

12/17/2019 | 7:30 PM

The meeting of the Community Center Feasibility Task Force was called to order at 7:32 p.m. in the Lower Level Meeting Room, located at 3600 Tremont Road by Chairperson Margie Pizzuti.

MEMBERS PRESENT: Chairperson Margie Pizzuti, Chairperson Nick Lashutka, Dianne Albrecht, Kelly Boggs-Lape, Supen Bowe, Yanitza Brongers-Marrero, Greg Comfort, Chuck Manofsky, Linda Moulakis, Linda Mauger*, Brian Perera, Matthew Rule, Todd Walter, Bill Westbrook

MEMBERS ABSENT: Wendy Gomez, Merry Hamilton

STAFF PRESENT: City Manager Steve Schoeny, Parks & Recreation Director Debbie McLaughlin, Parks Planning & Development Manager Jeff Anderson, Community Affairs Director Emma Speight, and Deputy City Clerk Liz Richards

**Ms. Mauger arrived at 7:46 and was present for all subsequent business.*

1. Approval of minutes of the November 26, 2019 Minutes

Ms. Albrecht moved, seconded by Mr. Rule, to approve the minutes of the November 26, 2019 Community Center Feasibility Task Force Meeting.

VOTING AYE: Albrecht, Comfort, Boggs-Lape, Bowe, Brongers-Marrero, Lashutka, Manofsky, Moulakis, Perera, Pizzuti, Rule, Walter, Westbrook

VOTING NAY: None

ABSENT: Gomez, Hamilton, Mauger

Motion carried.

2. Welcome/Opening Remarks

a. UA City Council's Charge to the Task Force

Chair Pizzuti asked Members to take a few minutes to look at the charge on the agenda.

1. Review history of previous efforts to develop a community center
2. Review findings of the UA Parks & Recreation Comprehensive Plan



3. Review of our existing facilities and programs including a review of options for the replacement of the existing Senior Center
4. Review possible locations for a community center
5. Review of indoor recreation/community gathering centers outside UA
6. Examine prospective cost scenarios including possible amenities and associated costs; public/private partnerships funding strategies for capital/operating costs;
7. Involve community participation in feasibility study
8. Provide a recommendation to City Council based on feasibility study findings to consider proceeding with Community Center in UA

3. Feasibility Study Consultant-Williams Architects

a. Introduction

Mr. Tom Poulos of Williams Architects came forward and thanked the Task Force for including them in this project. He advised there are two steps to this project. He stated Phase I is scheduled to end June of 2020, and Phase II in November of 2020. Additional team members Nan Weir of Williams Architects, Philip Parnin of PROS Consulting, and Aaron Domini from OHM introduced themselves and described their role on the project.

b. Preliminary Project Schedule

Mr. Aaron Domini from OHM came forward and provided an overview of the community engagement plan. In Phase I, the goal is understand key questions before going into Phase II. These questions include: does the community support the idea of a community center, if so, what kinds of facilities and programs are desired, and finally what is the preferred method of funding it. Phase II would help refine what the community center would look like and where it would be located. He advised the Phase I engagement plan includes stakeholder interviews, focus groups, community pop-up events, public meetings, and surveys. He said the plan is to take the information from Phase I and report back to the Task Force and Council.

Ms. Brongers-Marrero questioned what opportunities will be available for people to give feedback about funding options. Mr. Domini advised the Phase I survey will include high-level funding questions and Phase II community engagement will have more details about funding.

In response to Mr. Comfort, Mr. Parnin responded the stakeholder groups include elected officials, community leaders, the schools, the library, seniors, user groups such as youth sports, potential community partners, and large employers.

Ms. Weir conveyed Task Force members will have an opportunity to participate in the community engagement. She stated the Community Engagement Committee will be leading some outreach events. The Facilities/Partnerships Committee will engage potential community partners and work on site development and design. The Finance Committee will develop the potential funding options and work to understand the capital and operating costs.



Ms. Moulakis questioned if the community engagement will include information on cost and location. The City Manager advised they will not have an answer for questions on cost or location until a plan is developed in Phase II.

