



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

### **CALL TO ORDER:**

Mayor Spalding called to order the New Albany City Council Meeting of April 16, 2019 at 6:30 p.m. at the New Albany Village Hall, 99 West Main Street, New Albany, Ohio. Staff attending were City Manager Joseph Stefanov, Law Director Mitch Banchefsky, Finance Director Bethany Staats, Police Chief Greg Jones, City Engineer Ed Ferris, Engineer Mike Barker, Community Development Director Jennifer Chrysler, Public Service Director Mark Nemec, Human Resource Officer Lindsay Rasey, Public Information Officer Scott McAfee, and Clerk of Council Jennifer Mason.

Mayor Spalding led the assemblage in the Pledge of Allegiance.

### **ROLL CALL:**

The following Mayor/Council Members answered Roll Call:

Mayor Sloan Spalding	P
CM Colleen Briscoe	P
CM Marlene Brisk	P
CM Michael Durik	P
CM Chip Fellows	P
CM Kasey Kist	P
CM Matt Shull	P

### **ACTION ON MINUTES:**

Mayor Spalding asked if council had reviewed the proposed April 2, 2019 regular meeting minutes and asked if they had any additions or corrections. Clerk Mason reported that City Manager Stefanov informed her of a misspelling of "choose" on page 8 which had been corrected on the original. Hearing no further changes, Mayor Spalding moved to adopt the April 2, 2019 regular meeting minutes. Council Member Briscoe seconded and council voted with seven yes votes to approve the regular meeting minutes.

### **ADDITIONS OR CORRECTIONS TO THE AGENDA:**

Clerk of Council Jennifer Mason requested, and Mayor Spalding agreed to add, Stephen White, VP of Strategic Initiatives from COSI, to go first under HEARING OF VISITORS.

### **HEARING OF VISITORS:**

COSI – Science Fest 2019 – Stephen White, VP of Strategic Initiatives from COSI, introduced the COSI Science Festival, the largest science, technology, engineering, and math event in Ohio History, May 1-4. The first three days there would be 110 distinct, free events all throughout Franklin County which would be free to the public. COSI recognized the importance of building diverse STEM workforce of the future. The final day, COSI would shut down the roads around COSI and set up booths which would house 140 different exhibitors. NASA was be their key partner.



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

Mr. White listed the events in New Albany including Margherita Mixes and Website Fixes, Flower Farming for adults and kids, The Science of New Albany Schools, a city-wide star party at Rockyfork park called Canines, Cabernet, and Constellations, live video conferencing with Astronaut Kathy Sullivan for students, and the Science Behind Ice Cream with a Food Network personality. Mr. White particularly thanked Mayor Spalding, New Albany Schools Superintendent Sawyers, Chief Communications and Marketing Officer Scott McAfee, and COSI Science Fest Grand Marshal and New Albany Resident Aaron Westbrook. Mr. White distributed Science Fest t-shirts to council members. Clerk Mason played a video of a COSI Science Fest promotional stunt featuring Mayor Spalding. Council took a photo with the COSI representatives.

Healthy New Albany – Senior Programming Update – Abbey Brooks, Healthy New Albany (HNA) Program Manager, updated council on senior programming progress. HNA chose to call the programs “55+” as the idea of a senior had changed. Studio 55+ was one of biggest programs. It would take place every Thursday from 10 am to noon, would be free to New Albany residents, and \$15 per year for non-residents. People would be registered and HNA would track the participation metrics. 50% of the city’s budget for senior programming went towards this program. She distributed some advertisements and upcoming schedules of activities. Typically, first Thursdays would be a book club. Second and fourth Thursdays would be speakers and presenters. She described the wide array of topics that could be covered. Third Thursdays would be reserved for card and board games which were popular in surveys. There would be coffee and light refreshments available every Thursday, another popular request.

Approximately ¼ of the budget would subsidize existing HNA programs, like chair yoga and tai chi. They were working towards offering a discounted 55+ pass to the fitness center.

HNA would host a senior wellness expo on August 21<sup>st</sup>, National Senior Citizens Day. They were partnering with New Albany Bridges, who primarily volunteered at New Albany Schools, to expand to helping senior citizens, including assisting the fire department with changing smoke detector batteries. The New Albany Plain Township Historical Society was joining with them to plan field trips.

Council Member Brisk thanked Ms. Brooks and Dr. Heit for responding to council’s requests. Ms. Brooks returned the thanks to the city for its support. Council Member Kist asked and Ms. Brooks answered that Studio 55+ was a consistent, Thursday hub of senior programming, and more like a social club. Those that came to Studio 55+ could try other HNA offerings as part of the program. Council Member Kist asked and Ms. Brooks answered that the next step was to connect with local retirement communities about transportation to and from the Heit Center. Council Member Shull asked and Ms. Brooks answered that the senior programming wasn’t yet on the website, but was on the direct emailing list. She wanted the information to be as easy as possible to access. Mayor Spalding offered that the city could add a link to its website also. Council Member Durik stated it was exciting to see it all come together. Ms. Brooks added that she would be asking council members to speak to Studio 55 members as that was also requested in surveys.



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

### **BOARDS AND COMMISSIONS:**

**PLANNING COMMISSION:** Mayor Spalding reported that the PC considered a variance request for a minor setback encroachment for a fireplace. Mayor Spalding asked and City Attorney Mitch Banchefsky responded that, due to one PC member abstaining and one PC member being absent, the applicant did not receive enough yes votes and the application was not approved. The PC approved, with conditions, the Final Development Plans for Nottingham Trace. Nottingham Trace made changes to expand their Clubhouse, altered the parking lot, and included pickleball courts. The PC held their organizational meeting and elected the same officers for 2019. The PC also heard some staff reports on ordinances that would be coming to council.

**PARKS AND TRAILS ADVISORY BOARD:** Council Member Fellows reported that the PTAB heard and approved the Master Plan for the leisure trails. The plan would be going on to PC and then to council.

**ACHITECHTURAL REVIEW BOARD:** Council Member Shull reported that the ARB approved a new sign and approved a new press box at the New Albany High School after making sure it was consistent with surrounding architecture. The ARB heard a presentation by the Miracle Field organizers who also delivered a booklet to council members describing their fundraising and design progress. The ARB approved the first few phases of the Miracle Field development and, because the designs submitted to the ARB did not have the usual level of detail, organizers would be working with city staff to make sure all codes and requirements were followed.

**BOARD OF ZONING APPEALS:** No meeting.

**BOARD OF CONSTRUCTION APPEALS:** No meeting.

**ECONOMIC DEVELOPMENT COMMISSION:** No meeting.

**PUBLIC RECORDS COMMISSION:** No meeting.

**CHARTER REVIEW COMMISSION:** Council Member Shull reported that staff would be a meeting with a contact at the Board of Elections to get more direction on how to put the charter changes on the ballot. Mayor Spalding noted that the City of Columbus was allowed to present a summary of their changes on a ballot initiative rather than print out the entire document.

### **CORRESPONDENCE AND COMMUNICATION:**

NONE.

### **SECOND READING AND PUBLIC HEARING OF ORDINANCES:**

#### **ORDINANCE O-11-2019**

Mayor Spalding read by title AN ORDINANCE TO ACCEPT A CONSERVATION EASEMENT OF 2.323 ACRES, AS REQUESTED BY MBJ HOLDINGS LLC.



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

Engineer Mike Barker told council that this ordinance allowed acceptance of a conservation easement. He described the location. He stated that the property was formerly a golf course and it contained man-made, aesthetic pond to which a stream had been connected. The legislation and nation-wide permit would allow the pond to be taken off-line and the stream would be routed around it. The pond could then be reconfigured for stormwater management to support future development. The Army Corp of Engineers permit had been issued and received. A condition of the permit was that a conservation easement be placed over the new stream alignment and conveyed to a public entity to be protected in the future. The easement placed no legal or financial responsibility on the city, but only encumbered the area to protect it.

Council Member Shull asked and Engineer Barker replied that the stream would temporarily remain as-is, but would be disconnected from the pond. The stream would then be rerouted so it would not be feeding into the pond. When property was later developed, the pond could be reshaped and regraded. At this time, the pond served no stormwater management role in its current form. Council Member Briscoe asked and Engineer Mike Barker answered that the realignment would allow the stream to flow as it should.

Mayor Spalding opened the Public Hearing. Hearing no comments or questions, he closed the Public Hearing.

Council Member Shull moved to adopt the ordinance. Council Member Brisk seconded and council voted with seven yes votes to approve O-11-2019.

### **INTRODUCTION AND FIRST READING OF ORDINANCES**

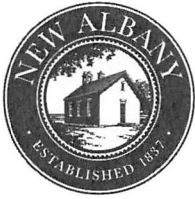
#### **ORDINANCE O-12-2019**

Mayor Spalding read by title AN ORDINANCE TO ACCEPT THE EXPEDITED TYPE 1 ANNEXATION OF 484.4 +/- ACRES FROM JERSEY TOWNSHIP, LICKING COUNTY TO THE CITY OF NEW ALBANY.

City Manager Joseph Stefanov described the location of the parcel. Council authorized the Annexation Agreement in Resolution R-22-2018 in July of 2018. The city entered into Road Maintenance Agreements with Jersey Township and Licking County in December of 2018. The city would be responsible for maintenance for parts of Beech Road and Jug Street. This was an Expedited Type I which was consistent with the other annexations with Licking County and, more recently, Franklin County. The agreement allowed for revenue sharing with Jersey Township for fire and EMS services.

The New Albany Company filed a petition with the Army Corp of Engineers to obtain permission for stream and wetland mitigation approval. The application was filed by the New Albany Company, not by the City of New Albany. The Army Corps application had to show what kind of development density could occur on the property. City Manager Stefanov understood that the usual application showed the maximum possible density, because a developer could always do less, but could not do more than what was approved. City Manager Stefanov had spoken to Township Trustee Frost and another resident over concerns about what was depicted in the Army





## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

Corps of Engineers application. City Manager Stefanov noted he recognized some of the public present from prior township trustees meetings.

Mayor Spalding asked and City Manager Stefanov replied that the Licking County Commissioners did approve the annexation application, and the sixty day waiting period had expired since that time.

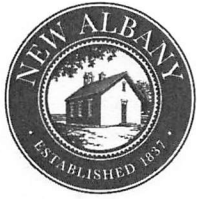
Mayor Spalding stated it wasn't typical for council to have a public hearing at a first reading of an ordinance. He asked and Clerk Mason replied that she had not been given any public speaker cards. Mayor Spalding asked if anyone present wished to address council about the annexation petition.

