

Canal Winchester

*Town Hall
10 North High Street
Canal Winchester, OH 43110*



Meeting Minutes - FINAL

September 4, 2018

6:00 PM

Council Work Session

Mike Walker – Chair

Jill Amos

Will Bennett

Bob Clark

Mike Coolman

Bruce Jarvis

Patrick Lynch

A. Call To Order

Walker called the meeting to order at 6:00 p.m.

B. Roll Call

Present 7 – Amos, Bennett, Clark, Coolman, Jarvis, Lynch, Walker

C. Also In Attendance

Mayor Ebert, Matt Peoples, Lucas Haire, Amanda Jackson

D. Request for Council Action**RES-18-015**

Finance

A Resolution Accepting The Amounts And Rates As Determined By The Budget Commission And Authorizing The Necessary Tax Levies And Certifying Them To The County Auditor ([Resolution](#))

- Request to move to full Council

Jackson: Thank you Mr. Walker; this is a resolution that we are required to pass each fall; ultimately what this serves to do is set the property tax rates for the community; fortunately for us we don't have any voted debt so our property tax rate does not change; but it's still necessary for us to pass this resolution; what it does show you is the approximate amount of money that we will receive from property taxes next year; that number; that number is just over \$496,000; that has increased due to all the new homes and other development that we've had going on in town; but as I said there's really no change in here for us; this is just something we're required to do; our property tax rates are not changing;

A motion was made to move Resolution 18-015 to full council by Amos, seconded by Coolman. The motion carried with the following vote:

Yes 7 – Amos, Coolman, Bennett, Clark, Jarvis, Lynch, Walker

ORD-18-032

Finance

An Ordinance Amending The Transient Occupancy Grant (Bed Tax) Application And Award Process And Declaring An Emergency ([Ordinance, Bed Tax Grant Package 2018](#))

- Request to move to full Council

Jackson: thank you Mr. Walker; I tried to incorporate our discussion at the last council meeting; I'm just bringing this to you for review to make sure I've got everything; we are declaring it an emergency but you do not need to pass this tonight; the purpose of the emergency declaration is to have it effective after it is passed; because usually we have an October 1 start date for this process; in order to meet that we need to waive the thirty days; but you do not need to pass it this evening; it would need to be passed at the next meeting in September on the 17th; but I would be happy to answer any questions about the changes that were made to it;

A motion was made to move Ordinance 18-032 to full council by Clark, seconded by Lynch. The motion carried with the following vote:

Yes 7 – Clark, Lynch, Amos, Bennett, Coolman, Jarvis, Walker

E. Reports

Matt Peoples – I have nothing to add to my written report.

