

City of Worthington

Community Visioning Committee

Tuesday, October 8, 2019 - 6:00 P.M. – 8:00 P.M.

Worthington Municipal Building, 6550 North High Street, Worthington, OH

Committee Members Present: *Joseph Sherman, Kathryn Burris, Beth Sommer, Don Mottley, Jon Melchi, Matthew Lees, Cynthia Findlay, Graham Wood, Linda Mercadante, Laura Abu-Absi, Paul Cynkar*

Committee Members on Conference Line: Jack Miner

Committee Members Absent: *Austin Mitchell*

Others Present: *Assistant City Manager Robyn Stewart, Assistant City Clerk Ethan Barnhardt, Lauren Falcone (Poggemeyer Design Group), and 2 visitors were in attendance*

Ms. Falcone convened the meeting at 6:05 p.m.

Ms. Falcone noted a correction on page two of the minutes to read, "It was used in Dublin for their APA presentation."

MOTION

Mr. Mottley moved, seconded by Mr. Melchi to approve the meeting minutes from the Community Visioning Committee meeting of September 30, 2019 (As Corrected).

The motion passed unanimously.

Ms. Falcone read an email from Mr. Mitchell who stated that he is comfortable with the changes made to the draft scope. He liked the information from the Law Director relating to election day activity. Even if we get a fraction of the voters that would be great. He submitted his top three for the tagline.

Ms. Falcone moved on to the election of the Chair and Vice Chair.

MOTION

Mr. Mottley moved, seconded by Ms. Findlay to close nominations for the office of Chair and declare Joe Sherman the Chair.

The motion passed unanimously.

MOTION

Mr. Mottley moved, seconded by Mr. Wood to close nominations for the office of Vice Chair and declare Jack Miner the Vice Chair.

The motion passed unanimously.

Ms. Falcone discussed the next agenda item regarding the chain of communication. She asked about the draft graphic of the chain of communication that she created and asked for thoughts from the committee.

Mr. Sherman said that you could put the residents in with the center with the Visioning Committee. The Visioning Committee is representing the residents. It is a joint effort. You could split the hexagon in half to show they are separated but connected.

Mr. Wood asked about the purpose of this visual. Ms. Falcone said it would be in the final report and it shows the community the visioning committee's process. It shows how communication will flow.

Ms. Findlay asked if it would be weird to have the stakeholders on the outside and have the middle actually be the end product, the vision document.

Mr. Mottley said that the product is not communicating with anyone.

Mr. Lees said he thinks that the residents should be on the outside. We are taking input from residents and the committee is not representing the resident. We want their input, but we are not speaking on behalf of the residents.

Ms. Falcone asked if the committee wants to put anyone else on the outside and she suggested putting the media out there. Mr. Mottley said that the media is not a source of input in a sense. Ms. Abu-Absi said no because we are not proactively reaching out to them. Ms. Stewart said it is likely a This Week News reporter will be reaching out at some point, so there will be communication that way.

Ms. Falcone suggested putting Chair and Vice Chair in the middle as representatives of the committee.

Ms. Falcone said that big part of communication will be Bang the Table and One Drive. Ms. Stewart said she expects in the next couple days that she will send out an email on accessing and using OneDrive. She anticipates putting documents out with some in read-only format such as approved minutes, while other documents that can be set to editable if you are collaborating. Ms. Falcone noted how Bang the Table cannot be purchased until after the 10/21 Council meeting. Ms. Stewart explained how we are not authorized to spend the money until going to Council with the full scope.

Ms. Falcone brought up branding for the project. There were 36 suggestions that were sent out. Committee members can use a sticky note to choose their top three taglines, putting the stickies on the whiteboard.

Ms. Abu-Absi asked if this would go on any materials and the website. Ms. Falcone responded yes, emphasizing that branding helps people remember what you are doing.

Ms. Sommer expressed that she thinks it should be short. It needs to have the words vision or visioning in it, so people will understand and be able to make that connection.

Ms. Falcone would want to have it on the election day piece at the polls.

Mr. Wood suggested "Vision Worthington"

Ms. Mercadante said that #20 that references World Vision is an organization and we should not use it.

