

THE CITY OF STREETSBORO, OHIO  
**SERVICE COMMITTEE MEETING MINUTES**

Monday, April 10, 2023

This Service Committee Meeting was called to order on Monday, April 10, 2023 at 7:03 p.m. by Julie Field, Chairman.

**PRESENT:** Justin Ring, Mike Lampa, Jon Hannan, Jennifer Wagner, Anthony Lombardo, Julie Field, Steve Michniak

**ABSENT:** None.

**ALSO PRESENT:** Glenn Broska, Mayor  
Frank Beni, Law Director  
Patricia Wain, Police Chief  
Rob Reinholz, Fire Chief  
Matt Miller, Finance Director  
Bill Miller, Service Director  
John Cieszkowski, Planning Director  
Patrick O'Malia, Economic Development Director  
Greg Mytinger, Parks and Recreation Director  
Shawna Lockhart-Reese, HR Manager  
Matt Coffman, IT Network Administrator  
Caroline Kremer, Clerk of Council

**Disposition of Minutes**

**MOTION: TO ACCEPT THE SPECIAL SERVICE COMMITTEE MEETING MINUTES OF DECEMBER 19, 2022 AS WRITTEN.**

Moved by Mr. Lampa, seconded by Mr. Hannan. Upon voice vote, **motion carried.**

**Old Business**

None.

**New Business**

**T-7412 Accept ODNR \$250,000 Grant for Floyd North Bicentennial Park**

Mr. Mytinger said this was the second part of the ODNR grant that Mr. O'Malia help Parks and Recreation secure for the Floyd North Bicentennial Park. This was to accept the funds and then they would work through the process of creating bid documents to send the project out to bid.

Mr. Michniak asked if there were any restrictions on how this grant money could be spent. Mr. Mytinger answered that this was a reimbursable grant and the document specified what acceptable

items would be accomplished with the money, i.e. ADA accessible parking, a parking lot, park pavilion, electricity, etc. The grant would reimburse the City up to \$250,000 minus some costs for administration of the grant. There would still be a couple phases to do over the next few years that would be paid out of the city budget after this initial project. Mayor Broska added that this was the grant State Rep. Gail Pavliga obtained for Streetsboro.

**MOTION: TO MOVE THIS TO TONIGHT'S REGULAR COUNCIL MEETING.**

Moved by Mr. Lampa, seconded by Mr. Hannan. Upon voice vote, **motion carried.**

T-7413 Contracts w/Shaffer Branding Co.

Mr. Mytinger presented Rick Shaffer of Shaffer Branding Co. who had prepared a proposal to help the City redesign and create a new image and brand logo for the City. There would be a City logo, department logos, stationery, letterhead, etc.

Rick Shaffer, founding partner of Shaffer Branding Co. and Streetsboro resident, said they had been in business for 20 years. Shaffer Branding Co. specialized in advertising, branding, digital marketing, website design, logo design, catalog and brochure design, copywriting, and direct mail. Mr. Shaffer said about a year ago Mike Kuhstos had asked him to work with Mr. Kuhstos and Mr. Mytinger for the Streetsboro Bicentennial, so he had samples of items already done for Streetsboro. A few months ago Mr. Mytinger asked Mr. Shaffer to help with a fundraiser campaign tentatively called "opening the gateway" for the future City Center splashpad and all-inclusive playground for children of all abilities, which would require a logo. As they worked toward this fundraiser campaign it was realized that Streetsboro does not really have a logo; there was a beautiful seal that said Gateway to Progress that was used throughout the Bicentennial process. Other communities had a more defined logo and they felt Streetsboro should have one too. The new branding initiative would include a new City logo, department logos, some brand guidelines which would last far into the future, stationery, digital signatures for emails, City signage, pole banners, vehicle wraps and graphics, the "opening the gateway" fundraiser, and any future marketing initiatives.

Mrs. Field thanked Mr. Shaffer for coming tonight. She said she liked the Bicentennial logo and the materials he had done for the Bicentennial.

