

## MINUTES

### COUNCIL-MANAGER BRIEFING

February 22, 2010

Mayor D'Epifanio called the Council-Manager Briefing to order at 6:00 p.m. at the Fairfield Municipal Building, 5350 Pleasant Avenue. The following Councilmembers were present: Mike Oler, Terry Senger, Mitch Rhodus, Tim Meyers, Mike Snyder, and Tim Abbott. Staff present: Brad Williams, Jim Bell, Dave Crouch, Dennis Stuckey, Ken Gerold, Angie Johns, Arthur Pizzano, Carol Mayhall, and Tim Bachman

#### **Parks and the Environment**

Parks and Recreation Director Jim Bell discussed Council's 2010 goals and objectives as they relate to Parks and Recreation. He highlighted three components of having premier recreational facilities and programs, focusing on quality of life, and an environmentally friendly focus. Mr. Bell discussed how the City's vision, mission and value statement; Parks and Recreation Board's Mission; and the Parks & Recreation Staff Objectives coincide with what Council has tasked them to do this year. He further discussed what the City of Fairfield has in common with other "Best Practices" communities including good value, nice housing, strong schools, stable neighborhoods and quality of life. Mr. Bell passed around newsletters from various communities. Mayor D'Epifanio suggested working with banks and larger businesses to have them recommend Fairfield for individuals relocating. Mr. Bell briefly discussed the Parks & Facilities comparison amongst local communities. He commented we stack up favorably to all the communities we measure ourselves against. He further commented on the promotional brochure Explore Fairfield that is included in various promotional materials in the Chamber, Development Services business mailings and other City and Park mailings. Mr. Bell briefly overviewed the number of program offerings from 1980 to 2009. He noted 264 programs in 1980 were offered at the Fairfield Golf Course Basement Office and 1140 different programs were offered in 2009. Mr. Bell highlighted several events that draw people to our community including Wake Nation, the Biowheels event in Harbin Park, Marsh Park that will be shown on the Versus channel for the Hook n' Look program and the British Car Show. He commented Bike magazine named Harbin Park as one of the best urban mountain bike trails in the Midwest. Mr. Pizzano explained the City's plan to create a restaurant guide of area restaurants and Route 4 restaurants to be distributed at various events. Mr. Bell briefly discussed the positive working relationship with the Fairfield Chamber of Commerce President Kert Radel. Mr. Bell discussed the work with the MASC event to keep the spending in Fairfield and Butler County. He discussed other events the City partners with such as the Crystal Classic, Summer Music Games and the Summer Theatre, which bring people into town. He further discussed other family friendly events including Harbin Park, campouts, Easter egg hunt, Izaak Walton League tree planting and Sunbonnet Days. He explained this will be the second year for the Sunbonnet Days at Elisha Morgan, which will possibly include a Civil War Encampment. This program involves the Friends of Morgan, Four Seasons Garden Club and Fairfield Historical Society. Mr. Bell commented Marsh Lake is a local attraction, but it has a regional draw. He stated the Fairfield Aquatic Center is a safe family friendly facility. Mr. Bell discussed how the golf course is used as a business recruitment tool by Economic Development Director Greg Kathman. He stated golfers have commented that these courses have the best greens in the region now due to the horticultural changes made by Greg Morrow and the new food and beverage service. Mr. Bell discussed the use of the ADA accessible cart that Council approved last year. Mr. Bell highlighted some of the programs available at the Community Arts Center that make Fairfield a community of choice. He stated Fairfield has a larger percentage of older adults than other area communities and a lot of our offerings are for the older mature families. Mr. Bell discussed the Village Green campus including the numerous programs and events held in this area. He stated as a department and as a city we are trying to reach out and embrace our community. Mr. Bell noted the many sporting events in the community. He discussed the regional economic Impact from the Mid American Soccer Classic. He explained using the formula from Mark Hecquet from the Butler County Visitors Bureau, this two weekend tournament comes up to a 1.7 economic impact. He discussed the BioWheels event at Harbin Park, which based upon Cyclocross Magazine the direct economic event was \$200,000 into the community. Mr. Bell commented controls are in place to hold the users are responsible for any damage. He explained that our economic impact locally is also expanded through a variety of free events including free concerts. Mr. Pizzano commented Fairfield's concert events are a local venue in which Blue Ash and West Chester Township are both reaching to a wider audience, generally with alcohol available where ours is alcohol free, and they are able to better handle a larger crowd as far as alcohol. Mr. Bell discussed the variety of entertainment options available within the city and the efforts to educate people about the arts. He displayed a sample restaurant guide, which will show restaurants on Route 4 and in Village Green. He discussed the possibility of having advertising on tickets, a kiosk in the Community Arts Center with a link to area restaurants and a type of concierge service available at the front desk with menus available. Mr. Bell discussed that the Black Bottom Project is an environmentally friendly purchase that will get people back to nature and give an awareness of the river and its relationship to the city. He noted the future plans to freshen up the 13 year Aquatic Center Spray Ground. Mr. Bell commented on the Field of Dreams Project that will capture a group that we strongly under serve and will be used by seniors during the day. Councilmember Snyder encouraged Parks to search out federal money for programs to get kids out especially with the childhood obesity problem.

Adjournment

The Council/Manager Briefing adjourned at 6:55 p.m.

Respectfully Submitted,

Angela Johns  
Clerk of Council