David Petty, 168 Bermuda Drive, indicated where he and Mr. Armentrout lived on a displayed map. He said that they received the Army Corps of Engineers notification on Monday and he and his neighbors had a lot of concerns. They were concerned about the 100 foot setback, buildings and concrete, lighting, noise, water run-off. His property, in particular, and four others all had Blacklick Creek running across them. They crossed their creek to get to the road. A tremendous amount of water drained north to Blacklick Creek. Mr. Petty, personally, built his home. He was present for the excavation. There was a gravel lens, which was a crushed rock spread during the ice age. The lens ran all through the property and was fed by the surface water and the wetland. He had to install a lift station to pump the water to the creek to avoid foundation issues with his house. He pumped a tremendous amount of water to the creek. He didn't want that disturbed. If development was going to come in there, he wanted them to start pumping, or some solution, before we got too far down the pipe.

Council Member Durik asked and Mr. Petty traced where the creek was located. He showed an area where someone was doing work with Blacklick Creek. All of the area houses were on well and leach field and they didn't want that jeopardized. Mayor Spalding asked and Mr. Petty further described the neighborhood layout. Mayor Spalding asked and Mr. Petty confirmed there was no street between the subdivision and the land to be annexed. Council Member Shull asked and Mr. Petty answered that there was a pond, and he believed he pumped that pond with his pump due to the magnitude of the gravel lens. The person who dug the pond hit the gravel lens, as well. Mr. Petty stated he controlled the water table from his property. Council Member Fellows asked and Mr. Petty stated his pump ran a lot, particularly during the winter time and spring.

Mayor Spalding said that the city didn't know if the land owner had a development plan or prospect eager to buy or not, but generally, the city was going to make sure they were responsible to take care of the water on-site. That was always one of the requirements. Mr. Petty stated that that was where the line was drawn. The lens could technically be subsurface so the Army Corps kind of washed their hands of it. The low lying areas fed the lens, so it was directly related. To ignore that, he didn't think that *<inaudible>*. Mayor Spalding asked if Mr. Petty had any solutions aside from not developing the land someone else now owned. Mr. Petty stated he didn't know the storm sewers, what they were going to do. The new owner could pump that water easier than he could. They were going to have to get that back water to the front somehow or to that creek which was across his and his neighbor's property.

Council Member Fellows asked how these issues were properly addressed when the land was decided to be developed on. City Manager Stefanov answered that, after the land was annexed, it was rezoned as agricultural.



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

In order to develop, the owner would have to come to the city to have the land rezoned. At that point, there would be public notifications to the neighbors within 200 feet. The land owner would have to talk about density. City Manager Stefanov reminded council about the West Licking Accord Agreement which contained the shared development and design guidelines. The city would want to look whether the requested zoning was straight zoning or Planned Unit Development (PUD). If it was PUD, the owner would have to come in up front with a more detailed development text. If it was straight zoning, the city would have to rely on future development plans to be able to determine what the developer wanted to do there.

Council Member Kist stated that his best recommendation to the owners of the neighboring property was to document the current condition. Mr. Petty stated he had a whole letter that he was sending off. Mr. Kist said to get the well tested, get a letter. Because if those conditions changed post-development, Mr. Petty would have something in his hands to have recourse. Sometimes things happened and Mr. Petty's property could be left not the same as it was pre-development. There was some time to get that documentation. Council Member Kist thought that was the best way to protect the current property.

Rick Otten, 8383 Clouse Road, showed council where he lived on the displayed map. He said his father-in-law, John Saveson, put the housing development in a few years ago - Fitzwilliam Road, Saveson Acres. It was a fairly high-end, rural residential development. He was sure that no one there bought their homes thinking that there would be a large industrial complex like the current drawings showed. He bet that the large industrial complex would adversely impact the real estate values in the entire development very quickly, as soon as it started getting developed. That would be a pretty negative impact for the neighborhood.

Mr. Otten was mentioning it because he was the custodian for a wetland, and there were several other wetlands which locations he pointed out on the map. The U.S. Environmental Protection Agency (EPA) was decentralizing the regulation of wetlands and pushing the responsibility for managing wetlands to local governments. He thought it would be a while before Ohio was ready to take ownership of those wetlands, and it really would be up to New Albany, if the city annexed the land, to be responsible for managing the wetlands until new government regulations could be established. The wetlands were a critical part of the watershed for the Scioto, Ohio, and Mississippi rivers. The wetlands were where all of filtering and clearance of agricultural waste got filtered out, before it ended up in the rivers and turned the rivers bright green. Last summer, at his wetland, they had eagles, egrets, and herons. This spring, he spotted a pair of swans. This was a vital natural area. If they did go ahead with a large industrial complex with lights and trucks and machinery and the other things that were implied by the development plan they proposed, it could have an adverse effect everywhere in this area - on their natural resources and one of the last of the refuges left in New Albany where it was still relatively natural. There were a lot of downstream implications of annexing this on nature, on the rivers, creeks, and birds in the area.

An unidentified male speaker in the audience stated that on the plot, the actual design, the main entrance was right across the street from that development. Mayor Spalding replied that there hadn't been any development plan yet, so he wasn't sure about an entrance. The speaker replied, oh yes, there was. They had 5 million square feet of warehouse going in there. Five separate buildings. That was over 93 acres under roof, going right there. City Manager Stefanov noted that the city didn't know what would be built there. The document the gentleman was referring to was sent to City Manager Stefanov by Trustee Frost. The speaker said the document was part of



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

the Army Corps of Engineer's letter that went out. Mayor Spalding stated that the city couldn't speak for the developer, but when the owner applied for the wetland permits, they generally tried to make every square inch available for development. This was not what they were going to build. This was to make sure they could use as much of the footprint as possible. Council Member Briscoe added that that drawing was for the purposes of the Army Corp of Engineers, not for the city. Council Member Brisk stated that council did not approve the plan the speaker received. Mayor Spalding said he appreciated the speaker's concern. The city had seen the drawing and was not in favor, and that was not what would get built. The speaker said that was all he had.

Deloris White, 2861 Beech Road, told council she was the third house in on Beech Road. Someone identified her home on the map. After some research, she spoke with a Dick Roggenkamp. He was the project planner. And he said that, right now, what they were doing was testing. Ms. White described little white flags all over. In the next few weeks, they would be in there again. In thirty days, the neighbors would get another notice to let them know about another meeting. Mr. Roggenkamp told her that meeting would give her and her neighbors a little more information as to what the owner's plan was. Mr. Roggenkamp had a very bad laryngitis and it was hard for him to talk, but, Mr. Roggenkamp understood where she and others were coming from and what it meant to them. She had been there for 46 years and they lived on dirt roads back then. She knew there was going to be change, but they had traffic that – they had to pray when they went across the street to their mailbox. This was going to create more traffic on their roads - which is what Mr. Roggenkamp told them, too. The entrance there – there were school buses that went up and down the road. She stated she had a hard time pulling in her driveway because people thought they were turning at the corner - hers being the third house - and nearly hit her. It was more traffic than they would really, really would like to have out there. Semi-trucks – right now – with all the traffic at the other end of Beech Road. She was trying to speak for a lot of others. When she got the letter, she started texting and trying to figure this all out. They couldn't figure anything out until they tried to research – and they were just now trying to get to the bottom of that and got this fella here to talk to - and they still didn't know what's going in. Several council members agreed they did not know what was going on. Ms. White said it was a problem. It was going to be a problem for a lot – and she spoke for a lot of the neighbors – water, entrance, traffic. She thanked council.

Mayor Spalding thanked Ms. White for coming, and said that those things she listed were things council kept in mind as these projects were developed. He thought the city had a decent track record, especially when the city was doing this type of development around residential properties. The city was respectful of those homeowners as best they could be. There was screening and water retention. Ms. White stated that that was their issue. As residents there – looking at the other end, they wiped those homeowners out down there. Mayor Spalding stated those homeowners sold their property. He was sure they got paid for their property. Ms. White said, when you have a home for that many years – her mother put in a lot of a lot of money into the big farmhouse that was next to them. Ms. White said she and her husband, after years of deliberating, just remodeled their house on the inside. A second unidentified speaker said the farmhouse was historical.

Kimberly Erickson, 2887 Beech Road, said she owned the 9 acre parcel next to the White's, her mother-in-law lived in the three acre parcel next door. They had been in that area for 23 years and they had done a lot. They had built their house and started making the farmhouse nice, and then it was bought. There was a lot of concern. They'd lived a lot of their lives out there, and this was going to kill their property values – having something like



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

that. They had a creek that ran through half of their lot and she wasn't sure how that was going to be affected with everything. And, again, the traffic. And where the entrance was going to be on Beech Road – why didn't they have it on Jug Street where they already had the building that's been going on there – because that was going to affect everybody even more. It was very upsetting for everyone who had been there a long time. Plus, Fitzwilliam Road was on the other side of them, those were not cheap homes. The driveway was going to be just down the road from her mother-in-law's, which was right next to Fitzwilliams, and they were one down from her, and the entrance into that was going to be really bad on a realtor, as well, and really bad on their property values. That was what she had to say.

Mayor Spalding stated this was part of a long process. It was just the beginning. There would be additional public hearings as the city could consider a zoning application to change the use, there would be meetings for the Planning Commission to approve the development. There would be a lot of public comment as the project went along. The city wanted feedback. They wanted to hear what the public's concerns were and wanted to work with the public and staff and other interested parties to make it as best it could be. Mayor Spalding said he tried to remind folks that whoever bought the tract of land had rights, too. They made a big investment. The city had to be respectful to that, as well. It was a process. Council wanted to make sure that the public had an opportunity to share their concerns and make adjustments as needed. Nobody wanted development in their back yard. He understood that. Homeowners made an investment. They've been there for a long period of time. The city was sensitive to that. The city had had this conversation with homeowners who were impacted.

An third unidentified speaker said it wasn't only that – the property – it was also that it was going to destroy the property that was there now – with the water and the roads and – he did tell her today it would have to be widened and there would be a turn lane at the end down there – that sewer and water would go in on that side – but he said that this was what they were – that they would, within the next thirty days get another notice – and they would be able to come back and voice their – but they heard this meeting was tonight and they did get the notice – and it was all a shock to all of them.

Council Member Briscoe asked the homeowners to please understand that council could not respond very well because council hadn't seen what they were going to do with the property. The city didn't know where they would want curb cuts, but there would be a lot of meetings. The city took public input all the time. She asked the persons present that, the next time they came to a meeting, to please fill out one of the Speaker Cards which were at the back of the room. This was so that the clerk could get the spelling of their names correct in the minutes.

