

City of Montgomery
Government Affairs Committee
April 14, 2025

Staff Present

Brian Riblet, City Manager
Tracy Henao, Asst. City Manager
Connie Gaylor, Clerk of Council
Gary Heitkamp, Public Works Director
Matthew Vanderhorst, Community and Information Services Director

Council Committee Members Present

Chris Dobrozsi, Chair
Catherine Mills-Reynolds
Sasha Naiman

The meeting of the Government Affairs Committee of City Council convened in Council Chambers at 4:30 p.m., with Mr. Dobrozsi presiding.

New Business

Public Works Surplus

Mr. Heitkamp explained that the Public Works department is requesting that the provided list of equipment be declared as surplus by the Government Affairs Committee to be sold on Govdeals.com. He explained that the 2005 Dodge Ram truck listed would not qualify as a trade-in under the fleet management agreement with Enterprise due to mileage and age of the truck.

Mrs. Naiman made a motion to declare the list of equipment and the Dodge Ram truck as surplus to be placed for auction on Govdeals.com. Mrs. Mills-Reynolds seconded. The Committee unanimously agreed.

CIS Department Surplus

Mr. Vanderhorst explained that it is requested that the Government Affairs Committee declare a list of computer equipment as surplus to be sold on Govdeals.com. He explained that the equipment is outdated and has been replaced. He added that all hard drives have been cleaned or removed.

Mrs. Naiman made a motion to declare the list of computer equipment as surplus to be placed for auction on Govdeals.com. Mrs. Mills-Reynolds seconded. The Committee unanimously agreed.

Service to the Community Grant Discussion

Mr. Vanderhorst provided an overview of the grant applications that were submitted for consideration of the 2025 Service to the Community Grant as follows:

- A Kid Again
- Aves Theatre Booster
- Boy Scout Troop 674 (Eagle Scout Project)
- Evergreen Presbyterian Church
- Cincinnati Chapter Sons of the American Revolution (SAR)
- Montgomery Elementary

- Resident from the Winds

Mr. Vanderhorst explained that the Service to the Community Grant Team reviewed the applications and determined that they would all bring value to the community. Given the budget constraint, the following recommendations are being made:

- Grant \$2,250 to A Kid Again. This amount would fully fund three to four family adventures.
- Grant \$2,250 to the Aves Theatre Boosters.
- Grant \$500 to Evergreen Presbyterian Church.

Mr. Vanderhorst explained that the team recommends not funding the remaining applications with further explanation for this recommendation.

- The team recommends that the Eagle Scout contact City Arborist Mike Rogers and potentially the Parks and Recreation Commission to collaborate on a project that enhances the existing pollinator efforts at Pioneer Park, making them sustainable and easier to maintain.
- The Cincinnati Chapter of the Sons of the American Revolution has previously contacted staff and is planning a collaborative event, as listed in their grant. Staff is also working with them regarding the dedication of a tree and a bench, which will be funded through state funds for the 250th Anniversary celebrations.
- Montgomery Elementary was awarded a grant in 2024 for a project that reached a wider audience.
- The application from the Winds resident was limited in reach and did not indicate a solid commitment from neighbors. The project could still take place if the neighbors pooled their money.

Mrs. Naiman asked if the Boy Scouts were already working with the Public Works Department prior to submitting the grant application.

Mr. Vanderhorst explained that he connected them to Public Works staff so their project could coincide with a planned project.

Mrs. Naiman asked if there is an opportunity in which they could still benefit from a budgetary position.

Mr. Vanderhorst replied that it needs to be a project that can be maintained without Public Works having to take over the maintenance of the project.

Mr. Riblet suggested that maybe they could work in collaboration with the Public Works Department to complete a project, such as mulching or installing a stone path in a park.

Mrs. Naiman asked if the suggestion was they do part of a city project or is there an opportunity to add something of their own.

Mr. Riblet stated that there needs to be clarification on whether they want to do their own project or work with staff for volunteerism hours.

Mrs. Naiman asked if they wanted to install a butterfly house would the City pay for that or would something like that be on their own.

