

City of Vermilion Planning

February 10, 2018

2017 Achievements in Vermilion

- Waterline replacement legislation in place
- Parking lot on Main Street
- Keep Water distribution plants
- Highbridge safety & Bridge for utility access
- Purchase of parking lot on Division Street for downtown business support
- Bustling downtown
- Resurfacing of Sailor Way
- Making decision on Main Street, Beach and Museum plan

Expectations for Today

- All be on the same page
- Positive experience
- Better understanding of individual goals
- Be on same page with a 2018 plan
- Realistic plan that is financially feasible
- Start trust among the group to support a common plan
- Listen to goals
- Get to know the people and their goals
- Increased communication
- Everyone providing input
- Stimulate more community involvement in government
- Continued civility within this group

Hopes for Vermilion by 2021

- Accurate records & wise financial management
- Healthy businesses throughout Vermilion
- Safe community
- Variety of strong business

- Parks
- New headwall and beautiful lakefront properties
- Businesses running to Vermilion
- Welcomes new business
- Quality lakefront park(s)
- Repaired infrastructure
- Financially fit
- Capitalize on Waterfront
- Dynamic downtown

Themes in the Hopes for Vermilion by 2021

- Infrastructure
- Financial Health
- Business growth
- Public access to water
- Safety

Strategies for Increasing City Effectiveness During 2018

Keep Doing in 2018

- Working relationships among administration and council
- Fire & Police Departments – safety forces
- Volunteerism
- City employees – most do good work

Stop Doing in 2018

- Stop guesswork on financial reports and financial situations
- Stop being reactive

- Stop thinking we can't
- Don't let grants drive your agenda
- Treating residents as not worthy of city staff dialogue
- Errors in utility billing

Start Doing in 2018

- Being proactive
- Clear communication
- Getting back to council promptly with answers to questions that come up (during meetings when possible)
- Clear picture of City finances
- Create healthy business environment
- Long term capital improvements planning (water, sewer, streets)
- Talk about suitability of grant-supported projects before moving on them
- Quality customer service to residents
- Advance notice of meetings
- Provide required background info before meetings

Ongoing Operational Priorities for 2018 & How to Measure Performance

Healthy Business

- Utilities
- Pleasure
- Number of business
- Residential real estate taxes : Business real estate tax ratio to measure if we are growing the business community
- Taxable revenue for downtown merchants
- Number of downtown events
- Number of participants or visitors to the city at events
- Business owner/manager satisfaction

Financial Health

- Income and expense summary for each department
- Clear financial report every month
- Confer with financial director for metrics to look at when reviewing the financial reports
- Financial status report
- Financials – Key indicators

Resident Satisfaction

- Number of building permits
- Goals /status reports
- Citizen satisfaction (survey, consultation)
- Building Department Applications

Improvement & Change Priorities for 2018

Infrastructure

Water

| Measurement | Frequency or Due Date |
|--|--|
| Measure water loss in the distribution system; Percentage of water produced vs water billed | Quarterly |
| Map the water lines in the city and indicate the quality of each section of line: Step 1 – What effort is it going to take to get a report of all the information currently in the records or the heads of water department staff Step 2 – Council determines what type of report they want, what information they want in the report, and by when | Step 1 Report – by second Council meeting in March Step 2 – TBD |
| Keep records of man hours needed to repair breaks | Monthly in a format and degree of detail that won't create a big time burden |

Sewer

| Measurement | Frequency or Due Date |
|--|--|
| Monitor EPA Grade card | Promptly after every inspection by EPA |
| Develop a road maintenance and repair plan | By December 2018 |

Roads

| Measurement | Frequency or Due Date |
|--|--|
| Keep streets rating chart updated, revising when repairs are done and when deterioration happens | Collated report provided to Council by December 2018 |
| Use road maintenance & repair fund fully and effectively | Status to date in June 2018 and December 2018 |
| Develop a road maintenance and repair plan | By December 2018 |

Business Growth

| Measurement | Frequency or Due Date |
|--|--|
| City representative on both Erie and Lorain Counties Economic Development Committees | By May 2018 |
| Database on available commercial properties in Vermilion | Complete EPA Phase 1 requirements in the Lorain County part of the city by December 2018 |
| List potential longer term projects/work that need to be done in this area to accelerate business growth | By December 2018 |
| Establish a business advisory committee | By December 2018 |

| | |
|---|--|
| Review zoning and building codes for State and EPA compliance and business friendliness | By December 2018 |
| Gather list of building codes and other requirements that limit business in Vermilion throughout the year | Report to the Mayor and Council by December 2018 |

Financial Health

| Measurement | Frequency or Due Date |
|--|--------------------------------------|
| Current financial records and projections; accurate, up-to-date reports in which city leaders can be confident | Monthly, accurate by April 30, 2018? |
| Budget to actual updates with clarity on encumbered vs unencumbered funds | Monthly |
| Long range forecast for 3 to 5 years | By December 2018 |
| 3 to 5 year financial impact of upcoming changes in staff salaries and benefits | By August 31, 2018 |

Accountability

| Priority Area | Lead for Implementation & Reporting Progress |
|--------------------------|--|
| Infrastructure | Jim is lead, Tony as key employee |
| Financial Health | Jim is lead, Amy is key employee |
| Business Growth & Health | Jim is lead, he will engage others in the work |
| Resident Satisfaction | Jim and Council co-lead, they will engage others in the work |

Workshop Feedback

What Went Well

- Communication
- Cooperation
- Honesty
- Refreshments
- Environment
- Facilitation
- Amy attending
- Play dough & Lego activity
- Better discussion than in the past

Wishes & Concerns

None expressed

In Attendance

Administration

Jim Forth

ofer

Amy Hendricks

Council

Barb Brady

John Gabriel

Steve Herron

Brian Holmes

Steve Holovacs

Frank Loucka

Monica Stark

Facilitator

Cathie Leimbach, Agon Leadership