

DUBLIN CITY COUNCIL
FINANCE COMMITTEE MEETING
Monday, November 23, 2009
6:00 p.m. – Council Chambers
Minutes of Meeting

Chairperson Keenan called the meeting to order at 6:00 p.m.
Committee members present: Vice Mayor Boring, Mr. Gerber.
Also present: Mayor Chinnici-Zuercher

Staff members present: Ms. Gibson and Mr. Racey

Mr. Keenan stated the purpose of this meeting is to review hotel-motel tax grant applications. The applications include those typically covered within the regular tax grant process and special applications for the City's 2010 Bicentennial celebration. He reviewed the criteria for hotel-motel tax grants as established by Ordinance 133-87: cultural arts; beautification of public property; improvement of Dublin's historic district; special events; projects/events that appeal to Dublin visitors/tourists; other projects that will enhance Dublin.

- Can-Am Police-Fire Games (August 15-22, 2010)
A grant to assist with marketing and insurance (\$24,950)
Presenting: Joel Campbell, Dublin Special Events Council (DSEC) president and Josh Bricker, DSEC executive director

Mr. Campbell presented a brief overview of the request. He became involved with this event when he served on the Dublin Convention & Visitors Bureau Board (DCVB). Mr. Bricker currently works for DCVB. The Canadian-American Police & Fire Games is a biennial event held in different cities throughout North America. A couple of years ago, the Bureau was successful in securing the bid for Dublin to host the 2010 event. Washington Township Fire Department has committed \$15,500 to help with the cost of the opening and closing ceremonies and visitor events for the Games. Participants for the event will come from Police and Fire agencies in North America. They anticipate the local hotels will be full that week. This is an application for a grant to cover the costs of the marketing effort and the liability insurance. There will be approximately 2,000 participants. The revenue from registration fees is expected to cover most of the costs of the venues and equipment, and some donations are anticipated. A community-wide fundraising effort is underway. They are assisted in that effort by HNS Sports, the firm that handles the Memorial Tournament. There will be opportunities for sponsors for particular events. There will be a marketing effort to central Ohio and beyond, focused on increasing the number of participants for the games, as that is what generates the money. Of the requested amount, \$4,000 is for liability Insurance; the remainder is for marketing.

Mayor Chinnici-Zuercher inquired the cost Washington Township would be covering.
Mr. Campbell responded that they have committed \$15,500. Washington Township first responders will be participating significantly in the events.

Mayor Chinnici-Zuercher stated that the City of Dublin has previously funded the cost of the bid fee.

Mr. Campbell confirmed that the City paid the bid fee last year, which was \$25,000.

Vice Mayor Boring noted that Ohio Health is listed as an initial sponsor. Are they making a financial contribution?

Mr. Campbell responded that they will be making a significant contribution.

Vice Mayor Boring inquired how the local hotels will be promoted.

Mr. Campbell responded that virtually all inquiries received by the DCVB will be directed to the Dublin hotels, and all the promotional materials will provide information on Dublin hotels. Mr. Bricker stated that this is the advantage the DSEC has. Although DSEC is a separate, non-profit organization, he is also employed by DCVB. It is his job to provide information on Dublin hotels to maximize their number of overnight stays. The host hotel, the Crowne Plaza, will be where the registration and many events are held, so that hotel will be promoted first. The registration information lists only Dublin hotels.

Mr. Campbell noted that this event will occur after the Dublin Irish Festival, which, typically, is a down time for the hotels.

Mr. Keenan noted that 100% of the net proceeds will support two local charities – the MDA and “Get Behind the Badge.” Is there an estimate of the amount they might receive?

Mr. Campbell responded that it is difficult to estimate, but they are hoping there might be \$20,000 to split among the two groups.

Mr. Keenan thanked them for the presentation. They will be notified of the Committee’s recommendation to Council.

- Dublin Kiwanis Frog Jump (June 26, 2010)
Cost of City Services (\$5,650)
Presenter: Clay Rose

Mr. Rose gave a brief overview of the event. The Frog Jump is the longest-standing fundraiser event in the City. This year will be its 44th year. It is a one-day event, held the last Saturday in June in Coffman Park. The grant application is to cover the actual cost of City services.

Mr. Keenan stated that in the past, the cost of City services has been less than the amount requested.

Mr. Rose responded that last year, the actual cost was \$3,600.

Mr. Keenan thanked him for the presentation. He will be notified of the Committee’s recommendation.

- Arthritis Foundation Classic Auto Show & Cruise-In
July 9 and 10, 2010 – (\$10,000)
Presenter: Jeff Brashares

Mr. Brashares presented an overview of the event. This is the 28th year for the event, which has been held in Dublin 27 of those years. The application is to cover the actual cost of City services.