Ms. Findlay suggested adding #37 "Vision 43085." Ms. Stewart noted that zip code includes additional areas outside the City and excluded parts of the City. Ms. Falcone suggested removing the 43085 because it is not inclusive of the community.

Mr. Wood proposed #37 to be "Vision Worthington" with no caps

The Committee Members posted their top three choices on the whiteboard.

Ms. Falcone identified the top vote getters:

- #37 – "Vision Worthington" with six votes
- #32 – "Vision WORTHington" with four votes

- #15 – “Worthington 2030” with four votes

The committee decided to move forward with “Vision Worthington.”

Mr. Cynkar suggested that Joe and Jack share with the group why they were interested and what motivated them to step up to be chairs.

Mr. Miner indicated it goes to back to why he wanted to join the Visioning Committee in the first place, which is how do we get the community engaged. That is what he brings to the table with his work with CRC and other groups: bring in other communities and making sure everyone has a voice. He waited for someone to step forward for the chair position first because he did not feel like he could commit to the chair position but could do vice chair.

Mr. Sherman explained how when David Robinson asked him to be on the Visioning Committee he was honored and pleased he thought it was a good fit. He is retired and worked at Cardinal Health for 14 years. He has been with WARD for 3 years and he has gotten to know Council and understanding the process. Whether you agree with WARD or not, it is about engaging and knowing the process. He does not know the rest of the committee, but he sees a group of talented individuals and thinks they will do great things together. He is honored and pleased to be able to work alongside everyone for the future of our City.

Ms. Falcone shifted back to the tagline asking the Committee what a logo should look like with “Vision Worthington.”

Ms. Mercadante said that people could think naturally about glasses, telescope, or binoculars.

Mr. Miner said looking through those and seeing the Worthington logo.

Ms. Mercadante said the City’s logo is traditional and we need something future looking but honoring the past.

Ms. Burris suggested a Worthington logo with a swoosh that gives a sense of movement.

Ms. Sommer suggested putting 2020 in there.

Ms. Stewart said there is a logo that includes the cityscape but does not have “Founded 1803.”

Ms. Abu-Absi asked if we could keep the silhouette but modernize the font of the logo.

Ms. Findlay asked about playing with the shape of the logo and creating a full circle. Mr. Mottley added like the shape of a lens.

Ms. Falcone asked if the committee wants to use the same color as the city colors. Ms. Mercadante said we should stick with some of what we have.

Mr. Sherman suggested a reflection of the logo with Vision 2030 in color.

Ms. Falcone moved on to the scope and how there were a couple comments and changes from the Committee. For Phase Three, Task C specifying the meeting number of the Committee. We are still working under committee meeting number one at this point. Under Phase Four Collaborative Input it was decided to call it SOAR (Strengths, Opportunities, Aspirations, Results) analysis rather than SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, and it was added to the definitions at the end. On Page Six

there was a typo corrected. Ms. Falcone explained how she talked with Ms. Stewart and decided to wait for this meeting before going to City Council on 10/21. Mr. Sherman stated he would be out of the country on 10/21 and Mr. Miner said he would attend. Ms. Falcone explained anyone else is welcome to come.

Ms. Falcone shifted focus back to the scope and finishing up Phase One. She explained how Chris Boring has talked to MORPC about the data they can get him. The two will complement each other and it will be a partnership between them to provide information to the Visioning Committee. She asked if the Committee wants to get MORPC to come to a meeting or would they like Mr. Boring to go through the data and report to the Committee. Mr. Sherman expressed how he is anxious to see what Mr. Boring has to say to save time. Ms. Falcone said he has done some background work on it, meeting with MORPC and he has some information ready.

Mr. Cynkar asked if there is a way in addition to the MORPC information to see about other properties within Worthington like on Huntley Road that may be suitable for business development. He gave the example how at the recent candidate's night everyone agreed upon the need for more revenue and greenspace. UMCH was the elephant in the room. Somebody mentioned what other opportunities are available in town that could be alternative revenue generating sites. Ms. Stewart replied that the Economic Development Manager David McCorkle works on this and could come speak.

Mr. Melchi said Columbus 2020 which is now One Columbus has site ready information for companies they are trying to recruit to Central Ohio.