Mr. Riblet replied that much of what their request entails, a butterfly garden already exists at Pioneer Park, so he feels connecting them to Public Works to collaborate on the other parts of their request is the best route.

Mrs. Naiman made a motion to support staffs' recommendations for the Service to the Community Grant awards. Mrs. Mills-Reynolds seconded. The Committee unanimously agreed.

Old Business

Business Co-branding Initiative Discussion

Ms. Henao updated the Committee on the updated co-branding initiative since the February 10, 2025 meeting. Ms. Henao stated that after receiving feedback on the designs, Kolar Design has refined the top choice, created options for refining the wording of the tagline, and provided options on color. She reviewed the updated Co-Brand concept and reminded the Committee that in previous discussions the feedback was that the tagline "Only in Montgomery" was not favored well so Kolar changed the tagline to other options with the primary being "Discover Montgomery" as the Committee favored that tagline.

Ms. Henao explained that the final logomark was decided to be black and white.

Ms. Henao explained that Kolar also conducted color studies based on the City brand colors included in the branding guidelines. She explained that in this updated study Kolar preferred to use orange and the lighter blue. She pointed out that the final logomark with secondary tagline treatments could be used for different applications such as yard signs. The Committee discussed the various yard sign designs. Ms. Henao stated that she preferred the yard sign that does not have pictures as those are often hard to see unless they are large.

Ms. Henao discussed the nomenclature options with Kolar's preference of "Locally Inspired, Uniquely Charmed: Only in Montgomery." She also discussed the options of:

Alternatives:

2. "Locally Inspired, Uniquely Delightful: Only in Montgomery."
3. "Locally Inspired, Uniquely Elegant: Only in Montgomery."
4. "Locally Inspired, Uniquely Exceptional: Only in Montgomery."
5. "Locally Inspired, Uniquely Timeless: Only in Montgomery."
6. "Locally Inspired, Uniquely Welcoming: Only in Montgomery."

Mrs. Mills-Reynolds stated that she likes #5 and #6 but is fine with "Charmed" as well.

Mrs. Naiman stated she liked #5 and #6 as well.

Ms. Henao stated that she likes "Charmed" as it was a call back to the roots of the branding tagline.

Mr. Dobrozsi stated that he prefers "Charmed."

Mr. Riblet stated that he likes the navy color with using orange as highlights.

Mrs. Mills-Reynolds stated she did not like the yellow as it is hard to see. She stated she likes the lighter blue and the green.

Mrs. Naiman stated she did not like red but was open to all the other colors.

Ms. Henao stated that the Chamber of Commerce is using a similar darker blue. She stated she would use light blue so there would not be confusion.

Mr. Dobrozsi stated that he felt having a secondary color maybe too much and confusing.

Mr. Dobrozsi asked which colors that Kolar preferred.

Ms. Henao replied that they prefer the orange or light blue.

Mr. Dobrozsi stated that he preferred the light blue as well.

Mr. Riblet stated that he liked the light blue as well and would prefer only one color.

Mr. Dobrozsi confirmed that the Committee all supported using *Locally Inspired : Uniquely Charmed* on the outside of the circle design with *Discover Montgomery* on the inside of the circle.

Mrs. Naiman added that she would suggest that pictures would not be used as the background of the concept, just the black and white colors layered on a clear image.

Ms. Henao stated that she would meet with Kolar to discuss the rollout of items prior to upcoming budget meetings to determine the cost.

Mrs. Naiman asked if Mr. Donnellon, Law Director, would create a license agreement.

Mr. Riblet replied that he would.

Ms. Henao added that Kolar designed the logos with licensing in mind. She stated that the biggest concern will be people grabbing an image from the internet.

Minutes

Mrs. Naiman moved to approve the minutes of March 10, 2025, Government Affairs Committee meeting. Mrs. Mills-Reynolds seconded. The Committee unanimously agreed.

Adjournment

Mr. Dobrozsi asked if there was any further business to discuss. As there was none, he asked for a motion to adjourn. Mrs. Naiman made a motion to adjourn. Mrs. Mills-Reynolds seconded. The Committee unanimously agreed.

The meeting was adjourned at 5:02 p.m.



Chair