



**Florence City Council  
Business Meeting  
Tuesday, October 26, 2021  
6:00 p.m.**

**MINUTES**

The City Council of the City of Florence, Kentucky, met in regular session on Tuesday, October 26, 2021, at 6:00 p.m. at the Florence Government Center, 8100 Ewing Boulevard, Florence, Kentucky, with Mayor Diane E. Whalen presiding as chair.

**CALL TO ORDER & WELCOME:**

Mayor Diane E. Whalen called the regular meeting to order and declared the regular session open for the presentation of all city business.

**ROLL CALL:**

The roll was called, and the following six (6) members of council were registered present: Dr. Julie Aubuchon (Vice-Mayor), Mel Carroll, J. Kelly Huff, David Osborne, Patricia Wingo, and Gary Winn.

Staff members present were: Assistant City Attorney, Thomas Nienaber; CFO/HR, Linda Chapman; Chief of Police, Tom Grau; Fire/EMS Chief, Rodney Wren; Public Services Director, Eric Hall; Business & Community Development Director, Joshua Hunt; City Clerk, Melissa Kramer; Videographer, Spencer Foreman; and Police Lieutenant, Roger Allen.

The following were also present in the audience: Kevin P. Costello, Executive Director of the Boone County Planning Commission; John Heater, Senior Community Executive of the YMCA of Greater Cincinnati; Haley Taylor, Director of Operations with Rasor; Eric Anderson, Director of Planning Services with KZF Design; Justin Finke, Risk Manager; Carlotta Lively, Florence Hammerheads Board President; Jenna and Chris Kemper and family, Residents of Florence; Lesley Chambers, Resident of Florence; Brian Kinross, Resident of Florence; Jesse Parks, Boone County Board of Education Board Member; Fox 19 News; WCPO 9 News; The River City News, Trisha Scheyer; and Thomas Judd, observer.

**APPROVAL OF MINUTES:**

Mayor Whalen called for a motion to approve the minutes of the October 12, 2021, business meeting. Councilmember Huff motioned to approve the minutes with a second from Councilmember Wingo. **All councilmembers present voted aye.**

**PRESENTATION – YMCA OF GREATER CINCINNATI:**

Mayor Whalen introduced and welcomed John Heater with the YMCA of Greater Cincinnati. Mr. Heater became the Senior Community Executive Director of the YMCA on May 21, 2021. Mr. Heater wanted to provide an update to councilmembers and share the vision for the RC Durr YMCA and how they hope to serve the community.

Mr. Heater thanked Mayor Whalen and city council for inviting him to the meeting. Mr. Heater stated he wanted an opportunity to inform the community of the impact the YMCA had in the region. See attached Exhibit “A” – Presentation of the YMCA.

Following his presentation, Mayor Whalen thanked Mr. Heater for attending the meeting. Councilmember Aubuchon thanked Mr. Heater for his dedication to the community.

**PRESENTATION – RECREATION SURVEY FINDINGS:**

Public Services Director, Eric Hall, introduced the Director of Operations with Rasor, Haley Taylor. Ms. Taylor stated her team helps public sector organizations provide public outreach, education, media relations, and communications support. Part of their assignments also include conducting public surveys for public amenities and collecting and analyzing the data received to help make informed decisions.

Rasor was hired by the City of Florence for the Florence Aquatic Center Survey. Their role was to collect all of the completed surveys, tabulate the responses, and present the results. Ms. Taylor stated at no time has the city or city council been involved in the collection of the surveys, review, or tabulation.

Ms. Taylor identified her presentation on the screen. See attached Exhibit “B” – Presentation of the Florence Aquatic Center Survey Results.

Following the presentation, Mayor Whalen opened the floor for questions by councilmembers. Councilmember Huff requested a copy of the PowerPoint presentation. Mayor Whalen stated copies would be made available.

Councilmember Aubuchon inquired with regard to the return rate of the survey. Ms. Taylor opined the return rate was significantly higher than normally expected.

Mr. Hall introduced Director of Planning Services, Eric Anderson with KZF Design. Mr. Anderson stated KZF Design is an architecture, engineering, interior design, and planning firm based in Cincinnati. KZF specializes in community infrastructure and parks and recreation facilities throughout the region.

Mr. Anderson stated as a follow up to Ms. Taylor’s presentation, he wanted to provide options with regard to the future of the Florence Aquatic Center. Mr. Anderson identified the next slide in the presentation (See attached Exhibit “B”).



Brian Kinross in the audience interjected during Mr. Anderson's presentation. Mayor Whalen requested Mr. Kinross not interrupt during the presentation.

Following the presentation, Mayor Whalen stated the PowerPoint would be distributed to councilmembers for review. Mayor Whalen questioned councilmembers how they would like to proceed. Councilmember Aubuchon stated councilmembers generally receive information to review prior to making any decision. Without reviewing the findings prior to the presentation, she needed time to review prior to making an informed decision. Councilmember Carroll was in agreement.

Mayor Whalen opened the floor for comments from the audience.

Carlotta Lively, Florence Hammerheads Board President, stated she visited the aquatic center six days a week. Five of her nine children were lifeguards. She had a very good visual memory and every time she walked into the center, the pool was filled with people. The pool serviced children from day camps and daycare facilities in Northern Kentucky. She enjoyed the lazy river which was her "happy place".

Jenna Kemper, resident of Florence, requested an opportunity to present to councilmembers NKYSwims revenue generating ideas and results from their campaign. Mayor Whalen instructed Mrs. Kemper to provide the presentation and the presentation would be distributed to councilmembers.

Brian Kinross, resident of Florence, inquired of councilmembers whether they believed the survey provided to residents was unbiased. Mayor Whalen responded affirmatively. Mr. Kinross found humor in Mayor Whalen's response and felt the information in the survey was misleading and did not agree with the financial expenditures and figures pertaining to the aquatic center.

Chris Kemper, resident of Florence, requested clarification of the results of the survey and data used to compile the results. Public Services Director, Eric Hall, stated the information provided in presentation were the results from the returned surveys. Mr. Kemper requested documentation via an excel document of how the analysis was calculated. Ms. Taylor stated there was not an excel document, the survey was compiled by an algorithm. Mr. Kemper felt the aquatic center could be utilized by more people and needed additional marketing.

Lesley Chambers, resident of Florence, believed residents of Florence do not have reasonable access to the YMCA and closing the aquatic center meant the swim team would be disbanded. She also opined that renters did not have the option to participate in the survey and having a return address on the survey was prohibitive of additional surveys being completed.

#### **DISCUSSION AND POSSIBLE ACTION - MUNICIPAL ORDER MO-14-21:**

Mayor Whalen read Municipal Order MO-14-21. A Municipal Order approving the appointment of Michael D. Schwartz to the position of Zoning Administrator to serve in this capacity as an

Administrative Official to administer the Boone County Zoning Regulations as applicable to the City of Florence, Kentucky.

Mayor Whalen called upon Kevin Costello, Executive Director of the Boone County Planning Commission. Mr. Costello stated Michael Schwartz replaced Kevin Wall and Mr. Schwartz is looking forward to serving the City of Florence.

Councilmember Winn inquired as to how long Mr. Schwartz had been with the planning commission. Mr. Costello stated Mr. Schwartz had been with the planning commission for three years. He previously worked with the Planning and Development Services of Kenton County and in the private sector.

Mayor Whalen called for a motion to approve Municipal Order MO-14-21. Councilmember Huff motioned to approve Municipal Order MO-14-21 with a second from Councilmember Osborne. **All councilmembers present voted aye.**

#### **DISCUSSION AND POSSIBLE ACTION – RESOLUTION R-10-21:**

Mayor Whalen called upon Eric Hall, Public Services Director, with regard Resolution R-10-21. Mr. Hall stated the city received a grant for the Center and Russell Street Sidewalk Project. A Memorandum of Agreement between the Kentucky Transportation Cabinet and the City of Florence was provided to councilmembers for review. The Memorandum of Agreement requires a Resolution to permit the Mayor to sign the agreement.

Mr. Hall stated the proposed project consists of 2,036 feet of new sidewalk. The sidewalk will begin at the intersection of Shelby Street and Center Street by Florence Elementary and proceed toward Russell Street. Once on Russell Street, the sidewalk will proceed and connect to US 42. The total estimated cost of the project is \$488,330.30. Mr. Hall stated the grant is an 80/20 match. The grants 80% is \$390,644 and city's portion is \$97,666. The design funds will be available this fiscal year and the construction funds will be available next fiscal year.