Mr. Ring said he remembered a brief discussion about the rebranding and creating a logo, but he did not recall a fundraising campaign for the City Center as listed in the proposed legislation. Mayor Broska explained that the administration had been working with Environmental Design Group (EDG) on a master plan for the City property adjacent to the fire station. They intended to have an all-inclusive playground and a splashpad along with an oval greenspace in the center that would eventually have a gazebo to open the area up to the public. There could be "food truck Friday," a farmer's market, concerts in the park, etc. with a redevelopment of that area. Mayor Broska thought, considering the costs of such development, to be able to put this out to the people with a fundraiser (business donations, "dine to donate" events, individual donations). Whatever funding was raised would be used to reduce the cost of the park. He said they were just about ready to reveal it, but wanted to work with Shaffer Branding Co. to help with this fundraising.

Mayor Broska thought it would be very successful and help to defer the cost of the park, which would allow the City to do more things for the park. The site plan for the splashpad, all-inclusive playground, and the green oval would be presented to the Planning Commission tomorrow night. Mayor Broska noted that before they would roll out the fundraiser, they would have drawings and renderings of the proposed site. He said the area would eventually contain a restroom area with a picnic area along with the all-inclusive playground and a first-class splashpad. Additionally there would eventually be an area behind SR 14 for a walking area that was not in this phase.

Mr. Ring said the Mayor had previously presented the phases of the City Center area near the fire station, but Mr. Ring understood that these phases would happen over a number of years, slowly when the City could pay for it out of the City budget; fundraising from the community had not been discussed. Mr. Ring said he did not feel comfortable selling naming rights to a City-owned splashpad or playground. Mayor Broska asked, "Why not?" Mr. Ring answered, "It's just corny." Mayor Broska said but that's how it's done for something of this magnitude; anything we can do to help defer the costs to make it bigger/more.

Mayor Broska said the administration wanted to go ahead with the updating of the logo. He thought that once the City did the groundbreaking for the Community Center at City Park, the City could start the fundraising campaign. It would still be a year or more before the City could do anything at the City Center near the fire station.

Mr. Ring said he was frustrated that the administration was asking for money tonight under emergency legislation for a fundraising contract, that had never even been discussed by City Council. The legislation presented tonight had two exhibits, one for the rebranding and logo process and the other more expensive one was specifically for a Streetsboro fundraising campaign.

Mrs. Field wondered what amount might be gained from such a fundraising campaign. Mr. Mytinger answered that the discussions regarding creating awareness for this new park was probably about six months or more away before the administration could even bring things to show to Council or the public. Mr. Mytinger wasn't certain yet regarding how much the program might raise. They were going to work on maybe doing a magazine or pamphlets or artwork to take to businesses; there may be a tree or brick program for the residents to participate in, but all that needed to be created. The Parks and Recreation Staff was not able to do the quality of work that would be needed to really promote this new park and obtain financial support for it. The amount to be raised would depend on how the fundraising campaign was structured, which had not been determined yet.

Mr. Ring said he was not saying that the City shouldn't hire someone to do such materials, but he was upset that this was the first time he was hearing about it. He wondered how much the splashpad, playground, bathrooms, parking, and greenspace oval was expected to cost; he thought it was around \$2.5 million to \$3.5 million, so even if a fundraising campaign raised \$400,000, the City would still have to come up with around \$3 million in the City budget for the project, so it would definitely take time. He thought a fundraising campaign right now was "putting the cart before the horse."

Mr. Lampa said he and Mr. Hannan and Ms. Wagner had gone to one meeting about the rebranding. He wondered if the fundraising campaign was going to be called "Growing the Gateway." Mr. Mytinger said they had not really developed the fundraising campaign yet; nothing had been decided. Mr. Lampa wondered what would happen to the money raised with a fundraising campaign if later it was determined the project could not be done. The Mayor said "then we got a problem."

Mayor Broska thought that when the administration had talked to Council about the five phases of the future City Center near the first station, that they had the go ahead to move forward on the plan. They had already spent money to design this area and it was in the final stages of design. Mr. Ring had thought each of the phases would be done slowly over time, not three at once right away. Mrs. Field said today's legislation was to hire Shaffer Branding Co. to do more than Council was anticipating. She said the branding and logo design was something Council had agreed on, but was now hearing about this fundraising aspect that Council had not discussed.

