

Service Committee Minutes

Honorable Council
City of Newark, Ohio
November 20, 2018

The Service Committee met in Council Chambers on Monday November 19, 2018 with these members in attendance:

Jeff Rath, Chair
Bill Cost Jr
Jonathan Lang
Jeremy Blake
Ryan Bubb

We wish to report:

1. **Ordinance No. 18-40** annexing certain territory, generally described as being 0.53 acres more or less located in Newton Township to the City of Newark was considered.

Director Rhodes- 18-40 and 18-41 are related they are for a property on Mount Vernon Rd.

Mr. Rath- I believe that 18-41 depends on 18-40.

Director Rhodes- you're right. The intent is to annex these into the City of Newark and they are going to build a super Duke out there.

Motion by Mr. Bubb to send to full Council, second by Mr. Cost

Motion passes by a vote of 5-0.

2. **Ordinance No. 18-41** changing the zoning classification of certain real property, generally described as 1905 Mt. Vernon Road, City of Newark, Licking County, Ohio, from that of newly-annexed property, to MB-Medium Intensity Business District, Zoning Code of the City of Newark, Ohio was considered.

Motion by Mr. Bubb to send to full Council, second by Mr. Cost

Motion passes by a vote of 5-0.

3. **Ordinance No. 18-42** changing the zoning classification of certain real property, generally described as 0 Cherry Street, City of Newark, Licking County, Ohio, from that of RH- High Density Single Family Residence District,

to MFR, Multi-Family Residence District, Zoning Code of the City of Newark, Ohio was considered.

Director Rhodes- this went to the Temporary Board of Zoning and actually came out of the Temporary Board of Zoning they were ok with it but the little bit of struggle that I had with it was that the maps that we had showed R-3 but then earlier maps prior to that showed R-2 which is a little different classification on that property before we changed the Zoning Code. We checked and the property was transferred at R-3 there were competing maps. I thought that we should do this process in the light of day to clear things up. I called the property owner and I asked the Planning Commission to kick it back to Council so that it could come here then Planning Commission for a public hearing then back here for another public hearing at Council.

Motion by Mr. Bubb to send to full Council, second by Mr. Cost

Betsy Beckman, 888 Granville St- I spoke to several of the residents on Cherry, Crilly and Channel Street this weekend and they are not aware of this zoning change. This will affect their property values, increase the traffic flow, they are very narrow streets back there and possibly increase crime in the area. None of the residents that I spoke to are in favor of this. They are going to be impacted and would like their feelings to be known. I would like this to be postponed until they can all be heard from.

Mr. Rath- there will be no decisions made tonight other than to send it to Council. The way the process works is that we vote to send this on to Council which is more than likely going to happen, it will be read at Council in two weeks at that point in time it will be assigned to the Planning Commission. The Planning Commission will discuss it and have a public hearing regarding it which is an excellent time for you and your neighbors to express your concerns. Planning Commission will make a recommendation they will send it back to Council and at that time we will have a second public hearing. After that all 10 of the Councilmembers will vote. The process is long and drawn out.

Mayor Hall- that will likely be at Planning Commission on January 8th at 6:00 P.M. in this room where there will be a public hearing then on February 12th there will be a decision by Planning Commission then it will go back to Council on the 4th of March for the other public hearing and vote at 7:00 P.M.

Motion passes by a vote of 5-0.

4. **Resolution No. 18-95** authorizing and directing the Director of Public Service to enter into a lease purchase agreement for the lease-purchase of a new electronic scoreboard for use at Don Edwards Park baseball facility was considered.

Director Rhodes- I just want to take a moment to say that we are very happy with the YMCA and the way that they run the baseball field. We are continually working together to bring more energy to those fields and that area of town. Tonight Adam Jenkins who runs the field is going to make a presentation. I appreciate all the Council members that took the time to come in and meet with us to get updated on where we are at and where we are going with the ball field.

