

City Council Meeting Minutes

**September 10, 2019
Library Meeting Room
951 Spruce Street
7:00 PM**

Call to Order – Mayor Muckle called the meeting to order at 7:00 p.m. The following members were present:

City Council: **Mayor Robert Muckle**
 Mayor Pro Tem Jeff Lipton
 Councilmember Jay Keany
 Councilmember Chris Leh
 Councilmember Susan Loo
 Councilmember Dennis Maloney
 Councilmember Ashley Stolzmann

Staff Present: **Heather Balsler, City Manager**
 Megan Davis, Deputy City Manager
 Kevin Watson, Finance Director
 Nathan Mosely, Parks, Recreation, & Open Space Director
 Meredyth Muth, City Clerk

DISCUSSION/DIRECTION – 2019 STREET FAIRE REVIEW

Clerk Muth stated the Street Faire had another successful season bringing people to downtown. She noted the agreement the City has with the Downtown Business Association for the event and the funding the City provides. She stated the DBA and City staff received very few complaints during the concert season from the downtown neighbors. The Street Faire Shuttle was a success again this year and helped to keep people from impacting the neighbors with parking and noise.

Muth stated that for the first time, costs exceeded revenues. The agreement the City and the DBA have states the City will pay 80% of the cost overrun. The City owes the DBA just over \$19,000 to cover costs this year.

Muth noted event staff does feel the new format of having an opening band with the main band starting later was not a success. The Street Faire Committee will be returning to the old format for 2020 without the opening act and two sets, with the main act starting earlier. In general, the Committee will look for bands that may bring a larger crowd to the event without being so large as to cause undue burden on the neighborhood.

Rick Kron, Downtown Business Association, stated the Committee has some other minor logistical changes they want to put in place as well for 2020. The time format simply didn't work and going back to the old format should solve those problems.

Mayor Pro Tem Lipton stated the circumstances were unique this year. He feels the event needs more named bands, more well-known. One goal is to bring new people to Louisville so it needs to be different from surrounding communities. He would like the size of the event to go back to what it used to be to enhance the brand of the city.

Councilmember Maloney stated it was noticeable not having the two sets of the bigger act; the intermission is when we sell a lot of beer. He agreed with Mayor Pro Tem Lipton that one big named band to help draw people is needed. He suggested smoothing the payment structure somewhat to perhaps mitigate any large payments over time. He added he would like to discuss additional staffing for the event.

Councilmember Loo stated the original goal was to draw outsiders to town with the hope they would come back other times but it got so big we got lots of complaints. We dialed it back and now have fewer complaints. We need to decide if we want to draw outsiders or is this just for the locals. What is the purpose? Regarding more City involvement, Loo feels it is less vibrant with more city involvement than when the City was less involved.

Kron stated the music committee has been trying to include a variety of music styles for the event.

Councilmember Keany stated staying away from the well-known bands may not be working, maybe the Committee should consider it. He added he thinks the event needs more marketing.

Mayor Pro Tem Lipton stated perhaps we have overcorrected; it seemed more sedate that we anticipated this year. He suggested perhaps having one night with a cover band or tribute band.

Councilmember Leh stated this is a really important community event. It is not like the other things we do and losing it would be unpalatable for the community. The sky is not falling by losing this amount of money, it is a small amount. The current arrangement is working and the DBA is doing a good job. He stated one year's performance does not require big changes. Stay on this track and consider a few larger bands.

Councilmember Stolzmann stated the annual review makes sense to see if this structure is still working for everyone. It is an important community event and does bring some people in from outside the community.

Kron noted this is the first year it has lost money, the DBA does have some money in savings. He noted every dollar the DBA makes is spent on downtown. He is hearing the Council thinks better name recognition is key for the bands to get more people to attend.

Loo noted perhaps the event should go for a younger crowd. There is a lot of competition in this space now; we are no longer unique. She noted that the Council needs to be prepared that larger bands will bring more complaints.

Mayor Pro Tem Lipton stated the City needs to be prepared to answer complaints and back up the DBA on the larger crowds.

Mayor Muckle stated he would like to leave the licensing agreement as is for 2020 and see how it goes. Keany agreed.

