



City of Gahanna

200 South Hamilton Road
Gahanna, Ohio 43230

Meeting Minutes Committee of the Whole

Jamie Leeseberg, Chair
Karen J. Angelou
Brian D. Larick
Nancy R. McGregor
Brian Metzbower
Stephen A. Renner
Michael Schnetzer

Kimberly Banning, Clerk of Council

Monday, July 10, 2017

7:00 PM

Council Committee Rooms

CALL TO ORDER

Chair Leeseberg called the meeting at 7:00 p.m.

Present 7 - Brian Metzbower, Nancy R. McGregor, Karen J. Angelou, Stephen A. Renner, Brian D. Larick, Jamie Leeseberg, and Michael Schnetzer

ITEM FROM LAURIE JADWIN, EXECUTIVE DIRECTOR, GAHANNA CONVENTION & VISITORS BUREAU - QUARTERLY UPDATE

Jadwin presented an update on CVB events from March through June; said won't know how well Blues & Jazz Festival did for several more weeks; numbers still coming in [presentation will be attached on Monday].

Metzbower said he met someone recently that said they will be getting married at the Sanctuary, so the word is spreading; Council thanked Jadwin for her time and for all she does.

ITEM FROM THE DIRECTOR OF MARKETING & COMMUNICATIONS

[2017-0147](#)

Cult Marketing, LLC - Brand Launch

David Kusz said he wants to bring a brand and has been thinking hard about what that means; said marketing has done due diligence and believes Cult Marketing is the best fit; local, small but highly qualified, gets to the emotion of our brand; has great references and reviews were off the chart.

Leeseberg asked Kusz to explain the process of choosing this company; Kusz said met with folks in and out of town for an umbrella brand; vision is to get behind one brand; benchmark then request for proposal process; received 17 proposals and went through 2 rounds,

found 4 best from that set; was an advisory committee of 16 reps from City, Convention & Visitors Bureau, schools, Community Investment Corporation and Chamber of Commerce to provide input; Leeseberg asked if data was kept; Kusz said no; Leeseberg asked how everyone was ranked because Cult was lower on the list; Kusz said other companies were not as descriptive; said originally published a budget of \$210,000.

Mayor said the budget was a misstep because the intent was to not spend over \$80,000. Leeseberg said the RFP is more than that; Leeseberg said in the April 22 meeting Kusz said were no score cards; asked when Kusz went from \$210,000 to \$80,000; said has not received any emails from administration as promised; said has issues with the process that it was not followed.

Kusz said from score sheets Cult was brought in for interviews and they were the best. Leeseberg said they were not originally ranked the best by consensus and he has copies if colleagues wants to view. Ewald stated there's no contract yet; Kusz said there is a services agreement; Ewald asked to come back to council because of amount that could be spent; Mayor said being brought forward today as personal services contract instead of ordinance; giving council option; Angelou said she likes the idea of an umbrella brand taking down silos in the community to bring everyone together.

Kusz said Angie Homan and Doug McIntyre are best partners for project; Larick asked when the Tourismohio started; McIntyre said 2015; Larick asked how many people work for the organization; McIntyre said 10; Metzbower said the iceberg slide was powerful in the meeting presentation he went to.

Kusz said if City changes scope then the \$80,000 budget would increase; said decreased from \$95k to \$80k because of a few changes; Metzbower asked if this was similar to the Goforward Gahanna process; Jenn Teal said budget did fluctuate based on change of scope with that. Larick asked to confirm if there was a contract; Ewald said no because waiting on scope; Larick confirmed no finalized terms and conditions; Leeseberg asked if this could be deployed in 1 month; McIntyre said no, process is 6 months; McGregor asked how they came up with "Cult" for a name because it is negative; McIntyre said cult customers are sought after and generate 80% of profit; McIntyre said everyone remembers it.

Leeseberg said bring back the contract; said other cities have taken 18 months to complete; Mayor asked what those other cities have spent; Leeseberg said does not know; McIntyre said Tourismohio idea took about 4 months.

