

Wilmington City Council met on Thursday, January 5, 2012, at 7:30 p.m. with President Scott Kirchner presiding.

Roll Call: Jaehnig, present; Wells, present; Stuckert, present; Wallace, present; Mead, present; Siebenaller, present; McKay, present.

Council gave the Pledge of Allegiance to the flag.

Chief Detective Josh Riley was also present.

President Kirchner a section of this council agenda tonight, we are actually going to have a little bit more on it than appears to have on it. But, the first item on it is the approval of the meeting minutes from the December 15th, 2011 regular meeting, what's your pleasure?

A motion was made by Wells and seconded by Mead to approve the minutes of the last regular meeting, December 15, as received.

Motion passed.

Minutes approved as presented.

Next item is the approval of the meeting minutes of the December 29th, 2011 special meeting, what's your pleasure?

A motion was made by Wells and seconded by Mead to approve the minutes of the special meeting, December 29, as received.

Motion passed.

Special minutes approved as presented.

President Kirchner – Item C tonight is the announcement of the upcoming public hearing for the 2012 CDBG Grant Programs. Whitaker Wright will be here on January 19th during the regular council meeting.

President Kirchner- Before we get to Ms. Stamper's portion of the program, one of the items we need to do as a new council is to elect council officers. That includes the Clerk of Council and the President Pro Tem. I will start with the President Pro Tem and I would offer to council that I have personally spoken to Councilman McKay and ask if he was willing to serve at that position, being the senior member of council and having a great deal of experience, going back, you are entering your 11th year, I think.

Councilman McKay – That's right.

President Kirchner – But I would ask council's consideration of Mark as the President Pro Tem and I would entertain the motion if any of you would feel . . .

A motion was made by Jaehnig and seconded by Stuckert to appoint Mark McKay as President Pro Tem.

President of Council – All in favor signify by saying aye, opposed nay.

I believe we have a President Pro Tem, thank you Mark for being willing to serve in that position.

President Kirchner – The next item of business is the Clerk of Council for the council and by the way based on the ORC these two positions serve the two year term that all of us serve in these seats. So we will only do this this time during this council unless there is a need to resign for one of those individuals. But the Mayor has brought on as his Executive Administrative Assistant, Brenda Woods and I had a lengthy meeting with Brenda to understand her interest and her background for the position of Clerk of Council. I would also offer to council that I believe Brenda Woods would make a fine Clerk of Council and would hope that you would entertain her as a candidate for that office. I would accept the motion if anyone is so inclined.

A motion was McKay and seconded by Jaehnig to appoint Brenda Woods as Clerk of Council.

President Kirchner – I have a first and second, all in favor signify by saying aye, opposed nay. We have a new Clerk of Council and Brenda thank you for being willing to serve in that capacity.

Brenda Woods – Thank you.

President Kirchner – I also think it would be appropriate at this time to thank Laura Curliss for, Laura correct me if I'm wrong is it seven years of service in that position to the Citizens of Wilmington.

Laura Curliss – It is.

President Kirchner – I think it is important to note that you have done an excellent job in that position and we appreciate the service that you have given to the city and appreciate the help you are giving Brenda in coming up to speed on all of the duties associated. So thank you very much for all of your service.

President Kirchner - The other item I did want to talk a little bit about, in your packets all of you received the council committee assignments. And the first thing I want to do is thank everyone on council for their input to interest and areas of knowledge as well as their willingness to step up and serve in various capacities through those committees. I will say it took a great deal of time to try and work hard to bring a balance to those committees and I did that in light of... at your place I had left a copy of Moody's December 14th, 2011 report where Wilmington tread rating on general obligation long term debt was downgraded and we lost our AA rating from AA 3 to down to single A 1 and on the copies that I left at your place I noticed two challenges that Moody's had cited, one being diminished tax base and ongoing exposure to weak local economy following the loss of a major employer in 2009 and the second one recurring general fund operating deficits. In my efforts to balance both conservative and perhaps less conservative approaches to a number of the committees and their effect on the budget, I have tried to make sure that we have all voices heard but I also know you all are aware that we have work in front of us. I also learned tonight from the Treasurer, Mr. Fear, that our general fund balance at the end of the year was approximately \$300,000 lower than had been anticipated and the deficit for last years budget was actually larger than had been anticipated. We obviously have our work cut out for us and I know that we are all aware of that but I thank you all for your willingness to serve on those committees and I look forward to working with you all to address the issues that our facing the city at this point.