Mr. Keenan inquired if the Showmobile rental is included in this amount.

Ms. Gibson responded that the Showmobile rental is waived, but the set-up and tear-down fees are part of the City services covered by the grant.

Mr. Keenan inquired the portion of last year’s \$10,000 grant that was used.

Ms. Gibson responded that they used \$5,196.

Mr. Keenan thanked Mr. Brashares for the presentation. He will be notified of the Committee’s recommendation.

- Dublin Soccer League – Equip New Darree Concession Stand, Purchase and Install Garage Door Opener for Storage Facility to Facilitate Dublin Charity Cup Soccer Tournament
September 4 and 5, 2010 (\$6,547.33) + cost of City services
Presenter: Nancy Fuller

Ms. Fuller stated that the grant request is for financing to equip the new Darree concession stand for operations and to purchase and install a garage door opener for the storage facility. This will benefit not only the Dublin Charity Cup Soccer Tournament but also the other soccer groups that use the fields.

Vice Mayor Boring inquired who would be responsible for the equipment maintenance and replacement costs for the concession stand.

Ms. Fuller responded the Dublin Soccer League (DSL) would be responsible.

Mr. Keenan inquired if other groups would be permitted to use the concession stand, or DSL only.

Ms. Fuller responded that any group using the field would be able to use it. She noted that DSL contributed \$72,032 more than the original budget for this multi-functional building to add the restroom facility in the interest of children's safety on this side of the park. They will not need to cross to the other side of the park to use restroom facilities.

Vice Mayor Boring inquired if DSL financed the construction of this building.

Ms. Gibson responded that they did.

Vice Mayor Boring inquired if the building was then donated to the City, which is now responsible for the maintenance of the building itself.

Ms. Gibson responded that is correct.

Ms. Fuller stated that if DSL does operate the stand on Saturdays, as they do at Avery Park, it would be coordinated with the school athletic booster groups. The booster groups would operate the concession stand. From the monies taken in, a small percentage would go to the City and to DSL to reimburse for supplies; the remainder would go to the booster groups.

Mr. Keenan thanked Ms. Fuller for the presentation. DSL will be notified of the Committee's recommendation.

- Dublin Area Art League – Dublin Art Fair
July 2010 (\$10,800)
Presenter: Rich Sharick

Vice Mayor Boring stated that the report states that Dublin Arts Council (DAC) declined to be involved with the Art Fair.

Mayor Chinnici-Zuercher stated that originally, DAC was responsible for the art festival.

Vice Mayor Boring stated that DAC served as the umbrella organization for the event.

Mayor Chinnici-Zuercher stated that when Mr. Guion became the director, he did not believe that the Art Fair was of the desired quality to be associated with the Arts Council.

Subsequently, there was a year when there was no arts festival, and then the Dublin Area Art League took on the responsibility. Her concern is that there is no long-term plan. The Art League is comprised of artists, not event planners. Mr. Guion desired that the Fair would be a juried event.

Mr. Keenan responded awards were part of the event at the outset.

Vice Mayor Boring inquired what amount of funding the City gave to DAC to stage the Fair.

Mr. Keenan stated that the reason DAC eliminated the Art Fair/Festival was due to budgetary issues. As a result, DAC eliminated the Art Fair and another event. Mr. Guion had indicated to the DAC Board that they could not obtain the critical mass needed as it was a one-day event. It was cost prohibitive to set up and tear down. Most of the Art Fairs are two or three-day events.

Mayor Chinnici-Zuercher responded that Upper Arlington's Art Fair is held one day only on Labor Day.

Ms. Gibson stated that the UA art fair has always been a juried event.

Mr. Racey noted that he lives in Upper Arlington and the event is very well attended.

Vice Mayor Boring stated that the Dublin Arts Council was to be an umbrella organization for all the art organizations within the City, including the Dublin Area Art League (DAAL). At a point in time, DAC decided they didn't want to be responsible for granting money for those purposes.

Mayor Chinnici-Zuercher stated that it was her impression that function is still contained in the DAC budget.

Mr. Keenan stated that in his view, the DAC should still be functioning in that manner.

Mayor Chinnici-Zuercher stated that the funding remains in the DAC budget. A couple of years ago, she asked Mr. Guion who receives that money. He indicated that the funding primarily goes to school teachers.

Mr. Keenan stated that the fund is earmarked for arts and education. The DAC works with the schools as a liaison for those kinds of projects.

Vice Mayor Boring stated that the Dublin Fund supports such educational projects.