Larick asked what makes Cult special; McIntyre said has great research; selected unanimously by big clients; those clients are growing big businesses; verified sales info; been doing this process for a long time; no city specific clients but did Experience Columbus;

Renner said he hears a lot about festivals but this isn't tourism, this is the City; would like to have Jadwin speak; asked if the target is tourism for the city; McIntyre said not the focus but keeping and attracting business; visitor market is 1 of 3 prongs; Schnetzer said when deciding on a partner would like a unanimous buy-in and not hearing that tonight; at minimum would like more time to hash out disagreements; Larick said what empirical means are used to determine success; McIntyre said does surveys; Larick asked how sticky brands are, how often do they change; McIntyre said benefit of a brand is when in a good brand position no need to change.

ITEM FROM THE CHIEF OF POLICE

[ORD-0045-2017](#) TO ACCEPT MONIES SEIZED IN THE AMOUNT OF \$405 AND AWARDED TO THE GAHANNA POLICE PURSUANT TO COURT ORDERS NO. 14CV-11940 & 05CV-7635; AND TO SUPPLEMENTALLY APPROPRIATE \$371.00 TO THE LAW ENFORCEMENT TRUST FUND.

Deputy Chief Spence said this ordinance is for court orders of seized money; said one case goes back to 2005.

Recommendation: Consent Agenda

UPDATE FROM THE DIRECTOR OF PUBLIC SERVICE

- Refuse Bid Update

Franey said currently has tipping fee and 3 years into the 3 year contract, currently pays 0 to dump recycle; solid waste is also in year 3; the 11 communities decided to go out and bid again; came in march for permission to bid; tipping fee opened in April with 50% revenue with \$20 per ton cap and cost of recycling with cap on the cost; either all shared in revenue or all shared in cost;

Rumpke bid to all communities; lowest option is status quo, which we have now; highest of 7 options was for 2 carts for each house and everything must fit in cart which was \$20.19 per month; thinks best option is to renew existing contract at \$16.22 per month; believes most everyone in consortium will do because no competition; no need for

council action because renewal years were included; from 2017-2018 there's around a 50 cent increase; SWACO dropped fees slightly 3 years ago; locked in when fuel was high; have not changed rates; may not have to pass on all cost to resident because of money in escrow; just wanted to give update.

Larick said doesn't follow tipping fee; asked if there's an example to make it make sense; Franey said if recycling gets tipped, shows revenue is \$10 per ton, split 50 % revenue so City gets \$5 and Rumpke gets \$5; if \$50 per ton then City gets \$20 dollars because of cap; Larick asked if Rumpke provides analysis; Franey said yes and best info would come from Upper Arlington; less risk; makeup of recycling exists for that city; Larick asked the value of the consortium; Franey said he is right in spirit because communities become possessive of the day of pick up; if a community is not willing to live with what they say then it is bad for everyone; came down to what we believe to be non-competitive product; asked if our consortium needs to be smaller; Leeseberg asked if yard waste is part of this contract; Franey said yes; Schnetzer asked if there's a sense of how expensive this is based on the container; wants a sense of what we are getting for our money; Franey said existing charge is same service and was bid \$17.22 so rate is already increasing; if take dollar out of equation then charging about \$4 per month for 2 carts;

Metzbower confirmed that Upper Arlington was part of consortium; Franey said yes. Angelou asked what keeps consortium together; Franey said have done well just seems time now to reevaluate; don't want it to be too large that so few companies can handle needs and have competition.

[2017-0148](#)

Update on Hamilton Road Central

ITEM FROM THE CLERK OF COUNCIL

[RES-0005-2017](#)

TO ADOPT A STATEMENT INDICATING THE SERVICES THE CITY OF GAHANNA, OHIO, WILL PROVIDE TO THE 1.4+/- ACRE PROPERTY IN JEFFERSON TOWNSHIP, LOCATED AT 4297 EAST JOHNSTOWN ROAD IN FRANKLIN COUNTY, PROPOSED TO BE ANNEXED TO THE CITY OF GAHANNA UPON ANNEXATION; REQUESTED BY JACK REYNOLDS, SMITH & HALE, AGENT FOR THE PETITIONER; J. ERNEST WELLS, D.C., PROPERTY OWNER.

Banning said Mr. Reynolds is here from Smith and Hale to answer any questions about annexation; is for 1.4 acres; was already before area commission; will be a dentist office; August 8 will be before County Commissioners; first step to get into city.

Recommendation: Consent Agenda

REPORTS - No Action Required

[2017-0146](#) Committee Reports - July 10, 2017

Adjournment

8:47 p.m.