In response to Ms. Boggs-Lape, the City Manager advised the survey questions for the Parks & Recreation Comprehensive Plan were more general, this survey will be much more in depth.

c. Project Parameters

Mr. Poulos stated they will use the findings from Phase I to understand the parameters or components of the project. Once the parameters are established, they can design the project. He stated the design includes the facility, the site, and the financial component.

d. Discussion/Questions from CCFTF

Ms. Mauger said she feels it is important to ask people what their vision is for a community center, recreation center or an intergenerational center. Mr. Westbrook agreed and added it will be important to educate people on how each of these are defined.

Ms. Albrecht said the school levies will affect how the community perceives the financial piece of a community center. Chair Lashutka advised it will be fundamentally important to engage their partners at the schools.

Mr. Westbrook expressed concern that there were only five focus groups scheduled. Mr. Domini advised the consultant team has committed to running five, with the intention that the Community Engagement Committee will run their own groups.

Chair Pizzuti stated having this diverse mix of outreach opportunities will allow the Task Force to have a collective view of what direction they want to go in. She thanked the consultant team for a great first meeting and advised they are excited for the next steps.

4. Public Comment

In response to Chair Pizzuti's invitation to speak, the following speakers came forward:

- Hollie Goldberg asked when there are meetings with tabletop conversations, to please have them someplace where each table can be in a separate room. She stated if the tables are all in one room, it is too loud to have a real conversation.
- Cindy Cross questioned why they are spending money on a consultant prior to learning if the community wants a community center. Mr. Comfort responded the survey data from the Parks & Recreation Comprehensive Plan expressed a need for indoor recreation. Ms. Cross suggested it go to the ballot. Chair Pizzuti replied they first need to find out if the community wants it, and then define what it would cost.



- Becky Burton came forward and stated she does not think people want their taxes raised. She asked the Task Force to look at different public and private funding options.
- Stacey McIntire said she appreciates the multi-faceted approach for engaging stakeholders and opinions of the youth. She asked that parents of the youth also be engaged.

There being no further business before the Community Center Feasibility Task Force, the meeting was adjourned at 8:44 p.m.

Chairperson

Chairperson

ATTEST: _____
City Clerk



DRAFT Engagement Plan

Phase I (January 2020 – June 2020)

1. Work Group Meeting 1/Taskforce Meeting 1 – December 17th

- a. *Purpose: Introduce project team, review project goals scope and draft schedule for Phase I, and outline and define roles and responsibilities of the consultant team, staff, and Work Group.*
- b. Outcome:
 - i. Final project schedule
 - ii. Goals
 - iii. Roles and responsibilities matrix.
- c. Roles
 - i. Williams Architects (WA) to lead meeting
 - ii. OHM to lead engagement discussion
 - iii. PROS to attend meeting
- d. Outreach
 - i. Following meeting, UA to create, with input from OHM, initial communications plan defining key messages and outreach methods

2. Work Group Meeting 2/Taskforce Meeting 2– January 8th

- a. *Purpose: Outline final engagement plan, prep for stakeholder and focus group activities, and brainstorm pop-ups.*
- b. Outcome:
 - i. Plan and schedule for stakeholder and focus group meetings and structure
 - ii. Define approach for competitor analysis.
- c. Roles
 - i. Williams Architects (WA) to lead meeting
 - ii. OHM to lead discussion on focus group development
 - iii. PROS to lead the development of stakeholder interviews
- d. Outreach
 - i. City Staff to create project page on UA website.

3. Stakeholder Interviews – January 21st and 22nd

- a. *Purpose: The Consulting Team will perform up to 15 stakeholder interviews with key stakeholders and up to five (5) staff interviews to evaluate the vision for the facility. The Consulting Team will also interview up to five (5) local area peer agencies that have completed community centers to discuss their successes / failures. **These interviews may include elected officials, educational groups, advocacy groups, local businesses, public / private program providers, sports groups, youth, seniors, and other potential partners.***
- b. Outcome:
 - i. Memorandum or presentation highlighting perspectives of stakeholder participants.
- c. Roles
 - i. PROS to lead stakeholder meetings
 - ii. OHM to participate during select meetings
 - iii. CCFTF to help define interviewees and reach out to schedule meetings. City Staff to select meeting location for interviews.



