

THE CITY OF HURON, OHIO
Proceedings of the Huron City Council
Work Session
Tuesday, April 27, 2021

On April 27, 2021 at 5:00pm, the work session of the City Council of the City of Huron, Ohio was called to order by the Mayor.

The Mayor directed the Clerk to call the roll. The following members of council answered present: **Christine Crawford, Mark Claus, Sam Artino, Joe Dike and Joel Hagy**. Members absent: **Monty Tapp and Trey Hardy**.

Monty Tapp arrived at the work session at 5:11pm

Staff in Attendance: City Manager Matt Lasko, Assistant to the City Manager Mike Spafford, Assistant Law Director Gary Ebert and Executive Administrative Assistant/Clerk of Council Terri Welkener.

Also Present: Alex Pesta and Michelle Bandy-Zalatoris of City Architecture, and Shelley Freed from Restart Smart.

Mr. Lasko said that this work session is a continuation of Council's work session of April 17th. Council members were provided with a copy of draft Vision, Guiding Principles, Goals & Initiatives that came out of the first meeting, a copy of which is attached hereto as Exhibit "A".

Ms. Freed said that the goal of the last meeting was to come up with a vision statement that talked about what the destination was for the City of Huron. Out of that discussion, they crafted several different versions for Council's consideration and response.

Vision Statement

Members of Council gave their opinions of which version(s) of the Vision Statements they liked, and also including Trey Hardy's comments provided via email (see Exhibit "B" attached hereto), with Version 4 being the preferred version: *Huron: A thriving waterfront community that continues to celebrate a legacy of friendly, small-city charm while building for the future.*

Ms. Freed and Council worked together to agree to revised language for the Vision Statement, with the ultimate version agreed upon being: *Huron: A thriving waterfront community that celebrates a legacy of small-city charm while building for the future.*

Guiding Principles

Ms. Freed said that Council talked about creating some guiding principles when they were last together so that we will have a basic structure for decision-making moving forward. In some ways, these guiding principles are questions Council must ask itself when making decisions.

Mr. Hagy asked if there is a place for human diversity as an aspiration in the guiding principles – the more diverse a community is, the richer it is. After some discussion, it was decided that diversity should not be added to one of the listed guiding principles, but should stand on its own. Ms. Freed said she would work in the wording of this guiding principle and get back to Council.

The first guiding principle discussed was: *Water is central to the Huron experience: It is our duty to preserve and celebrate access to the water as part of our ongoing civic identity.* After some discussion, Council agreed on the following language for this guiding principle: *Our freshwater resources are contract*

to the Huron experience: it is our duty to preserve and celebrate access to the water as part of our ongoing civic identity.

The second guiding principle discussed was: *Fiscal sustainability is critical: We support responsive policy that ensures a healthy city today and that also prepares it for success in future generations.* After some discussion, Council agreed on the following language for this guiding principle: ***Fiscal sustainability is our priority: We support responsive policy that ensures a healthy city today and that also prepares it for success in future generations.***

The third guiding principle discussed was: ***Progressive: Continuous improvements for our city require us to embrace responsible change.*** After some discussion, Council agreed on language for this guiding principle as written.

The fourth guiding principle discussed was: ***Preserve the legacy of Huron: We are guardians of the cozy, small-town charm that defines our city.*** After some discussion, Council agreed on language for this guiding principle as written.

The fifth guiding principle discussed was: *A safe and well-maintained community: It is important to maintain the high quality of life in Huron through responsive public services.* After some discussion, Council agreed on the following language for this guiding principle: ***A safe and well-maintained community: It is important to continue the high quality of life in Huron through responsive public services.***

Ms. Freed said that they would come up with a diversity statement based on what was discussed today, which will result in six (6) Guiding Principles. Once we have a final version of the Guiding Principles, that can also be an interesting messaging platform to remind the community at a high level how Council is serving them. Council will be entertaining different initiatives under this, so this is a really interesting place for Council to make these statements their own and think about using them on an ongoing basis to remind people how you serve.

City Goals

City goals outline what Council is trying to achieve.

The first goal discussed was: ***Diversify and expand the housing options within the community.*** After some discussion, Council agreed on language as written.