Mayor Whalen read Resolution R-10-21. A Resolution Authorizing an Agreement between the Commonwealth of Kentucky Transportation Cabinet and the City of Florence for the Center and Russell Street Sidewalk Project.

Mayor Whalen called for a motion to approve Resolution R-10-21. Councilmember Winn motioned to approve Resolution R-10-21 with a second from Councilmember Huff. **All councilmembers present voted aye.**

#### **MAYOR'S REPORT:**

- Mayor Whalen announced over the weekend the Florence Senior Activity Center was renamed to the "Deanna and Hugh Skees Senior Activity Center".
- Mayor Whalen reminded everyone the Household Hazardous Waste Collection Event at Florence Y'all's Stadium is scheduled for Saturday, November 6, 2021 from 9:00 a.m.-2:00



p.m. Free disposal of the following items: aerosol cans, antifreeze, batteries, corrosives/flammables, electronics including computers, monitors, printers, cell phones, ink/toner cartridges, light bulbs, oil, paint, ten can limit, pesticides, cylinders and tanks, TVs, limit of two per vehicle. Appliances, fertilizer, mercury-containing devices, medications, or tires will not be accepted at the event. Paper is no longer accepted. A registration form must be filled out and individuals can find the form on our website and the county website. Mayor Whalen advised you must be a Boone, Kenton, or Campbell County resident to participate and no businesses. The Boone County Coordinator for the event is Megan Clere and you may contact her at 859.334.3151.

- Mayor Whalen reminded everyone Halloween Trick or Treat Hours across Boone County will be Sunday, October 31, from 6:00-8:00 p.m. She requested those participating to turn on their front porch light and if you are not participating, please keep your porch light off.
- Florence residents are able to pay annual city and county property taxes at the Florence Government Center. The Boone County Sheriff's Office is also stationed in the Finance Department to collect county property taxes. The last day to pay with a 2% discount is November 1 since October 31 is a Sunday.
- Mayor Whalen informed everyone GravityDiagnostics opened a COVID-19 testing drive-thru at the Florence Mall. Their operating hours are Monday-Friday, 3:00 p.m. – 9:00 p.m. No cost and no appointment. Obtain additional information on their website at [www.gravitydiagnostics.com](http://www.gravitydiagnostics.com)
- Mayor Whalen announced the 2021 Leaf Collection program began on October 25 and runs through December 28. Contact the City of Florence Public Services Department at 859.647.5416 for more information. The schedule is also on the City of Florence website.

Mayor Whalen called upon Chief Grau regarding No-Shave November. Chief Grau stated the Florence Police Department will be participating in their 4<sup>th</sup> Annual No-Shave-November Benefit. All proceeds from funds collected will benefit the Cincinnati Children's Hospital Cancer Unit. Each participating officer will donate at least \$25 to this worth cause starting November 1. This year, the department set a goal of raising \$3,000 for the Cincinnati Children's Hospital Cancer Unit.

- Mayor Whalen announced the Honor Run Half Marathon will be held the morning of Sunday, November 14 beginning at the Florence Y'all Water Tower. Funds raised are donated to the Honor Flights Tri-State. There will also be road closures during the race.
- Mayor Whalen announced the City of Florence Veterans Day Program will be held on Sunday, November 14 at 2:00 p.m. at the Florence Government Center. The Florence Community Band and Community Chorus will be participating. Members of the city's adopted Bravo Company, known as the Renegades, will be participating in the half marathon as well as attending the Veteran's Day Program.

**RECOGNITION:**

Mayor Whalen asked if any of the following desired recognition:

Members of City Council:

Councilmember Aubuchon inquired regarding the attendance of Halloween Night Out which was being held at the Florence Y'all's Stadium. Chief Grau stated there was a large crowd last year and expected the same this year. Councilmember Huff stated the area was busy on his way to the meeting from US 42.

Department Heads:

Fire/EMS Chief, Rodney Wren:

Chief Wren did not desire recognition.

Public Services Director, Eric Hall:

Mr. Hall did not desire recognition.

Chief of Police, Tom Grau:

Chief Grau did not desire recognition.

Audience:

No additional recognition requested from the audience.

**ADJOURNMENT:**

There being no further business to come before the Council, Mayor Whalen called for a motion to adjourn. Councilmember Huff so moved, with a second from Councilmember Wingo. **Councilmembers present voted aye**, the time being 7:07 p.m.

**ATTEST:**

/s/ Melissa Kramer  
Melissa Kramer, City Clerk

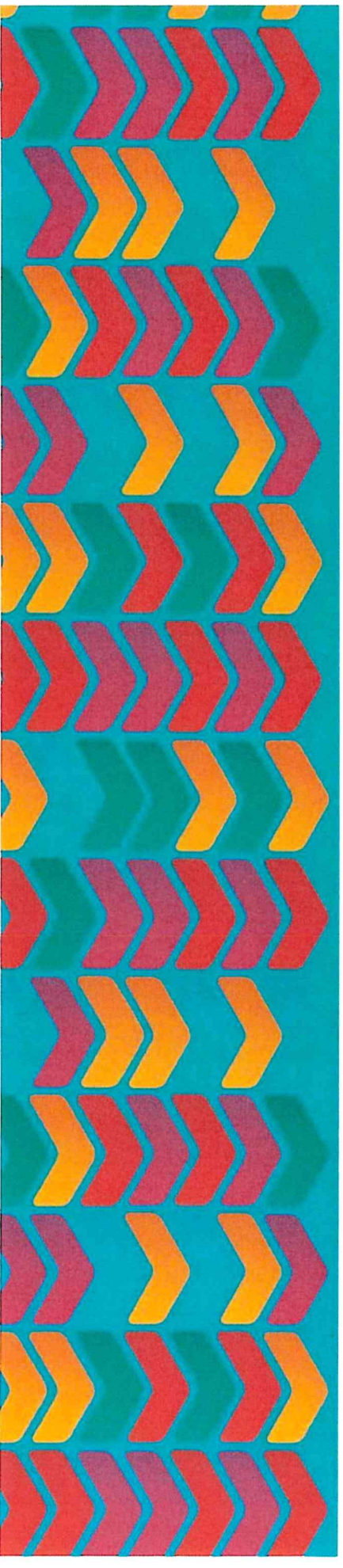
**APPROVED:**

/s/ Diane E. Whalen  
Diane E. Whalen, Mayor



# Community Impact

10/26/21





## Our Mission Statement

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

## Our Cause

That's why, at the Y, strengthening community is our cause. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.

## What We Do

At the Y, we create opportunities for people to improve their lives and their communities. Through empowering young people, improving individual and community well-being, and inspiring action, we aim to create meaningful change across the country.



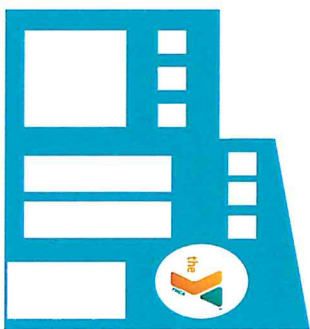
# Welcome



**John Heater**  
Senior Community  
Executive  
YMCA of Greater  
Cincinnati

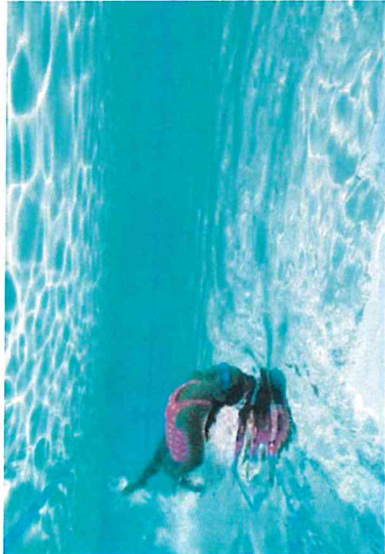
- 23 Years with the YMCA
- Edwardsville IL, Jackson MS, St. Louis MO, Cincinnati OH
- Married 18 Years 4 Children
- Studied: Education, Ministry, Counseling

# OUR LOCAL IMPACT



## *Programs*

Aquatics	
Group Lessons	887
Private Lessons	543
Swim Teams	215
Outdoor Pool Visits	19,000
Indoor Pool Daily Use	275





# OUR LOCAL IMPACT



## Membership

### Membership

Active  
Member Base

8,515

Average Scans  
Per Month

16,350

### Healthy Living

Group Fitness  
Classes Per  
Week

35



## Programs

**STRONGER**  
inside & out  
text **STRONG** to 844-889-6222  
Challenge begins October 18!



**STRONG**  
Challenge  
V-7

# OUR LOCAL IMPACT



**Programs**

## Youth Development

Pre-school

122

Before School

151

After School

142

Summer Camp

1,836

## Senior Centers

Seniors Served

870



**Programs**





Rockford  
Chicago

## BUILDING A CULTURE OF

### WELLBEING COLLABORATIVE

A transformational effort dedicated to helping members achieve goals, make experiences and connect to a cause that inspires their growth. Intentionally creating tools and spaces that foster spirit, mind, and body growth. Summary of



