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CITY OF NORTH CANTON, OHIO
COMMITTEE OF THE WHOLE MEETING

**TRANSCRIPT OF
MARCH 15, 2021, MEETING
VIRTUAL MEETING**

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Transcript of Proceedings of the North Canton
City Council, taken by me, the undersigned, Laurie Maryl
Jonas, a Registered Merit Reporter and Notary Public in
and for the State of Ohio, at North Canton, Ohio, on
Monday, March 15, 2021, at 7:00 p.m.

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1 APPEARANCES:

2 Daniel Jeff Peters, Council President, Ward 2

3 Daryl Revoldt, Council Vice President, At Large

4 Doug Foltz, Ward 1

5 Stephanie Werren, Ward 3

6 Dominic Fonte, Ward 4

7 Mark R. Cerreta, At Large

8 Matthew Stroia, At Large

9 Patrick A. DeOrion, Director of Administration

10 Jina Alaback, Director of Finance

11 Robert G. Graham, Engineering Services

12 Catherine A. Farina, Deputy Director of
Administration and Development

13 Stephan B. Wilder, Mayor

14 Benjamin R. Young, Council Clerk

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1 MR. PETERS: Good evening, everyone. At this
2 time I'd like to call to order the North Canton
3 Committee of the Whole meeting March 15, 2021. The
4 time is 7 p.m.

5 Ben, would you please call the roll.

6 MR. YOUNG: Member Werren.

7 MRS. WERREN: Here.

8 MR. YOUNG: Member Foltz.

9 MR. FOLTZ: Here.

10 MR. YOUNG: Member Fonte.

11 MR. FONTE: Here.

12 MR. YOUNG: Member Cerreta.

13 MR. CERRETA: Here.

14 MR. YOUNG: Member Stroia.

15 MR. STROIA: Here.

16 MR. YOUNG: Member Peters.

17 MR. PETERS: Here.

18 MR. YOUNG: And Member Revoldt.

19 MR. REVOLDT: Here.

20 MR. YOUNG: Seven present.

21 MR. PETERS: All right. Thank you, Ben.

22 All right. First up, Finance and Property.

23 Chairman Werren, the floor is yours.

24 MRS. WERREN: Okay. So if you remember, it's
25 been almost a year where we took out some notes, or

1 some bonds to buy the many different properties that
2 we were buying. So those are coming due in May. And
3 although we have something that we are working on, it
4 won't be finalized at that point. So we need to
5 renew these notes, and it's a little over \$4 million
6 for all the properties. And once -- once we have
7 those monies, and hopefully in place, we will be able
8 to repay this, you don't have to wait another year
9 for that. But the great news is it's a really,
10 really low rate, almost under 1 percent, and so we're
11 in a really good position.

12 And we also have -- Jina is going to
13 introduce somebody -- Jina can talk a little bit more
14 about this, and then we have someone from Baird that
15 can also talk about what we need to do to move this
16 forward. So, Jina.

17 MS. ALABACK: Yes. Actually, I'm just going
18 to refer to Mike Burns from Baird. He can walk
19 through the process. I know we did this a year ago
20 right about at this time, but we're going to go
21 through the same process but the market looks a
22 little bit different so I'll have Mark explain that.

23 MR. BURNS: Good evening, everyone. My
24 name's Mike Burns. I'm with Baird, and I've been
25 working with -- I've been fortunate to work with the

1 city now for a number of years on a number of
2 financings going back to the bond issue about four or
3 five years ago. I've kept in touch with the city
4 over the years, and I've been fortunate enough that
5 I've been able to maintain a relationship and work
6 with guys in the future.

7 Jina said it exactly right. It's strange
8 times right now and, you know, it's a lot of stuff
9 going on with the pandemic and everything going on in
10 the world today. The one positive thing is interest
11 rates are very, very low, as Jina alluded to. And I
12 want to share -- I don't know if I can share it or
13 not, let me see.

