

SPECIAL SESSION

February 22, 2018

The Council of the City of Chardon met in Special Session on Thursday, February 22, 2018 at 6:30 P.M. in Council Chambers of the Chardon Municipal Center.

Jeffrey Smock, President of Council presiding.

The meeting opened with the pledge of allegiance and roll call.

Members of Council present: Andrew Blackley, Deborah Chuha, Chris Grau, David Lelko, Nancy McArthur, Daniel Meleski, Jeffrey Smock.

Members of Council absent: none.

Others present: City Manager Randal Sharpe, Clerk of Council Amy Day, Planning and Zoning Administrator Steve Yaney, Diana Hasrouni, Vince Crawford, Dennis Maher.

**Regarding a presentation from Buxton**, Dennis Maher, Director of Sales for Buxton, explained their business as an aggregator of consumer analytics. He explained that they help communities understand who their citizens and workforce are, and they act as an advisor for a community's strategic growth plan. Their focus is on finding what retailers would be best for the community and help recruit them as well as making existing retail businesses strong.

Mr. Maher reviewed examples of the consumer analytics they collect.

Mr. Maher explained how Buxton facilitates communication between municipalities and business connections at the annual ICSC conference.

Mr. Maher reviewed the functionality of a local store marketing app.

Mr. Blackley inquired about the availability of licenses for the local store marketing app.

Mr. Maher explained that Buxton provides 25 licenses but it is up to the City how they would like to distribute them. He noted that additional licenses could be purchased for \$40 per month.

Mr. Blackley asked if communities have partnered with chambers of commerce.

Mr. Maher stated that usually municipalities are the ones that invest in Buxton's services. However, there are various types of partnerships that occur.

Mr. Meleski asked where Buxton's main source of data is from.

Mr. Maher stated that there are over 250 data sources but much of it comes from Experian and mobile data.

Mayor Smock asked if the City chooses the services it would like to receive.

Mr. Maher stated that the services provided are part of an all-inclusive package.

Mr. Maher reviewed the timeframe to implement their services.

Mrs. Chuha asked how long the contract terms are.

Mr. Maher stated that they ask for a 3-year commitment; however, their services are re-evaluated each year.

Mrs. Chuha asked if they provide industrial services.

Mr. Maher stated that their focus is on providing retail services.

Mr. Blackley asked what type of relationship with developers can be expected.

Mr. Maher stated that Buxton will work with a developer through the City.

Discussion occurred regarding identifying growing local businesses.

Discussion occurred regarding re-development of areas.

Mrs. McArthur asked about the cost of Buxton's services.

Mr. Maher stated that the cost is \$50,000 per year for the 3-year contract.

Council concurred to further discuss Buxton's services at the next Regular Session of Council.

**Regarding a City-wide trash collection and recycling program,** Vince Crawford, Public Sector Representative for Waste Management, began by reviewing the responsibilities of drivers and the capabilities of the trucks.

Mr. Crawford reviewed the benefits of a single-hauler contract and explained that if 100% of the community is not enrolled, it is not sustainable for the company to offer the service.

Mr. Crawford reviewed Waste Management's recycling program.

Mr. Grau asked if the City will see lower rates with a single trash hauler.

Mr. Crawford stated that the advantage of the single hauler is that City residents can expect to receive more services at a lower price.

Mr. Blackley asked if residents would be permitted to continue their use of pre-paid trash bags with a recycling cart.

Mr. Crawford stated that yes, pre-paid trash bags with a recycling cart could be a bid specification.

Mr. Sharpe asked if residents have to pay for a recycling cart even if they do not wish to recycle.

Mr. Crawford stated that all residents would receive a bill for recycling whether they choose to have a recycling cart or not.

Mrs. McArthur asked the length of the contract.

Mr. Crawford stated that they would only provide the service if they had a 3-year commitment from the City.

Mr. Lelko asked if the City could choose not to make the program mandatory.

Mr. Crawford stated that there would be no benefit for a trash hauler if the program was not mandatory.

Mr. Lelko referred to a News Herald article that refers to a statement that Mr. Sharpe had made years ago when the single trash hauler was discussed. The article stated that Mr. Sharpe had stated at that time that residents who are disposing of their trash in another legal way, could opt-out of the program. Mr. Lelko asked if this is still true.

Mr. Sharpe stated that he did not recall this being an option when the issue was previously discussed.

Mr. Crawford stated that it is Council's decision whether or not to make the program mandatory; however, a trash hauler may not bid on the program if residents are not required to participate.

Mr. Grau stated that by going to a single trash hauler, the City would be denying someone the ability to get a lower price from another trash hauler. He asked if the residents could expect to see a price reduction with a single trash hauler.

Mr. Crawford stated that he can confidently say that with a single hauler contract, the hauler would know that they are getting the accounts of the entire city. If a high bid is received, the City can reject the bid. There will always be a handful of people that somehow have found a lower price. However, for the remaining 98% of residents, they can expect to see a cost savings of 10-15% while having additional services. He stated that Council needs to evaluate what is best for the community as a whole. He noted that he has not had a community leave once they have gone to a single hauler contract.

Mayor Smock asked if Council is in favor of proceeding under the premise that the single trash hauler program would be mandatory for residents since Waste Management has stated that they would not bid on the program unless it is a mandatory program.

Mrs. McArthur stated that she is in favor of proceeding.

Mr. Lelko stated that he would like to see the program specifications before making a decision.

Mrs. McArthur asked what percentage of residents were in favor of a single trash hauler as indicated in the National Citizen Survey results.

Mr. Sharpe stated that 90% of the survey respondents were favorable to exploring a single trash hauler and 72% felt that it was very important to essential.

Mr. Blackley stated that if the City goes to a single trash hauler, it needs to be mandatory.

Members of Council expressed that if the program is bid and

the prices are not acceptable, the City does not need to proceed with a single trash hauler program.

Mrs. McArthur moved and Mr. Blackley seconded to send the single trash hauler program to the Service Committee to work with the City Manager to develop bid specifications which would then go back to Council before it is put out to bid. Upon roll call vote the motion passed unanimously.

**Regarding discussing the sidewalk connection financing plan,** Mrs. McArthur moved and Mr. Grau seconded to table the discussion to the next Regular Session of Council. Upon roll call vote the motion passed unanimously.

**ANY OTHER BUSINESS**

Mrs. McArthur asked Mr. Maher if there would be a cost if the City chose not to renew its contract with Buxton after the first year.

Mr. Maher stated that if the City chose to opt-out, there would be a 10% opt-out fee on the remaining balance of the 3-year contract.

**ADJOURN**

Mrs. McArthur moved and Mrs. Chuha seconded to adjourn. Upon voice vote the motion passed unanimously.

The meeting adjourned at 8:51 P.M.

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JEFFREY L. SMOCK Mayor  
President of Council

Attest:

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AMY DAY  
Clerk of Council