Mr. Cynkar brought up the Officescapes where one building was converted to Class A office space. Ms. Stewart said that a Canadian owner has the other properties in that area and staff communicates with them to encourage investment.

Ms. Falcone said that maybe we could include David McCorkle and Chris Boring at the next meeting.

Ms. Mercadante expressed how the Committee should think about environmental and greenspace concepts. Worthington has a lot of neighborhoods without connectors. There are people who want to be able to bike to the mall and it is very dangerous. The committee needs to think about the other side of the coin from just revenue.

Ms. Abu-Absi conveyed that she imagines as we learn this information it will help inform what questions we are asking stakeholders and the issues to consider.

Mr. Melchi said that MORPC has a sustainability arm of the organization that could be a resource.

Ms. Stewart explained how the City has the Bicycle and Pedestrian Advisory Committee. Staff works with Central Ohio Greenways, Metroparks, and others. We can tap into the regional conversation for additional information.

Ms. Sommer said some of this info would be summarized in the plans that are included in the scope.

Ms. Falcone said that the next two meetings could be like a charette with all the experts here. With more time thinking and planning there will be better questions we will be able to ask.

Mr. Cynkar asked if would be good to dedicate one to business end and one to the parks. Focus on each and then blend them. Ms. Stewart asked if those are the only two focus areas the Committee wants to

know about because the Division of Police and Division of Fire and EMS make up the two largest part of the budget.

Ms. Findlay asked about existing transit opportunities coming down the pipe.

Ms. Sommer said we should be looking at the opportunities for the future. She wants to be educated by people with the experience. That is where she wants to spend the time.

Ms. Falcone explained that she hears economic development, city finances, transportation, recreation, data, and historic preservation.

Mr. Wood suggested adding education and how these things are affecting the schools.

Mr. Melchi said it would be good to know the basic demographics of the City and how it compares to the broader region. Ms. Falcone responded that will come out with Chris Boring's information.

Ms. Falcone discussed the memo from Ms. Stewart with advice from Law Director Lindsey regarding Election Day engagement. She said that Election Day would require manpower.

Mr. Melchi asked if anything would prevent us from putting up a stand and materials. He disagrees with the assessment because we are not electioneering. The 100 feet rule refers to someone not being able to stand in front of a polling place and sway votes. He suggested putting something in public facilities.

Ms. Findlay suggested putting a flyer out ongoing at those places.

Mr. Miner expressed how his concern is the perception, even if something legally can be done, he is worried people would be turned off by it. He gave the example of the recent candidate's forum where there were people out front petitioning for ballot issues. Some people thought it was not appropriate. He wondered if we may get the same response being at polling places.

Mr. Sherman conveyed that he thinks we should back off of this. If this is our introduction to the community, he wondered if this is the vehicle we want to use.

Ms. Findlay suggested going to the Farmers Market. Mr. Sherman suggested pushing ahead with flyers for a Farmers Market kickoff.

Ms. Falcone suggested getting a table and banner to use at the Farmers Market. You could provide candy for kids and attract the parents. She agreed with the thought about having materials in public buildings and other places in the community. Ms. Stewart said there are lots of partners you can reach to have materials put in other places.

Ms. Falcone revised the community education piece related to visioning So that instead of election day, it includes the farmers market. In response to a question about when committee conversations with the public violate the open meetings law, Ms. Stewart said a majority of the committee (7 or more) can trigger it. Ms. Falcone suggested the group needs a logo, banner, website, etc. before going live.

Ms. Sommer brought up the idea of distributing information the weekend after Thanksgiving for the open house and Christmas tree lighting. That could be an opportunity to get to actual residents.

Ms. Stewart suggested that Anne Brown could be a resource for the committee on the communications strategies and options she utilizes.

Ms. Falcone discussed the stakeholder interviews that are targeted for early November. The details need to be finalized.

Mr. Melchi asked if we wanted to interview Council members-elect if they are different than the current Council members. Ms. Abu-Absi said that current Council members and newly elected members will have valuable insight in terms of what they have heard. She discussed how she has been thinking about the Council interview process and how doing it as one interview could be really hard. Mr. Mottley said it would need to be noticed as a public meeting too. Ms. Abu-Absi explained that current and new members are very informed residents, so she has reconsidered the decision to interview them as one stakeholder.

