

CITY OF KETTERING
CITY COUNCIL
WORKSHOP MINUTES
November 28, 2023

The Council of the City of Kettering, Ohio, met in a workshop session on Tuesday, November 28, 2023, in the Deeds Conference Room, Kettering Government Center, 3600 Shroyer Road. The meeting came to order at 6:04 p.m.

Council members present included Mayor Lehner, Vice Mayor Fisher, Mr. Duke, Ms. Duvall, Mr. Klepacz, Mrs. Hall and Mr. Scott.

Staff members present included City Manager Matt Greeson, Assistant City Manager Steve Bergstresser, Law Director Ted Hamer, Human Resources Director Jenny Smith, Parks, Recreation and Cultural Arts (PRCA) Director Mary Beth O'Dell and Community Information Manager Mary Azbill.

Dr. Jan Duke, Mr. Bryan Suddith, Mr. Shane Sullivan and Mr. Sterling Abernathy were also in attendance.

PRCA Sponsorship Opportunities – Ms. O'Dell presented a proposed sponsorship plan to be used by PRCA which was last updated in 2017. She explained that most communities operating significant PRCA facilities have some level of sponsorship. Frazee has been successful with leveraging assets to generate revenue. She explained that a sponsorship is using PRCA assets and aligning a business brand with Kettering PRCA notoriety. Materials including policies, guiding principles for 2024 were revised so that only pricing would need to be updated rather than everything. The City will contract with Dan Schlegel who will work to leverage Frazee and PRCA assets. A business might align more closely with fitness area than Frazee. Sponsorships could include concessions, patio area, lawn or even bike racks. City of Kettering will always have top billing, including for the Frazee. Banners tend to look cluttered and will not be permitted; however, Altafiber may do so due to previous contract. The sponsorship term is one year. Longer term naming option would be upon approval. The end goal is to leverage assets to generate revenue.

Mr. Klepacz asked if Kettering is bound to names in place such as Frazee. Mr. Hamer is uncertain, but reminded the group that building the brand takes years, and change needs serious consideration. Mr. Klepacz asked if the fan club is considered sponsorship. Ms. O'Dell stated that it is not and only applies to seats.

Mr. Scott asked how many sponsors the City had during 2023 and how much money did that entail. Ms. O'Dell named some sponsorships including Kona Ice, but did not have a complete list. Mr. Scott asked what to expect during 2024. Ms. O'Dell stated PRCA is starting with \$10,000.

Mr. Duke asked how it would work if someone wished to sponsor the tree and music at the annual Mayor's Tree Lighting. Ms. O'Dell said sponsorship would pay for technology to sync trees to music or low-level fireworks.

Vice Mayor Fisher asked for a current baseline versus 2017 through 2022. Mr. Klepacz requested what the cost was for the City along with how much was made during those years. Ms. O'Dell will provide that information.

Mr. Greeson briefly reviewed the Council meeting agenda.

Mr. Scott asked how confident Kettering is that appropriate security is in place in light of the Huber Heights ransomware situation. Mr. Greeson stated the City has a cyber-security program in place and is considering a budget that invests in that area. Mr. Scott stated the risk factor is worth the money for heightened security.

Mr. Duke expressed concerns that Kettering is a target, and Drew Miller once told Council that it is a matter of money to ensure security. Mr. Greeson will bring information back to a future workshop in Executive Session.

At 6:39 p.m., Mr. Duke made a motion to enter Executive Session under Section 121.06 (k) of the Codified Ordinances for the purposes of Personnel Matters; and Conference With Attorney, seconded by Vice Mayor Fisher. The motion passed unanimously upon roll call.

At 7:29 p.m., the Council exited Executive Session and went back on public record.

The City Council Workshop Meeting adjourned at 7:29 p.m.

ATTEST:

PEGGY LEHNER
MAYOR

LASHAUNAH D. KACZYNSKI
Clerk of Council