Mr. Mytinger thought these issues had already been discussed with Council, that's why they both were presented at one time. The contract for the fundraising campaign would include working out how it would be done. Mr. Ring thought if there wasn't even a name or direction for fundraising, how would Shaffer know what to work on. Mr. Mytinger said that's why they realized there needed to be a logo/branding plan to have a base to work from.

Mr. Michniak said he had looked over the terms of the contract and felt the contract was very reasonable for the work Shaffer was going to do, it was a lot of work and the amount (\$16,000) they would charge was very reasonable. He understood the concerns regarding the fundraising and echoed those thoughts, but it had nothing to do with Shaffer Branding Co. Mr. Michniak always like to ask when the City bought something from a company, would the City own the final completed product, strategic idea or concept. Mr. Shaffer explained that once Shaffer Branding Co. received payment for the job the preliminary concepts (the stuff that gets scrapped) would still belong to Shaffer, but the end resulting logo (or website) would belong to the City. The City would not need to seek reproduction rights every time the City wanted to use it; it would become the City's property. There would be a monthly reoccurring fee to Shaffer Branding Co. if the City decided to keep them on to maintain a website or something like that.

Mayor Broska apologized about the confusion tonight. He said he was under the presumption that Council had approved the funding to do the design and concept for the master plan for the City Center project. He then felt the next natural progression would be to try and save the City some money by doing some fundraising for it. He presumed the City would move forward with the City Center, that's why they would spend money on the plan. He agreed it may be a little premature, so he was willing to strike that portion from the proposed ordinance and revisit it a little later. He said it had been discussed regarding what the City wanted to do for the kids and the citizens. Everyone understood it was not possible to spend \$42 million on a recreation center, but the City wanted to have something for the kids/families to do and this was a reasonable alternative. It would still leave park land in that area. There could be an ice skating rink that was made of plastic and didn't use ice that could be purchased in the future to also enhance this area. By creating an oval greenspace area there could be small concerts, periodic rummage sales, etc. just like they do

in other communities. He said it was not his intention to catch Council off guard regarding the fundraising issue. He had thought once the Community Center was under construction, they could move forward with development of the City Center area. The administration didn't want to do it in correlation with the Community Center because people may misunderstand and think that their fundraising donations were going to be used for the Community Center. Mayor Broska was confident that the City should be able to raise \$250,000 or more in donations for the splashpad, playground, oval, and parking. He felt the people of the City would be supportive of anything that could be done to reduce the cost of the project through "dine to donate" events, corporate donations, or even naming rights. He apologized that this portion may be a little premature.

Mr. Ring wanted to do the project, but was taken aback tonight by the proposed fundraising process. Mayor Broska said the administration should be ready in a few weeks to present some rendering to City Council.

Mr. Hannan said he was supportive of the logo redesign; he thought having something that would brand Streetsboro into the modern light was needed. He wondered who would be on the committee to develop and approve the final City logo. Mr. Shaffer said he had intended to get everyone's thoughts (Council Members, staff, residents) on what Streetsboro meant to them so he could take all that input and create several options that City Council could vote on. Mayor Broska emphasized that it was not going to be an arbitrary decision, Council Members were to have a large part in the decision making process.

Mr. Hannan asked if every department needed to have its own logo. Mr. Mytinger said currently the Parks and Recreation Department logo was completely different than everything else in the City. The Senior Center logo was similar to the Parks and Recreation logo in that they both used the same type of circles. With the new logo each department could have its name added to the basic logo to identify each department. Mr. Hannan and Mr. Ring questioned, if that was the intention, was it really worth \$250 or \$750 per department? Mayor Broska said a significant amount of time would be put into the thought process and design of each separate logo to make sure it was appropriate for each department.