President Kirchner – There is one other item that you should have received at your place which was the council rules as printed from the codified ordinances currently in existence. At the beginning of each council it is appropriate to review and either renew or amend those rules as we see fit. I would like to work to have an Ad Hoc Committee meeting to address those rules, but I would encourage all of council to review the rules and if they have any input I would encourage you to be at the meeting. We will try an schedule it here before the next council meeting, we will work with the members, the new members of the Ad Hoc Committee but we will be reviewing those rules in that meeting and then we will have them ready for the next regular council meeting.

President Kirchner – Ms. Stamper, we are at the point in the program for you to come up so if you will please come up and present, this is Debbie Stamper from the Clinton County Convention and Visitors Bureau.

Debbie Stamper – Before I get started, there are some faces around the room so I am going to do a real quick preface about the Visitor's Bureau in case you don't know. We are a 501C6, an independent non-profit, we have our own Board of Director and actually Mike Wallace is your representative on our board now and Mayor Riley has served on that board for seven years prior to becoming Mayor. We are funded by a lodging tax so if somebody stays at one of our hotels there is a lodging tax that is collected and then that is passed through to the city and/or county and then it is passed

through to us. Part of the resolution that was established when the bureau was established was that once a year I would come here and give you my marketing plan and budget, so that explains why I am here tonight. I apologize there's a few people in the room that have heard this more than once and so I'll try and make this painless, Larry, and make it quick but try to give you the key points. What happened in 2011 if you look at the national scene the US travel industry actually out performed the US economy. But along about fourth quarter the economists told us you know be prepared for slow economic growth, it looks like we are going to have double dip recession coming, so basically they said don't expect any kind of increases for about six months. So that's not good news even though on the state level we actually in the middle of the year, which that is the peak travel season which is in summer, just about every Ohio county did report that leisure or pleasure travel was up, so that was a good thing when we first did the survey of all of the counties, however what we found out after that was it was very, very minimal, a good thing but only partly good. One of the things that the Division of Travel and Tourism did for us in 2011 is that okay, what's going on, what are the travel trends that are being seen in the state. One of the things is regional travel, that's not new that has been going on for several years, we know people are staying closer to home, they are not traveling as far away, you've heard the word stay-cation, it's not a new word but it's kind of making a re-emerges. I am hearing it more and more again. One of the things that is happening some of the hotels, a lot of the hotels actually, there are discounting their rates to get people in their doors. The bad thing about that is that the consumer is looking at that discounted rate and they are saying that is not good enough. We want to start haggling and we want you to discount the discount. The bad thing about that is that once those hotels start discounting their rates it's really, really, difficult to raise them back up. We have one hotel in town that's offering in the \$40 range for rooms. I understand why they are doing it but their trying to get people in the door but they really should be charging \$75 or \$80 but when and if will that even happen. We don't know, time will tell. The other thing we were seeing was that more people, people have been doing their travel arrangements over the internet, now they are doing it over their mobile phones so they are not just sitting at home and getting on the internet. Wherever they are they are doing their travel arrangement. Also, they gave us a profile the state did of who is the traveler to Ohio, which these kinds of things are important to look at so we know who to target. Basically, it was kind of evenly men and women, they were visiting here for the day to see friends and family, the average age was 43, they were married with children over 18. If they stayed overnight they were generally staying in a hotel and they were traveling during the peak travel season. Now, looking at Clinton County, this is the average, what we are seeing in leisure travel is the older, the empty nester, the baby boomer, that demographic. We see a lot of retirees that are coming in and a lot of them are camping, lot of them are bring these very nice RV's into the community but they are spending money in our county. Unfortunately, we don't have a lot of attractions for the family, for small children. We just don't have a lot where they can entertain their kids with. I think that is one of the reasons we are seeing the older demographics. At the end of 2010 we had kind of been working towards really promoting the sport and meeting markets and we had been going to trade shows, we had generated leads to try and get that going. At the beginning of 2011 the board of trustees really asked the staff of the bureau to become more aggressive in their sells approach, by making phone calls, by going to more trade shows, by doing more e-mail solicitation, that was going to be the strategy. And I am pleased to say that after hundreds of phone calls, e-mails, face to face visits with these planner, sports and meeting planners we did get new business for Clinton County. Now, some of these obviously, we don't operate in a vacuum it takes a lot of people make something happen.