Ms. Findlay asked if we could get their input in writing.

Mr. Mottley suggested that seven of the committee members were appointed by individual Councilmembers, so those people could go to them and sit down to get that Councilmember's viewpoints. Mr. Sherman said if Councilmembers are interviewed one on one that way, then it is outside the scope of the 25.

Ms. Abu-Absi said they could use a standard tool for interviews. Ms. Falcone said they would definitely do that.

Mr. Sherman asked if the Committee would be interviewed as a body. Ms. Abu-Absi said she does not know how we get interviewed as a body. Mr. Mottley suggested breaking into smaller focus groups. Ms. Abu-Absi suggested the committee could interview themselves. Mr. Mottley shared how there is some benefit to hearing from each other where they are coming from and what their views are.

Ms. Abu-Absi asked if Ms. Falcone has done group interviews before. Ms. Falcone said she has done larger groups and it can sometimes get messy, but she can make it work.

Mr. Sherman suggested treating the Committee interviews like Council, taking the questions Council is going to be asked and ask ourselves. He suggested doing it online, which would save the 25 that Poggemeyer will be conducting.

Ms. Findlay asked if the Committee wanted to use themselves as a test group for the questions.

Ms. Falcone said it would probably use a 20-question interview tool. The timeframe will be November into December for interviews. She will send out an email to ask for questions and work to get the names on the list for Poggemeyer to interview.

Ms. Sommer clarified that the names are for the people who applied but were not interviewed.

Mr. Lees suggested looking at the whole list to see who we want to interview.

Ms. Findlay said that the committee could be willing to do interviews to keep down the costs. Ms. Sommer agreed.

Ms. Falcone suggested that maybe committee members could be the interviewer for their person.

Mr. Melchi asked if the questions could be sent out to all the applicants who applied but were not chosen for the Committee using SurveyMonkey.

Ms. Burris said maybe we need to look at finding the people who have not volunteered or engaged yet. The names the Committee suggested should be the focus for the interviews in person. That gets different attitudes and different perspectives of the City.

Ms. Falcone said she will organize that information to hit the ground running.

Mr. Lees asked if Ms. Falcone has a set of questions she usually uses. Ms. Falcone said yes. Mr. Lees asked Ms. Falcone to provide examples because there have to be best practices that are used.

Ms. Falcone moved on to discuss Phase Two pertaining to project design. As soon as the scope is approved by Council, we will use a large chart to walk through the phases. The Committee will need to draft a public involvement plan and communications plan. She said she can work on that using best practices or the Committee can do that.

Mr. Lees volunteered, stating how he is happy to work on the communications plan since he does that work in his professional life.

Mr. Mottley said for public involvement they will need best practices. Ms. Falcone said she would start that and get it out.

Ms. Falcone asked Mr. Miner if he would work on the creation of a scorecard for the old visioning process. Mr. Miner agreed to work with Ms. Falcone to create a scorecard.

Mr. Cynkar mentioned the documents that were sent out including the 2005 Comprehensive Plan and explained how they were dealing with many of the same issues that are still on the table today about keeping that small-town community feeling versus growth and development. He conveyed that it is a good idea for the Committee to look at that to see how it guides the future.

Mr. Mottley said it is good to see concerns that were addressed and concerns that are still lingering.

Ms. Findlay brought up the idea of using something similar to a Pinterest board for members to tag and share information they have found about good ideas from other communities.

Ms. Abu-Absi suggested using a Facebook group. Mr. Melchi suggested Microsoft Teams. Ms. Stewart stated she will follow-up with IT about options that might integrate with OneDrive. Ms. Findlay and Mr. Lees will look into options and share a recommendation at the next meeting.

Ms. Stewart mentioned email options. The chair and vice chair will have city email accounts created for them. There will also be a generic visioning email account set up. If communicating, committee members should copy the visioning email in order to capture it for public records.