- d. Outreach
 - i. CCFTF and City Staff to reach out to stakeholders to schedule interviews
- 4. **Market/Comp Analysis – January 20th – 24th**
 - a. *Purpose: Interview other communities with similar community centers.*
 - b. *Outcome: Memorandum or presentation highlighting findings.*
 - c. *Roles*
 - i. *PROS and WA to lead competitor analysis*
- 5. ***Focus Groups Round 1 – February 3rd – 7th**
 - a. *Purpose: A series of up to six focus groups will be conducted. The purpose of the focus groups is to evaluate the need, potential program, and location for a community center in Upper Arlington. **Focus groups may include children/families, youth/active sport groups, arts and culture, seniors, strategic partners/private sector, and adult fitness/wellness.***
 - b. *Outcome:*
 - i. *Memorandum or presentation highlighting perspectives of focus group participants.*
 - c. *Roles*
 - i. *OHM and PROS to lead focus group meetings.*
 - ii. *CCFTF to help define interviewees and reach out to schedule meetings. City Staff to select meeting location for focus groups.*
 - d. *Outreach*
 - i. *CCFTF and City Staff to reach out to focus groups to schedule interviews*
- 6. ***Community Pop-ups (2 (OHM), 2-4 (Subcommittee) – February 10th – 28th** *(note this is week of last b-ball game)*
 - a. *Purpose: Similar to the community meeting the consultant team will conduct two community pop-up events to gather additional feedback.*
 - b. *Outcome:*
 - i. *Memorandum or presentation highlighting perspectives of community participants.*
 - c. *Roles*
 - i. *OHM to lead pop-ups and create meeting format and meeting materials including activities, signage, set-up, etc.*
 - ii. *City Staff to provide outreach for meeting. City staff to attend as necessary. CCFTF to select pop-up locations and schedule use of the location.*
 - d. *Outreach*
 - i. *CCFTF and City Staff to disperse information about community pop-ups through City website, listservs, flyers, newspaper, etc. as defined in communications plan.*
- 7. **Work Group Meeting 3/Taskforce Meeting 2 – February 19th**
 - a. *Purpose: The purpose of this meeting is to review the results of the stakeholder and focus group results and review and finalize the community survey.*
 - b. *Roles*
 - i. *WA to lead Work Group meeting*
 - ii. *OHM to update on focus group meetings*
 - iii. *PROS to update on stakeholder meetings*
 - iv. *WA/PROS to lead discussion on draft community survey*
 - v. *OHM to discuss and prepare for community engagement efforts.*
 - vi. *CCFTF to provide input on community survey.*
 - c. *Outcome:*
 - i. *Final community survey*
 - ii. *Final schedule, logistics and format of the community meetings and pop-ups.*
 - d. *Outreach*
 - i. *City Staff to continue to provide updated information about project on City website.*



8. Community Survey (Statistically Valid) – February 24th – March 27th

- a. *Purpose: The Consulting Team will perform a random, scientifically valid community-wide household survey to quantify knowledge, need, unmet need, priorities and support for the community center expansion.*
- b. Roles
 - i. WA/PROS to lead launch of statistically valid survey.
 - ii. City Staff to create online community survey.
 - iii. City Staff to disperse community survey through City networks.
- c. Outcome:
 - i. Statistically valid community survey
 - ii. Online community survey (available to all)
- d. Outreach
 - i. City Staff to disperse community survey through City website, listservs, flyers, newspaper, etc. as defined in communications plan.

9. *Community Meetings 1 – February 24th – 28th

- a. *Purpose: We believe as part of this process it will be important to host large open community meetings. As part of these meetings, the Consultant Team will design a workshop where participants will be engaged in small groups working to address and provide feedback on three key questions.*
- b. Outcome:
 - i. Memorandum or presentation highlighting perspectives of the community participants.
- c. Roles
 - i. OHM to lead meeting and create meeting format and meeting materials including presentation, activities, signage, sign-in sheet, etc.
 - ii. WA/Pros to support as needed.
 - iii. CCFTF and City Staff to provide outreach for meeting. City staff to attend as necessary. UA to select meeting locations and schedule use of the location.
- d. Outreach
 - i. CCFTF and City Staff to disperse information about community meetings through City website, listservs, flyers, newspaper, etc. as defined in communications plan.