14 MR. YOUNG: Yes. Give me one moment.

15 MR. BURNS: I'll just share an interest rate
16 with you, kind of share what we're looking at.

17 MR. YOUNG: Okay. You should be able to
18 share now.

19 MR. BURNS: Thank you. This is an interest
20 rate graph. This is just a nice little indicator of
21 where interest rates have been for the past year
22 going back to January 2019. I apologize, I'm not
23 sure if you guys can see this well or not. Hopefully
24 you can.

25 But overall, you can see, going back to

1 January 2019, interest rates were up around 2 to
2 2 3/4 for a 5-, 10-, 15- and 20-year term. And this
3 is the index that taxes and bonds are sold off of.
4 Over time, the interest rates have decreased. All
5 the way up to March 9 of 2020. And I'm sure
6 everybody knows what happened that day, that's why
7 we're having a Zoom meeting instead of an in-person
8 meeting today. That's when they shut down Ohio and
9 shut down really here in the US businesses and
10 everything due to COVID. Caused a lot of fear in the
11 market. Rates spiked up and then they kind of came
12 down, up and down for about a two-month period, and
13 stayed low since.

14 Fast forward to the last two weeks of
15 February, interest rates were really, really low.
16 And then the last two weeks of February interest
17 rates jumped up about 50 basis points. That's
18 .50 percent in about a two-week period, about an
19 eight-day period. And then since then in March rates
20 have come down a little bit more. So all in all,
21 from February 12 through March 10 you're looking at
22 an increase in rate anywhere from a quarter percent
23 to .33 percent. Pretty big jump up given that rates
24 have been low for so long and very stable for so
25 long.

1 But in the big scheme of things, if you just
2 look at this overall arching line graph, you can see
3 rates that are really, really low. And if I could
4 take us back, you know, a number of years in the
5 past, rates were even higher. This is just a
6 two-year snapshot. So rates are really low, as Jina
7 alluded to. So what does that mean for you guys? It
8 means we're able to renew these BANs. So these BANs
9 are the nontax revenue on anticipation notes. We
10 refer to them as BANs, B-A-Ns, and these nontax
11 revenue BANs are coming due on March 13 of this year.
12 I'm sorry, not March. May 13. My apologies. May 13
13 of this year those BANs are going to come due, and
14 the city has to do one of two things: They got to
15 pay it down, pay it off, or renew it for another
16 year.

17 And from talking to the administration of the
18 city and based on the timeline of the city's
19 potentially selling that property sometime in the
20 future, we believe it's probably the best thing to go
21 ahead and renew those BANs for another year. So
22 that's what we're planning on doing, assuming city
23 council agrees with that thought process.

24 But in terms of interest rates, they are
25 very, very low. And these rates are a little

1 outdated. This is back from February 23. Like I
2 said, rates have come down a little bit since then,
3 but we had to do these as taxable, nontax revenue
4 BANs. And you're looking at one-year renewing, the
5 interest rate on the BAN will be .350. That's just
6 estimated. Don't hold me to that rate, that's just
7 an estimated rate as of today. And then when you
8 throw in all the closing costs, you're looking at a
9 rate of all the way to about 1.15. That's a very,
10 very low interest rate right here. Fixed for the
11 term, which will be one year. And the nice thing
12 about renewing these BANs, it just gives you
13 flexibility. And that's the nice thing about doing a
14 BAN issue for this type of financing. You're
15 expecting, you're hoping to be able to pay off these
16 BANs within the next year or so when you sell the
17 property, so this is a really nice financing that
18 will allow that opportunity to pay it off in the
19 future.

20 We also explored doing this as a direct
21 placement like we did last year, but you can see the
22 interest rates are a little higher if we do a direct
23 placement with a bank, so it makes sense to do it as
24 a public offering. So that's what we're proposing to
25 the city.

1 I'll pause there. Is there any questions by
2 the city council or city administration?

3 MR. REVOLDT: Michael, this is Daryl Revoldt.

4 I've got just a quick question. Maybe this
5 is one the finance director should answer, but I
6 notice we're going to do this on emergency. Can we
7 do this on an emergency?

8 MR. BURNS: Yes. And the finance director,
9 and Jina, I don't want to speak for you but we
10 reached out to your bond counsel, Ryan Callender with
11 Squire, Patton & Boggs, and he's the one that advised
12 us and the city that we can do this as an emergency.