Lucas Haire - Brewdog has now opened their hotel; the doghouse; they've had a pretty strong response to that; the first sixteen weekends are fully booked at the hotel; they do still have some vacancies during the week if you all would like to go check it out and stay; the room rates are starting at \$169.00 a night; so they also had their annual general meeting which was on August 25th; they had 5,700 people ticketed for that event; I would say there probably that many people there; probably over 4,000 at one time when I was at the facility; a very strong response; I met people from all over the country and all over the world that were there for that event; so they're really attracting a wide audience; we've also issued permits for two new office buildings on Winchester Blvd; each will be 7,000 square feet and they'll primarily be used for medical office; Grand Communities has nearly completed section 10-2; actually they have completed it now; they have 28 lots available; we just received the first applications for new homes on that extension of Connor Avenue; I think we've got three permit requests in already; so I think the sales will be pretty strong in that area; next week NIFCO has plans on planning and zoning commission's agenda for a new 175,000 square foot warehouse and production facility on Robinette Way; they'll be hopefully moving forward with construction of that building later this year to open in the late spring of next year; and then we have started working with a local advertising and digital marketing agency, PPA; and we're working on a new marketing campaign for the city of Canal Winchester to promote the local businesses here; the campaign is crafted in Canal Winchester; it's crafted just for you; and it's all about the items that are made here and how you can experience Canal Winchester through what's made here; so a lot of that will focus on social media; so if any of you are using Facebook, Instagram, Snapchat, LinkedIn, and Pinterest there's pages that will be promoting that on all of those; I don't know if anyone snapchats but over the weekend at Labor Day Festival there was a Snapchat filter that was crafted in Canal Winchester; I haven't see the results of how many people used that but it was available; if you look at craftedincanalwinchetser.org there's a website up it's developed for that; I'll send out a link to that later so you have it; we put together that website just last week; so we're still working on getting more images and things like that on there; but PPA has been great to work with so far; they put everything together in about the last three weeks; we're hopefully going to continue this through the rest of this year and into next year; Lynch: Mr. Haire, is this going to be used for marketing to bring businesses here in town; Haire: it is; hopefully it's going to change the image of Canal Winchester to people both within and outside of Canal Winchester; a lot of people don't have any image of all of what Canal Winchester is; there image is what they see from driving down 33; so they think we're home to Walmart and Home Depot; Lynch: that is very true; Delgrosso's put together one about five or six years ago; is that one still used in any capacity; Haire: the video in regards to the festivals that was done; Lynch: festivals and life around town kind of thing; Haire: I think it's still on the Detonation Canal Winchester website; Jarvis: Destination Canal Winchester hired them to do that and they got money from the Weiser's and the Wood family as well to pay for the cost of that; it's kind of a time capsule; it's really neat; I think as time goes by it will be even neater; I did have a chance to look at what Lucas was describing; it's very attractive; I think it's simple and easy to follow and it sets the right tone for what Canal Winchester has become in a lot of ways; I think they hit the nail on the head; Luke are they doing this at no cost to the city; Haire: no this was part of our marketing budget that we talked about last year during the budgeting process; we had budgeted \$20,000 for the campaign; Jarvis: so it's pretty low threshold stuff; Haire: yea if you go onto the website there's also a business toolkit; so the idea is that businesses will use this as well to promote their product while also promoting Canal Winchester; so there's posters on there they can print out; there's guidelines for the use of the logo; I think that there will probably be some wearables and things like that; coffee

mugs, beer koozies, t-shirts, hats whatever it is; Clark: Luke who is PPA; give me a little background of them; Haire; they are on Thrush Drive; they are a marketing company that has been in Canal Winchester for fifteen years; they work with a number of larger corporations in the Columbus area; some of their clients are Red Roof Inn, Wendy's, Macintosh the nursing home that was developed out here; Jarvis: Perry Passen and associates; Haire: yes, Perry Passen is the owner of the firm; Walker: can we put some of our coffee cups Canal Winchester home to Brewdog in their store; Haire: I hope so; Walker: not Columbus; Haire: people like the t-shirts; there was one requesting that; there was on at the Labor Day Festival;

Amanda Jackson - I have just a couple things; I am currently working on 2019 appropriations; so the plan is to have those to you in October for review; so if there is anything in particular that you have liked or disliked from previous years please let me know so I can take that into consideration when I'm presenting; and finally, I am going to be out of the office for a few days towards the end of the month; attending the Ohio GFOA conference; the government finance officers association; this year it's being held in Cincinnati; this is sort of my annual continuing education that I attend each year; it's a very, very good conference; wonderful networking opportunity because I get the chance to meet a lot of other finance directors and treasurers across the state and we can bounce ideas off of each other and just learn more about what's changing in the world of government finance; Walker: when will you return; Jackson: it will be a Wednesday, Thursday and half a day Friday but since it is in Cincinnati I won't be back until Friday probably towards the end of the work day; that is the 19th, 20th, and 21st;

F. Items for Discussion

G. Old/New Business

H. Adjournment @ 6:13 p.m.

A motion was made for adjournment by Bennett, seconded by Lynch. The motion carried with the following vote:

Yes 7 – Bennett, Lynch, Amos, Clark, Coolman, Jarvis, Walker