

## MINUTES

### COUNCIL-MANAGER BRIEFING

MAY 26, 2009

The Council-Manager Briefing was called to order by Mayor Ronald A. D'Epifanio at 6:00 p.m. at the Fairfield Community Arts Center, 411 Wessel Drive with the following Councilmembers present Tim Abbott, Marty Judd, Mike Oler, Terry Senger, Tim Meyers and Mike Snyder. Also present: Art Pizzano, Dena Morsch, Tim Bachman, Dave Butsch, Dave Crouch, Greg Kathman, Dennis Stuckey, John Clemmons, and Mary Hopton.

#### **Route 4 Development Initiatives Update**

Development Services Director Tim Bachman explained in January 2007 a presentation was made from the Route 4 committee whose findings include 18 implementation steps both long and short term. Mr. Bachman highlighted the positive private developments that have occurred including Ohio Valley Antique Mall which filled the chronic vacancy at the former Van Leunens. He further discussed the Jungle Jim redevelopment near Michael Lane and the turn lane at Route 4 and Michael Lane to assist in redevelopment. Mr. Bachman discussed the improvements with Cornerstone Plaza which has completed new façade and branding campaign with the new ownership. Mr. Bachman discussed other development projects including Fisher Park facility north of Symmes Road, which has completed their exterior rehabilitation; Fairfield Crossings has leased over 40,000 square feet; Medco Health has been a strong anchor for northern 4; and the ethnic restaurant niche is starting to become more visible. Mr. Bachman explained the loss of office type positions that resulted from the closure of Pharmicare. Mr. Bachman discussed the capital project for the Southern portion of Route 4 which includes an additional lane and maturing landscape medians. He discussed the second capital project which is the northern landscape easement which is more than half way finished. He displayed a photo of the Gateway Stanchion on Northern Route 4 and briefly explained the items still to be completed with this project. He briefly discussed the possible fix for the shadow line created by the arch. Mr. Bachman also discussed the lighting that will be in place. Mr. Bachman stated the Explore Route 4 campaign is underway. He explained the commercials ran in April and dealers are advertising the banners which are not only on private property, but also on the public poles to introduce and reinforce the branding image of the Explore Route 4 Campaign. Fairfield Chamber President Kert Radel discussed the positive response he has received in the business community and the appreciation and support they have expressed. Greg Kathman explained the television commercials ran for a couple of weeks and will run again in July and in the fall. He further discussed the Explore Route 4 banners, billboards and a website launched which has received about 28,000 hits in six weeks. Mr. Bachman showed the commercial. He discussed an article in the Cincinnati Enquirer for Cinco de Mayo regarding the Latin restaurants in the City on Route 4. He further highlighted the Cincinnati Magazine in March 2008 regarding the international restaurants on Route 4 in Fairfield. Mr. Bachman stated we are in the first series of the Explore Route 4 Campaign, Northern landscape project which will have federal funding; four CIP projects to enhance transportation element with Bypass 4 as the largest; and the Chamber has been working on some partners on a concert series at the Oscar Center on Route 4. Kert Radel briefly explained the concert which will also involve other businesses along Route 4. Mr. Bachman discussed a parking issue at Medco Health and the pending arrangements they are working on to alleviate this problem. He commented the city will continue to stay in contact to monitor this as much as possible. Councilmember Meyers commented considering 25% of the tax revenue comes from that corridor, he would like to see a phase two plan for this on how to take it to the next level as well. Greg Kathman commented leasing at Fisher Park has been slower than they anticipated partly there were more building issues than they realized. He further commented at their last report they were meeting their goals.

#### **Recycling Program Enhancements**

Public Works Director Dave Butsch explained he has worked with Finance Director Mary Hopton and Public Utilities Director Dave Crouch in formulating a plan to increase residential recycling. He stated the objective is to increase the level of participation in the recycling program of both single and multi-family residential units. He discussed the strategies for the multi-family units which include increasing the recycling capacity with the size and number of containers, better locations and improving labeling of containers. He explained he has already talked to the Rumpke representative and this is something that can be implemented in 30 to 60 days. He further discussed literature available from Butler County Environmental Recycling that is geared toward multi-family units. He explained that currently the multi-family recycle tonnages are not included in the recycle to win program. He stated this might be good or bad in that usually recycling tonnages from multi-families the percentages are somewhat less, so if they were included it could bring our overall numbers down. He discussed the first strategy would be to advertise on the city website and newsletter stressing recycling and the "Recycle to Win" competition. Mr. Butsch noted the website could be updated immediately and a newsletter article will be based on the schedule of the next newsletter. He further discussed the possibility of increasing the number of off-site recycle dumpsters. He noted a possible location on Tylersville Road west of Seward Road that is far enough off the road to accommodate a couple containers and allow people a way to pull in and turn around. Mr. Butsch stated the core of the plan or report is the recycle options on the residential single family side. He explained the first option would be to increase the

number of 18 gallon recycle bins. He further explained this option would be the quickest and least expensive for the city. He discussed option 2 which Rumpke could sell the larger containers to the residents one time at \$85 plus tax. He stated in that case there is no monthly fee to the city or the resident it is a one time deal and the resident owns the container. Mr. Butsch discussed option 3 in which the 65 gallon container would be a rental from Rumpke. He explained the city would stay out of the billing and tracking and it would be billed to the resident at \$2.50 per month. He further stated this strictly would be voluntary. He explained for option 4, residents would call the city, Rumpke would deliver the container and once it is delivered then the City would be billed \$1.00 per month. He further explained the cost to the city is substantially reduced to us because we handle the billing side of it. He stated then the city would pass the appropriate cost onto the resident on their utility bill. He explained each one of these request would need to be handled manually by the utility office. Mr. Butsch explained the drawbacks include the billing confusion and the city would be required to tract the containers. He noted the estimated participation rate would be 15% according to Rumpke, which are approximately 2,000 accounts. He explained the additional staffing needed and the surcharge billed to all users of the program. He briefly discussed the city solid waste and recycling costs for single family and multi-family units. Mr. Butsch further discussed the amount subsidized from the city general fund annually. Mr. Butsch explained the cost for participating single family users for option 4. He discussed the possibility to use "recycle to win" funds, but that they are somewhat figured into the subsidized amount. Mr. Butsch discussed the incentives received in 2007 and 2008. He explained the funds are limited and as other communities increase recycling incentives will decrease. Mr. Pizzano stated there is a possibility of combining options. Councilmember Abbott stated we are making great progress, but he is not in favor of raising cost to the resident for something they may or may not want to participate in. He further stated he thinks it is more educational awareness and continue on the track we are on. Councilmember Meyers stated at this point in junction with the economy and so forth, he said he is the last one to say that we want to take an option where it will increase anyone's cost. He commented that he likes the idea of the 18 gallon totes more available, but personally he would go for option 2. He further commented he likes the idea of the Tylersville Road recycling station. Staff and Council discussed ways to promote additional 18 gallon totes.

### **Blue Roofs/ Storm Damage**

Councilmember Senger discussed that there are still 25 roofs that have not been repaired from the windstorm of September 14<sup>th</sup>. Councilmember Senger explained he would like to ask the City Manager and staff to investigate the situation with these blue tarped roofs to help get these resolved. Councilmember Abbott stated property maintenance is the number one issue and we need to identify it and try to remedy the issues and enforce it. City Manager Pizzano explained staff will look into this problem and also consider the pros and cons and get back to Council.

### Adjournment

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

Respectfully Submitted,

Angela Johns  
Deputy Clerk of Council