Mr. Miner asked about the first Council update and giving something to Anne for the newsletter. Ms. Stewart said the electronic newsletter comes out regularly, but she is unsure about the timing for the next physical newsletter. Mr. Miner said people do not know that the Committee has started working yet. Ms. Stewart said on the City's website people can sign up for updates on certain pages and get a notification when pages change. We have a visioning page and there are some people who have signed up to get a notification. The City has also started doing a monthly commentary column in This Week News and intends to do one on visioning. We suggest the This Week article come from the chair.

Ms. Falcone asked if there is actually a Harding Hospital report out there or a planning document. Ms. Stewart said the only City planning document for the site would be in 2005 Comprehensive Plan. The City has limited information written information about the current proposals since they have not filed with the City yet for development review.

Mr. Cynkar said there are some documents from the Worthington Board of Education giving authorization for superintendent to negotiate. It is on their board agendas.

Mr. Sherman inquired about moving the next meeting to the following week because he will be out of the country.

Mr. Miner said would he would be here on the 28th. He expressed that there will always be times where some people will be missing. We need to find a way to share information for those that are not there.

Ms. Abu-Absi asked if Mr. Boring would be prepared to present so quickly after the contract being finalized. Mr. Sherman suggested moving Mr. Boring to the November 12th meeting.

Mr. Cynkar discussed who to have present in the focus areas. He asked if the committee wants to have a report on every topic that comes up and how they are prioritized.

Ms. Abu-Absi stated that if the point is to inform our survey questions and targeted folks, then maybe it is a brief presentation to invite people in to discuss in 20 minutes the burning issues. Instead of getting an update, it is more about asking the strategic questions.

Ms. Stewart suggested if you know the timeframe you're visioning forward, you could ask "over next 15-20 years what do you consider to be the most important issues that will arise".

Ms. Burris said that is good to consider questions such as "if you have all the money in the world what do you want to see?" to get their insight into areas they know well.

Mr. Wood suggested two or three questions for the speakers to answer.

Ms. Falcone summarized several potential questions including:

- *"What do you see as the most pressing issues for the next 15-20 years"*
- *"If you had an unlimited budget what things would you prioritize"*
- *"If you had no budget what are the have to haves"*

Ms. Findlay said that she thought we were trying to gather what is going on and what they are doing planning wise.

Mr. Mottley expressed that the Committee cannot hear into all these things. What are the ideas related to how we use land and infrastructure? We are not doing strategic plans, but what we need to know is how the development of the city affects them and vice versa. We need to keep focus. Our mission from Council is to deal with traditional planning topics of land use and infrastructure.

Ms. Abu-Absi said the Committee's job is to hear from residents about what they think about those things. She finds herself going down a path into areas of personal interest and finding mission creep a little bit. We are supposed to give to City Council what it is residents want Council to prioritize in the future.

Mr. Lees asked if Ms. Falcone had examples of other visioning examples. Ms. Falcone said that Austin, Texas had a great visioning document.

Mr. Lees said when they do strategic planning it is saying that as a city, we believe these things, we are committed to doing these things, these are the priorities we have. It is not operational such as how to pay or who is in charge. We are not getting in those weeds.

Ms. Falcone asked about when to have Economic Development and Finance speakers come in. Mr. Melchi asked who Joe wanted to schedule first. Mr. Sherman said he needs to see the list first.

Ms. Stewart commented on the community often focuses on initiatives that add to what the City is already doing. They don't tend to focus on the everyday services provided such as Police and Fire, probably because they are satisfied with them and expect they will continue at the current level

Mr. Miner said there might need to be a discussion about the impact on the Division of Police and the Division of Fire from development. He also expressed that 20 minutes is too short and asked Ms. Stewart to prioritize the 3-4 areas related to City and the topics discussed by the committee to do overviews on October 28th. If we feel the need to circle back to the topic for more information, we can do so. Mr. Cynkar said we should not have more than two significant topics in a meeting. Ms. Stewart said she will get with City Manager Matt Greeson and they can plan and give an overview presentation.

Mr. Cynkar suggested trying to look at the various areas mentioned as buckets. Revenue and Economic Development; Housing; Environment, Greenspace, and Parks and Recreation; Finances; City Services; Historic Preservation; Education; Overall Demographics. He asked if there are. If some are not priorities, some can drop off. Ms. Falcone said the buckets may turn into vision statements.

The meeting adjourned at 8:17 p.m.