13 MR. REVOLDT: Perfect. Okay. Thank you.

14 MR. FONTE: Dominic here. I have a quick
15 question.

16 MR. BURNS: Yes, sir.

17 MR. FONTE: So let's say the public offering
18 is the direction to go, for a thought. Does that
19 lock it in for one year until the next time we renew
20 this?

21 MR. BURNS: That's exactly correct. So once
22 we go through the process and my firm, Baird, sells
23 these BANs in the public market, once the BANs are
24 sold, that rate's locked in for the year.

25 MR. FONTE: So okay. If it's on an

1 emergency, because you know how volatile things can
2 be if there's a hiccup, we would want to lock in as
3 quick as we could to the lower rate; right? So if
4 it's on an emergency and happens quickly, how quick
5 can you turn around the lock-in?

6 MR. BURNS: Yeah, that's a good question.
7 And that's exactly why I showed this graph to you.
8 It is, you know, it is a time-sensitive matter. And
9 locking in sooner is probably better. I also
10 prepared just a preliminary closing schedule. So
11 assuming the finance committee and then city council
12 decide to move forward and pass the legislation on
13 Monday, March 22 city council meeting, we can then
14 lock the rate in on April 6. So you see right here
15 April 6 is the BAN pricing date and the pricing means
16 when we sell the bonds. I'm sorry, sell the BANs.
17 And at that point they would be locked in on April 6.

18 MR. CERRETA: Michael, Mark Cerreta here.

19 Let's say we sell this thing in about six
20 months or so. Not that it really matters that much,
21 but is there a big penalty for payoff early?

22 MR. BURNS: That's a great question, Mark.
23 And we discussed that. You know, there's potential
24 we could have done it with a local bank and a local
25 bank may provide more next flexible call options. A

1 call option is a prepayment option, Mark. With a
2 public of offering, they're what you call
3 noncallable, which means they're not able to be
4 prepaid. So we won't be able to prepay these BANs.
5 So if your buyer comes along and we're able to close
6 more quickly, we'll just have to keep these BANs
7 outstanding and then pay it all off on the maturity
8 date, which would be a year from now, May 11. But
9 from walking through with your administration, we
10 kind of walked through, as well as with your bond
11 counsel, Squire, Patton & Boggs, after we kind of
12 worked out all of the details and kind of best-case
13 scenario, we believe, and Patrick may be able to
14 chime in, but we believe really it's highly unlikely
15 we'll be able to close on any new purchase much
16 earlier than a year from now.

17 And, Patrick, I'm not sure if you have more
18 color on that or not.

19 MR. DEORIO: Yeah. I would say that this was
20 a subject matter that we wanted to delve into in
21 looking at more of a specific timetable. There is a
22 tremendous amount of interest in the Kmart property,
23 and provided that we can get through a due diligence
24 period right now, you know, we would be looking
25 somewhere in the six to nine months from now range on

1 a potential closing, which then puts us just a few
2 months away from, you know, when the BANs may be
3 ultimately due. And in talking with finance director
4 and bond counsel, we felt that the best thing to do
5 in that case would just be to set the proceeds aside
6 from that and then pay the BANs when they come due
7 rather than try to get a prepayment waiver, if you
8 will, because ultimately we probably wouldn't be able
9 to get the low interest rate that we're getting. It
10 would be a higher interest rate. And sometimes, you
11 know, banks charge even a little bit higher just to
12 have that prepayment waiver in there because they're
13 taking a risk that you may pay off the note ahead of
14 time. So this, I think in the long run, makes the
15 most sense for the city financially.

16 MR. BURNS: I couldn't say it any better,
17 Patrick. That's exactly right. So we did walk
18 through that, Mark, and that was a pretty big subject
19 that we chatted about. And we decided this was the
20 best approach.

21 MR. CERRETA: So in looking at these numbers,
22 it looks like the interest on this is 51,664. Let's
23 just pray we sell it for a lot more, we can pay that
24 off is what you're saying and we'll come out in a lot
25 better shape.