10. Youth Engagement – February 24th – 28th

- a. *Purpose: This will be a two-step process. The first will be conducting a youth specific focus group(s) at the middle school or high school level. The second will be a youth workbook.*
- b. Outcome:
 - i. Memorandum or presentation highlighting perspectives of the youth.
- c. Roles
 - i. OHM to lead focus group, create meeting materials, and create the youth workbook.
 - ii. WA/PROS to provide input on activities and materials.
 - iii. CCFTF and City Staff to provide outreach for meeting. City staff to attend as necessary. City Staff to coordinate with schools on scheduling focus groups and disseminating and collecting work books.
- d. Outreach
 - i. City Staff to coordinate with schools on scheduling focus groups and disseminating and collecting work books.

11. Community Survey Online – March 9th – 27th

- a. *Purpose: The Consulting Team will host an online version of the statistically valid survey online.*
- b. Roles
 - i. City Staff to create online community survey.
 - ii. City Staff to disperse community survey through City networks.



- c. Outcome:
 - i. Statistically valid community survey
 - ii. Online community survey (available to all)
- d. Outreach
 - i. CCFTF and City Staff to disperse community survey through City website, listservs, flyers, newspaper, etc. as defined in communications plan.

12. Work Group Meeting 4/Taskforce Meeting 3 – April 8th

- a. *Purpose: Purpose of this meeting is to review the results of the community engagement and prepare for the vision and program development.*
- b. Outcome:
 - i. Preliminary visioning program and development scenarios, as well as review and discussion of site locations.
- c. Roles
 - i. WA to lead Work Group meeting.
 - ii. OHM to present on key findings from engagement.
 - iii. PROS to present survey results.
 - iv. CCFTF to review results and provide additional insight.
- d. Outreach
 - i. City Staff to continue to provide updated information about project on City website.
 - ii. City Staff to share results from the community engagement through City website.

13. Visioning and Program Development – April 13th – 24th

- a. *Purpose: Utilizing the community input, demographic analysis, service provider analysis, and market definition, we will commence with our creative visioning process and identify the recommended core programs for the facility. This will include key activities and programs for participants, as well as the potential size of the core program and market positioning.*
- b. Outcome:
 - i. Draft vision and program
- c. Roles
 - i. WA to lead vision and program.
 - ii. OHM/PROS to support as needed.
 - iii. CCFTF to review results and provide additional insight.
- d. Outreach
 - i. City Staff to continue to provide updated information about project on City website.

14. Site Evaluation/Partnership Identification – April 13th – 24th

- a. *Purpose: During this phase we will work with the client to identify potential sites for the community center. This will be based on analysis by both the Consulting Team and input from the advisory committee, as well as city staff and leadership. We will also work with the staff to identify and interview potential partners that could help develop the Community Center facility or provide programs in the facilities to reduce the city's capital costs. Interviews will include up to 10 potential capital or funding partners.*
- b. Outcome:
 - i. Site analysis and partnership analysis.
- c. Roles
 - i. WA to lead site identification and evaluation/partnership identification.
 - ii. OHM/PROS to support as needed.
- d. Outreach
 - i. CCFTF and City Staff to reach out to interviewees to schedule interviews
 - ii. City Staff to continue to provide updated information about project on City website.



15. Work Group Meeting 5/Taskforce Meeting 4 (optional) – May 6th

- a. *Purpose: Review final Phase I report and prepare for Phase II*
- b. Outcome:
 - i. Updates and modifications to Phase I report as needed
 - ii. Draft schedule for Phase II
 - iii. Phase II work plan.
- c. Roles
 - i. WA/PROS/OHM to lead discussion on final Phase I report and Phase II project schedule
 - ii. CCFTF to verify and refine project schedule
- d. Outreach
 - i. City Staff to continue to provide updated information about project on City website.
 - ii. CCFTF and City Staff to announce Phase II of project through communication mediums including website, listservs, etc.