Mr. Hannan agreed it was premature to consider the fundraising campaign contract. He said when he and Mr. Lampa and Ms. Wagner had met with the administration about it, it was mentioned that the administration wasn't ready for it, so he didn't expect to see it tonight at the Council Meeting following that administrative meeting. Mr. Hannan thought the fundraising campaign should have donation levels from naming rights (like corporations do for a professional football stadium) down to maybe the purchase of a brick paver for individuals. Mayor Broska agreed; that was their thought process too. Mr. Hannan didn't think the fundraising campaign should include "dine to donate" events because it could take away from other organizations in the City, like school clubs, etc. Mayor Broska wanted to include "dine to donate" events because there were not that many throughout the year and this project was for the entire community, and Mr. Hannan said, "If that's the case, then we should just do a levy."

Mrs. Field asked if Council wanted to have a discussion on the fundraising and put it as an agenda item at another meeting. Mr. Ring thought that discussion was needed and he wanted to separate

the branding and fundraising items of this ordinance and only focus on the branding/logo tonight. Mayor Broska was willing to do as Mr. Ring suggested. Mrs. Field said Council could separate these items and at least get the branding/logo portion passed at the Council Meeting tonight, and then after Council had a thoughtful discussion about the fundraising it could be presented to Council for a vote. Mayor Broska said when the administration was ready for the reveal of the renderings the fundraising contract could be presented again.

Mayor Broska said he'd seen many communities with similar park spaces. Even small communities like Randolph were able to raise the needed funds from their community and local small businesses. He said this park area would be one of the most significant things that the City was going to do for the people in the City. Mrs. Field agreed it was significant and that's why it deserved the time to be discussed further.

Mr. Lampa wondered why there was a difference in cost for the individual department logos. The Police Department and Fire Department were \$250 each, but the other departments were \$750 each. Mr. Mytinger answered that police and fire already had a history with their patches and identifiers, so it was likely they would not change much, if at all. Mr. Lampa agreed the City needed an identifying logo, but the City just got a new website, why would it need a separate website? The Bicentennial had a separate website for fundraising; is that what Shaffer would be providing? Mr. Mytinger said the website mentioned in the contract was an avenue for the fundraising piece specific to the new City Center park area, it was not part of the City logo redesign program. Mr. Lampa also mentioned that Mr. Shaffer did not design the Bicentennial logo. It was designed by Mr. Lampa's cousin (for free).

**MOTION: TO AMEND THE LEGISLATION TO REMOVE THE REFERENCES TO A FUNDRAISING CAMPAIGN FOR THE CITY CENTER PROJECT FROM THE TITLE, THE WHEREASES, AND SECTION 1, AND REMOVE "EXHIBIT "B," AND AMEND THE AMOUNT TO BE APPROVED FROM \$16,000 TO \$7,760.**

Moved by Mr. Ring, seconded by Mr. Michniak. Upon voice vote, **motion carried.**

**MOTION: TO MOVE THIS TO TONIGHT'S REGULAR COUNCIL MEETING AS EMERGENCY LEGISLATION AS AMENDED.**

Moved by Mr. Ring, seconded by Mr. Michniak. Upon voice vote, **motion carried.**

#### T-7414 Amend Purchase of City Phone System

Mr. Coffman said City Council had previously passed an ordinance to replace the City phone system with the 8x8 company, but once he started looking into the nitty gritty of the system, he learned that the call recording solution that the Police Department had would not work with the 8x8 system. He found that Nextiva, a nationwide company, could work with the police call recording solution. It was slightly more expensive at \$70.74/month more than what was initially approved, but it had a lot more features and it would work for the Police Department call recording solution.

**MOTION: TO MOVE THIS TO TONIGHT'S REGULAR COUNCIL MEETING.**

Moved by Mr. Ring, seconded by Mr. Lampa. Upon voice vote, **motion carried.**

**Citizens' Comments**

None.

**Announcements**

A Regular Council Meeting will immediately follow this meeting.

There being no further business to be addressed by this committee, and upon motion by Mr. Lampa, seconded by Mr. Hannan, this meeting adjourned at 7:44 p.m.

ATTEST:

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Caroline L. Kremer, Clerk of Council

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Julie Field, Chairman