Mayor Chinnici-Zuercher noted that there is also now a Dublin Education Fund and high school performances are part of the regular curriculum of high schools. Why would one of Dublin's three high schools then apply to the City for hotel/motel tax grant funds?

Vice Mayor noted that if one high school does this, the others will follow. They should be staging productions that are within their budget.

Mayor Chinnici-Zuercher inquired if theater groups have previously applied for hotel-motel tax grants.

Mr. Keenan that the Emerald City Players previously applied, but they are a community arts organization.

Vice Mayor Boring stated that she believes the Dublin Scioto Theater Department has applied previously.

Mr. Racey noted that a Bicentennial grant was awarded for the Leatherlips theater production by the Schools.

Ms. Gibson noted that a grant was previously made to the Jerome High School Jazz Band to help with construction of a platform for a dance performance.

Mr. Keenan stated that the Dublin Scioto Theater Group application does not seem to fit the criteria for a hotel-motel tax grant.

Mr. Sharick, Dublin Area Art League, presented an overview of the request. The Dublin Area Art League has held the Art Fair twice since DAC discontinued it. The DAAL is a very small group; and not many are involved with staging the art fair. Therefore, it is designed to be minimally labor intensive. One task that takes significant time is obtaining corporate sponsorships. They have not been able to do that yet. The entrance fees for the fair are very low. They are working with other art leagues around the City attempting to bring in as many artist participants for the fair as possible. At this point, only local artists participate. As the event grows, they will fine-tune the event and make it an event the community is proud of. The application is for \$7,000 to defray expenses and to promote the event. The weekend the Art Fair is held is an unscheduled weekend in the local arts scene. The only competition is the Dam Jam. The participants are entirely different, but their advertising is predominant

that week. In addition, there are some equipment expenses that the City helped them with the first two years. Now, they have been informed that the City can no longer provide this. Those equipment expenses are included in their request.

Vice Mayor Boring inquired what specific equipment he is referring to.

Mr. Sharick responded that previously, they were permitted to borrow the City's block party trailers. There are five trailers. Community Relations communicated to them that they were no longer permitted to do so. Included with the trailers were tents, awnings, tables and chairs. They used the tents to cover a stage for the band.

Mr. Keenan inquired if Mr. Racey had any information to add regarding this issue.

Mr. Racey responded that he does not recall this and is unsure why Community Relations would have told the Art League that they could not use what equipment the City has. He will check on this. He is aware that other events and activities also utilize that equipment.

Mr. Keenan asked him to check and report back to the Committee.

Vice Mayor Boring stated that the Art League would need a commitment of equipment for their event. They could not depend upon using whatever might be available at that time.

Mr. Gerber stated that during the Bicentennial grant process, \$2,400 was approved for the Art League. How is that related to this application?

Mr. Sharick responded that was a separate event. He is not involved with that event. He believes it is a one-day event in May focusing on historical re-enactments. It will involve school children.

Mayor Chinnici-Zuercher inquired if the Dublin Area Art League (DAAL) created a long-range plan on how to make this event self-supporting?

Mr. Sharick stated that they have been aware from the beginning that they needed to do so. However, there is not enough manpower available to accomplish that. At the moment, he is the only member of the Art Fair Board.

Vice Mayor Boring suggested that he contact the City's Volunteer Service Coordinator, Ms. Nardecchia, to secure help for the event.

Mr. Sharick stated that he did not speak with her personally, but he did check into the process. When he tried to register the Art League for volunteers, there were about 100 registrants in front of him looking for volunteers.

Mayor Chinnici-Zuercher stated that some groups may be requesting five volunteers; others, 100 or more volunteers. The arts is a unique area. People who are really interested in arts and culture would be interested in volunteering for this type of event. She encouraged him to file the request. This is a good way to find more people to develop the Dublin Area Art League Board.

Mr. Gerber inquired if the Columbus College of Art and Design would have students interested in volunteering.

Mr. Sharick stated that they have tried to have the Dublin High School art teacher and students involved. They are not available for the most part during the summer vacation. The Columbus Arts Festival is on the grounds of the CCAD and therefore it is easier for the CCAD students to participate.

Mr. Keenan inquired why DAC is initially listed under Promotions on the application, and then DAC is crossed out.

Mr. Sharick responded that he believes that when the DAAL president, Ms. Bryden, originally wrote the application, she anticipated some assistance might be available from DAC. That has not occurred.

Vice Mayor Boring stated that she believes the City needs to contact Mr. Guion once again. Even though the Art Fair is not an official DAC event, certainly DAC can let their members know that the event is happening. This effort needs to be pursued again.

Vice Mayor Boring stated that for the art fair, groups come and set up food and beverage stands. Do they pay for their own equipment?