The first one I'm going to talk about was a joint effort but in my initial contact with the East Coast Timing Association in February 2011, that's a land speed racing organization, I'm sure you read about it in the paper and actually Rob worked with me and the Port Authority and we all worked together to keep going back to the Port Authority to try and make it happen. They were looking for new home, they had been doing their racing in North Carolina. I even made a visit down there in May to actually see there event so that we could look at it and say realistically is this something we really want, do we want these racing cars in Wilmington and Clinton County. When I came back the recommendation was yes let's try and get them here and finally in September the Port Authority Board did approve them to hold up to 5 events in 2012. They are going to be holding 4 events, the first one will be in April. The economic impact from

that group coming, we know we are going to see at least 800 hotel room nights that will be book, of course, about \$80,000 to the community. Then with the other spending that they will be doing, after the four events at the end of the year we are looking at \$2.63 million that will be coming into the Wilmington area. I also made an invitation and actually gave a bid to the Outdoor Riders of Ohio for their annual conference in 2012. They did accept my bid and they will be here in April. It is not a huge event, we are talking 60 room nights, they are going to rent meeting rooms at the Roberts Centre and also have their meals at the Roberts Centre. What's even more important than the spending like at the hotel is that these are all travel riders so we are told that when they come to a community we should see free press about Clinton County for up to two years so that's worth a tremendous amount. I also invited the Association Commissioner for the independent softball association to visit Clinton County and visit Wilmington. He did come down, we met with Scott Parrish and they are a new association in the southern part of the state. They are mainly down in Florida. He was very impressed. They are going to be bringing at least one if not two national tournament to Wilmington City Parks this year, 2012 and will also be doing league plays. We hope that will expand as we go along. We are not exactly sure of the size of that national tournament will be so I don't have economic impact figures for that. The other thing, I had heard that the Great Ohio Bicycle Adventure was coming to the southern part of the state. I wasn't sure where and called the director and said, hey, is there some way that Wilmington can become part of that tour. I know her well and she said well let me look into it, sure enough they are coming. They will be here in June for an overnight which will take place at the Clinton County Fairgrounds, we are talking about 3,000 bicycles and not only do they stay there and campout but will have buses that will be running through town and hopefully working with Main Street and have some events downtown that they can attend. We are talking about an estimated economic impact of \$90,000 for that overnight. Working on a lot of other leads, working right now with the Ohio Horseshow Pitchers Association, they are looking for a bid for their 2014 event. They have always held that in Darke County in Greenville, but they are wanting to move it indoors. They are very interested in bringing it to the Roberts Centre. It is amazing what you can put on indoors in a facility like that and that work continues. For the 2012 plan, because of these different things that are coming and also you probably heard about the Eukanuba Hall at the Robert Centre that's going to be bringing in dog and cat shows, we are anticipating a slight increase in lodging tax for 2012. What we are going to be doing, some of the actual things we are going to be doing in 2012, we are going to continue to keep hitting sports planners and those meeting planners trying to get them to come in but the budget this years is going to allow us more site visits to go see these sporting events so we know when they are talking to us about their event we will know what it is, sometimes and I've heard this horror stories of where communities will get an event and they find out it costs them more money than they took in. We don't want that obviously. We will be attending more trade shows so that we can have face to face meetings with the planners. We also have allowed in the budget for some hosting costs. When you bid on a piece of business they generally want you to give them something free. It might be a reception the first night or it might be bringing the athletics in from the airport so we never had anything in the budget to allow for those so this year we did and so that will help us in that bidding effort. As far as our marketing material, we did bring all of the design up, the pieces back in house this year and the 2012 visitors guide we are finished with it. It is in print and just on that one piece alone we save \$6,000 in design costs so we've already done that this year. We will continue with our e-mail marketing, press releases, e-news letters, direct solicitation. We will continue our membership with all the associations that can facilitate our face to face contact with the planners. Social media, we got really into the social media theme with facebook, twitter, we have a blog, you tube, flicker and I didn't know anything about that stuff a year ago but I'm learning but we are going to try and beef up our game and be more intergraded with the people that we work with. In 2012, the state will again be contracted for a county economic impact study which will be for calendar 2011. Probably mid year we will get that report and then we will know really what happened in Clinton County in 2011. One last thing we, this year we had a vendor that did a video for us on a good portion of our sporting venues. Did an excellent job, if you haven't seen the video go to our website clintoncountyohio.com, click on the you tube icon and all of our video's will pop up and take a look at it. It really is nice. We already had one for meetings and we have one for the pleasure traveler. What we are doing in 2012 is we want one video that encompasses