The second goal discussed was: *Enhance the Downtown/Main Street experience.* After some discussion among Council and Mr. Lasko, Council agreed on the following language for this goal: ***Cultivate a recognizable Downtown experience.***

The third goal discussed was: *Support existing, new and expanded business.* After some discussion among Council, Mr. Lasko and Mr. Spafford, Council agreed on the following language for this goal: ***Establish an environment that fosters growth for existing, new and expanded business.***

The fourth goal discussed was: *Improve safe access and mobility for all – balanced streets that are walkable and bikeable.* After some discussion among Council, Mr. Lasko and Mr. Spafford, Council agreed on the following language for this goal: ***Enhance safe access and mobility for all.***

The fifth goal discussed was: *Unify and strengthen Huron's city-wide identity.* After some discussion, Council agreed on the follow language for this goal: ***Unify and strengthen Huron's community-wide identity.***

Mayor Artino asked if Council's worksheets would be retained as public records. City Architecture agreed to provide copies of their flip chart notes to the Clerk of Council.

Mr. Lasko said that the goal will be for staff and department heads to come back with between 12-15 initiatives or specific projects that they feel best will move Council's goals forward in the next 3-5 years. He believes the ultimate goal will be to reduce that slightly, based on feedback received. The goal will also be to not only whittle that down to 5-10 initiatives, but they also want those initiatives to be achievable in 3-5 years with an identified path forward from a financing standpoint. Mr. Lasko thanked Council for the additional time – that gives staff a lot of direction. Mr. Lasko thanked Alex, Michelle and Shelley for their work thus far. It has been a great help guiding the conversation and being though-provoking. This is important work for staff – staff wants to make sure to the best of their ability that they are bringing forth projects to Council with clear direction and a collaborative relationship in those projects. At the May 25th work session, they won't have visuals available, but there will eventually be a final document presented for adoption that will put some renderings and visuals to some of these projects. The hope is that everything staff is putting forth to Council, and ultimately doing on behalf of the community, embodies a handful of these guiding principles and goals. They are broad enough to allow staff to do that, but not so broad that it is unwieldy.

Mr. Hagy asked if there are any goals on the list that surprised Mr. Lasko or Mr. Spafford, or is there a goal not on the list that surprised them. Mr. Lasko said that he doesn't know that anything surprised them or that anything is glaringly missing – it was more important for staff to have a general understanding of what Council is attempting to do.

Mr. Claus asked the City Architecture representatives if they think anything is missing. Ms. Bandy-Zalatoris said addressing public spaces wasn't that was mentioned directly as part of this, but may easily fold up in some of these goals. Mr. Lasko said as opposed to specifically stating a focus on improving public space, when we talk about safe access and mobility could mean improvements to public spaces, and when you talk about creating an experience, a lot of times that is done in public space. It may not be explicitly drawn out, but he thinks it is achieved throughout. Mr. Hagy said we don't have anything environmental included – that feels like a miss. Ms. Crawford said we did touch on that with freshwater resources – we acknowledge a respect for that. Mr. Lasko said something on the environmental or sustainability side would fall under a guiding principle as something we want to try to weave in, in either projects or initiatives, when we can. Mr. Artino said as the staff comes back with task or ideas, we will have a better idea of how we are going to prioritize. For example, Council might really want something to happen, but simultaneously there might be some other tasks that are a lot quicker and should be prioritized. We will get into this a little more as staff comes back with their ideas – it's a process.

Mr. Pesta said that it is a process – he and Shelley have never been a part of a planning process that has been linear. This initial conversation is to create a framework and try to understand the relationship and how certain aspects of this work is going to influence and guide future decisions. We are not quite there yet – we haven't developed that list. He guarantees that when that initiative list starts to get formalized, we will go back and retest them against these goals and guiding principles. That may cause all of us come back and add to or tweak them. Because there are specific initiatives that are now going to change the way we are going to think about the goal. The initiative list will be how we compare this plan to Vision 2020. What is intentionally different about this process is that we have slowed it down on the front end. We have the vision statement, the guiding principles and the goals. Underneath that comes this list of initiatives. Council will have to decide if they want to get into the weeds or stay out of them. One thing that Council brought up at the prior strategic planning session was that they many times feel that they are expected to be experts on everything. This process allows you to stay out of those weeds. You are not talking about water mains or gas lines or whatever else is part of the day-to-day. He is impressed with how quickly Council has moved

through this, especially with a new administration. Having this framework will provide a lot of direction and value moving forward. We will know right off the bat if we are getting this right. Mayor Artino said this process helps guide us in better understanding what Council's role is based on the Charter. We represent the folks out there, and everything we are talking about is stuff that we have heard from them – this was important for us to do. It takes out some of the subjectivity and give the staff more of an understanding and they are not wasting a lot of time working on things that we might turn around and say no to. He thanked City Architecture and Restart Smart for helping Council with this, the staff and all of Council. This was something we needed to do.