Mr. Sharick responded that they do.

Vice Mayor Boring stated that there are two administrative cost lines in the application – one under Liability Insurance for \$250, and under Traffic Control for \$500.

Mr. Sharick responded that he believes that is an error. The first may be last year's expense; the second this year's. The first should be deleted.

Vice Mayor Boring stated that she assumes the set-up/tear-down expenses for the Showmobile are significant.

Ms. Gibson confirmed that they are.

Mr. Sharick responded that he had considered including those costs in his request; however, he can rent a small stage for much less money. He included those costs instead. Ms.

Puskarcik had offered several suggestions on how to "spruce" up the event. To facilitate that, she suggested that they use the Showmobile. She indicated the fee could potentially be waived for its use. He was not able to confirm this with the Acting Director, Mr. Edwards.

Mr. Keenan thanked Mr. Sharick for the presentation. They will be notified of the Committee's recommendation.

- Dublin Scioto High School Theatre Department
Production of The Wizard of Oz
February 19, 20, 21, 25, 26, 27 and 28, 2010 – (\$7,500)
Presenter: Pat Santanello, Theater Department director

Ms. Santanello presented an overview of their request. The Theatre Department has taken on a big undertaking this year, the production of the Wizard of Oz. The intent is to do the production justice and provide all the required elements including the flying component.

Mayor Chinnici-Zuercher asked how high school and middle school plays are typically funded. Why do they believe this would be the City's responsibility versus the school district's?

Ms. Santanello responded that they do not receive funding from the District for the theater. The District sponsors theater classes, and they pay only supplemental salaries. The extracurricular part of their activities is self-supporting. It is a yearly challenge to put on a show and balance their budget. There are also constraints on what they may charge for tickets. They cannot charge more than \$8 - \$10. It is also a District policy that every staff member, not just teachers, but every Dublin Schools employee is entitled to two free tickets to a performance. Technically, they could have a full house and not have sold a single ticket. Ticket sales do not help much with the expenses, particularly for a bigger event held every few years.

Mr. Gerber inquired how funds are raised for the other plays.

Ms. Santanello responded that funds are raised through ticket sales and fundraisers.

Mayor Chinnici-Zuercher noted that the fundraising formula seems to be similar to that for the athletic programs.

Ms. Santanello concurred.

Mr. Gerber stated that he would anticipate a high level of liability with the flying component.

Ms. Santanello responded that they have used ZFX previously. ZFX is the company that handles all the flying scenes on Broadway. Their costs have gone up very little in ten years. They were \$4,600 years ago, and \$5,000 currently. A professional will rig everything for the play, and work with all the participants.

Vice Mayor Boring stated that the budget is \$5,000 for set construction and \$7,500 for the flying. Is that the entire budget; are they asking the City for half the costs?

Ms. Santanello responded that there are also costs for costumes and royalties. The royalties alone for this show are \$2,750.

Ms. Charlesworth-Miller, costumer, stated that the number of students in this production will be significant. From experience, they know that all these children bring several family members to watch the show. That is the reason they run the show for two weekends. The revenue raised from this production funds all the other productions the rest of the year. Six shows a year are done.

Mayor Chinnici-Zuercher inquired how they have traditionally funded the program. They do not typically come to the City for funding.

Ms. Santanello responded that typically they put on less expensive shows. The main cost for the other shows has been the royalties.

Ms. Charlesworth-Miller stated that the largest expense for this show is the flying. It is also what will draw attendance to the show. If they were doing a regular show, they would not have the additional need.

Mr. Keenan stated that there is specific criteria for grant awards from the hotel-motel tax fund. That is the reason for the Committee's questions. He thanked Ms. Santanello for the presentation. They will be notified of the Committee's recommendation.

Mayor Chinnici-Zuercher noted that Dublin also has an Education Foundation. She encouraged them to apply to that entity for funding as well as the Dublin Fund, Kiwanis and the Rotary. Their dollars are generally more available for this type of community activity.

- HDBA – A Celebration of Commitment to Community (\$8,000)
Marketing & Advertising, Live/Public Entertainment, Administration, Services & Supplies
Presenter - Eric Leslie

Mr. Leslie stated that this request is for a Bicentennial grant. The idea came from a discussion with Ms. Nardecchia. Traditionally, in September, the City has a Dublin Irish Festival volunteer appreciation night. The concept was to expand that to include all volunteer-based organizations in Dublin. Their effort would also include a video production that would highlight the individuals in these organizations. At the event itself, the video would be shown. All volunteer-based organizations will be invited to attend the celebration and

showcase how they benefit the community. A cook-out on the square is planned for the attendees.