#### MARKETING

- Overall messaging on Achievement, Relationships, and Belonging (ARBS)
- Customizable marketing plan (annual) with monthly themes.
- Campaigns (January & Summer)
- Billboard artwork, digital artwork, commercial (for TV or Social Media), radio script
- Topical news releases



#### MEMBER EXPERIENCE

- Membership Experience Plan
  - Facility signage plan
  - Monthly touchpoints and messages
  - Y Board Information
  - "The 5 sense approach"
- Templates for signage & banners (Access to stock Y video footage)
- Monthly social media assets and tips for engagement
- Real-time impact measurements (Listen360)



#### TRAINING

- SENIOR STAFF: Intro to Achievement, Relationships, and Belonging, and the Difference between Transactional and Transformational
- MEMBERSHIP and GROUP EX: Wellness Challenges, ARBS Training Modules, Staff Assessment Tools



#### SUPPORT & TOOLS

- Member experience research on what works
- MONTHLY marketing/membership webinars to discuss upcoming assets/activations
- Guidance with event facilitations releases/membership training
- Access to research results.
- Strategies for membership engagement, retention, and Silver Sponsors



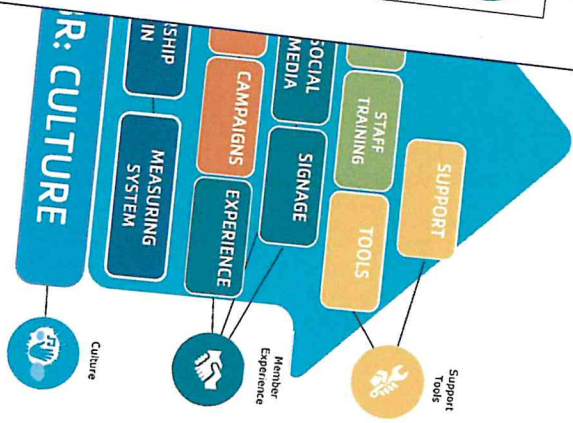
#### CULTURE

- Weekly Y-branded thematic video "huddles" to share with staff/members
- Discussion on integration of ARBS across all Y services



#### LEADERSHIP

- Monthly CEO virtual "roundtables."
- Annual CEO Consortium Gathering
- Innovation Updates



## WELLBEING COLLABORATIVE

Cleveland

Pittsburgh

PENNSYLVANIA

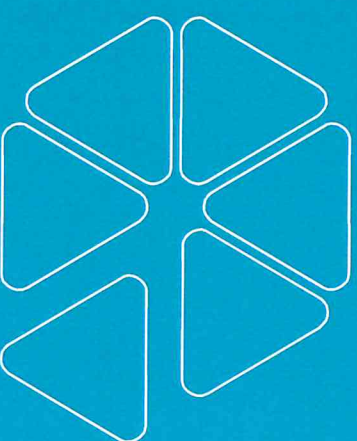
WEST VIRGINIA

Roanoke VIRGINIA

Richmond

NC

# "YMCA & Community Must Haves"



Common  
Agenda



Shared  
Measurement



Mutually  
Reinforcing  
Activities



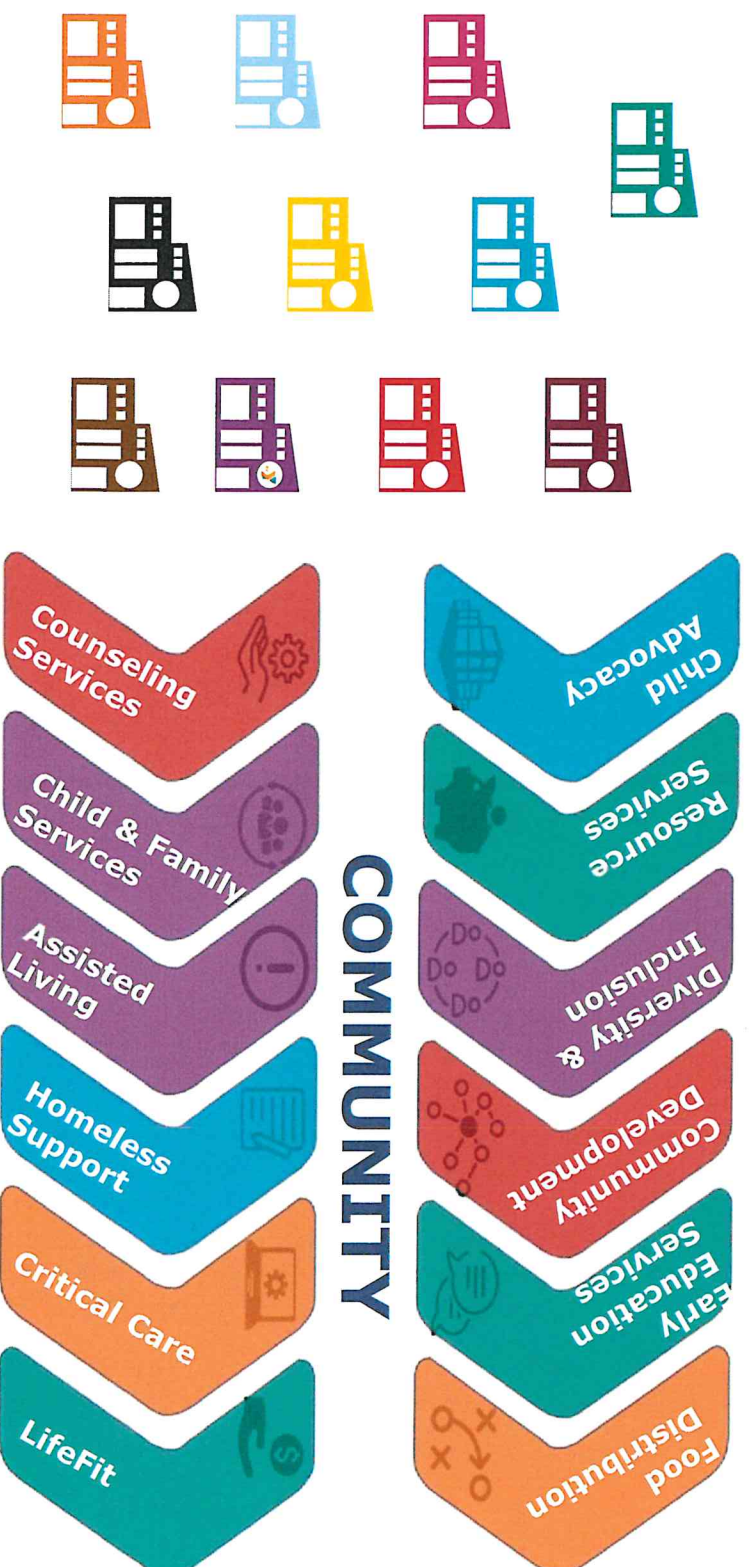
Continuous  
Communication



**Backbone  
Support**

# Stabilizing and Accelerating TOGETHER

Creating more than cost savings: enhancing the communities ability to dedicate time and resources to impact and mission work in the neighborhoods we serve.





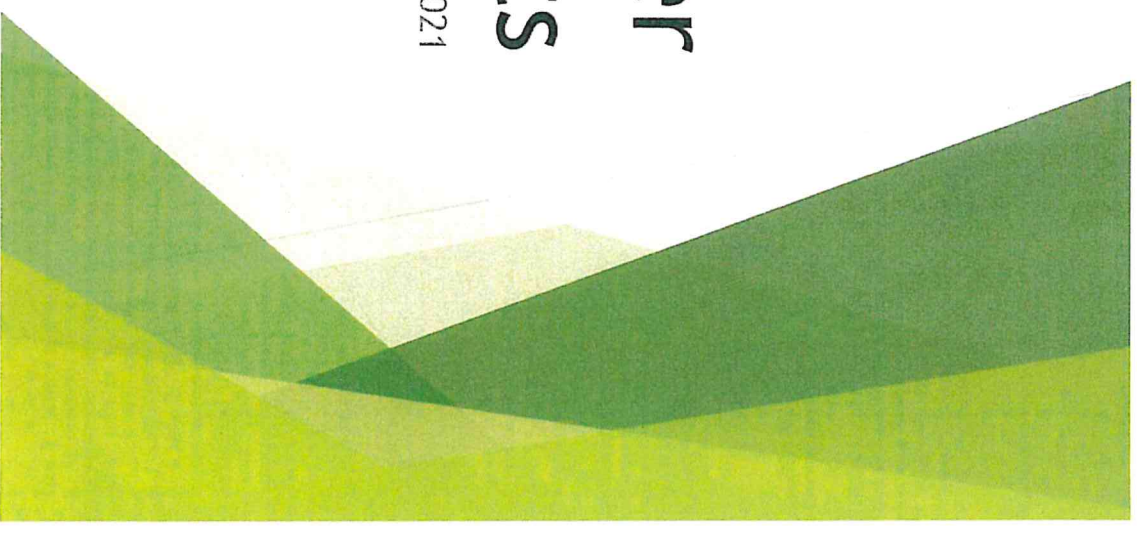
# QUESTIONS?