Adam Jenkins, 1998 Dumont St- the purpose of this project is to bring a new scoreboard down to Don Edwards Park. The purpose of the scoreboard boils quite frankly down to about three different reasons. The first of which the scoreboard system that we have currently is outdated and will need replaced, the second of which is the potential longevity of the scoreboard for creating funds for Don Edwards Park and then thirdly and most importantly that it is a community based project and a community based asset that would benefit everyone as a whole. How it is unique to other scoreboards is traditionally the ones that you see are the square boxed ones with the blinking light and that is all they are able to do. They are simply a scoreboard for the sport they are advertised for where this one is different. As you can see from the presentation it is a full digital display. The reason that intrigues us and not only is more beneficial for the community but the ball park as well is because of the versatility on it. The reason that we are interested in it is from an advertising perspective. We believe that by creating some funds through the scoreboard with some advertising dollars and the agreement that we have preliminarily laid out with the city and the YMCA we have an opportunity to fund the ball park for years to come to ensure that the community and everyone involved can continue to use it. Some of the functions of the scoreboard that are outside of a traditional scoreboard are some of the CIT programs and media software. You have a live screen at the top with a center section that displays the scoreboard and the bottom section that displays the ads. We have put together a marketing and presentation scheme for some of the advertisers that we have spoken to that involves several different layers. The packages go from the small media ads at the bottom from full blown 30 second commercials that you see on T.V. Where we are hoping to get the community involved with this we went out and spoke to Newark High School, the branch and Heath High School all of which have the CIT programs that collaborate on stuff like this. Basically they have programs and kids in these schools that are creating this content that can be displayed on this. What we would like to see regardless if you're a baseball individual or not these kids can create this programming if Newark was to have a senior night then they could come down and see it on display. We plan on using

the fields, scoreboard and the facility as a whole for events outside of baseball. This year we had 721 baseball games down there with 32 of the 50 states represented in our tournaments. We had three leagues with 20 plus teams from the local area. We also had soccer and lacrosse that participated down at the field. We have worked with the city to add the soccer and lacrosse and the sand volleyball league for the coming years. All of which we hope to use the scoreboard for. Some of the other events that we would like to utilize the scoreboard for are community movie nights. We hosted four of them this past summer and we would like to double that number. These are free movie nights that the entire community is invited out to. Some of the other events are pep rallies, fundraising events such as Healthy Kids Network and the Backpack program along with several other programs. Like I said this comes back to the CIT program, photography, the computer science and video production where we would like to really engage the community with a new STEM program that we are doing that allows these kids outside of the athletic realm to display their talents and hopefully give them opportunities that aren't available in Licking County and several other counties around us.

Director Mauter- I was trying to get a perspective on the size

Adam Jenkins- it would be about 36 feet and 24 long. It would be the first scoreboard of its' kind in the State of Ohio as an outdoor system.

Mr. Bubb- asked who was going to be running the scoreboard because in the past it has been volunteers this sounds like it is going to be more complex.

Adam Jenkins- it's actually not that complex. A lot of the scoreboard outside the reasons that I mentioned comes down to the software and the programming. They have allowed me to play with it will a little bit. It is so simple it runs on an iPad. It will be still based on volunteers other certain special events. It is quite frankly a lot easier than the system now with the boxes.

Director Rhodes- the city currently pays the YMCA about \$40,000.00 a year to run the ball field. I want to thank Doug Marmie because when I was first appointed Service Director Doug Marmie has met with me and the YMCA to help negotiate contracts and this year was no different so thank you Doug for your time and energy. What we have negotiated preliminarily but not signed yet because we want Council's approval for this. We are going to go from \$40,000.00 a year that we pay the Y to \$30,000.00 in addition to that off of the sales of the scoreboard from 0-\$50,000 sales the Y is going to contribute an additional \$10,000.00 to the Licking County Foundation in a fund that has been established to benefit Babe Ruth. From \$50,000.00-\$74,000.00 the Y is going to contribute 25% of the sales from the scoreboard to the Licking County Foundation fund. From \$75,000.00-\$99,000.00 of the sales from the scoreboard the Y is going to contribute 50%. There is also a \$5,000.00 a year software charge which the Y is going to pay.