Vice Mayor Boring stated that City staff has been asked to incorporate into their regular operating budgets various ways to celebrate the Bicentennial. Perhaps this could be part of the Slainté Thursday budget. Some of the people being recognized as volunteer groups are also applying for grants. This feels similar to a “double-dipping” situation. The City already has a very nice volunteer recognition program. Perhaps this could be incorporated into that program.

Mayor Chinnici-Zuercher stated that Mr. Leslie indicated that Ms. Nardecchia encouraged him to apply for a grant.

Mr. Leslie stated that the focus of this would be the collaboration process which occurs behind the scenes of the organizations and the individuals who facilitate the volunteer contributions to the community.

Mr. Keenan stated that this could be streamed on the City’s web site and shown on DTV’s segments.

Mr. Leslie stated that the goal is to make the video web-friendly and use it as the primary means of distribution, although it can also be shown on regular television as well. They could showcase The Historical Society’s “Heritage Day.”

Mr. Keenan stated that there are other video efforts underway for the Bicentennial. This could be another component of that entire piece. Is that how Community Relations views this?

Mr. Racey responded that the Community Relations effort will focus on 50 people who have played a significant role in the history of Dublin. Shared Vision Communication will be compiling video interviews for this Bicentennial video.

Vice Mayor Boring stated that there was also an earlier Bicentennial application by the Historical Society for an online archive of items of historical significance.

Mr. Racey responded that project will include pictures and items that over time would decompose.

Vice Mayor Boring inquired if the archive would be accessible to citizens via the internet.

Ms. Gibson responded that it would. It would be stored at OCLC.

Vice Mayor Boring inquired what the current DIF volunteer celebration consists of.

Mr. Leslie described that the volunteers are provided discounts in the Historical District, free appetizers at some of the restaurants, etc.

- HDBA
2010 Historic Dublin Events and Awareness Campaign (\$20,000)
Eric Leslie

Mr. Leslie showed a video presentation for their regular bed tax grant application. HDBA will be focusing on an experience of Slainté to the community in the Historic District. The 2010 series will include live music, artistic experiences, collaborative presentations and local craft vendors. Slainté Thursdays will be outdoors. There will be live band presentations in the Historic District at a site located across from the Dublin Village Tavern and at Brazenhead. Merchant shops will remain open late and offer their own promotions and special activities.

The budget will cover marketing and advertising, public entertainment and event execution programs. The \$20,000 request is only a portion of the overall investment.

Mr. Keenan thanked Mr. Leslie for the presentation. He will be notified of the Committee's recommendation

- Dublin Women's Philanthropic Club
Painted mural celebrating the history of the Dublin Community (\$1,000)
Presenters: Liz Soppe and Bev Goldie

Ms. Soppe presented an overview of their request. The Dublin Women's Philanthropic Club is a community organization established 30 years ago and comprised of volunteers. They focus on helping the most desperate women and children within the community, providing assistance with rent or medical bills. They also give scholarships to students and to women who are trying to improve their circumstances. The Club has also given gifts to the community and believe their philanthropy has made a big difference. They primarily raise funds through the Christmas Tour of Homes, a style show, and a booth at the Dublin Irish Festival. When they learned of the City's Bicentennial grant program, Bev Goldie suggested an interesting idea -- a mural that would showcase Dublin's history. Because the project would not be philanthropic, as are their other projects, they are willing to pay for half the costs. They are requesting \$1,000 from the City to help cover the costs of the mural.

Ms. Goldie described the proposed mural. It would be a separate piece that could be hung on a wall, not painted on a wall. It would be approximately 4 x 6 feet, either horizontal or vertical depending on the location. The theme would be "Dublin Marching through the Years," and would begin with a coronet band that existed in Dublin in 1810. She showed a rough sketch of the parade design, including many historical sites in Dublin, the bridge, the cemetery, antique bicycles, and a Model T. The parade would proceed to more contemporary sites, such as Brazenhead, Dublin Tavern, and Biddie's Coach House. Other sites would include Leatherlips, the Field of Corn, and the Grounds of Remembrance. The bands in the contemporary time period would include the Dublin high school bands. The design would also transition from a St. Patrick's Day parade to a July 4th parade. The mural would be similar to "The Doors of Dublin" art piece, which everyone is familiar with. The mural would not be on canvas, but perhaps on a birch panel. She showed an example of art done for the Dublin Tavern.

Mr. Racey noted that Community Relations recommended that they apply for the grant. The mural could be hung at City Hall.

Ms. Goldie noted that she would begin the work in January, and work with the Dublin Historical Society on the components. She anticipates completing the mural by September. Vice Mayor Boring stated that she also liked the idea mentioned of a mural that would be updated throughout the years.