The third unidentified speaker was not sure when these meetings would be – they had a couple weeks' vacation. Council Member Briscoe said she also didn't know when the meetings would take place. Council would hear a second reading of the annexation ordinance on May 7<sup>th</sup> when council would vote on the annexation. That would be before council, that she knew of, that night. There would be a lot more meetings as this progressed. The speaker replied that she did not want to slow down progress. They knew their hands were tied.

City Manager Stefanov added that the city had a water tower at Smiths Mill Road. In order for the city to provide water service, it would need to extend the waterline up Beech Road over to Jug Street. Then the plan was take it down Harrison Road. The city was working on the design now. Council approved what was going to be a five and





## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

a half million dollar project. There was no sewer immediately available to the subject property. He indicated an area that would be the Blacklick Creek diversion area based on the city's agreement with Columbus to expand the Blacklick Trunkline. When the construction was done, sewer would be 2/3rds of the way up Beech Road. There was still a ways to go to get up to Smiths Mill Road. Then there was another, equal amount of distance to provide service to that 484.4 acre property. Doing "back of the envelope math," the city could be looking at another twenty to twenty-five million to get sewer up to that property. Any kind of development that was going to occur was going to have to pay for the cost of that sewer extension and potentially pay for some part of the waterline. Regardless of how the property was annexed and rezoned, any kind of development project, if it followed any typical pattern that the city applied to Facebook and Google, would potentially be applied there. It was a very steep number to have to achieve.

Mayor Spalding thanked everyone for coming out. Council didn't generally take public comment on first readings, but since they were all there, it was better to start the conversation.

Mayor Spalding set the ordinance for second reading and public hearing on May 7, 2019.

### READING AND PUBLIC HEARING OF RESOLUTIONS

#### **RESOLUTION R-21-2019**

Mayor Spalding read by title A RESOLUTION TO AUTHORIZE THE CITY MANAGER TO PARTICIPATE IN THE ODOT ROAD SALT CONTRACT (018-20).

Public Service Director Mark Nemec reviewed the prior winter conditions and salt usage. The city had 263 lane miles, 8 routes, 8 trucks, and two shifts. The bigger trucks handled the bigger and wider roads, the smaller trucks plowed the smaller roads. Once the last snowflake dropped, the goal was to have all of the roads cleared within 24 hours. Mayor Spalding asked and Public Service Director Mark Nemec answered that he monitored the snowfall on cameras.

The city had 25 snow events in 2018-2019 which ranged from trace amounts to multiple inches. The Public Service departments measured the amount of snow, and there was more in the north side of the city than the south side. Sometimes light amounts of snow could require more salt, for example, if freezing rain turned into snow.

The city paid \$70.41 per ton last year, which equaled around \$150,000 paid for salt for this past season. The price of salt fluctuated from season to season. Director Nemec expected prices to be about the same for the coming year, perhaps a bit higher. The city budgeted \$300,000 for road salt in 2019.

Franklin County Engineers, Plain Township, and New Albany Schools utilized the city's salt stores and reimbursed the city for the cost. In some years, the county replenished the city's stores instead of reimbursing. Last season, the county used 1,300 tons, the schools used 150 tons, and Plain Township used 108 tons. Franklin County had an operation nearer to New Albany that closed, so the county was now



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

more reliant on the New Albany for salt. As a result, the city preferred the county to replenish, because it was hard for city staff to gauge the amounts the county would be using. Council Member Kist asked and Director Nemec answered that the city had purchased a quality, Worthington-brand truck scale which measured the weight of the truck and the amount of loaded salt.

Normally, the city used to use different contracts for salt. He described the differences between the Ohio Department of Transportation (ODOT) contract and SWOP4G. Generally, the bid that went out first had the best price. ODOT put out their bid early, so Director Nemec was only bringing the ODOT contract to council. The city projected using 2,000-2,500 tons this season. Mayor Spalding asked and Director Nemec answered that the city's salt barn held 5,000 tons, and it would be completely filled around the end of May. The season would start with a full barn.

Council Member Fellows asked and Director Nemec answered that demand caused the difference in price from year to year. He showed where the price rose when there was a bad winter. When there was a light winter, prices tended to drop. This past winter was average. Council Member Fellows and Director Nemec answered that the city had added 15 lane miles, most of which was on Beech Road.

Mayor Spalding opened the Public Hearing. Hearing no comments or questions, he closed the Public Hearing.

Mayor Spalding moved to adopt the resolution. Council Member Briscoe seconded and council voted with seven yes votes to approve Resolution R-21-2019

Mayor Spalding moved to come out of the READING AND PUBLIC HEARING OF RESOLUTIONS and go into the presentation by Mark Moorehead and Cheryl Pentella. Council Member Briscoe seconded and council voted with seven yes votes to proceed with the presentation.

*Clerk's note: the minutes for this presentation can be found under the City Manager's Report below.*

### **RESOLUTION R-22-2019**

Mayor Spalding read by title A RESOLUTION TO AUTHORIZE THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES CONTRACT ON BEHALF OF THE CITY OF NEW ALBANY, OHIO WITH THE FIRM OF KINDRED SPIRITS INVESTMENT MANAGEMENT, LLC, DOING BUSINESS AS REDTREE INVESTMENT GROUP TO PROVIDE INVESTMENT MANAGEMENT AND ADVISORY SERVICES TO THE CITY.

Finance Director Bethany Staats told council that the city had an investment management contract with New Albany Capital, represented by John Lewis and George Gummer, dating back to 2001. In the past couple of months, Mr. Gummer had decided to step down from New Albany Capital to pursue other ventures, leaving Mr. Lewis as the sole representative at that firm. Mr. Lewis knew it was not best practice to be a sole registrant with the SEC, so he chose to merge with Red Tree Investment Group. Director Staats had some prior experience with RedTree Investment Group. She knew Ryan Nelson and Jennifer Trowbridge through the Government Finance Officers Association where they were both on the Board of



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

Trustees. A number of other organizations, including the New Albany Schools, worked with RedTree. This legislation authorized the city manager to sign a contract with RedTree. Mr. Lewis would still be the city's account manager. The contract was for three years. The terms of the agreement were essentially the same as the contract with New Albany Capital. RedTree would be required to follow the city's investment policy. The fee would be the same. Director Staats included a summary of what the process would be to move over to RedTree.

Mayor Spalding asked and Director Staats answered that the contract was for three years with the option to review in one year increments. The city could cancel the contract at any time. Council Member Briscoe asked and Director Staats answered that there was no cost involved in changing companies. The account and investments would remain the same. The merger just allowed Mr. Lewis to be a dual registrant with the SEC with both companies. Council Member Briscoe asked and Director Staats answered that, if the city chose, there would be no cost to leave RedTree, the city would just have to give notice.

Council Member Durik asked and Director Staats answered that she talked to Becky Jenkins at New Albany Schools to get a reference for RedTree. Ms. Jenkins had also worked with RedTree at previous positions. Pickerington used RedTree. Upper Arlington had previously contracted with New Albany Capital and was currently going through the same process as New Albany. Director Staats had not heard any negative feedback about RedTree. She and City Manager Joseph Stefanov had a positive meeting with RedTree representatives. RedTree followed all of the same concepts as Mr. Lewis, who was very conservative. City Manager Stefanov added that Mr. Lewis would continue to be the city's lead contact, and RedTree had to follow all of the city's investing guidelines and policies. RedTree may have more resources available to them. Council Member Durik asked and Director Staats answered that she thought there were seven CFAs in the group. Mayor Spalding researched and offered that there were eight CFAs and a compliance officer. Director Staats told council that RedTree only did public sector work. Mayor Spalding asked and Director Staats confirmed that RedTree was based out of Cincinnati. Director Staats understood that Mr. Lewis would remain local.

Mayor Spalding opened the Public Hearing. Hearing no comments or questions, he closed the Public Hearing.

Council Member Brisk moved to adopt the resolution. Council Member Durik seconded and council voted with seven yes votes to approve Resolution R-22-2019

### **RESOLUTION R-23-2019**

Mayor Spalding read by title A RESOLUTION TO ACCEPT A 1.481 ACRE AND 0.103 ACRE TRACT OF LAND FROM MBJ HOLDINGS LLC FOR THE PURPOSE OF PUBLIC RIGHT OF WAY.

Engineer Mike Barker told council that some of the parcels the city acquired, as part of a recent annexation and rezoning, owned land all the way to the center of the road. As condition of the process, the owner was required to dedication the appropriate amount of right-of-way to the city. In years past, roadways were



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

encumbered with a highway easement that allowed the roadway to exist in that space and for the city to maintain it. The city actually receiving the public right-of-way in deed was the more current standard.

Mayor Spalding opened the Public Hearing. Hearing no comments or questions, he closed the Public Hearing.

Council Member Kist moved to adopt the resolution. Council Member Briscoe seconded and council voted with seven yes votes to approve Resolution R-23-2019.

### **RESOLUTION R-24-2019**

Mayor Spalding read by title A RESOLUTION TO AUTHORIZE THE CITY MANAGER TO ADVERTISE, AWARD BIDS AND EXECUTE A CONTRACT FOR THE 2019 CITY OF NEW ALBANY STREET IMPROVEMENT PROJECT.

Public Service Director Mark Nemec told council that he would give one presentation for the three following resolutions.

Director Nemec distributed a handout (attached) which showed the pavement condition rating (PCR). A Public Service technician went out and rated all of the roads, looking at the severity of the cracks, the concrete, curbs, defects, potholes, rough patches, and any base failure. The roads were evaluated for drive feel. Putting that information together, staff gave each road a rating from 0-100. A newly paved road would earn a 100. In most communities, a 75 point average was common. New Albany wanted high quality roads for as long as the budget allowed. The map showed current road condition. Any red or yellow roads needed work to come up to green or blue status. A road may not need repaving. It could get patching, curb work, or surface treatment. There were different techniques available. Repaving was the most expensive option and usually lasted for 20 years. The city did many things to meet that age goal or exceed it.

The Public Service Department looked at its budget. Council budgeted \$900,000 for roads in the Capital Fund and \$300,000 in another fund that contained fuel and license plate tax revenue. Council also \$200,000 for sidewalk improvement work.

This year, the city would be using the Ohio Department of Transportation (ODOT) for two different types of work. One was to apply reclamite, a pavement rejuvenator. When a driver passed over reclamite, it was tacky and, for a short time dulled the reflectiveness of striping. It cost .70 cents per square yard. When applied to a newly paved road, it extended the life by 30%, making it into a 26 year road. The city could also apply reclamite to three to four year-old roads. The other ODOT-contracted project would be micro-surfacing. The city had been doing micro-surfacing for five to six years. It was 1/3 the cost of repaving and extended the surface life of a road six to nine years. Director Nemec described what went into the micro-surfacing product and how it worked. The city had already used micro-surfacing on State Route 62, Smiths Mill Road, and Dublin-Granville Roads. This work could be approved under Resolutions R-25-2019 and R-26-2019. The price was better through ODOT and the city wouldn't be paying a general contractor middle-man.





## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

The street improvement project that the city would be putting out for bid would include full re-paving, crack sealing, restriping, handicapped ramp installation and/or upgrading, and miscellaneous patching. Director Nemec reviewed PowerPoint slides with more detail of the project (attached).

Mayor Spalding asked and Director Nemec confirmed that the city would only be re-paving the highlighted portion of Central College. Director Nemec pointed out other areas which would be getting micro-surfacing because it was in better condition, and that product was less than 1/3 of the cost while gaining six to nine more years out of the road. Each road deteriorated differently due to traffic and the base of the road. The residential roads had concrete bases which lasted longer than roads without. Central College Road was an old rural road that the city did a lot of work on, re-did the base, and repaved to extend the life. Now Central College Road needed the surface treatment to bring its condition back up.

Director Nemec described the crack sealing process which typically happened every five years. It was inexpensive and kept the rain from getting into cracks and causing more deterioration.

Council Member Kist asked and Director Nemec answered that Central College Road, after milling and resurfacing, would likely have a 20 year lifespan. When a road was built, there were typically three inches of asphalt. The milling would only remove the top portion. Council Member Kist asked and Director Nemec confirmed that adding reclaimite later would make the lifespan 25-26 years. Council Member Kist asked and Director Nemec replied that he didn't have a cost estimate for building a road from the dirt up. It was very expensive. Council Member Brisk asked and Director Nemec answered that repaved roads were first milled down one and a half inches. Director Nemec stated a road could be micro-surfaced multiple times and the factors behind choosing that option which depended on the state of each road. Council Member Fellows asked and Director Nemec answered that Central College was last repaved around 2004. He pointed out that traffic on Central College had increased significantly since then, and it did not have a concrete base. Council and Director Nemec discussed where the township and county were responsible for Central College Road.

Council Member Shull asked and Director Nemec confirmed that a portion Dublin-Granville Road was scheduled for crack sealing. Council Member Shull noticed that Dublin-Granville Road from Hamilton Road to the Village Center was marked as yellow on the map. Director Nemec told council that that portion would be micro-surfaced. Council Member Shull was glad since that portion would lead into the Rose Run project.

Director Nemec told council that the city would request three alternate bids. (1) One bid would be to repair and replace sidewalk in Upper Fenway in a two-year phase. More than half of that sidewalk was repaired in 2018, this represented the balance. Staff hadn't finished the full assessment of sidewalks in the city. (2) During the assessment process, it was apparent that sidewalk conditions in the Sudbrook area were similar to other areas where the city was doing work. No resident complaints had been received, however, Director Nemec had prepared a recommendation for redoing those sidewalks. (3) Director Nemec also prepared an alternate bid for repaving at Bevelhymer Park since that project had been delayed while AEP installed new poles.



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

Council Member Fellows and Mayor Spalding asked and Director Nemec answered that the \$42,000 for sidewalk repair was only for Upper Fenway, not Sudbrook. The estimate for Sudbrook was around \$68,000. Council could wait until the bids came in to decide whether or not to go forward with the Sudbrook project.

Council Member Kist stated he heard a lot of sidewalk questions from residents. He asked and council replied that sidewalks were the homeowner's responsibility, even if the city made the repairs. Council Member Briscoe noted that the city was doing other big projects and had chosen to do some sidewalk repairs. Council Member Kist asked if the plan was to tackle certain areas every year or indefinitely. Council Member Brisk stated her understanding was that council was doing select sidewalks as a one-time deal in certain neighborhoods where the street trees had done significant damage. Council Member Briscoe added that the city had communicated clearly to homeowners that the city was doing this once, and this was not an ongoing commitment. If the city had enough money later on, and council chose to continue with sidewalk repairs or split the cost of repair, council had that option. Council Member Kist asked and council indicated that the city did not point residents to particular contractors for sidewalk repair. Director Nemec said that the Public Service Department could tell residents what contractors it had worked with in the past, but staff could not recommend particular contractors. Director Nemec could offer the list of licensed contractors registered with the city. Council Member Shull wanted to hit additional areas where pieces of sidewalk were bad, but that was not the condition of the whole neighborhood. That was why we wanted a comprehensive map of sidewalk conditions. City Manager Stefanov added that staff was also creating a map of leisure trail conditions.

Director Nemec continued to review PowerPoint slides with council. Regarding Dublin-Granville Road, the micro-surfacing may not extend to the western corporation limit, but could stop short at the bridge over Rockyfork Creek. The Franklin County Engineer's office had scheduled a project in 2020 to rebuild that bridge, including a bike lane. Council Member Fellows asked and City Manager Stefanov answered that the county wouldn't put a leisure trail on the bridge. Their project was strictly related to the bridge. A pedestrian bridge would be attached to the vehicular bridge. Council Member Fellows expressed regret that the county had not attached a pedestrian bridge when the bridge was redone on Harlem Road. City Manager Stefanov did not think adequate right-of-way existed to attach a pedestrian bridge at Harlem. Council Member Fellows said that, if there was a plan to redo a bridge and there was a plan to do a trail along that road, the city should also include in the budget a pedestrian bridge for the leisure trail. City Manager Stefanov observed the city did that on Central College by Kitzmiller Road. This was also done on Thompson Road.

In review, the street bid cost would be around \$750,000, micro-surfacing would be around \$196,000, the rejuvenating treatment would be around \$193,000, totaling around \$1.1 million. Usually, the Engineer's estimate was higher than the contractor's bid. City Manager Stefanov added that, when all the work was done, ideally, everything that was in yellow and red on the map would be eliminated.

The current area in red was and old township road. The city was considering widening that road and including a bike lane. That project had been slowed down due to waterline construction which should take place in 2019. Building a leisure trail or bike lane would require getting additional right-of-way. After the



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

water line installation, staff talked about using "motor paving" which could buy the city more time to acquire right-of-way and assess if the road should be widened. Council Member Fellows asked and Director Nemec answered that the motor paving product was a lower temperature asphalt which was thickly rolled down. The cost was low and had held up well in another area of the city. Council and staff discussed who was using that road and what other options were available.

Council Member Durik asked and Director Nemec answered that reclamite was designed for newly paved roads. It was not applied to bad roads. After 5 years, the reclamite was not effective.

Mayor Spalding opened the Public Hearing. Hearing no comments or questions from the public, he closed the Public Hearing.

Mayor Spalding moved to adopt the resolution. Council Member Durik seconded and council voted with seven yes votes to approve Resolution R-24-2019.

### **RESOLUTION R-25-2019**

Mayor Spalding read by title A RESOLUTION TO AUTHORIZE THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH STRAWSER CONSTRUCTION, INC. FOR THE PURCHASE AND INSTALLATION OF BITUMINOUS PRODUCTS FOR VARIOUS CITY ROADS AS SET FORTH IN THE STATE OF OHIO COOPERATIVE PURCHASING PROGRAM INVITATION NUMBER 101G-20 AT A PRICE NOT TO EXCEED \$200,000.

*Clerk's note: see staff presentation and council discussion under R-24-2019.*

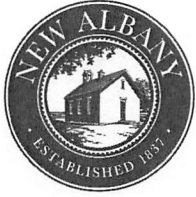
Mayor Spalding opened the Public Hearing. Hearing no comments or questions from the public, he closed the Public Hearing.

Council Member Briscoe moved to adopt the resolution. Council Member Kist seconded and council voted with seven yes votes to approve Resolution R-25-2019.

### **RESOLUTION R-26-2019**

Mayor Spalding read by title A RESOLUTION TO AUTHORIZE THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH PAVEMENT TECHNOLOGY, INC. FOR THE PURCHASE AND INSTALLATION OF LIQUID ASPHALT PRODUCTS FOR VARIOUS CITY ROADS AS SET FORTH IN THE STATE OF OHIO COOPERATIVE PURCHASING PROGRAM INVITATION NUMBER 101L-20 AT A PRICE NOT TO EXCEED \$140,000.

*Clerk's note: see staff presentation and council discussion under R-24-2019.*



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

Mayor Spalding opened the Public Hearing. Hearing no comments or questions from the public, he closed the Public Hearing.

Mayor Spalding moved to adopt the resolution. Council Member Fellows seconded and council voted with seven yes votes to approve Resolution R-26-2019.

### **STANDING COMMITTEE REPORTS:**

- A. Finance Committee: No report.
- B. Safety Committee: No report.
- C. Public Utilities: No report.
- D. Service and Public Facilities Committee: No report.
- E. Planning and Economic Development Committee: No report.
- F. Administration Committee: No report.
- G. Grants and Non-Profit Funding:

### **REPORTS OF REPRESENTATIVES:**

- A. Council Representative to MORPC: Mayor Spalding noted that the MORPC Annual Meeting was that Thursday. Clerk Mason reminded council members who were attending of the schedule.

City Manager Stefanov reported that he was reappointed to the executive committee for a one-year term. MORPC did a review of their Paving the Way website, made some upgrades, and gave a demonstration. It would be launched soon and training would be available to local governments. City Manager Stefanov stated that the 2020 Metropolitan Transportation Plan was accepting comments on the project evaluation criteria through April 24<sup>th</sup>.

- B. Council Representative to Joint Parks and Recreation: No meeting.
- C. Council Representative to New Albany Plain Local Schools: Council Member Brisk reported that the New Albany High School Girls Swimming 400 Meter Relay Team became State Champions.
- D. Council Representative to Plain Township: Council Member Durik reported told council that the new fire truck would be on-site in about five weeks. The truck was going through some retro-fitting and would be on display at a trade show. If there was a "big push" into the firehouse, he would let council know.





## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

### REPORTS OF CITY OFFICIALS:

- A. Mayor: No report.
- B. Clerk of Council: Clerk of Council Mason reported that the Mayor's Court payout for February 2019 was \$9,284.40.
- C. Finance Director: No report.
- D. City Manager: City Manager Joseph Stefanov reported that he had been working with Keswick Drive residents. He believed the parking issues would be resolved. The city would be putting up No Parking signs on the north side of Keswick Drive and 2 Hour Limit signs, at the request of the residents, on the south side. Some apartment residents were parking around Keswick and blocking mailboxes. The city would be putting up temporary parking signs the next day until the permanent signs were installed. City Manager Stefanov had talked to a resident that day who said he had not received his mail in two days. City Manager Stefanov had also had conversations with Tom Rubey, Development Director for The New Albany Company, and the apartment manager. City Manager Stefanov asked them to create additional on-site parking for apartment residents.

