

**City of Powell
Finance Committee
Minutes
February 9, 2021**



Attendees

Tom Counts, Frank Bertone, Dan Swartwout, Simon Barlow, Jon Bennehoof, Heather Karr, Andrew White and Karen Sybert. Megan Canavan and Jeffrey Tyler were also in attendance.

Call to Order

7:00 p.m.

Approval of Minutes

Minutes from the January 12, 2021 meeting were approved as presented.

Financial Reports

The January 2021 financial reports were reviewed. As of January 31, 2021 general fund revenues were \$497,332.88 with income tax collections being \$ 386,621.68. The finance director noted that while these collections lag behind collection at the same time in 2020, it was only by a small percentage. Revenue for all funds in January 2021 was \$588,666.85. The general fund cash flow analysis shows expenditures exceeding revenues for the month which is not unusual for the beginning of the year. Transfers were made according to the adopted budget and departmental expenditures were in line with the expected percentage through January. The unencumbered cash balance was \$7,396,234.47 for the general fund and \$17,712,033.94 for all funds.

Other Business

Megan Canavan presented a proposal from Frazier Heiby, a Columbus based public relations firm with 35 years of experience that the City would like to designate engage to provide communications regarding the upcoming income tax restructuring ballot issue. Frazier Heiby would be engaged to deliver factual data and tools to assist community members in making an informed decision on the May 4th issue. Frazier Heiby was selected by staff as the best fit from a pool of four firms. The cost for Frazier Heiby's professional services would be \$36,000.00. The Committee appreciated Megan's presentation and posed questions relating to the service and cost. Megan responded with a brief review that the proposals ranged from \$18,000-\$50,000 from firms. The lowest cost firm did not present a strong proposal and staff was not confident that the firm had the necessary resources nor the graphic design capability they were looking for. Two proposals came in at a close range, while the fourth was at the top end. Staff felt Frazier Heiby was the strongest and best candidate for the job. Committee members had mutual interest in ensuring consistent, transparent messaging regarding the tax restructure for our residents and businesses. The committee also acknowledged the value of a toolkit that would serve as a guide and responses to constituent's inquiries. The committee voiced their support of providing this service to our community to deliver facts, data, and messaging and to engage our community and encourage them to get out and vote. The committee supports escalating Frazier Heiby's proposal to the next Council meeting.

Brian Lorenz joined the meeting during the presentation.

Adjournment

Adjourned at 7:45 p.m.