16. *Community Meetings 2 – May 13th

- a. *Purpose: Present final results of Phase I and begin preliminary planning and vetting of next steps and scenarios to be developed/explored in Phase II.*
- b. Outcome:
 - i. Memorandum or presentation highlighting perspectives of the community participants.
- c. Roles
 - i. OHM to lead meeting and create meeting format and meeting materials including presentation, activities, signage, sign-in sheet, etc.
 - ii. WA/Pros to support as needed.
 - iii. CCFTF and City Staff to provide outreach for meeting. City staff to attend as necessary. City Staff to select meeting locations and schedule use of the location.
- d. Outreach
 - i. CCFTF and City Staff to disperse information about community meetings through City website, listservs, flyers, newspaper, etc. as defined in communications plan

17. Working Group Meeting 6/ Taskforce Meeting 5 – June 3rd

- a. *Purpose: xxx.*
- b. *Outcome: xxxx.*
- c. *Roles: xxxx*
- d. *Outreach: xxxx*

18. Council Presentation of Phase I Results – June 2019

Revised CCFTF 2020 Meeting Dates below
Lower Level Meeting Room

- 7-8:30 PM - Wednesday, January 8th
- 7-8:30 PM - Wednesday, February 19th
- 7-8:30 PM - Wednesday, April 8th
- 7-8:30 PM - Wednesday, May 6th (optional)
- 7-8:30 PM - Wednesday, June 3rd
- 7-8:30 PM - Wednesday, July 22nd (tentative)
- 7-8:30 PM - Wednesday, August 26th (tentative)



*Note this indicates steps where the engagement sub-committee will be involved.



Community Center Feasibility Task Force
2020 Meeting Dates
MSC- Lower Level Meeting Room

7:00-8:30 PM - Wednesday, January 8th

7:00-8:30 PM - Wednesday, February 19th

7:00-8:30 PM - Wednesday, April 8th

7:00-8:30 PM - Wednesday, May 6th (optional)

7:00-8:30 PM - Wednesday, June 3rd

7:00-8:30 PM - Wednesday, July 22nd (tentative)

7:00-8:30 PM - Wednesday, August 26th (tentative)

The Columbus Dispatch

Granville to seek two taxes for \$23 million community center

By Craig McDonald The (Newark) Advocate

Posted Dec 30, 2019 at 11:49 AM

The district's envisioned community center would include a wellness center, a permanent home for the Licking County Senior Center 60+, indoor track and field, basketball courts and an outdoor pool, among other features.

The public-private community center project recently announced by the Granville Recreation District will go before voters on the March ballot.

The district's envisioned community center would include a wellness center, a permanent home for the Licking County Senior Center 60+, indoor track and field, basketball courts and an outdoor pool, among other features.

The Licking County Board of Elections recently announced that two issues will appear on the ballot in March 2020, including a 1-mill continuing property tax for parks and recreation, and a 27-year, 2.5-mill capital bond issue to raise \$22.87 million for construction of the community center and outdoor swimming pool.

According to figures provided by the recreation district, the annual cost to homeowners would be \$122.50 per \$100,000 of home value, or about \$36 per month in new taxes for the owner of a home valued at \$350,000.

In a Dec. 23 interview, Executive Director Andy Wildman and Lesa Miller of the recreation district said a levy committee has been formed and is headed by Laura and Canon Krebehenne.

That committee will soon begin community outreach, they said, including organizing town hall meetings, speaking at service and other local clubs, generating informational literature and posting levy signs as election day draws closer.

Although the discussion of this center began somewhere between 18 and 24 months ago, Wildman shared a document dating to spring of 1984 that described itself as an “Exploration of (a) Community Recreation Center.”

“Interestingly, a lot of what they talked about and identified then is what we’re talking about now.” Wildman said.

“Our community has recognized the need for facilities like these for 35 years,” Wildman said. “It’s tough to find suitable land. It’s difficult to have all the partners come together to have a multi-generational facility.”

In addition to the Licking County Senior Center 60+ co-locating if the new facility finds voter support, the district is “close to finalizing a lease agreement with Licking Memorial Health Systems. ... This agreement

enabled the Granville Recreation District to lower the ask of public funding, as well as to create a sustainable operating model.”

The center and pool would be located on 20 acres of land at New Burg Street, across from the Granville Middle and High schools that Denison University has agreed to lease to the district for 50 years, with a renewal option at a rate of \$1 an acre, per year.

“It’s a community facility,” Miller said. “This is really the first comprehensive project.”

Wildman and Miller said anyone interested in assisting with the levy campaign can contact Granville Rec at their offices at 740-587-1976 to be put in touch with the levy steering team.

“It’s also important to know there are legacy opportunities,” Wildman concluded. “We are certainly open to naming rights.”

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