1 MR. BURNS: Correct.

2 MR. CERRETA: Okay.

3 MR. FONTE: Dominic here. I have one more
4 quick question.

5 So we commit to one more year, and let's say
6 we cut it real close and the Kmart project, we can't
7 quite wrap it up, then we have to extend it another
8 year or we just pay it off or whatever the case may
9 be. Is it possible, is there like a little rider in
10 there where we could just say, you know, if we do get
11 the Kmart thing taken care of ahead of time and we
12 still have that or we extend it another year, can we
13 assign other debt to that instead of like, you know,
14 you identify what debt is covered in 4 million bucks.
15 Can we roll other debt into it if we pay off some of
16 this other stuff if we have some other projects? Are
17 you with me?

18 MR. BURNS: Yeah. So if we're unable to
19 close on this right away and we still have to keep it
20 outstanding a little bit, can we extend it. Is that
21 essentially what you're asking about, Dominic?

22 MR. FONTE: Yeah. Extend it or assign other
23 debt. We may be buying something down the road and
24 we just want to roll that into the bond. I didn't
25 know if that's possible to do.

1 MR. BURNS: Yep. That's exactly right. We
2 can do that. So that's to say under that scenario
3 where, you know, beginning of May, May 1, and we know
4 the property's not going to close for another month
5 and a half or something. We can do a couple things
6 at that point. We can do like a three-month BAN. So
7 if we know it's going to close within a month or two
8 we can do three-month, six-month, nine-month BAN with
9 a local bank. It will be a little more expensive on
10 the interest rate but, you know, it's something we
11 can do to just kind of cover that, that gap,
12 essentially.

13 And then the answer to the second part of
14 your question, yes, we could always include
15 additional projects into the financing when we roll
16 it over. And, in fact, we can do it right here if
17 council wants as well, but keep in mind this one is
18 done as taxable because it's an economic development
19 project. So, for example, if you are buying police
20 cruisers or, you know, whatever, equipment, you
21 probably would do that tax exempt so we would
22 probably want to do that separate. But if it's
23 another economic development project that you want to
24 roll into this, you could easily do that now or in
25 the future. So when the time comes.

1 MR. FONTE: This is Dominic again.

2 Without the terms changing? You know,
3 without selling it to the bank we can still use the
4 public offering and then assign other projects that
5 are like projects to the public offering?

6 MR. BURNS: We would have to roll it over
7 again. So, renew it again. And it would be a whole
8 new BAN issue and new terms.

9 MR. FONTE: Would the closing costs be the
10 same, APR?

11 MR. BURNS: It would be similar.

12 MR. FONTE: Okay. All right. Just good
13 information.

14 MR. BURNS: Does that make sense? Did I
15 answer it okay, Dominic?

16 MR. FONTE: Yeah, I get it.

17 MR. BURNS: Okay. Those are all really good
18 questions. Anything else come to your mind? I'm
19 more than happy to answer if there's something else
20 that comes up.

21 MR. CERRETA: No. Well done.

22 MR. REVOLDT: Hey, this is -- this is Daryl.
23 I have just one other -- one other very quick
24 question.

25 What you described tonight is really, in

1 terms of municipal finance, a relatively routine
2 transaction. This is not extraordinary; correct?

3 MR. BURNS: You're 100 percent correct.
4 These are done very often for states, cities and
5 counties.

6 MR. REVOLDT: Okay. Thank you, Michael.

7 MR. BURNS: Yep. Thank you.

8 MRS. WERREN: Any other questions? Pat or
9 Jina, do you want to say anything else?

10 MS. ALABACK: No. I think I covered -- go
11 ahead, Patrick. I think everything was covered on my
12 end.

13 MR. DEORIO: Just to add here to make sure
14 that everybody understands, that the amount that we
15 are seeking to place on this new BAN includes all the
16 property at Kmart.

17 MS. ALABACK: Right.

18 MR. DEORIO: If you recall, a year ago we did
19 a separate bond issue. One for the Kmart building,
20 which was the Veritage property, and then the second
21 one was for the other surrounding land. And we did
22 that so that we, you know, wouldn't necessarily have
23 to pay interest on money that we didn't yet need
24 because it took a little bit to get those other
25 properties brought in. And, as a result, we asked

1 that the maturity date be the same. So what we're
2 doing now is just replacing all of that with one new
3 issue. So that's why the amount is what it is.