Mayor Spalding asked and City Manager Stefanov answered that The New Albany Company (NACO) owned the temporary nearby lot and City Manager Stefanov requested that it be made available to apartment residents. There would probably be plans for a third building on Richmond Square in the near future, but the temporary lot needed to be available now, along with the gravel lot behind CVS. City Manager Stefanov added that the other part of the proposed parking solution was to allow overnight, on-street parking on State Route 62 adjacent to the apartments between 9 pm and 6 am. At other times, that would be two hour parking.

*Clerk's note: the presentation by Pentella Unlimited was heard after Resolution R-21-2019 above.*

City Branding Presentation - Chief Communications and Marketing Officer Scott McAfee thanked council for allowing staff to move forward with the rebranding project. He also thanked the Rebranding Steering Committee for all of their hard work, and thanked the hundreds of residents who provided feedback through surveys last year. Marketing Officer McAfee told council that he supported the current product and the process behind it. Mark Moorehead and Cheryl Pentella had helped New Albany on many projects over the years, they were strategic communications and branding experts, and he was glad they were a part of the rebranding team.

Mayor Spalding stated this was a long process to ensure that the community and council had input. He had asked Marketing Officer McAfee to expedite the branding presentation to council (attached). Council Member Fellows liked the rebranding recommendations. Mayor Spalding asked and Mr. Moorehead confirmed that the tagline creation discussion would be ongoing. Council and Mr.



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

Moorehead agreed that it should come out fast. Council Member Durik asked about the timeline to proceed and the cost of the new branding. Council Member Kist asked the difference between the city seal and the logo. Mr. Moorehead thought the transition would be done on a reasonable time line and on budget. Marketing Officer McAfee told council there was still some work to be done with the concept before staff started working on how the rebranding would apply to various items. They needed to figure out what the tagline would be. Marketing Officer McAfee could see starting rebranding implementation later in 2019 and there was money in the budget for this. Council Member Fellows asked how the rebranding would be launched. Marketing Officer McAfee answered that he had something ready to send to the Steering Committee first should council approve the recommendation. He would be reaching out to the local newspaper to share the basic concept. He wanted to get out in front and make this public. After that, staff would work on implementation and council would start to see the rebranding in more forms. The Annual Report that was coming out would still have the city seal. Council and staff discussed using the new logo on council shirts and nametags.

Council Member Brisk asked if staff was envisioning changing all the entrance signs to the recommended blue. City Manager Stefanov replied that that would likely happen later in 2019 or the beginning of 2020. Marketing Officer McAfee noted that many neighborhoods already used the blue. At the beginning of the process, he had asked Mr. Moorehead and Ms. Pentella to find unifiers and that blue was one of them. Council and staff listed the various organizations that already used the blue, like the New Albany Chamber of Commerce, the New Albany Women's Network, and The New Albany Foundation. Mayor Spalding said the city was keeping the gold which was also used by New Albany schools. City Manager Stefanov told council that this color change would not affect the city street lights and sign posts which were considered "environmental" and would remain green. Council and staff discussed where the tagline go and how those items could be addressed later.

Mayor Spalding moved to adopt the rebranding recommendation of staff and Pentella unlimited, including the colors and logo, except for the tagline. Council Member Kist seconded and council voted with seven yes votes to approve the recommendation.

*Clerk's note: After the above presentation and vote, Council resumed the regular meeting under Reading and Public Hearing of Resolutions – R-22-2019.*

- E. City Attorney: Law Director Banchevsky briefly described the ACLU report which criticized Mayors Courts. Council Member Briscoe added that New Albany's Mayor's Court was not mentioned.

### **POLL FOR PUBLIC COMMENT:**

NONE.

### **POLL FOR COUNCIL COMMENT:**

NONE.



## NEW ALBANY CITY COUNCIL MEETING MINUTES

April 16, 2019

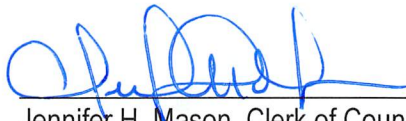
### OTHER BUSINESS:

NONE.

### ADJOURNMENT:

With no further comments and all scheduled matters attended to, Council Member Briscoe moved and Council Member Fellows seconded to adjourn the April 16, 2019 Regular Council meeting at 9:12 pm.

### ATTEST:



Jennifer H. Mason, Clerk of Council



Sloan Spalding, Mayor

May 7, 2019

Date

## THE PROCESS

The development of New Albany's brand identity was the culmination of **nine-month engagement** involving elected officials, municipal staff, residents, business owners and community stakeholders. We thank the following individuals for their generous time and insights:

- Sloan Spalding, Mayor
- Mike Durik, Council Member
- Joseph Stefanov, City Manager
- Adrienne Joly, Director, Administrative Services
- Jennifer Chrysler, Community Development Director
- Scott McAfee, Chief Communications and Marketing Officer
- Craig Mohre, Executive Director, New Albany Community Foundation
- Lori Miller, Chair, New Albany Chamber; CEO, ExhibitPro
- Ron Cadieux, Resident; Realtor, The Raines Group
- Mo Gupta, Senior Director, Abercrombie & Fitch
- Ben Collins, Administrator, Plain Township
- Patrick Gallaway, Chief Information Officer, NAPL Schools
- Sandy Diggs, Agent Field Executive, State Farm Insurance
- Sarah Briggs, Resident; Vice President External Affairs, AT&T Ohio
- Sonya Higginbotham, Resident; Vice President Corporate Communications & Brand Management, Worthington Industries
- Justine Bazulka, Former Resident; Former New Albany Chamber Staff
- Kerri Mollard, Resident; Founder/CEO Mollard Consulting

Brand Platform & Identity

## New Albany

### Brand Platform & Identity

April 16, 2019

## THE PROCESS

Developing a thorough understanding of the character and makeup of the community as well as its aspirations for the future involved:

- **16 stakeholder interviews** with representatives from the city, foundation, schools and chamber as well as business owners, employees and residents.
- **Web-based survey** involving 232 residents to vet stakeholder findings and gather additional perspective.
- **Brand strategy workshop** attended by city elected officials, staff and stakeholders to leverage findings in the collaborative development of a new brand platform.
- **Best practice review, competitive analysis and SWOT analysis** to identify significant drivers and characteristics of strong community brands.

Brand Platform & Identity

## A BRAND

- Embodies the organization's **purpose** or reason for being
- Defines a set of **values** or principles that guide the organization's behavior
- Evokes a **personality** that connects to the organization's audience
- Embraces a **positioning** that distinguishes the organization from its competitors
- Speaks to the core benefits that the organization **promises** to deliver

Brand Platform & Identity



## NEW ALBANY BRAND PLATFORM

A brand platform is the foundation upon which we build an authentic, relevant and compelling representation of the city that shapes future perceptions, creates strong, lasting connections and distinguishes us from other communities. It should inform and influence every interaction that we have from the receptionist at the front desk of City Hall to the messages we post on our Facebook page. When we are clear and consistent in the look, feel, voice, tone and content of our communications we can reinforce a set of messages in our audiences' minds that ultimately strengthens our brand.

### ► Purpose

To unite our citizens in building a **smarter, healthier, greener, better community.**

### ► Promise

We promise to **cultivate a forward-thinking community** by engaging our citizens in **strategically planning** for and investing in a shared vision for the future that **improves their quality of life and protects their investment.**

### ► Positioning

As a **master-planned community**, we are creating a better tomorrow today through smart public policy that puts the public first. **We collaborate with our residents and businesses and leverage public-private partnerships** to advance **education, culture, health and sustainable living.**

### ► Values

Innovative/Forward-Thinking  
Visionary  
Strategic (intentional, well-planned)  
United (connected)  
Collaborative (inclusive)  
Integrity (honest, transparent)  
Responsive

### ► Personality

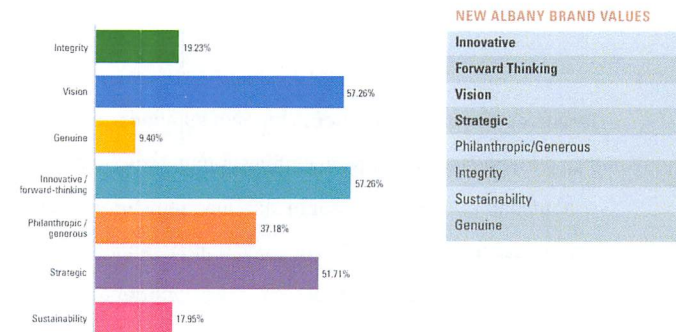
Active  
Friendly (inviting, welcoming)  
Smart  
Involved  
Vibrant  
Community-oriented  
Caring (generous, giving)

Brand Platform & Identity

## DEFINING NEW ALBANY'S BRAND PLATFORM

### Brand Value Exercise Results

Brand values are the core principles and beliefs that guide our decision-making as an organization.



Brand Platform & Identity

## GUIDING CHARACTERISTICS OF A GOOD LOGO

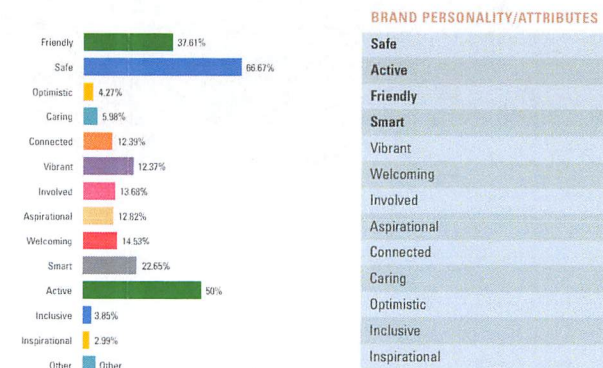
1. **Unique** | should stand out from like entities and be easily recognized
2. **Adaptable** | able to translate and be produced in various sizes, across different mediums
3. **Timeless** | simplicity in its structure and balance
4. **Appropriate** | accurately reflecting the organization's culture and the essence of the brand

Brand Platform & Identity

## DEFINING NEW ALBANY'S BRAND PLATFORM

### Brand Personality Exercise Results

A brand's personality is made up of the characteristics, much like human traits, that influence its behavior. These attributes inform how we tell our story, visually and verbally.