Exhibit "B"

# Florence Aquatic Center Survey Results

October 26, 2021



# Survey Process

- ▶ Our team maintained the PO Box keys, collected all survey responses, and tallied all results
- ▶ The survey:
  - Ran from August 23 to September 24, 2021 (post-marked)
  - Contained 11 questions
  - Was distributed to all residents and businesses who pay water bills to the City of Florence
  - Anyone who lives, works, or owns property in the City of Florence and did not receive a survey could request a provisional survey
- ▶ To be considered valid, surveys had to be:
  - Returned using the City-provided, pre-addressed envelope, and
  - Post-marked no later than September 24, 2021

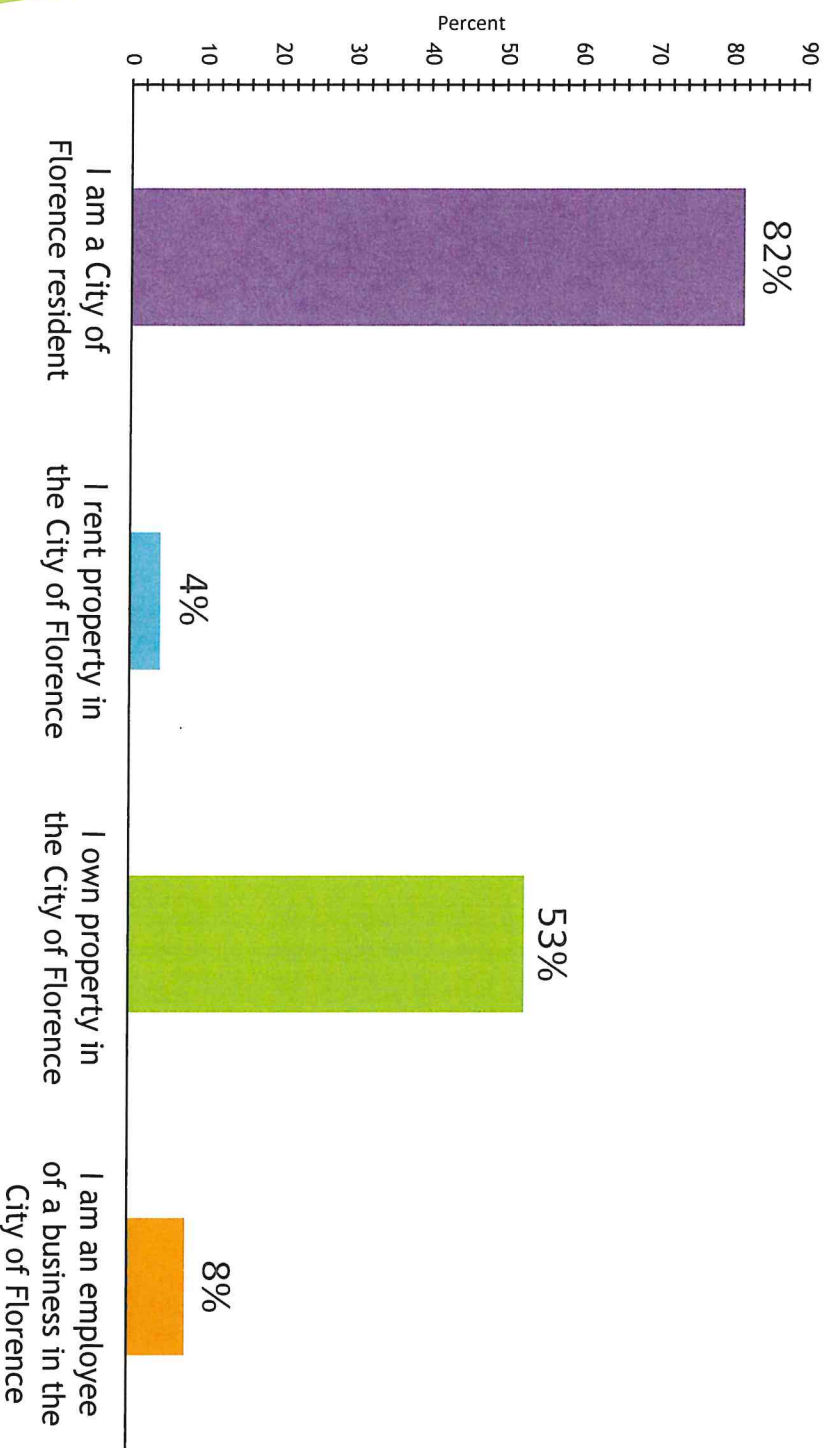


# Response Summary

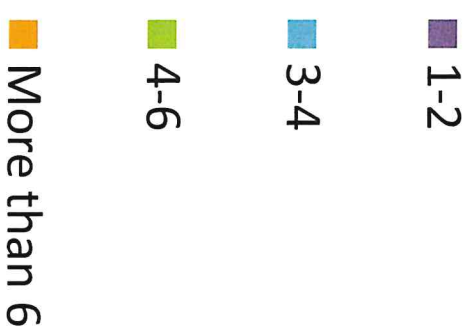
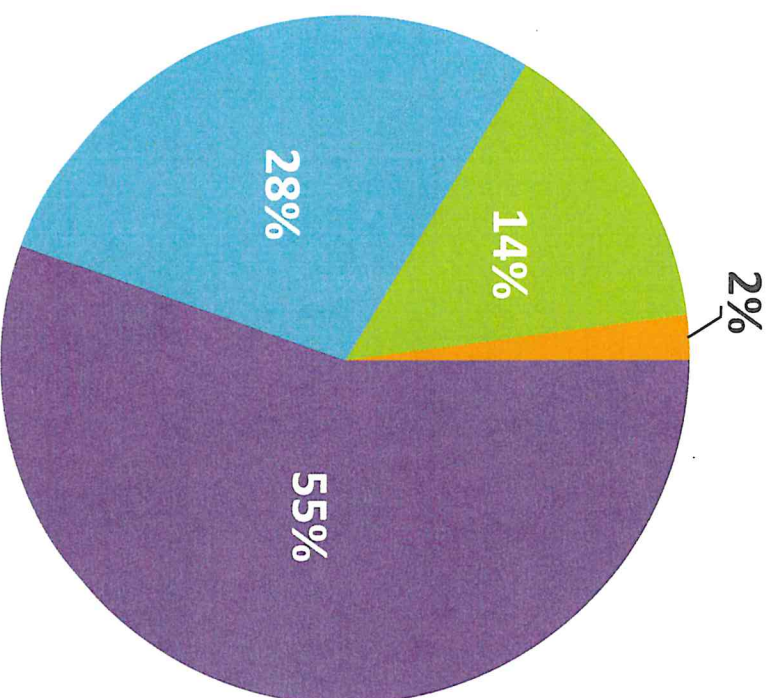
- ▶ Survey return rate: 27%
- ▶ 7,439 total surveys distributed
  - ▶ 7,401 surveys were sent out by mail
  - ▶ 38 provisional surveys were requested
- ▶ 2,038 valid surveys were returned
  - 29 were provisional surveys in City-provided envelopes and were reconciled against City record

# Question 1: Which of the following best describes you?

(Respondents could check more than one answer)