4 MR. CERRETA: Good. Thank you.

5 MRS. WERREN: Okay. Thanks again for coming.
6 We appreciate that. That was a great explanation.

7 And then if there are no other questions, I
8 move to put it on the agenda under emergency.

9 MR. REVOLDT: Revoldt seconds.

10 MR. PETERS: All in favor, say "aye."
11 ("Aye" in unison.)

12 MR. PETERS: Opposed? Motion carries.

13 All right. Thank you, Steph.

14 All right. Moving on. Park and Recreation.
15 Excuse me? Okay. All right. Moving on, Park and
16 Recreation. Chairman Foltz.

17 MR. FOLTZ: Thanks, President Peters.

18 I'm going to turn this over to the
19 administration. It seems that we're asking for --
20 and the only change is on the daily rate structure on
21 the weekends. Everything else is the same as far as
22 keeping our rate structure intact.

23 And I don't know if you've had a chance to
24 review that at all, council, but I'll just bring this
25 up, you know, orally. We can get into more

1 information maybe next week with -- with Pat, maybe
2 Jina can provide it, too, but as it stands now, you
3 know, our rates are pretty reasonable, especially
4 with our membership. So Monday through Friday it's
5 \$10. Saturday or Sunday right now is \$11. After
6 5:00 is 7.00. Children under the age of 6 are free
7 with an adult. Our memberships, I don't know if you
8 guys have that in front of you or you can put that in
9 front of everybody.

10 MR. YOUNG: I'm putting it on screen now,
11 sir.

12 MR. FOLTZ: Perfect. Perfect. Thank you.

13 Just a recap. Really, it's always been more
14 beneficial to join the pool as a member. Especially
15 if you're a city of Canton resident. So you can see
16 that that stayed intact, I think the administration
17 only ask is for -- I say "only," it's 20 -- maybe
18 28 percent increase, but it's for the weekend use of
19 walkup. And I don't remember when these rates went
20 into effect, whether it was maybe three years ago.
21 But we also have to consider that we put about
22 \$800,000-plus into this three or four years ago for
23 all the improvements with the liner and walkway and,
24 you know, the different utility rooms. I mean, we
25 really did put a lot of money into it. So, you know,

1 I've been proud of the pool for many years. What
2 we've added with slides, the spray ground. We still
3 have a diving board. We're one of the few cities
4 that offer a pool.

5 So with that all said, Pat, if you would like
6 to weigh in on this and then we can have further
7 discussion, but I would like to see either Jina or
8 Pat, we can put together something by next meeting
9 just what we've accomplished with the pool as a recap
10 and also what our revenue stream's been, our
11 operational costs with the Y. As we know, they do
12 run -- the YMCA runs the pool for us and they offer
13 some other things as a Y as far as lessons and
14 lifeguards and so forth, so it does present a
15 positive impact to our community with the Y's
16 involvement. It would just be nice to recap that for
17 everybody because we haven't talked about it for a
18 while and can really throw out this past year with
19 COVID. I know the pool was used later in the year
20 once we were allowed to happen, but still we had
21 social distancing issues and it just wasn't a typical
22 recreational year to review as a year like, say, '18
23 or '19.

24 With that said, Pat, if you would like to
25 weigh in on some of the reasons on this.

1 MR. DEORIO: Yes. Well, I certainly would.
2 So thank you for that opportunity.

3 I want to make sure that, you know, all of
4 you understand that this is -- this has been a
5 journey that we're on in trying to get the operations
6 at the pool, you know, properly under control. And
7 as council may recall, one of the first things that
8 we did, you know, three years ago was restructure the
9 management agreement with the Y. And I felt in my
10 analysis then that the -- there was a lack of
11 incentives under cost controls. And the pool,
12 although we're not trying to turn it into a profit
13 center, we also don't want it to bleed red ink, and
14 that's unfortunately what we had been doing. So we
15 changed the management structure there, and, as a
16 result, each year that it has been in place with --
17 have been what we have been looking for.