Brand Platform & Identity



Defining features | fence rails | community pillars | open & welcoming place | small town America

Brand Platform & Identity

## DISTINCTIVE NEW ALBANY ATTRIBUTES

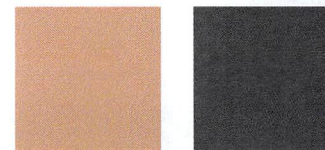
- Miles of white fences
- 4 community pillars
- It's people - friendly, welcoming, collaborative, smart, successful, charitable
- Master-planned
- Georgian architecture
- Small town America

Brand Platform & Identity

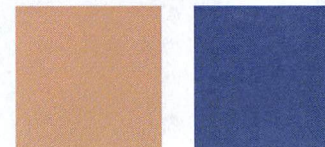


Brand Platform & Identity

### CURRENT COLORS

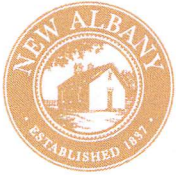


### RECOMMENDED COLORS



Brand Platform & Identity





NEW  
ALBANY  
ESTABLISHED 1837

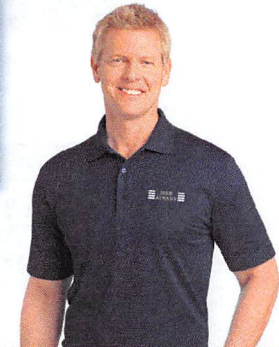
Brand Platform & Identity



Joseph Stefano, City Manager  
jstefano@newalbanyohio.org  
614.000.0000

NEW ALBANY

99 W. Main Street PO Box 188  
New Albany - Ohio 43054-1888  
614.855.3913 / 614.855.8583  
newalbanyohio.org



Brand Platform & Identity

THE CITY OF  
COLUMBUS

THE VILLAGE OF  
Ottawa  
HILLS



OHIO  
HUDSON

THE WOODLANDS  
TEXAS



NEW  
ALBANY

Martha's  
VINEYARD

Charleston  
SOUTH CAROLINA  
where history lives

City of  
Naples  
Florida



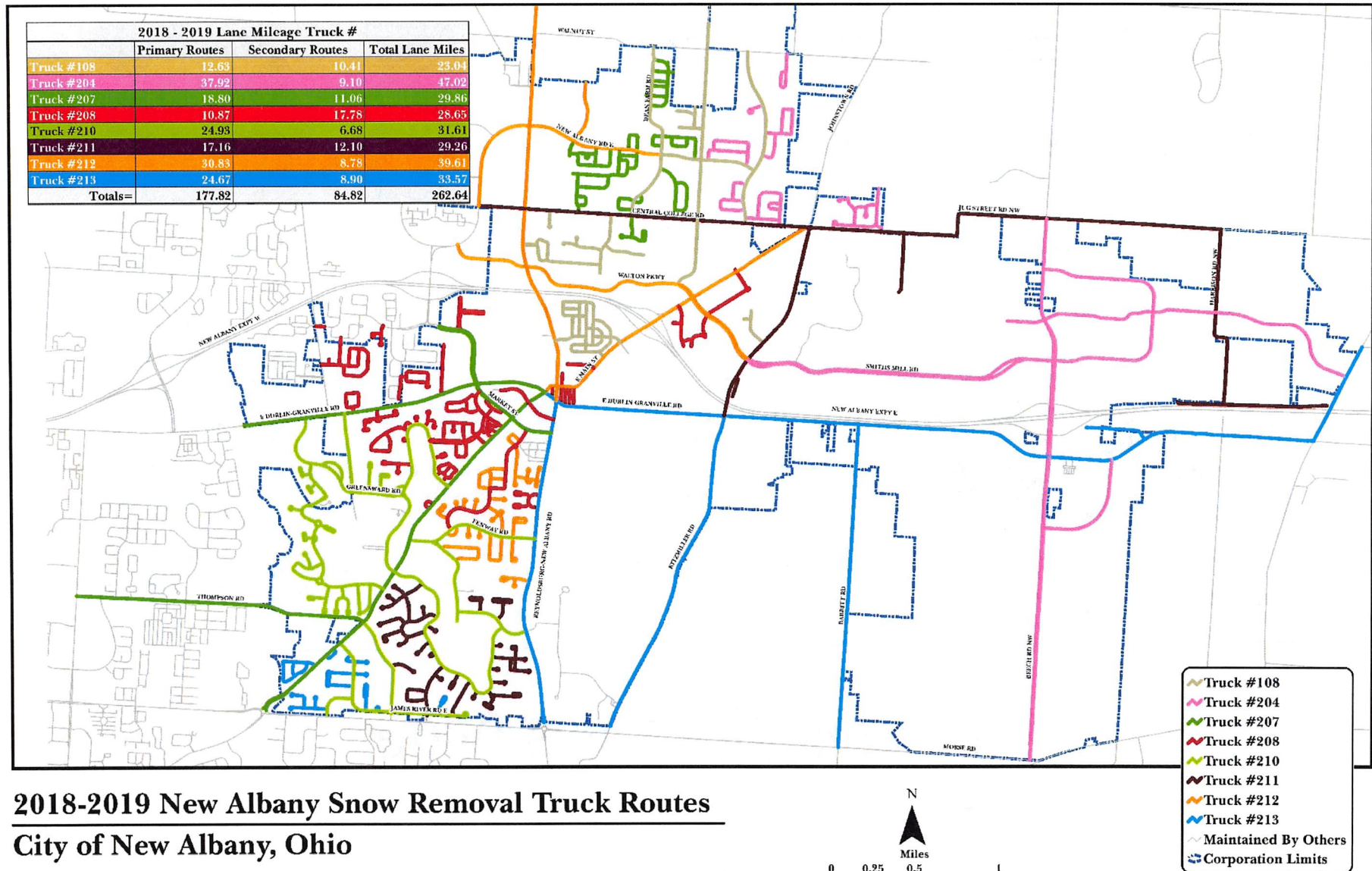
CITY OF GAHANNA



City of Dublin

Brand Platform & Identity

# R-21-2019

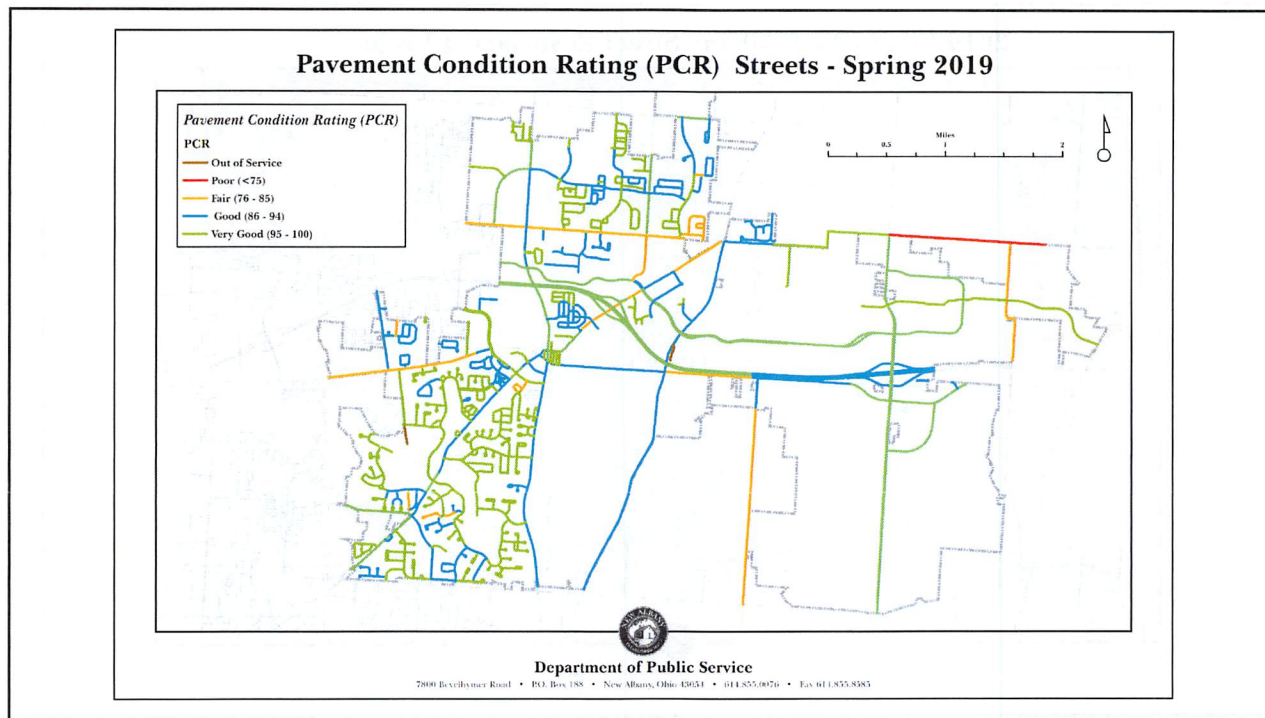




R-21-2019

## Road Salt Usage Report

Winter Season	Snow Events	Snow Fall	Road Lane Miles	Salt Used (Tons)	Bid Price (Per Ton)	Purchase Price
2018/2019	25	32"	263	2071	\$70.41	\$145,820
2017/2018	23	36"	248	1869	\$52.79	\$98,665
2016/2017	18	12"	239	931	\$50.32	\$46,848
2015/2016	16	24"	236	1079	\$68.73	\$74,160
2014/2015	23	46"	224	2196	\$73.65	\$161,735



## 2019 CITY OF NEW ALBANY STREET IMPROVEMENT PROJECT

Engineer's Estimate \$750,000.00

### Pavement Overlays

Central College Rd  
Cunningham Dr.  
Grate Park Dr.  
Grate Park Sq.

### Pavement Striping

Various Locations

### ADA Ramp Repair

Various Locations

### Pavement & Curb Repairs

Various Locations

### Crack Sealing

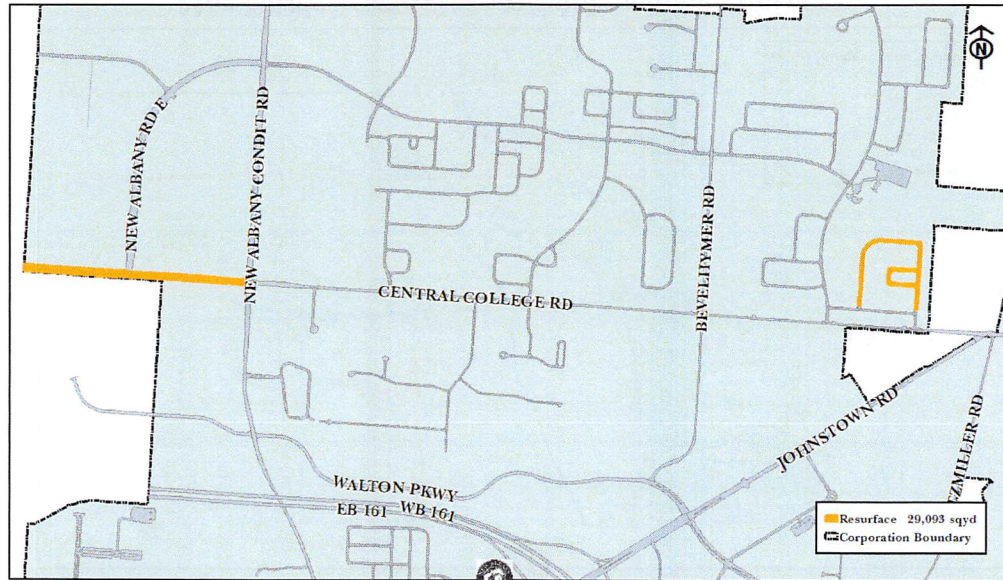
Ackerly Farm Rd  
Ackerly Loop  
Antmon Round  
Ashton Green  
Baughman Grant  
Belmont Pl.  
Belworth Sq.  
Bottomley Cres  
Byington Ln.  
Calverton Sq  
Chentwood Close  
Conklin Ct.  
Cummins Ct.  
E. Dublin- Granville Rd  
East Main Street  
Ehret Round  
Evans Rd.  
Farber Court  
Fenway Rd.  
Fodor Rd.