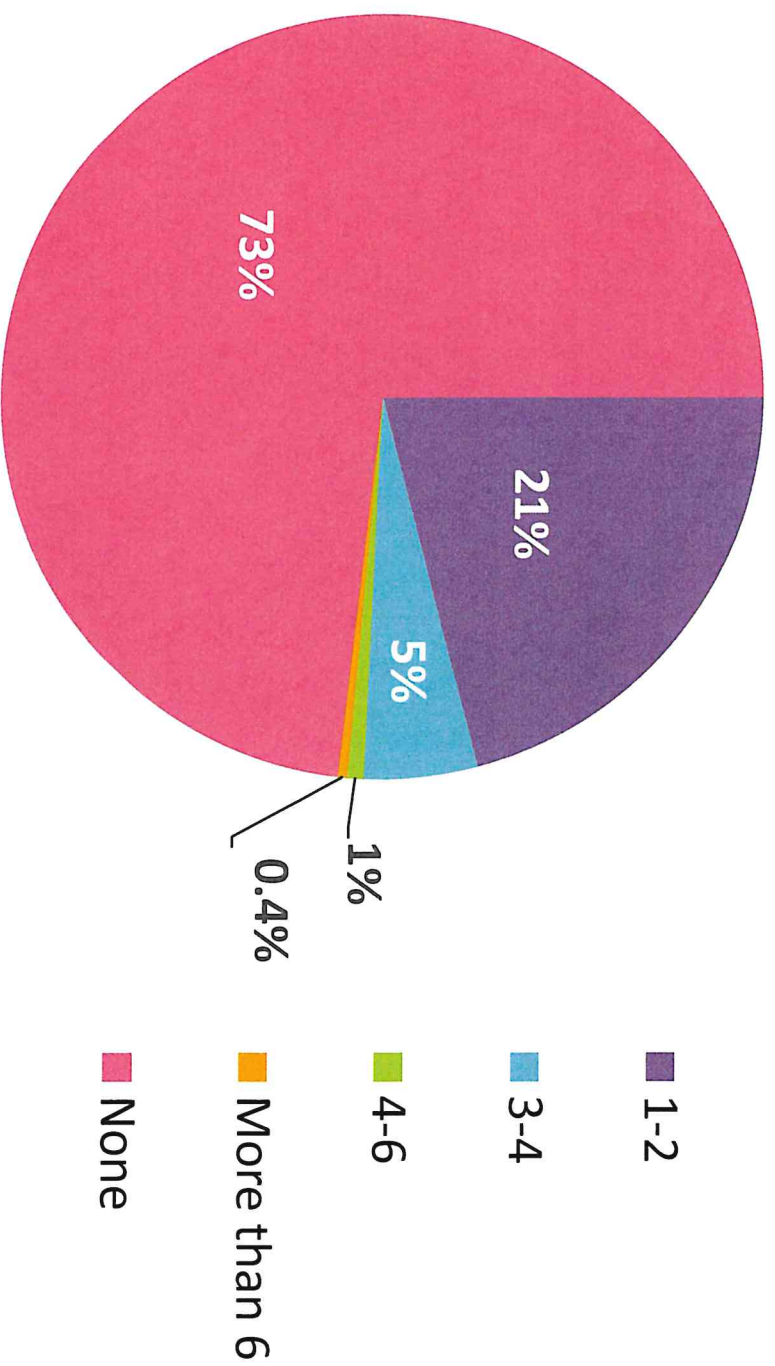


### Question 3: Including yourself, how many people currently live in your household?

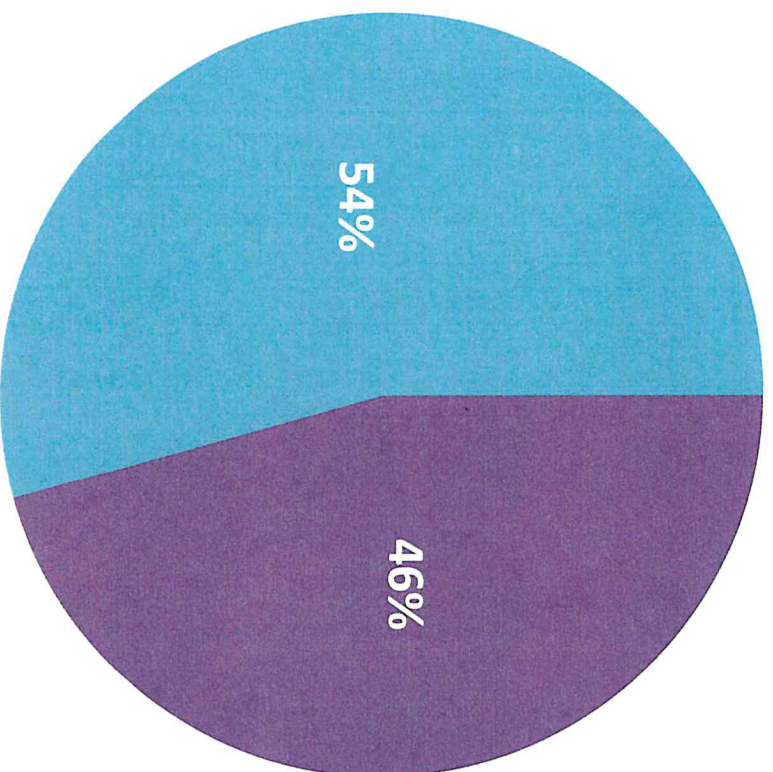




Question 4: How many children in your household are age 12 and under?