18 So we did -- redid the management agreement
19 for an extended period of time for the Y because we
20 like the direction it was going. And, you know, the
21 first two years under that agreement, you know, we
22 were returning a significant revenue stream back to
23 the city so we could reinvest in the pool.

24 2020, even though it was COVID, we eked out a
25 small gain. Negligible, I would call it, but

1 nonetheless a small gain. You know, less than
2 \$25,000. Now, what we -- you know, so we feel we
3 have the management in place and that it's working
4 properly, and we feel that we're administering it
5 properly. So what's the next thing?

6 Well, the next thing is we have to invest
7 money in the facilities again. So as Councilman
8 Foltz has indicated, yes, we did do a splash pad
9 there. That splash pad, though, was a long time ago.
10 And we have never really reinvested funds into it to
11 bring it more current, to make sure that it's still a
12 nice splash pad, that it's relevant. And you look at
13 some of the features that have occurred in other
14 areas in other cities, and not every city has a pool,
15 as Councilman Foltz has indicated, but many have
16 splash pads. And the splash pads are a lot nicer
17 than what we have.

18 So we did -- in addition to that, we have
19 been talking for a number of years with -- you know,
20 Councilman Cerreta has been active in this in trying
21 to find a way to get a new gatehouse, concession
22 area, bathroom, changing area. All that when you
23 walk into the place, that is an original structure
24 that is -- that is way neglected and needs -- quite
25 frankly, just needs to be torn down and replaced with

1 something else.

2 So we had entered into an arrangement with
3 the Y that we would kick back a share of the profits
4 into a fund that would be set aside for funding a
5 pool house renovation building after, you know, a
6 three- to four-year period. We felt with the way
7 things were going preCOVID that we could save enough
8 money after the next three years to do that. The Y
9 very much wants to be a partner in that because this
10 helps. It helps them manage it. It helps, you know,
11 on the concessions that we could offer more things,
12 more relevant things. It all turns the meter for us.
13 So there are -- there is some capital that needs to
14 be accounted for as we go forward and the rate
15 structures are tied to that.

16 So that day rate, we adjusted it two years
17 ago to help accommodate this future change that was
18 coming. Now, the next piece that we are really
19 addressing here tonight, though, is when we sit down
20 and we look at, in talking with our management
21 consultant, when we actually sit down and start
22 looking at the stuff, when were people coming. When
23 did they show up at the pool and what effect does it
24 have. Well, what we're finding still is that there
25 are way too many people coming on the weekends. On

1 Saturdays and Sundays. And these are not people that
2 are coming that are from the city of North Canton.
3 This is -- this is a benefit to Stark County and all
4 the surrounding counties. And our day rate structure
5 was the lowest of any pool, beach around.

6 So what was happening is a lot of people were
7 coming in who didn't have an equity stake, ownership
8 in the pool. And they treated it as such. And they
9 have come in and they trash the place. Throw food,
10 leave food, debris, trash. This all puts a stress on
11 management and the city to come in and clean up, deal
12 with it when you don't have anybody that really
13 cares. They look at it as, hey, for 10 bucks I can
14 go party at the pool, don't really care what happens
15 there, and walk out at the end of the day and nobody,
16 you know, can do anything.

17 So with so many people coming in, it seemed
18 to be that the members then were suffering and they
19 weren't enjoying the facilities as much as they
20 probably could. And they're the ones that have the
21 equity interest in making sure that it stays nice.
22 So we thought that changing the rate on the weekend
23 only for the guest pass to go to \$14 would start to
24 do a couple things. One, those that could shift
25 their activity to during the week could still go at

1 the same rate as the rates were, 10 bucks. No
2 change. And discount, of course, you know, after
3 5 p.m. That we thought that might get some of the
4 easing the pressure on the weekend, shifting it
5 during the week.

6 In addition to those elements that were from
7 outside the county, you know, coming in and just
8 looking at it as a cheap date, so to speak, \$10 to
9 get in, now we're looking at a pricing that's
10 comparable to what other areas charge. So, you know,
11 if we looked like, you know, Clearwater, which is,
12 you know, up in Lake Township there, their day rate
13 every day is \$13.50 a day per person. So it's
14 comparable to that. And if that puts them in play
15 for -- for, you know, some of our attendance that's
16 from out of the area to go there as an alternative, I
17 think that will enhance our experience at Dogwood.