all those markets so that somebody can look at it regardless of why you are coming they would see good reasons why they should visit. We still would like to be at the table with the economic development organizations. I think sometimes they don't think of the visitors bureau has having any kind of impact especially like bringing in businesses. But I think that the businesses that we do represent are really the quality of life type component of living and working in Clinton County so I think there is something that we can bring to the table and I hope that we are invited. The last page in here is just the budget itself and I'm not going to go through all the line items, most of them are just based on 2011 but I'm just going to mention a couple of things. I mentioned that we are expecting a slight increase in lodging tax and that is actually 5% that's what we are estimating. I think that is very very conservative, I think it will be a little better than that but I rather it be conservative than not. We did, under expenses, as I mentioned do have a line item for hosting fees this year. Under advertising, that's one of our largest line item and there is a whole list in your booklet that gives you a list of all the things that we're doing advertising in this year and I'm not going to go through them. Under professional fees, 2012 we will have our state mandated two year audit, it will be for tax year 2010-2011 and unfortunately we have to pay for that so that is in our budget this year. And we did budget under research for our economic impact study and really that's everything else that is just in line with what's it's been in the past. We did update our trade show booth expense and travel expenses so I could go to more of these trade shows. Any questions?

Mayor Riley – You are to be commended for the work that you have done Debbie. I have had the pleasure of working with you for the past 7 years and don't downplay your role in economic development. You have brought a good spotlight to the entire county and certainly to this community using the Eukanuba thing as example. That's going to be huge for us to not just tourism and not just heads and beds but one of the gentlemen I met at Roberts Centre was the President and CEO of the American Kennel Club of the United States. He was amazed at what he found here in Clinton County and a lot of that is due to your hard work and the work of the folks out at the Roberts Centre. I really appreciate what you've done and my hats off to you. You do economic development and I do appreciate that. Thank you.

Debbie Stamper – That is good to hear, I appreciate that.

President Kirchner - Debbie I have a question on the GOBA you're indicating that there were up to 3,000 people that would be expected overnight out at the fairground.

Debbie Stamper – That is 3,000 bicyclists, now they also have family and friends come and follow in cars and go from town to town. Those people will be staying in our hotels and eating at our restaurants, that type of thing.

President Kirchner- One of those things that occurred to me is that perhaps, maybe you already have, but we could work with the taxi systems to try and help facilitate better transportation so they can easily get to events if we would do something downtown in Mural Park or get them around to our restaurants, get them out to our venues.

Debbie Stamper – I will be calling.

President Kirchner -I was just thinking we don't have a lot of bike racks around town.

Debbie Stamper – They do say that a lot of them do ride their bikes. When they were here before in 2006/2007, we actually had school buses that shuttled them all the way out to Sky Line.

Paul Hunter – Will they be having concessions like they did last time at the school?

Debbie Stamper – It will be at the fairgrounds.

Unidentified speaker - What is the status of the coordination and the planning with the Clinton County Agricultural Society and general the Fair Board and particulars put into that?

Debbie Stamper – Chuck Flint would be the best person to ask that. GOBA has met with Chuck and there is a contract that has been signed and that's between GOBA and . .

Unidentified speaker - The leg work has started and the wheels are turning out there at this time.