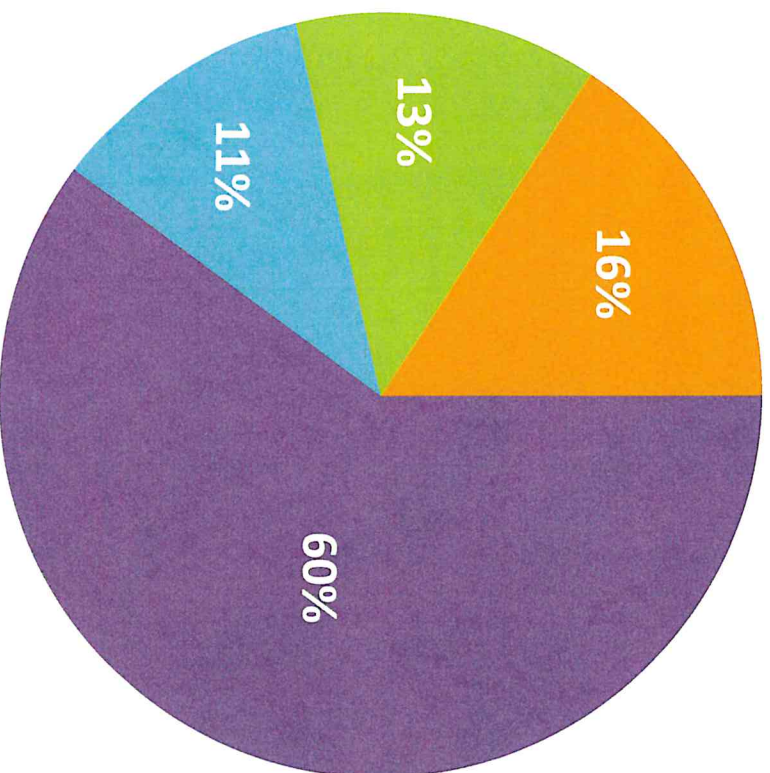


## Question 5: Do you have access to a pool other than the Florence Aquatic Center?



■ Yes  
■ No

**Question 6: In general, how many times have you used the Florence Aquatic Center in total (not annually)?**

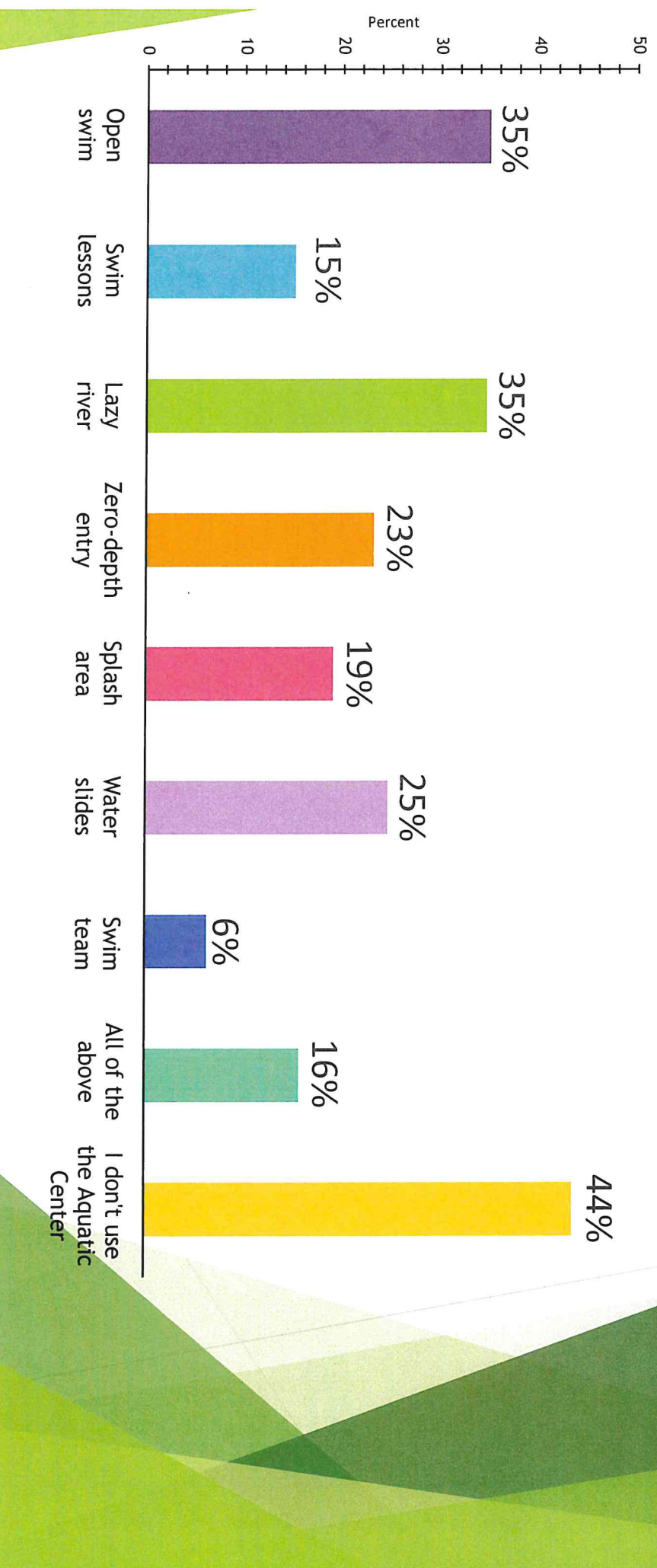


- 0-5 times
- 5-10 times
- 10-25 times
- More than 25 times

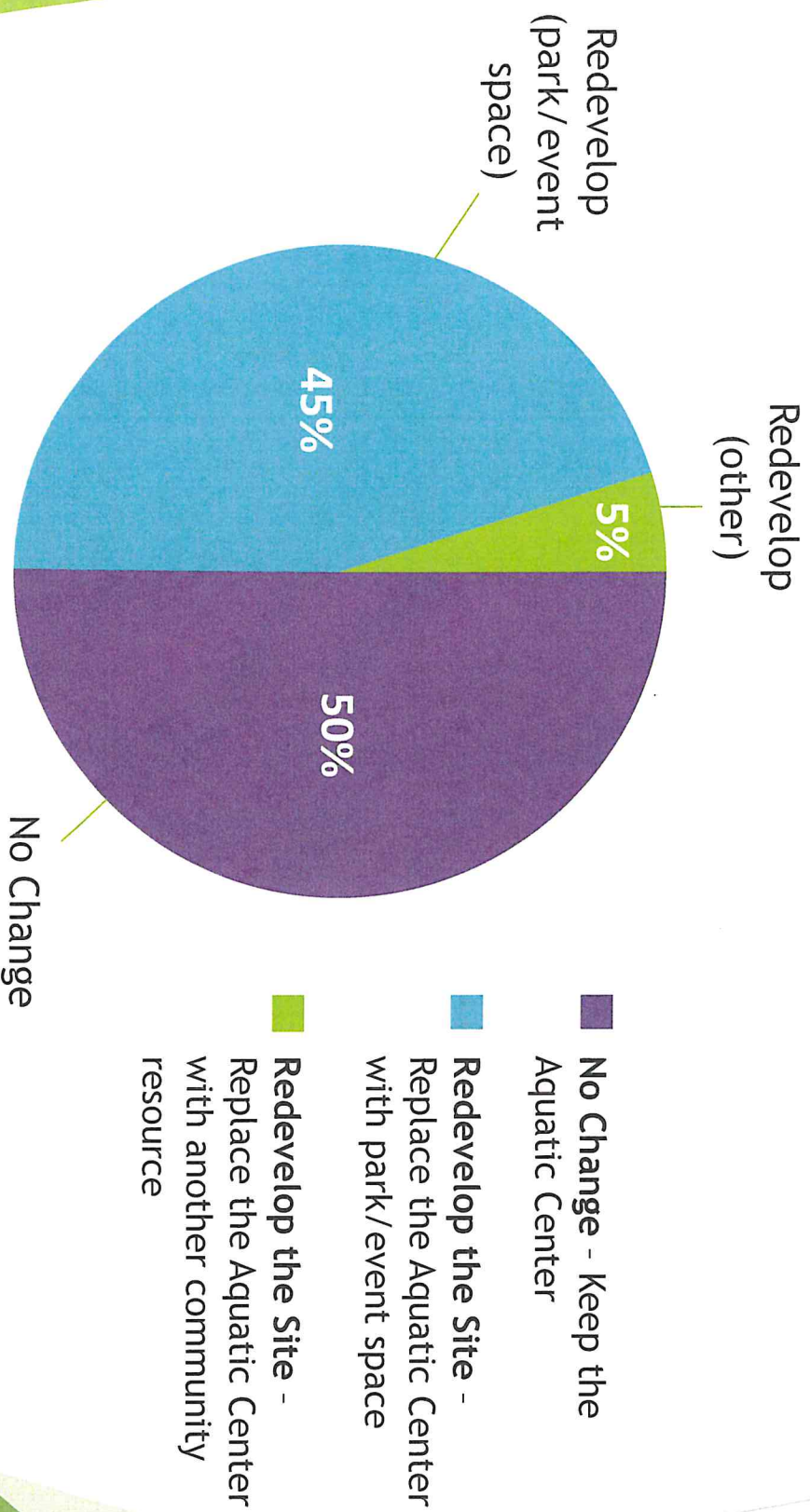


## Question 7: Which features of the Aquatic Center do you value most?

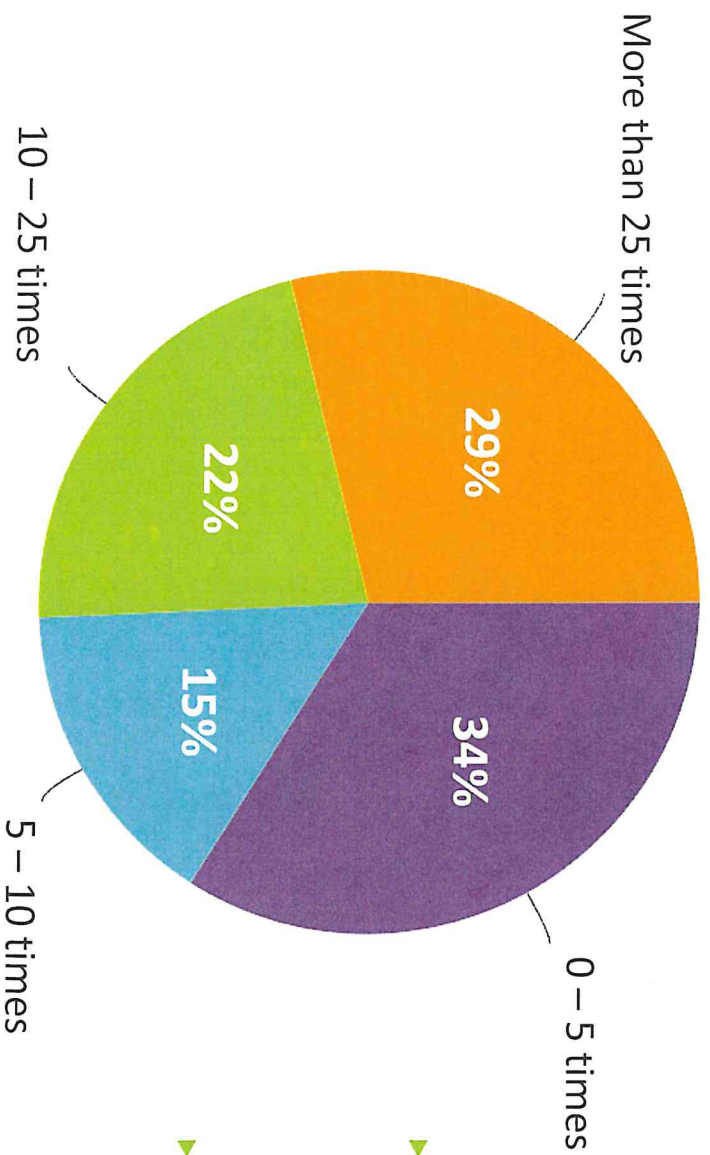
(Respondents could check multiple answers)