Forest Dr.  
Greensward Rd.  
Gunston Hall  
Helmsley Green  
South High St.  
Innovation Campus Way  
Jonell Sq.  
Kindler Dr.  
King George Dr.  
Lambton Park Rd.  
Lambton Park Rd.  
Landon Ln.  
Maynard Pl.  
Morgan Rd.  
North High St.  
New Albany Condit Rd.  
New Albany Links Dr.  
New Albany Links Dr.  
New Albany Rd East  
North Goodrich Sq.

Queen Ann St.  
Redford Ct.  
Roxton Ct.  
Skarlocken Grn.  
Somerly Ct.  
South Goodrich Sq.  
Sutton Pl.  
Trumbo Ct.  
Walnut St.  
Wilkin Ct.  
Willow Grove  
Wiveliscombe  
Yantis Dr.  
Smith's Mill Rd.  
Worthington Rd. Park & Ride



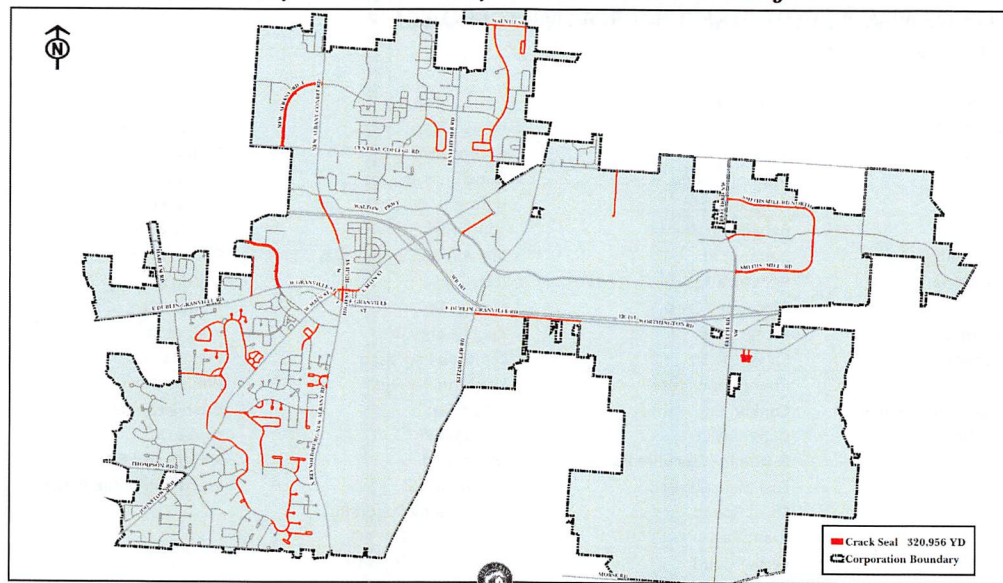
### 2019 City of New Albany Street Resurfacing Project



Department of Public Service

7800 Bevelhymmer Road • P.O. Box 185 • New Albany, Ohio 43054 • 614.833.0076 • Fax 614.833.8385

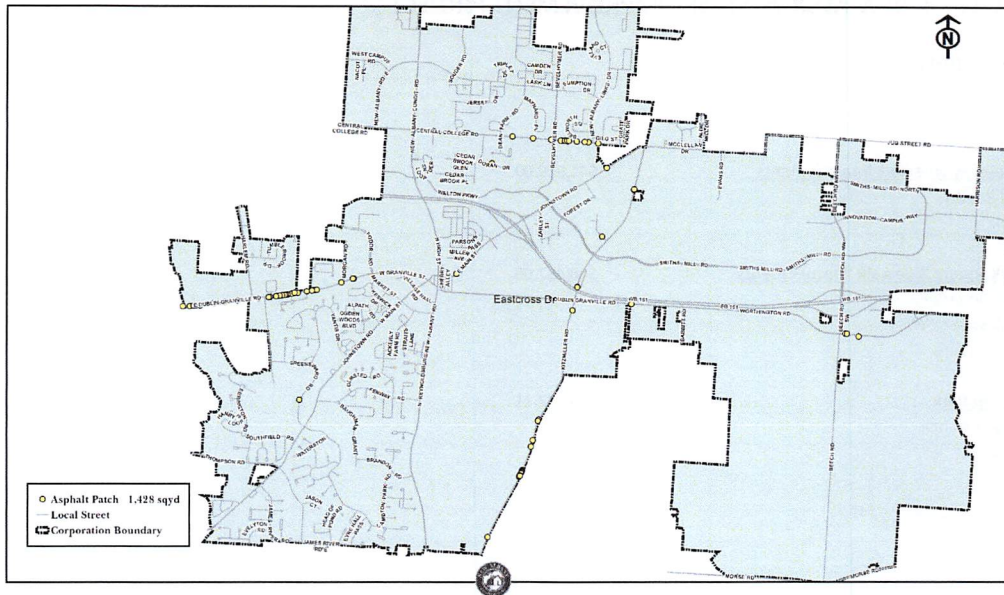
### 2019 City of New Albany Street Crack Seal Project



Department of Public Service

7800 Bevelhymmer Road • P.O. Box 188 • New Albany, Ohio 43054 • 614.833.0076 • Fax 614.833.8385

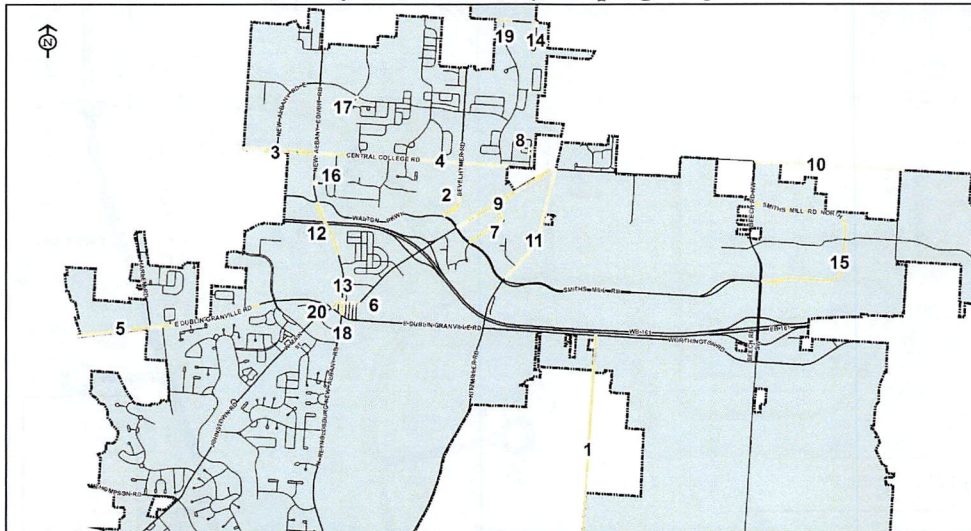
### 2019 City of New Albany Street Asphalt Patch Project



Department of Public Service

7800 Bevelhimer Road • P.O. Box 188 • New Albany, Ohio 43051 • 611.855.0076 • Fax 611.855.8585

### 2019 City of New Albany Striping Project



Department of Public Service

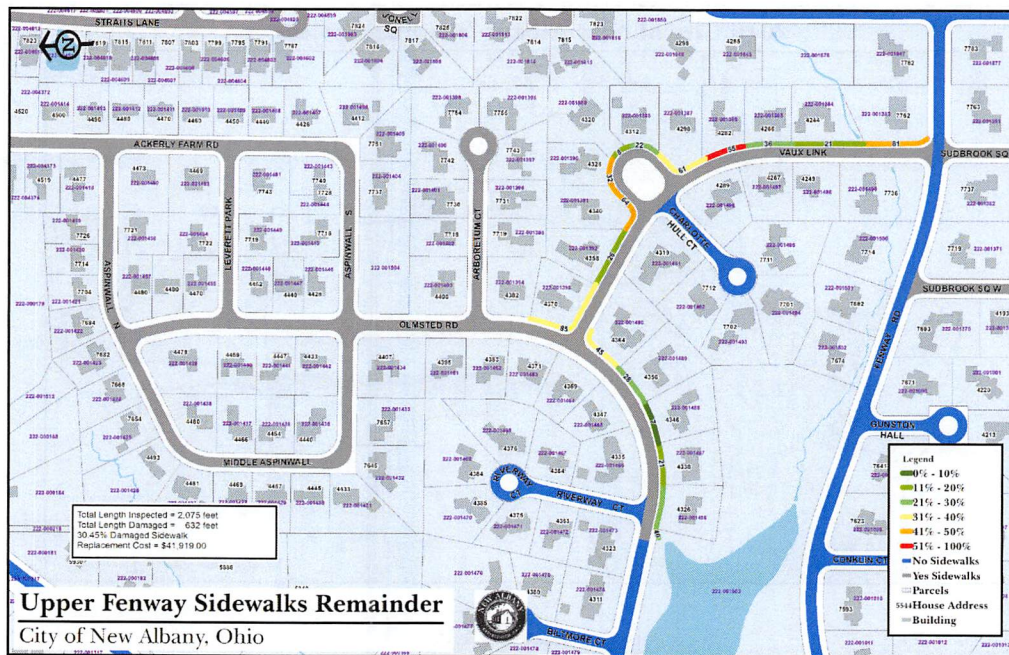
7800 Bevelhimer Road • P.O. Box 188 • New Albany, Ohio 43051 • 611.855.0076 • Fax 611.855.8585

