand statement.
2. The need for a cultural shift and how City Council is investing in Staff.
3. How can we make this a more enjoyable experience for Staff?
4. Community Attitude Survey in 2021.
5. Workforce planning to improve in certain areas.
6. Training for City Council, specifically ethics training.
7. Explore software for customer service. Making efficiencies with technology. Explore automation.
8. Implement and encourage training and development for Staff.
9. Formal policy statement that is included in every employee offer letter.
10. Develop and build careers for members of our Staff so they can see the City as a place where they can grow and grow in their skill set. Show that employees can grow here.

Communications & Branding – Citizen Engagement Strategy

1. Comprehensive approach to how we are engaging with the community.
2. Share the goals with the community.
3. Include the goals in every piece.
4. Highlight the business in the community.
5. Build/strengthen the businesses. Could this be under economic development?

NEXT STEPS:

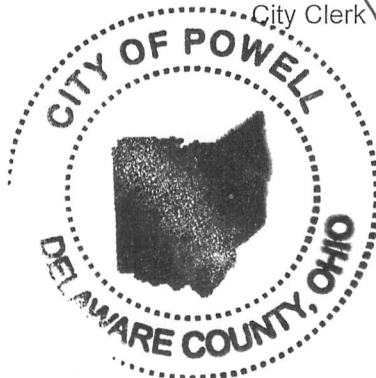
- Mr. White and the Mayor will put a list together for the group.
- A follow up meeting will be scheduled to discuss the listed items in more detail.
- Staff will be brought into the follow up meeting to discuss these items.

ADJOURNMENT

With no further business, Mayor Bertone adjourned the meeting at 9:01 p.m.

MINUTES APPROVED: July 7, 2020

 Frank Bertone Mayor	Date	 Karen J. Mitchell City Clerk	Date
---	------	---	------



City Council Frank Bertone, Mayor				
Jon C. Bennehoof	Tom Counts	Heather Karr	Brian Lorenz	Melissa Riggins
				Daniel Swartwout