Mr. Keenan inquired about the copyright. He would like to have Legal staff provide their opinion on that aspect. The City should have the ability to use the mural in a limited way. There are ways the mural could be emphasized during the Bicentennial. Perhaps a limited number of posters could be sold.

Mr. Racey indicated he would check with Legal on the copyright and use.

Ms. Goldie stated that a coloring book could also be made that contains line drawings of the various images.

Mr. Keenan thanked Ms. Soppe and Ms. Goldie for the presentation. They will be notified of the Committee's recommendation.

- Blarney House Charities, Inc. – Blarney in the Alley (\$3,000)

July 3, 2010

William Jacob, Richard Taylor

Mr. Jacobs presented an overview of the Bicentennial grant request. This will be the third year for "Blarney on the Alley." They showcase local groups, including businesses, service organizations and churches. The event runs before, during and after the July 4th parade. They operate on a minimal budget. The grant request is for \$3,000. That amount will cover the estimated costs of City services (\$800), rental of some musical groups/bands (\$1,500), free booths available to some Historic Dublin entities (\$400), and some monies for event promotion.

Mr. Keenan inquired if they provided support last year for The Miracle League.

Mr. Jacobs responded that the first year, the amount contributed was \$750; the second year, it was \$1,000. In addition, approximately \$250 has been given each year to other groups who participate in the event, i.e. school booster clubs.

Vice Mayor Boring inquired if they had a long-range plan to become self-supporting. This event has been profitable.

Mr. Jacobs responded that they do not. Offsetting the cost of City services would continue to be helpful for this event.

Mr. Gerber stated that this is a Bicentennial grant application.

Vice Mayor Boring inquired if, typically, they make money by charging for the booths.

Mr. Jacobs responded that they charge \$100/day for a booth, any time or any use.

Mr. Keenan inquired if the intent for next year is to make this an historical venue.

Mr. Taylor responded that this is the intent, and it will be included in next year's promotions.

Vice Mayor Boring asked if they were able to secure more space than previously.

Mr. Taylor responded that this past year, they had a bigger space than the first year, and they doubled the number of booths.

Mr. Jacobs noted that the anticipation is that next year's event will be even larger.

Mr. Keenan thanked Mr. Jacob and Mr. Taylor for the presentation. They will be notified of the Committee's recommendation.

- Dublin Chamber Civic Foundation

Art work, construction of a float (\$4,000)

Presenter: Bob Morris, Dublin Chamber president/Chamber Civic Foundation vice president

Mr. Morris presented a brief overview of the request. The Chamber Civic Foundation tries to promote volunteerism among the youth in Dublin, and every year sponsors community championship awards for the community youth. The Chamber Board is essentially the same as the Chamber Civic Foundation, except the Civic Foundation is a 501C3 organization. Participating in the Bicentennial celebration would be a good way to promote their work and to celebrate the businesses in Dublin. The plan is to work with the Columbus College of Art & Design. They have a community corps volunteer program for the senior high school students, who must participate in a community-oriented project. The hope is to have them create some pieces of artwork that can be displayed throughout the City during the Bicentennial and to have them work on a float for the parade. The \$4,000 would be used to purchase supplies and materials and to construct the artwork.

Mayor Chinnici-Zuercher inquired if there are any additional expenses.

Mr. Morris responded that it would be necessary to rent something for the parade. They are not yet sure of their budget due to the volunteerism from the College of Art & Design. The Chamber anticipates helping with the project as well.

Vice Mayor Boring inquired if the artwork would be permanent pieces.

Mr. Morris responded that is the intent.

Vice Mayor Boring inquired if the artwork would belong to the City following the Bicentennial.

Mr. Morris responded that is his understanding. However, plans will be finalized at a meeting with the Columbus College of Art & Design next week.

Mr. Keenan stated that there are frequently copyright issues associated with intellectual properties. It would need to be clarified who has the rights to use the images.

Mr. Morris stated that it is his expectation that Dublin would have the rights, but that will be clarified. The concept is to create art pieces that will reflect all of the businesses that have participated since the Chamber was formed 35 years ago.

Mr. Keenan inquired the number of pieces that would be involved.

Mr. Morris responded that he is not sure of the number, although he believes there would be a minimum of four – five pieces.

Vice Mayor Boring requested that the anticipated number be clarified at their meeting next week.

Mr. Keenan thanked Mr. Morris for the presentation. He will be notified of the Committee's recommendation.

Committee Discussion/Recommendations

Vice Mayor stated that she has a legal question. If the City has conducted business with one of the applicants, would considering them for a grant be a conflict of interest?