Debbie Stamper – We have our first meeting next Tuesday night and I mention the, is it the Clinton County or the Wilmington Bicycle Club, Clinton County Bicycle Club. It is at Books N' More at 7:00 and Julie VanWinkle, who is the director of the GOBA, will be there and talk about the event and what opportunities there are available. Anybody is welcome so I'm encouraging you to come if you have any interest.

President Kirchner – Thank you very much, excellent report.

President Kirchner - The last item under the President of Council agenda area will be the welcoming of our new councilmember, councilman at large, Bryan Siebenaller. We want to welcome you as well and our new Law Director, Brian Shidaker. Thank you gentlemen. Mr. Mayor.

Mayor Riley - Thank you. We hit the ground running this week. The headline in Tuesdays paper, my first day actually in the office, was 122 jobs being lost in Clinton County. That's not the way you want to start your four year term but we've talked to those folks, we've talked to several other people. We are going to work with them on some job training, in fact, we have another employer in town who is looking to add about 25 to 35 jobs and I put them together so hopefully we will be able to mitigate some of that. But it's starting and it is interesting. I would point out to everyone that in two weeks at the next city council meeting will be the State of the City address at which time I will address a lot of the issues and plans for the future so I won't get into a lot of that right now but that will be coming in two weeks. One of the things that I definitely wanted to do for the past several months when I found out I was going to be the Mayor was to find someone who would serve as a Safety Director for the City of Wilmington. I had some real criteria on what I wanted. I did not want to find someone who was a retiree, former police officer, firefighter/EMT, particularly someone who had worked with the city. But I wanted somebody with a military background, a management background, somebody that had worked in negotiations, worked in management and had been quite successful in their career. That really narrows the field down. But I found one and I want to introduce Russ Burton to you. Russ is going to be my Safety Director. I would like to do his swearing in right now. Again, I want to point out this is really a vital role to the city, in fact Wilmington being a statutory city, by law we have to have Service Director and a Safety Director. Those two gentlemen plus the Mayor make up the Board of Control so it's really impossible to have an impartial Board of Control. Russ will be service on the Board of Control with Larry and I. He's already met with the Assistant Chief Weyand and had a nice long visit meeting today with the Fire Chief Andy Mason and we were out at Station 2 talking about some of the challenges, some of the things that are going to be facing Russ. We have a lot of work to do. If anyone hasn't been out to Station 2 lately it's basically an abandoned station. We have our Chief and our Assistant Chief working out there, we've got a lot of work to do with Station 2, in fact we need to decide where we are going with Station 2. We don't want to get rid of it because it's great for storage of equipment and for training purposes but we have a lot of work to do and I'm counting on Russ to help guide us through that.

Mr. Burton sworn in as Director of Public Safety.

[Applause]

Mayor Riley – Mr. President other than the swearing and notification of the State of the City will be in two weeks. I would point out, I think you all had in your packet just a little housekeeping, that the Board of Elections has made available to us general information on Financial Disclosures. These are due, I believe, April 15th.

President Kirchner – Welcome aboard Russ.

President Kirchner – We’re going to committee reports.

Assets Acquisition and Use: Chairperson Mead – I’m happy to report Mr. President we have no reports.

Auditor –No report.

Finance Committee – Chairperson Mead – No report Mr. President.

Water Committee – Chairperson Mike Wallace-No report.

Streets Committee – Chairperson McKay - No report.

Solid Waste/Recycling Committee: Chairperson Don Wells – Mr. President I have no report but I would like to set up a committee meeting so if we could try to get all the members a time set so we could have a meeting.

Wastewater/Sewer Committee: Chairperson Stuckert – No report Mr. President.

President Kirchner – Judiciary Committee – Rob I know there are some items that appear here and of course we did handle those items, I was not aware they were being put there, legal opinion that I have received from the Law Director is that they are not necessary. Brian with them on the agenda do we need to clear them.

Director of Law – Brian Shidaker – Here is the thing, I don’t think it is required that they be an ordinance, however, the question or not is whether they need to go into the minutes. It’s been indicated to me that they will not go into the minutes unless it is by ordinance.

President Kirchner – Have we done this ordinance during your tenure Laura?

Clerk of Council – Laura Curliss – No.