## Question 8: Which option do you prefer?



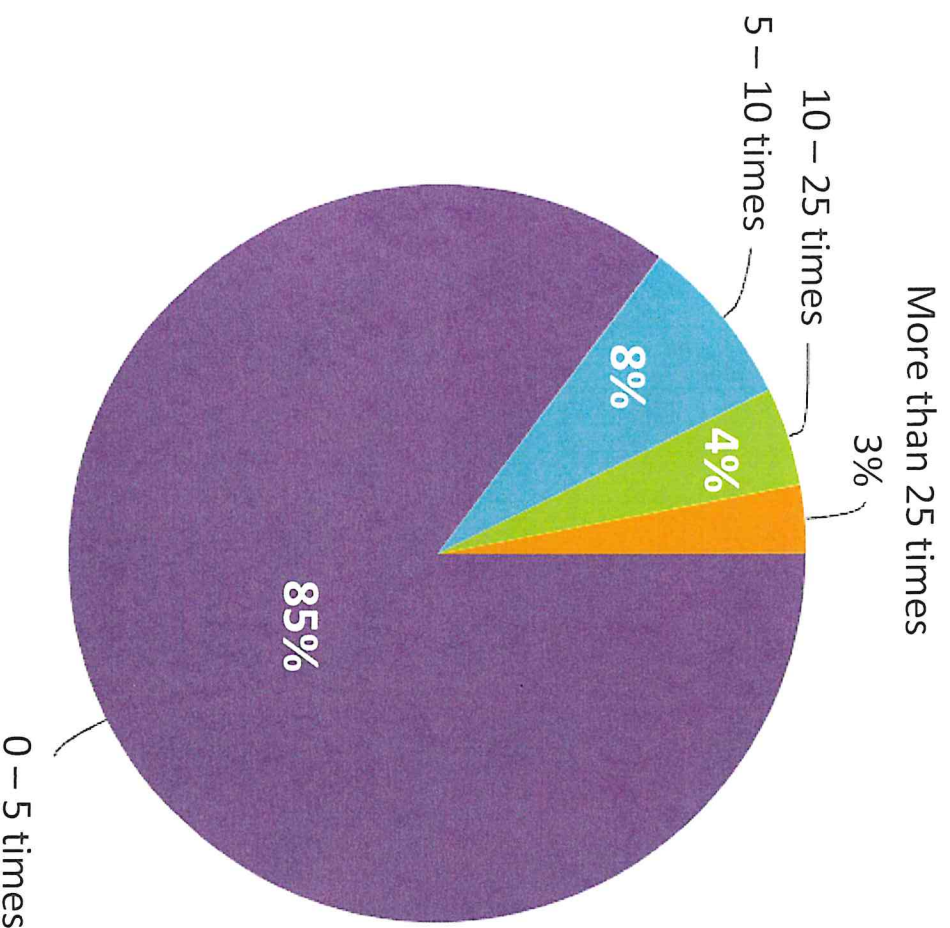
**Question 8: Of those who selected “No Change,” the reported total number of times using the Aquatic Center was ...**



- ▶ 34% have children in their household age 12 and under.
- ▶ 34% have access to a pool other than the Florence Aquatic Center.

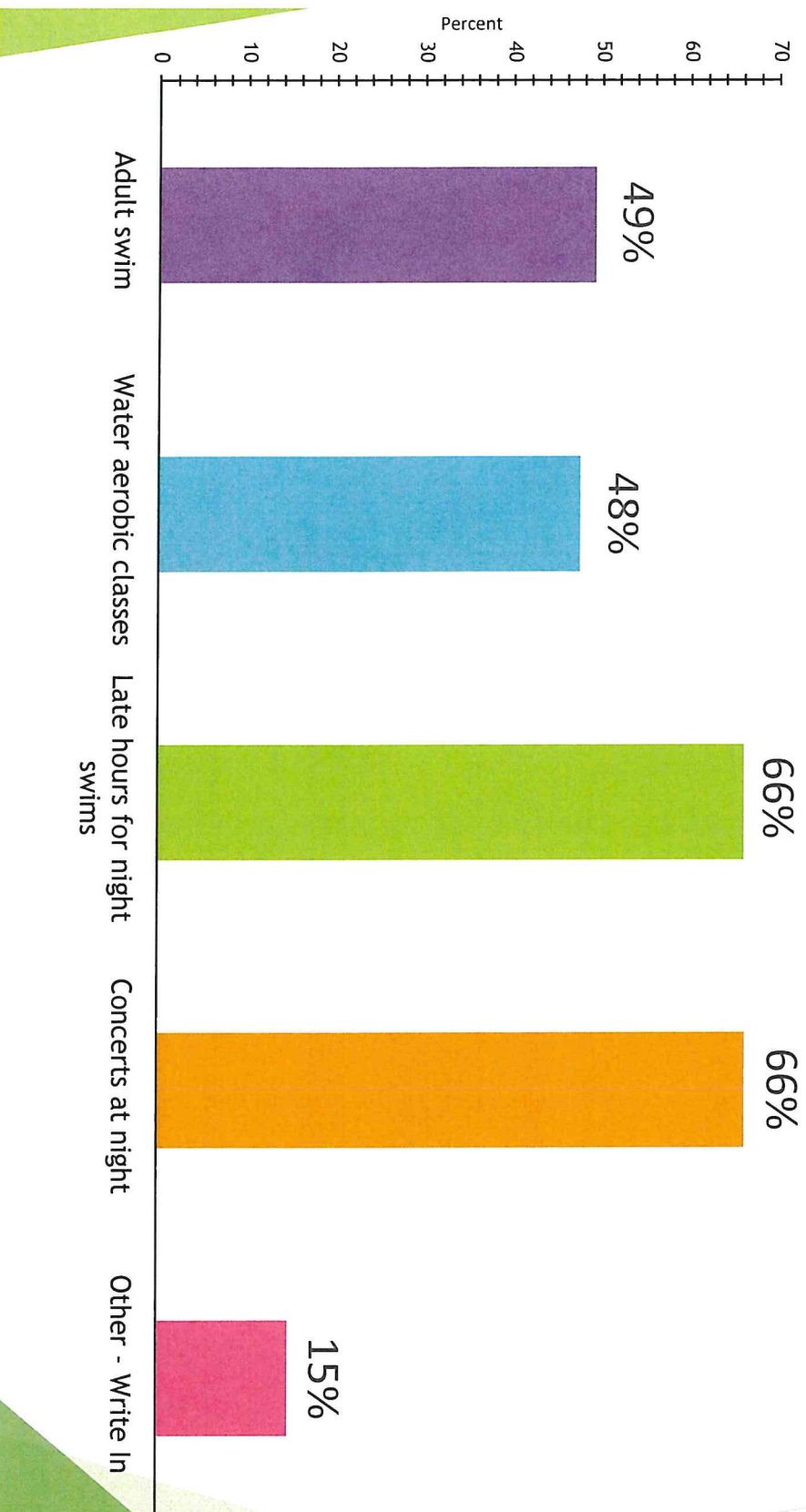


**Question 8: Of those who selected “Redevelop,” the reported total number of times using the Aquatic Center was ...**



- ▶ 20% have children in their household age 12 and under
- ▶ 57% have access to a pool other than the Florence Aquatic Center

**Question 9: If you are in favor of keeping the Aquatic Center, which of the following activities would you like to see added?**