Mr. Keenan responded that these are not-for-profit organizations, so there would be no conflict.

Vice Mayor Boring inquired how much money remains in the Bicentennial Grant Fund.

Ms. Gibson responded that \$8,000 remains.

- **Can-Am Police & Fire Games**

Mr. Keenan stated that the request is for \$24,950. In addition, the City has paid the \$25,000 bid fee.

Discussion continued regarding Washington Township's and other area fire department contributions.

Vice Mayor Boring noted that this event will provide a focus on the Dublin community.

Mr. Keenan noted that it will generate a substantial number of hotel nights.

Mayor Chinnici-Zuercher stated that she has no objection to granting the full amount but hopes they do not return to the City for any additional funds. The City will be contributing a total of \$50,000 for this event. Although Dublin has a Police Division, it does not have a Fire Department. She does not know what DSEC's plan of action was for securing sponsorship in addition to the registration revenues.

Committee recommendation: \$24,950.

- **Dublin Kiwanis Frog Jump**

Committee recommendation: Cost of City services up to \$5,650.

- **Arthritis Foundation**

Committee recommendation: Waive Showmobile rental fee; cost of City services (including set-up and tear-down of Showmobile) not to exceed \$10,000.

- **Dublin Soccer League**

Committee recommendation: Necessary appliances and equipment not to exceed \$6,547.33 for operation of new Darree Fields concession stand plus the cost of City services to maintain current trash and restroom servicing during the Dublin Charity Cup Soccer Tournament. Installation to be coordinated with the City staff.

- **Dublin Area Art League – Art Fair**

Mr. Racey will investigate the source and reason for the denial of DAAL's request to use the block party vehicles. Provided there are no civic association reservations of the equipment, use of the vehicles could be granted.

Mr. Gerber stated that if the City donates use of the block party equipment, that amount would be reduced from the request. In addition, this application reveals the need to clarify a policy issue in regard to DAC's responsibilities.

Vice Mayor Boring agreed. At the very minimum, DAC should be making their membership aware of other art opportunities within the community.

Mayor Chinnici-Zuercher stated that she purchases a DAC membership, but has never been asked to join the Dublin Area Art League as a member. She would not presume that the DAC newsletter would automatically promote other events in the arts community. The DAC is working to build a following for their events. This is a substantial grant request in view of the fact that Mr. Sharick is the only Art Fair board member. This event is in critical need of some organizational assistance.

Mr. Gerber responded that as he understands it, DAAL went to Ms. Puskarcik last year for that organizational help, and it seems that she gave them some advice regarding set-up of the event.

Mr. Racey noted this is not something Mr. Sharick does on a regular basis. DAAL decided to do this event only because DAC declined. DAAL depended heavily on Ms. Puskarcik's assistance.

Mayor Chinnici-Zuercher stated that it is not money alone that is needed. The DAAL is in need of organizational capacity-building.

Mr. Gerber stated that this event relies heavily on City support.

Mr. Racey responded that with the Bicentennial in 2010, the Events department will not have the resources to provide the same level of assistance.

Mr. Keenan suggested funding this but with the stipulation that DAC work with them and provide the oversight to make the event happen. He is willing to discuss the matter with Mr. Guion. If the desire is to have a premier Art Fair, DAC should be involved and not hand it off to a much smaller, artist-oriented group. They do not have the skill set or resources necessary to stage the event.

Mayor Chinnici-Zuercher agreed. Their purposes are totally different.

Vice Mayor Boring stated that DAAL also needs to seek volunteer assistance.

Committee recommendation: No recommendation at this time. This item was placed on hold pending a discussion with Mr. Guion, Ms. Salay and Mr. Keenan.

- **Dublin Scioto High School Theatre Department**

Committee recommendation: The recommendation is to deny this request, based upon the fact that it does not meet the grant criteria. There is also concern about potential liability issues.

- **Historic Dublin Business Association**

Vice Mayor inquired if the intent is to continue this grant indefinitely into the future, or as the District thrives and grows, wean them from dependency on City funds.

Mayor Chinnici-Zuercher stated that before Council forms a policy on this, it would be good to research the practices of other cities in regard to their historic districts. She believes that, typically, the promotion of other historic districts is significantly supported by the cities.

Mr. Keenan responded that Council has asked HDBA to work toward being self-supporting.

Vice Mayor Boring stated that the funding is designated for promotion of the district. However, a good portion of these funds are being spent on entertainment. It is important to periodically review the way the funds are being spent to ensure the promotional focus remains in place.

Mr. Racey stated that when Slainté Thursdays were approved in 2007, it was stated that \$50,000 would be funded over a three-year period. Staff can, however, do the additional research, as suggested.