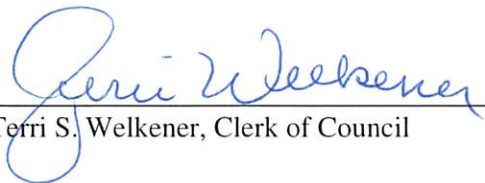
Mr. Lasko introduced Erik Engle as the new Planning and Zoning Administrator, who started with us last week. We now have some reinforcements to help us through this process, and with the initiatives moving forward. We are thrilled to have Erik with us as part of the team. Member of Council welcomed Mr. Engle.

Motion by Mr. Dike to adjourn the work session. The Mayor directed the Clerk to call the roll in favor of the motion. Members of Council voted as follows:

YEAS: Dike, Hagy, Crawford, Claus, Tapp, Artino (6)
NAYS: None (0)

With a majority in favor of the motion, the work session was adjourned at 6:07pm.

Adopted: 25 MAY 2021



Terri S. Welkener, Clerk of Council

Upon approval by the City Council, the official written summary of the meeting minutes will become a permanent record, and the official minutes shall also consist of a permanent audio recording, excluding executive sessions, in accordance with Section 121.01(III) of the Administrative Code.

VISION STATEMENTS:

- Version 1:** Huron: A vibrant, waterfront community that invites you to come and stay. A destination where you can spend a day or make a life.
- Version 2:** Huron: A vibrant and charming waterfront community that welcomes you to spend a day or chart your future here.
- Version 3:** Huron: A friendly, waterfront community that welcomes you to come and stay.
- Version 4:** Huron: A thriving waterfront community that continues to celebrate a legacy of friendly, small-city charm while building for the future.
- Version 5:** Huron: A fresh, waterfront community committed to upholding a legacy of friendly, small-city charm.

City of Huron Guiding Principles: What is important to our decision-making?

- Water is central to the Huron experience: It is our duty to preserve and celebrate access to the water as part of our ongoing civic identity.
- Fiscal sustainability is critical: We support responsive policy that ensures a healthy city today and that also prepares it for success in future generations.
- Progressive: Continuous improvements for our city require us to embrace responsible change.
- Preserve the legacy of Huron: We are guardians of the cozy, small-town charm that defines our city.
- A safe and well-maintained community: It is important to maintain the high quality of life in Huron through responsive public services

City Goals: What are we trying to achieve?

- Diversify and expand the housing options within the community
- Enhance the Downtown/Main Street experience
- Support existing, new and expanded business
- Improve safe access and mobility for all – balanced streets that are walkable and bikeable
- Unify and strengthen Huron's city-wide identity

Terri Welkener

From: Trey Hardy
Sent: Tuesday, April 27, 2021 10:41 AM
To: Terri Welkener
Subject: RE: City Architecture DRAFT Vision, Guiding Principles, Goals & Initiatives

Terri,

Unfortunately, I have a work conflict that will keep me from the meetings this evening. My apologies. I wanted to provide my feedback on the draft Vision sheet emailed last Friday.

I like version 4 of the vision. The word “thriving” reminds me of a great real estate market, the boat ramp filled up on the weekends, people out and about walking, biking, and socializing throughout the city. It is also full parking lots at businesses like the Gym, Berardi’s, The Pied Piper, etc.... “celebrating the legacy of friendly, small-city charm” conveys the message that we are committed to our roots of a safe community with good schools that is an excellent location to raise a family. Finally, “building for the future” conveys the message that we are not resting on our laurels, but rather smartly working towards new trends, policies, or procedures that help us continue to be a great “small-town” community.

I like the guiding principles, especially the term “progressive” accompanied with responsible change. I also like the driving force of “responsive public services” to help focus council and staff on important issues.

The goals are good. They capture what was discussed last Saturday and in the phone interviews prior to the work