President Kirchner – So we haven’t had these on the meeting minutes for the past seven years.

Clerk of Council – Laura Curliss – No. If you want to do it right, you will pass an ordinance or resolution, I did it as an ordinance because it is more than one year, and if you want it in the minute book, which I suggest you do, you put it in as an ordinance or resolution. I did it as an ordinance.

Rob Jaehnig - Do we see a reason not to?

President Kirchner – At this point no, based on the Law Director’s opinion, following the ORC the council simply needed to elect its officers. There is no notation that I have seen nor the Law Director has seen indicating the legislature was necessary.

Director Of Law – Brian Shidaker – But on the other side it doesn’t hurt to do it either. It doesn’t say you can’t do it.

President Kirchner – Since it doesn’t hurt if you would be willing to do it.

Judiciary Committee: Chairperson Rob Jaehnig I have two items on the agenda.

A motion was made by Stuckert and seconded by McKay to give the first reading only on the ordinance Appointing the Clerk of Council and Declaring an Emergency.
Motion passed.

Director of Law read ordinance by title only.

A motion was made by Jaehnig and seconded by McKay to suspend the rules and give the second and third reading on the ordinance by title only.

Roll Call: Jaehnig, yes; Wells, yes; Stuckert, yes; Wallace, yes; Mead, yes; Seibenaller, yes; McKay, yes.

Director of Law read ordinance by title only

A motion was made by Jaehnig and seconded by McKay to pass the ordinance as read.

Roll call: Jaehnig, yes; Wells, yes; Stuckert, yes; Wallace, yes; Mead, yes; Seibenaller, yes; McKay, yes.

Motion passed.

President of Council declared Ordinance No. 5009 passed as read.

Councilman Jaehnig – The second item is an ordinance appointing the President Pro-Tem for council and declaring an emergency so it will be effective immediately. That would be the appointment of Mr. McKay. Any discussion or questions in regards to this ordinance?

Councilman McKay - I should abstain.

Councilman Jaehnig – At this particular point, I think that would be appropriate.

President Kirchner – In order to abstain, council needs to vote on his request.

Director of Law – Brian Shidaker – Correct.

A motion was made by Mead and seconded by Jaehnig to approve Councilman McKay's request to abstain from the vote.

Motion passed.

Councilman McKay's request to abstain from voting approved.

A motion was made by Jaehnig and seconded by Wallace to give the first reading only on the ordinance Appointing the President Pro Tempore of Council and Declaring an Emergency.

Motion passed.

Director of Law read ordinance by title only.

A motion was made by Jaehnig and seconded by Stuckert to suspend the rules and give the second and third reading on the ordinance by title only.

Roll Call: Jaehnig, yes; Wells, yes; Stuckert, yes; Wallace, yes; Mead, yes; Siebenaller, yes.

Director of Law read ordinance by title only.

A motion was made by Jaehnig and seconded by Wallace to pass the ordinance as read.

Roll call: Jaehnig, yes; Wells, yes; Stuckert, yes; Wallace, yes; Mead, yes; Siebenaller, yes.

Motion passed.

President of Council declared Ordinance No. 5010 passed as read.

Councilman Jaehnig – That is all we have on the agenda I would like to request in scheduling the request for Mr. Wells, we can try and piggyback a judiciary meeting on that same night.

Safety Committee- Chairperson Wells – Mr. President I have no report. However, Mr. Mayor, do we need to have a Safety Committee meeting?

Mayor Riley – There a few things I think would be appropriate for us to discuss.

Chairman Wells – We need to set up a Safety Committee meeting. Maybe we can do them all together.

Clerk of Council – It just depends on how much business you have to do.

President Kirchner – Downtown Revitalization

Downtown Revitalization – Chairman McKay Convener- No report.

Parks and Recreation – Chairman Jaehnig – No report.

Service Director – Larry Reinsmith, No report Mr. President.

Safety Director- Russ Burton – No report.

President Kirchner – No reports that need to be distributed.

President Kirchner - At this time if there are any members of the public or members of council that would like to speak I would ask that you come to the podium, state your name and address for the record.

A motion was made by Jaehnig to adjourn.
Meeting adjourned.

ATTEST:

President of Council

Clerk