



**Bexley Strategic Committee
Agenda for Tuesday, April 10, 2012
5:00 p.m.**

***Tim Madison, Chair
Steve Keyes, Richard Sharp***

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- I. **Roll Call of Members:** Tim Madison, Chair, Steve Keyes and Richard Sharp.
- II. **Others Present:** Lou Chodosh, Beecher Hale, Bill Harvey, Mayor Kessler, Bruce Langner, Mark Masser, Mike Price, Chief Rinehart, Richard Sharp and President Weber.
- II. **Approval of Minutes:** February 28, 2012- **Approved with changes.**
- III. **Ordinances and Resolutions - None**
- IV. **Old Business**
- A. **Alternative Revenue Task Force-** Mr. Madison said the Alternative Revenue Task Force has held three meetings since the last Strategic Committee meeting. He said they now have 30 members and have broken into 5 or 6 sub-committees to address separate categories. These categories include pilot, advertising and marketing. Mr. Keyes said he thought it was a great plan to enable them to divide and conquer the material.
- B. **Council Retreat-** Mr. Madison said the Council Retreat was very productive and he felt a good use for the two days. He said Artie Isaac did a great job and he certainly helped take them out of their “comfort zone”. He suggested the Mayor offer a Proclamation or other form of acknowledgement to Mr. Isaac. Mayor Kessler agreed.
- C. **Discussion of Past City Plans-**
-**Southwest Master Plan:** Mr. Sharp reviewed the Southwest Master Plan and said it was adopted by City Council on November 25, 2003. He said the plan arose from issues in the southwest portion of Bexley with the expanding needs of Capital University and Trinity Lutheran Seminary. The recommendations were:
1. Main Street – Continue redevelopment.
 2. Ferndale area improvements by providing a connecting street.



3. Livingston Ave. corridor to partner with the City of Columbus and creating a connecting street. They recommended residential development on the eastern section and office development. They recommended a connecting street which would curve from Charles to Livingston and would help increase the property values in this area.
4. Zoning District – One dorm to be built and residential condominiums at Aston for senior citizens. Only one-fourth of the condominiums sold. The property was then acquired by Capital University.
5. College and Sheridan- Discussed options for the land use.

Mr. Sharp said his recommendation was simply to keep the document available for future referral when discussing future plans.

Mayor Kessler said the LUSC reviewed the Southwest Master Plan but did not recommend the residential use on Livingston, rather to secure that area with a commercial base. He said Capital University had interest in reopening the Southwest Master Plan for discussion since it has been nine years.

Mr. Sharp said this plan does not include Sheridan Avenue. He would recommend including this street. Mayor Kessler said the more you assemble, the more you threaten the usage on Sheridan. Mr. Sharp said he is not recommending any rezoning but maybe including Sheridan for the use of future residential buildings and/or traffic.

Mr. Masser said nine years ago, everything was different for Capital University. He thinks it is appropriate to re-visit the Southwest Master Plan since the times are different now.

- **Capital University Plan** – Mr. Sharp said this plan was developed for goals from 2009 through 2014. The plan was created by study groups and is pretty “nebulous”. It discusses capitalizing on the size and heritage. Some of the recommendations included:
 1. Influence on their financial base.
 2. Enhancing academic opportunities.
 3. Connecting more the community. One of the suggestions for this area was to provide scholarships and collaborations.
 4. To increase their revenue.

Mayor Kessler said he would like to have an informal meeting with Mark Ramseth and President Bowman.



Mr. Masser said ten years ago, Capital University was on a goal to expand. The residents became concerned. He said now Capital knows they have to go with the direction of the Southwest Master Plan. Capital needs to define where they are heading just as much as we have to define where Bexley is heading. Mayor Kessler said the zoning district change occurred after G.W.S. vacated and sold the property to Mr. Ruben.

- **Bexley Task Force** - Mr. Howard Schottenstein was the Chair. It is broken down by departments and many are small in scope. Most of the recommendations are in-house items. As an example:
 1. The use of retired police officers to reduce holiday and overtime pay.
 2. The use of the Police Station for other uses such as the shooting range, meeting space, etc.

Chief Rinehart said he has to consider the safeguards and personnel that would be required. He said the shooting range is designed for sworn officers. There would be liability issues and changes needed to try to turn it into something safe for the citizens to use. Mr. Harvey said the more people using the shooting range would also result in more maintenance cost and up keep. Chief Rinehart said the police facility is a “secured” facility and not designed to be open to the public. Mr. Sharp said perhaps there are some options that could be considered by offering the use to only other law enforcement agencies.

Main Street Guidelines – Mr. Keyes said these guidelines include modifying zoning, parking, two-way alleys, and streetscape items including signage. He said it covers a mixture of items, some of which have been accomplished. Mayor Kessler said there is now an established Main Street Guidelines 2 committee formed. He said Ms. Quintenz is the Chair of the Committee.

Main Street Study by O.S.U. Students – Mr. Madison said this group is working on the graphics and text as a focal point. They recommended the “You belong in Bexley” as a slogan. They want to create unique markers around the borders (some of which have been created). They also suggested a bridge to Alum Creek. They also included the City Hall site being sold to an upscale grocery store such as Whole Foods or Trader Joe. They also suggested a book store and fountain to be placed on Capital’s property.

His proposed action would be to create a “brand” for the City of Bexley. Mr. Sharp said he particularly liked the parking garages and thought they were tastefully done. This study was done by Mr. Ken Gold who is a professor along with his students.



Mr. Madison said due to time restraints, the Committee would discuss the Jeffrey Mansion plan at the next Strategic Meeting.

V. New Business:

A. Format of Future Meetings- Mr. Madison said he would like to make the Strategic Meetings less formal than City Council meetings.

B. Creation of Mission Statement: The City is currently working with Council to develop a Mission Statement.

VI. Remarks from Audience- None

VII. Adjourned 6:15 p.m.