18 Keep in mind that, you know -- you know, the
19 rates, you know, don't truly cover everything that
20 goes on there. We try to do our best in getting a
21 balance sheet there but, I mean, we don't put on to
22 the balance sheet, you know, Brian Hill's expense,
23 Steve Schenk. You know, there's a lot of people that
24 are involved in managing or being -- overseeing
25 what's happening there and that's kind of a cost

1 that's hard to calculate for that. But as it relates
2 to the hard costs of how much CO2 and how much
3 chemicals are needed in the poll and, you know, all
4 that kind of stuff, you know, that is what we -- what
5 we do keep track of, you know, with the Y and
6 providing that reporting.

7 So we're hoping that this works. We see
8 that, as we look around and we look at other
9 management structures of other pools, we see where
10 they have gone through this, what we're going
11 through, already, and they have adopted additional
12 mechanisms. I'm not saying that here, but as I look
13 down the road, if we're unable to, you know, provide
14 a quality experience, we've seen that other
15 management models have gone to the extent of saying
16 that, you know, guest passes or people coming in
17 under a guest pass have to be accompanied by a
18 member. We see that happening already in other areas
19 around us. I'm not saying we are here at this time.
20 We think that this remedy will -- will work. But if
21 we're proven to be wrong, as council has been so
22 gracious over the years with me, anyhow, in the
23 things that we're doing is we're trying. We're
24 trying to find a way to make it work. And if we
25 continue to fine-tune it, backtrack if we have to, we

1 will. But we do think this step is necessary for
2 this year.

3 So as Councilman Foltz has said, all the
4 other rates stay the same. It provides a tremendous
5 value. If you're a city resident and you buy
6 preseason, you know, you're looking at 80 bucks for a
7 single. That's a heck of a deal. A family
8 membership, 192. Same as 2019. So, you know, really
9 holding the rate steady there, you know, in all other
10 aspects.

11 So that's what I would have to add. If
12 there's any questions, I'll take them. Or, Doug,
13 I'll get together with you on what specifically
14 you're looking for to include in a -- perhaps a
15 PowerPoint presentation, I'll get that ready.

16 MR. FOLTZ: All right. Thank you, Pat.

17 No, I think that was a good overall review.
18 And I've always said this through the years, if
19 you're going to go to the pool as a family more than
20 five times, you're better to buy a membership, you
21 know, because and, you know, especially with the
22 summers getting warmer, I think that's a trend that
23 will continue, you know, and that's what we offer to
24 our residents at all times. You know, we -- you
25 know, if you're a resident here, that's your -- your

1 best way to go if you have children. Especially, you
2 know, under 6 that are not included, you know, as far
3 as an additional cost. For a family of four,
4 that's -- that's really a bargain, really, when you
5 look at everything else that's presented.

6 So, no, that's all I have with that. I'll
7 open up to the rest of council for further questions.

8 MR. FONTE: Dom here. No. Go ahead. Who's
9 that talking?

10 MR. CERRETA: Cerreta. Cerreta here.

11 MR. FONTE: Go ahead, Mark, and then I'll go
12 ahead.

13 MR. CERRETA: Thank you, Dom. Appreciate
14 that. You're such a gentleman.

15 I talked with Ben Wheeler today. And said
16 very similar back and forth we had talked. Like Pat
17 did here. This is probably needed for the right
18 reasons. You know, we want to sell memberships. And
19 so that's like Doug said, that's the way to go
20 anyways. If you're looking for a price cut, that's
21 the way to go. This is reasonable compared to other
22 places around here. The comparables are important,
23 for me at least, and I think that we're in the right
24 place for that. But we still need to manage this
25 place. It doesn't have to be a moneymaker, and, you

1 know, it's more of a community asset. We have so
2 many things we put money in, we're not making out of
3 them but we surely don't want to lose a lot of money
4 on the pool. But it is a very high community asset
5 here that we need to keep making better and better.