Mr. Lang- could we talk through the overall cost of the scoreboard.

Director Rhodes- the overall cost of the scoreboard is approximately \$240,000.00 of which we currently have \$30,000.00 sitting in the account and another \$15,000.00 will be put in the current in January or February so we have \$45,000.00 towards the initial purchase. The proposal would be that I would enter into a lease purchase agreement with Park National Bank not unlike what we do for a lot of other items. The period of years has not been determined yet.

Mr. Lang- if you could talk through the cost difference between the scoreboard you are proposing and a standard scoreboard to replace what I understand is an aging scoreboard that does need to be replaced.

Director Rhodes- the current scoreboard we are putting money into it, it is probably a 20 year old scoreboard that had a life of 10-12 years. We have limped it along. Every year we look at it and sometimes the balls or strikes don't come on or the number 7 looks like a 9 on runs. It is a constant struggle. We could take the scoreboard down and just hang numbers on games but that does nothing to attract additional games to the facility. It does nothing to attract additional advertising dollars in the facility. We kind of maxed out and when I say we really with the energies of the YMCA they have maxed out the advertising dollars on the fences. If you go out there just about all of the green space on the fences is sold. They do a very good job of selling advertisement. If we want to replace the average scoreboard because the city owns it we would be paying anywhere between \$80,000.00-100,000.00. Yes this is two times that amount but with the \$10,000.00 reduction of what we currently pay them a year and a commitment to put money into a fund with the Licking County Foundation so that no Council in the future can spend it anywhere else as well as no administration in the future now we have begun to lay a pattern or a nest to help take care of Don Edwards Field in the future. We want to set a foundation that the ball field will always be moving forward and always going on the right direction. The other thing that we are working on with the Y is additional programming at the ball field; from soccer to lacrosse to flag football being moved down there to sand volleyball we are really trying to make that an activity complex and the Y is the right group to bring that energy to the park.

Mr. Marmie- we could never get the big advertising campaigns because they want the commercial that supplies all the jazz and this scoreboard will allow that. Adam will be working on getting commercials down on that scoreboard which is where the bigger money is, it's not hanging a sign on the fence.

Mr. Blake- thank you very much Director Rhodes for bringing this forward this is a great investment that brings some highlights to an area of town that needs it. I appreciate you and the Mayor and YMCA to bring a focus to Don Edwards. It is a place of pride and a hidden jewel in our city. My question was the more that we put into amenities the more

people are going to possibly want to rent our facilities. Do we have any policy related to groups that we can rent our facility to or are there any thing situated as to that now people are seeing things upgraded and major investment being made it is going to bring attention to them so I am wondering what types of groups are able to rent these facilities and is there a policy in place that would protect us particularly from a hate group.

Director Rhodes- that is a fair question and that is one of the things that we talked about a little bit when you came in. At this point it is an athletic field to be used for athletic purposes. With that being said the family movie nights are very important to that neighborhood. I think there were two gathers of religious groups last year that had worship things there. Each group would be looked at individually but I don't think we would let a hate group come down there.

Mr. Blake- I just wanted to make sure that we are protected. I understand that as leadership changes and things we say that verbally but we need to have some sort of policy.

Mr. Marmie- correct me if I'm wrong but the YMCA is the management of that facility and it is them who will really say yes or no and if you know anything about the doctrine of the YMCA they have very high morals and standards. I don't think they would allow anything like that in any of their facilities. Somebody doesn't come to the city of Newark to rent that out they go to the YMCA. Don't they have the final say?

Director Rhodes- they take input from us but yeas with the lease it is like with the hours of operation of the pool. Jeremy I don't think what you are asking is out of line

Mr. Blake- with all due respect I would appreciate on opinion from the Law Director.

Motion by Mr. Bubb to send to full Council, second by Mr. Cost

Motion passed by a vote of 5-0.

Jeff Rath, Chair