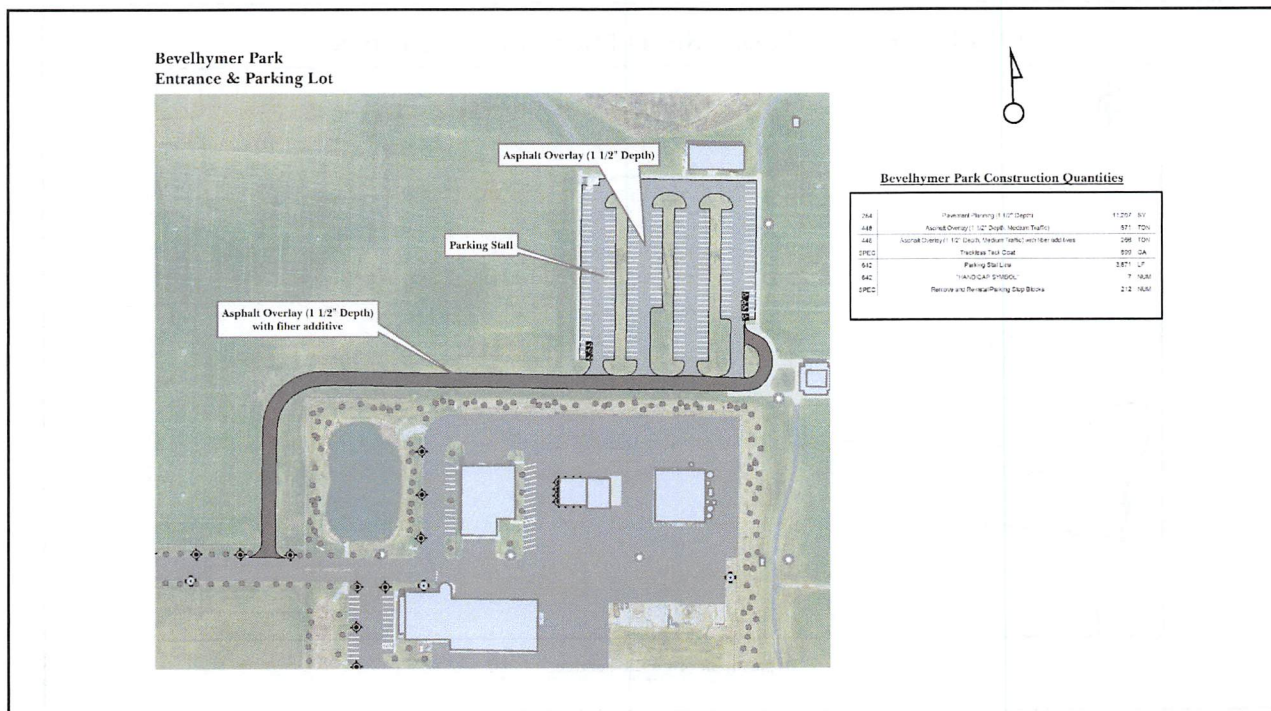
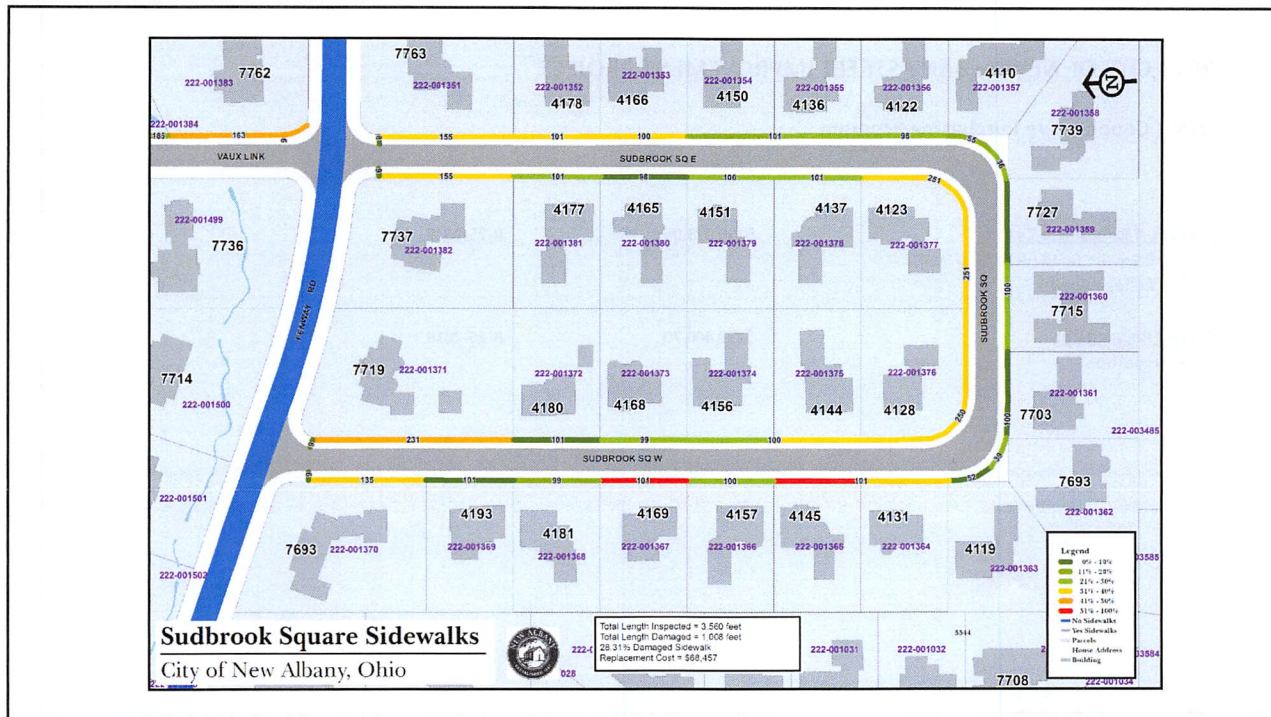


## 2019 CITY OF NEW ALBANY STREET IMPROVEMENT PROJECT

### Alternate Bids

<u>Upper Fenway Sidewalk Improvements</u>	\$41,919.00
Olmsted Road	
Vaux Link	
<u>Sudbrook Square Sidewalk Improvements</u>	\$68,457.00
Sudbrook Square E.	
Sudbrook Square W.	
Sudbrook Square	
<u>Bevelhymer Park</u>	\$135,977.11
Driveway Entrance	
Parking Lot	





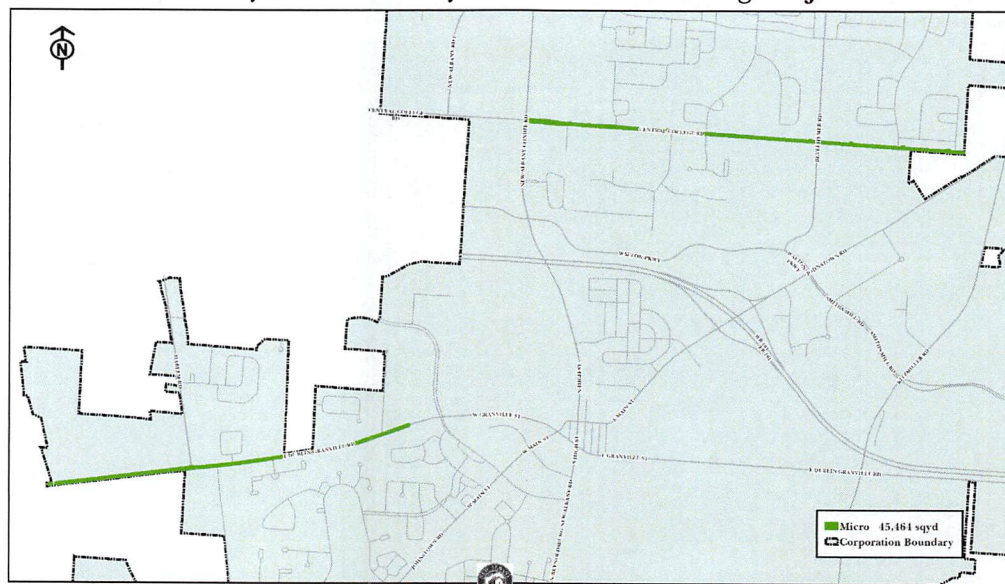


## 2019 CITY OF NEW ALBANY STREET IMPROVEMENT PROJECT

### ODOT Cooperative Purchasing Program

<u>Micro Surfacing Single Course</u>	\$196,073.06	R-25-2019
Dublin-Granville Road (with Chip Seal)		
Central College Road		
<u>Asphalt Rejuvenator</u>	\$133,400.70	R-26-2019
Various Locations		

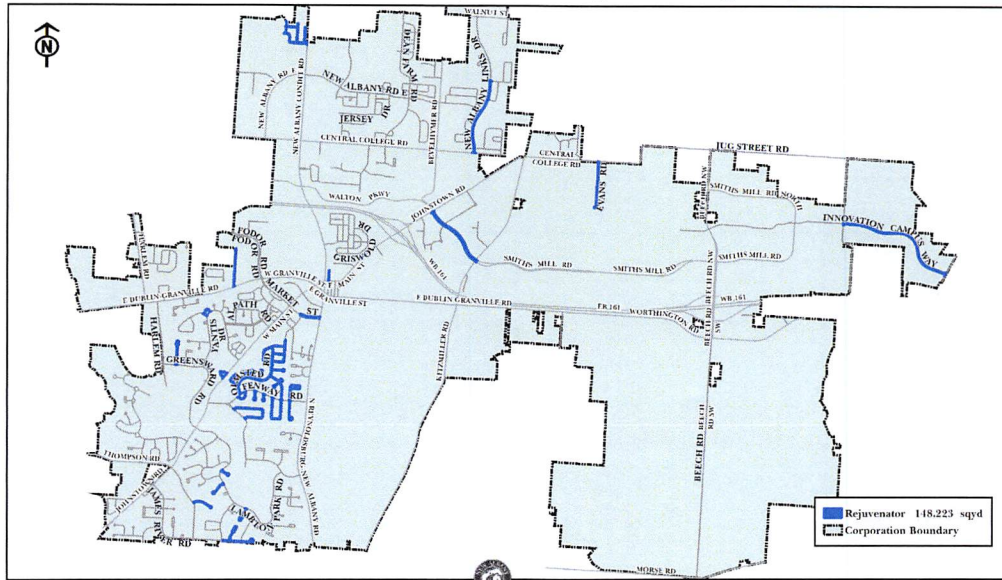
## 2019 City of New Albany Street Microsurfacing Project



Department of Public Service

7800 Bevelhimer Road • P.O. Box 188 • New Albany, Ohio 43051 • 611.855.0076 • Fax 611.855.8585

## 2019 City of New Albany Street Rejuvenating Project



Department of Public Service

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