6 And as Pat alluded to, going forward we do
7 need to get a pool house. We need to look for donors
8 on that. We need that more than anything. That is
9 so far behind in every way, not just the kitchen.
10 But it could be so much better with an -- maybe an
11 inside/outside concession stand, especially with the
12 new park going in, now people can just walk over
13 there and buy stuff whenever they want. That would
14 be a huge asset.

15 The other thing we need to look at in going
16 down the road here is, you know, we're getting behind
17 on this place. Our splash pad is -- if you go to
18 other splash pads, they're great. So we do need to
19 look at maybe enhancing that down the road.

20 Other thing I talked to Ben about is they
21 could use a slide enhancement. If you look at that
22 pool, you know, when you're -- during the day and you
23 look at all the people that are there, there's a big
24 section of that pool that no one goes to and it's
25 kind of like a deep end away from the -- away from

1 the diving board. People either stand up in the
2 lower areas or they're on the diving board and they
3 don't go to the deep other ends. That could be an
4 area maybe we should throw some more slides in and
5 make this place pop. If we can, you know, get some
6 donors or get some grants of some kind. There's some
7 areas there that this place could really be an
8 improvement and bring people in.

9 On the other side, how many people can we get
10 in the place. You know what I mean? There's only so
11 many people and so much parking out there. And maybe
12 we should, with the new park coming in, we're going
13 to have to look at parking out there. And maybe, you
14 know, look around, talk to the school and some other
15 things how we can enhance our parking.

16 For the -- one more thing, too. I'll just
17 dominate this, but the immediate need for them is
18 right now is they did some blow-ups last year. One
19 was a big blow-up splash thing that was a big hit and
20 it's about \$2,500. And I was just thinking, we're
21 getting a price raise, what are we giving back here.
22 You know, I was thinking of getting a donor but maybe
23 that's something for 2,500 bucks we can put in over
24 there and justify a good price increase at the same
25 time. And 2,500 bucks doesn't seem to be a lot for

1 something that will enhance that.

2 MR. DEORIO: We already got that handled.

3 MR. CERRETA: That's perfect. That's great.

4 I think that's a smart move and that's good for
5 everything out there. Those blow-up things are just
6 awesome for the kids, too.

7 So good stuff with that. Thank you for that.
8 And that's all. Go ahead.

9 MR. FOLTZ: Yeah, this is Chairman Foltz.

10 Thanks, thanks, Mark, for your comments. And
11 I know, Mark, you've been down there with me, and
12 anybody on council through the years, we've seen the
13 transition to really, you know, the liner, the
14 outside, you know, the grass areas, the umbrellas,
15 Sunbrellas. It's all been positive.

16 And you remember, Mark, we looked at North
17 Canton school property to see if there's a way that
18 we could utilize some of that east side for a larger
19 slide. I mean, we've had drawings on this. I think
20 we need to really, since we're developing Dogwood, as
21 you mentioned, put a plan together for this again to
22 see what our possibilities are. Because you're
23 right, it's been probably close to 20 years on that
24 spray ground. We think it's been yesterday but it
25 hasn't. Time goes quickly. And I think we owe it to

1 have such a great asset like this to better plan for
2 this for the next, you know, five years for capital
3 growth there.

4 You know, let's finish the pool. Let's
5 figure out what we're going to do with the entrance,
6 the concession. As you said, that's a great point,
7 inside/outside concessions for the Dogwood
8 renovations area for that park. I think those are
9 home runs. We just got to continue to look at and
10 really plan for it.

11 Thank you. Thanks, Mark. Dominic, go ahead.

12 MR. FONTE: Yeah. I was just going to chime
13 in with what Mark said. Where I see something, I
14 mean, if you put the splash park in and maybe put a
15 slide and enhance it, even at the \$14 or \$15 on the
16 weekend is still a good deal for a first-class, safe,
17 wonderful area. But then you've got a full-day
18 experience with -- across the street with the new
19 park coming on top of that. I see that you could get
20 a tenfold return on investment, ROI, for the food.
21 Because, in essence, you could have a food truck or
22 two that we would own, or the city or the Y or
23 somebody. It could be parked across the street and
24 they could work back and forth, technically.

25 And I always felt like the country club feel