Consensus to leave the agreement as is for 2020 and to allow the committee to look for some larger bands to bring more people.

DISCUSSION/DIRECTION – 2020 GOLF, RECREATION AND SENIOR CENTER PROPOSED FEES

Director Mosley stated the Finance Committee and the Recreation Advisory Board have reviewed possible fee increases for the Recreation/Senior Center and the Coal Creek Golf Course (CCGC). Staff recommends the following which includes their input.

The CCGC implemented dynamic pricing in 2019. With this pricing philosophy the actual price of the round of golf is dictated by the demand in the market for that particular tee time. There is a base rate and then the price fluctuates within a range based on demand. Staff presented three fee options to the Finance Committee and the Rec Board: included no increase, 3% or 5%. Based on feedback from both groups, staff is recommending a 3% increase to green fees at the golf course.

Staff recommends a 5% blended increase for the Recreation/Senior Center which gives a larger increase to nonresidents whose taxes aren't used to pay the bond for the center.

Councilmember Maloney stated the dynamic pricing was a good idea and should be promoted more. He stated in general, any increase in fees should cover costs. He noted the golf courses noted in the packet are comparable to CCGC. He added the Finance Committee believes fee increases should cover cost increases.

City Manager Balser stated in the 2020 budget fees are expected to cover operational expenses at the CCGC. There are capital costs that are not covered, but this is moving in the right direction.

Councilmember Stolzmann stated she would like to see these fees in context with the whole budget. She stated she hears from many people that they feel nonresidents aren't paying enough at the rec center and it is causing crowding.

Councilmember Leh stated he too hears that nonresidents don't pay enough. Director Mosley noted that 80% of pass visits are from residents, but has heard that too.

Mayor Pro Tem Lipton stated the goal is to maximize revenue with nonresidents and we have to determine how much we can raise rates without losing customers. We also need to determine if we are at capacity and how to fill the spaces we have available. We should understand what the difference in resident and nonresident rates should be compared to how resident taxes pay for the bond.

Councilmember Loo asked if we need to look at the subsidies for seniors and youth. Councilmember Keany stated our policy has always been that we should subsidize seniors and youth.

Mayor Pro Tem Lipton noted there are still disparities in senior costs based on outside issues and how some get reduced program rates based on things we cannot control. He stated youth rates are highly discounted for everyone and it is not based on need.

The consensus is to go ahead with the 5% blended increase for the Rec Center for the budget as a starting point for further review.

DISCUSSION/DIRECTION – 2020 CITIZEN SURVEY

Deputy City Manager Davis stated this is an initial conversation for 2020. The survey is done every four years and sent to a random sample of households to get information about the services the City provides. Staff would like to continue the community satisfaction data to be able to compare to previous years. The City will hire a consultant for the survey at the end of this year to get the survey completed early enough in 2020 to help inform the 2021-2022 budget process. Staff would like some changes that would add customer service questions to reflect the key performance indicators.

City Manager Balsler stated there will likely be room for five to six policy questions which would need to be determined in early 2020. Staff would like to know if this process sounds appropriate.

Councilmember Maloney stated he likes the structure from last time but would get rid of any redundancies. He agreed it is important to have consistent information to compare year to year. For the policy questions he asked what structure would be used.

Deputy City Manager Davis stated that would depend on what the Council wants to achieve with the questions. The consultant would have to help with that.

Members discussed various policy issues they would like considered for the survey. Those included:

- Transportation Master Plan (TMP) tax possibilities
- Smoking and vaping limitations
- Plastic bag tax/fee
- Renewable Electricity
- Pitbull ban
- Affordable Housing
- Additional Dog Park
- Broadband
- Herbicide Use
- Museum Tax

Councilmember Loo noted the incoming Councilmembers will have issues they are hearing about while campaigning that will need to be considered.

Members agreed some ranking questions will be needed particularly about the TMP as there is not enough money to do it all.

ADVANCED AGENDA & IDENTIFICATION OF FUTURE AGENDA ITEMS

Members discussed the advanced agenda.

ADJOURN

Members adjourned at 8:41 pm.

Robert P. Muckle, Mayor

Meredyth Muth, City Clerk