Committee recommendation: \$20,000 to go toward activities/events in Historic Dublin.

BICENTENNIAL GRANTS

- **The Dublin Women's Philanthropic Club**

Committee recommendation: One-half of the cost (grant not to exceed \$1,000) of a large painted mural celebrating the history of the Dublin community. It is contingent upon legal approval on behalf of both entities.

- **Blarney House Charities, Inc.**

Committee recommendation: \$3,000 to help offset the costs of Blarney in the Alley on July 3, 2010.

- **Dublin Chamber Civic Foundation**

Vice Mayor Boring noted that she likes this event, although the plans seem incomplete until they meet with CCAD on November 30.

Mayor Chinnici-Zuercher stated that if the City will ultimately own the product, a better understanding of what that end product will be is necessary.

Vice Mayor Boring stated that they need to provide information regarding the type of artwork and the maintenance and storage needs associated with it.

Council recommendation: Grant request placed on hold pending additional information received following the CCAD meeting.

- **Historic Dublin Business Association**

Mr. Keenan stated that this is the request for \$8,000 to fund a community event to thank volunteers during the Bicentennial year.

Mayor Chinnici-Zuercher stated that she would be inclined to approve this since Mr. Leslie applied upon Ms. Nardecchia's recommendation to use this as a platform for recognition of all the volunteers.

Mr. Keenan asked if this is truly a Bicentennial-related request for funding out of that earmark.

Vice Mayor Boring stated that her concern is that if staff wants additional money for their program, they shouldn't be seeking hotel-motel tax grant funds. It seems to her that this particular department is interested in expanding their program. She is not comfortable with this request.

Mr. Keenan stated that he could envision that as one more event to add in the Bicentennial year series of events. This would provide that opportunity to commemorate the Bicentennial. He does support the concept.

Vice Mayor Boring noted that HDBA applied in June for a Bicentennial grant, and it was not approved. What occurred at that time?

Mr. Gerber responded that the funding request brought forward in the summer was much larger.

Ms. Gibson stated that HDBA originally requested funding to organize and operate all of the Bicentennial events.

Mr. Racey clarified that HDBA requested the entire \$50,000 earmarked for Bicentennial tax grants. There was not much detail provided in their grant application, and Council decided not to move it forward at that time.

Mr. Gerber noted that HDBA was granted \$20,000 last year from hotel/motel tax funds. Were all of these monies spent?

Ms. Gibson responded that there is no requirement for follow-up reporting for the grants to HDBA. The City grants them monies based upon the expenses they verify to the City.

Mayor Chinnici-Zuercher stated that these monies are used for promotion of the District. The promotion was previously done by the Community Relations division.

Ms. Gibson added that the HDBA does submit invoices to the City for the expenses they have incurred. Last year, they requested \$5,000 specifically earmarked for parking studies, and the City did not grant this \$5,000. The City granted \$15,000 to them for the other programs.

Mr. Gerber stated that his point is that HDBA submits invoices that support the expenditure of the grant monies given to them.

Ms. Gibson verified that this is accurate.

Committee recommendation: \$8,000 toward a September 16, 2010 "200 Years of Commitment to Community" event recognizing volunteerism as part of the Bicentennial celebration.

Additional Discussion

Vice Mayor Boring asked if the City will continue to fund the HDBA at \$20,000 per year for promotional activities. As they grow and thrive, will the grant be phased out?

Mayor Chinnici-Zuercher stated that prior to any decision on this, she would want an update on what other historic districts in other cities are given in terms of support. In the past, it was found that the districts are highly supported by the cities in terms of marketing and promotion. For this reason, the City decided to allocate \$20,000 each year for the District from hotel/motel tax funds.

Mr. Keenan noted that they were asked to work toward being self-sustaining.

Mayor Chinnici-Zuercher noted that the City has not identified any historic districts that are completely self-sustaining, based on research. Why would Dublin depart from a policy that is key to the success of other historic districts?

Vice Mayor Boring asked if the research included Worthington, Westerville, and similar districts. She could support marketing assistance, but this seems to be much more – such as public entertainment.

Mayor Chinnici-Zuercher stated that the City is providing the HDBA with the funds to do the marketing.

Vice Mayor Boring emphasized that it would be important to periodically review the policy and what other cities are doing.

Mr. Racey noted that the City partnered with the HDBA on the Slainte Thursday promotions beginning in 2007. The funding was \$50,000 over three years. Staff can research other historic districts to learn what is being done.

The Committee agreed this would be helpful for informational purposes going forward.

The meeting was adjourned at 8:21 p.m.

Clerk of Council