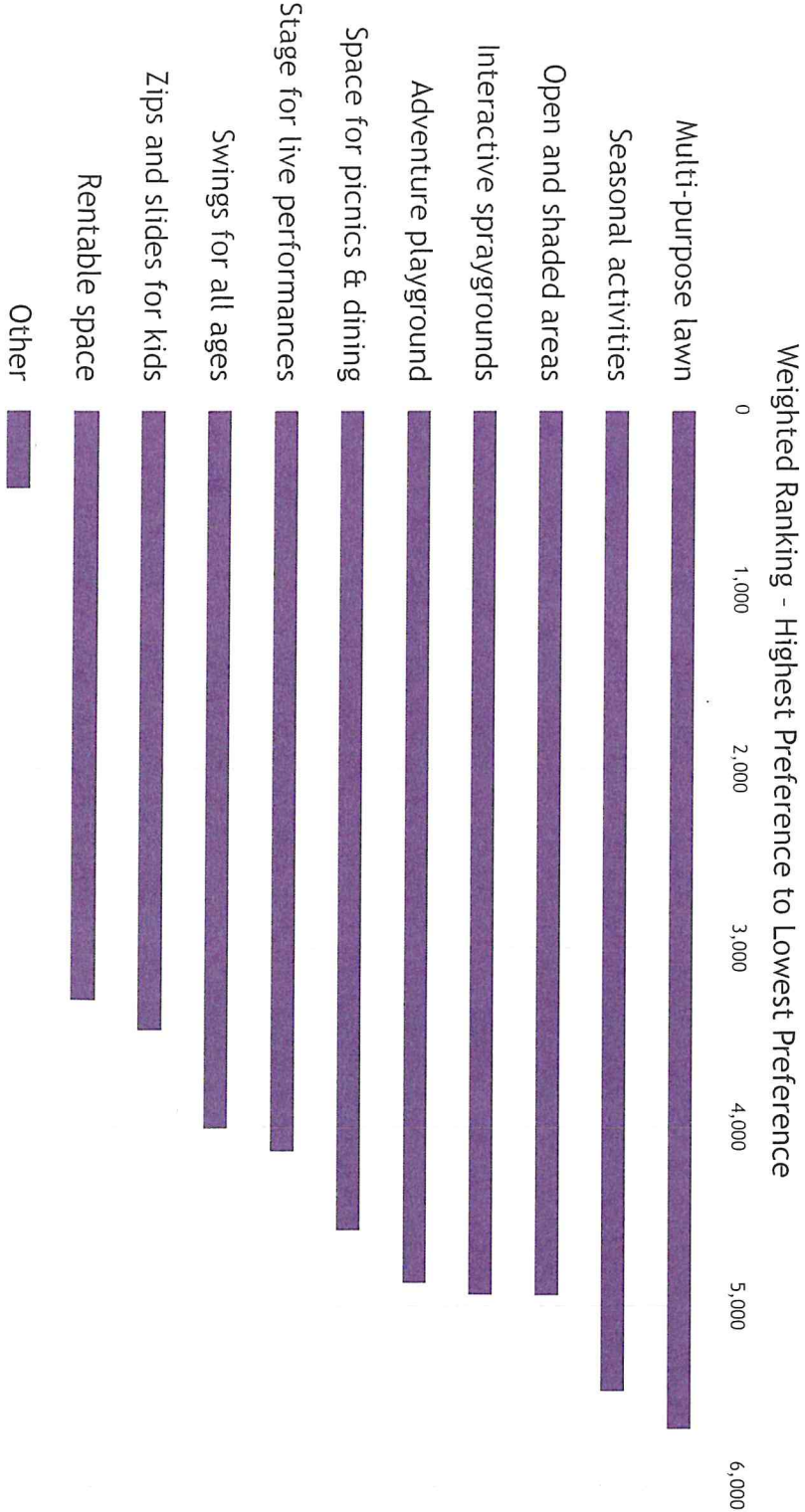


## Question 9: Responses to “Other” Features to ADD to the Aquatic Center

- ▶ **Extend Season** - Extend beyond Labor Day, add dome over pool for winter use
- ▶ **Add Activities/Special Events** - Movie nights, theme days, swim lessons, water polo, synchronized swimming, boot camp, ice skating, holiday events, farmer’s market, pet adoption days
- ▶ **Modify Facility** - Add baby pool, splash pad, bigger pool, more shaded areas, more slides, playground, dog park, plant nursery, other features suggested for proposed park; reduce size
- ▶ **Rent Facility** for Private Events
- ▶ **Add Adult Accommodations** - Lap lanes, adult-only space, swim lessons, adult nights, alcohol/bar
- ▶ **Extend Open Hours** - longer days, evening hours
- ▶ **Expand Food Options** - Food trucks, concessions, allow food to be brought in
- ▶ **Close Facility**
- ▶ **Increase Fees** - memberships, daily admission
- ▶ **Decrease Fees** - memberships, daily admission



**Question 10: If you are in favor of redeveloping the Aquatic Center site into a new park and event space, what features would you most be interested in?**

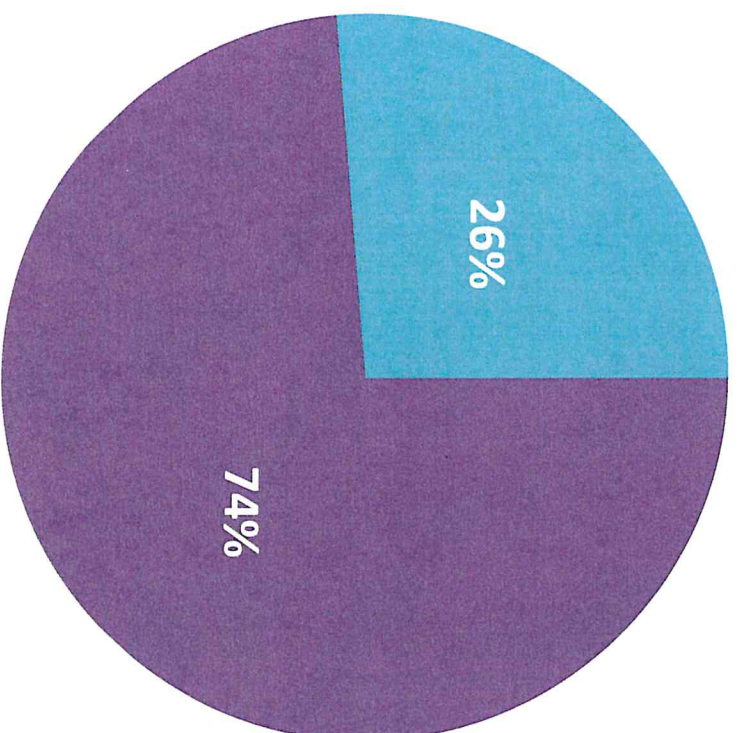


## Question 10: Responses to “Other” Features to ADD to a Redeveloped Site

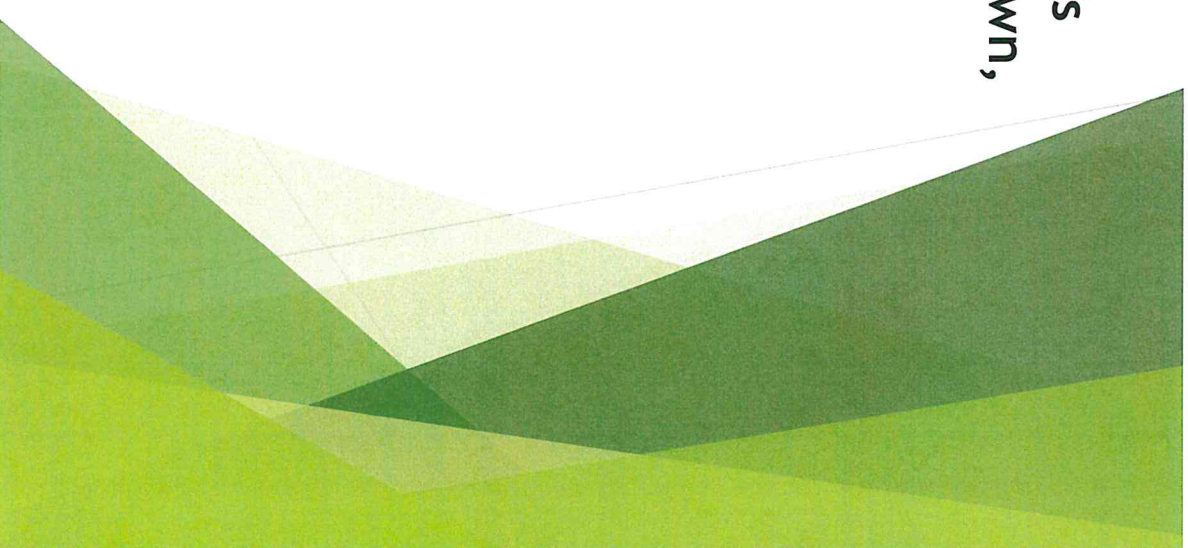
- ▶ Dog-friendly space/park
- ▶ No change - leave as is, find sponsors, invest, use funds allocated to other resources
- ▶ Walking paths
- ▶ Space/amenities like other parks - Washington, Summit, Independence Senior & Community Center, Fredrick's Landing
- ▶ Reduce & repurpose pool space
- ▶ Attractions - obstacle course, live bands, food trucks, outdoor movies, veterans' memorial
- ▶ Outdoor/indoor sports - pickle ball, basketball, disc golf, ice skating
- ▶ Accessible features for disabled
- ▶ Indoor/year-round pool
- ▶ Parks for kids
- ▶ Park amenities added to pool space
- ▶ More shade



**Question 11: Do you think adding splash pads to Florence's other parks (Lincoln Woods, Orleans, South Fork, Stringtown, Kentaboo) would be good additions?**

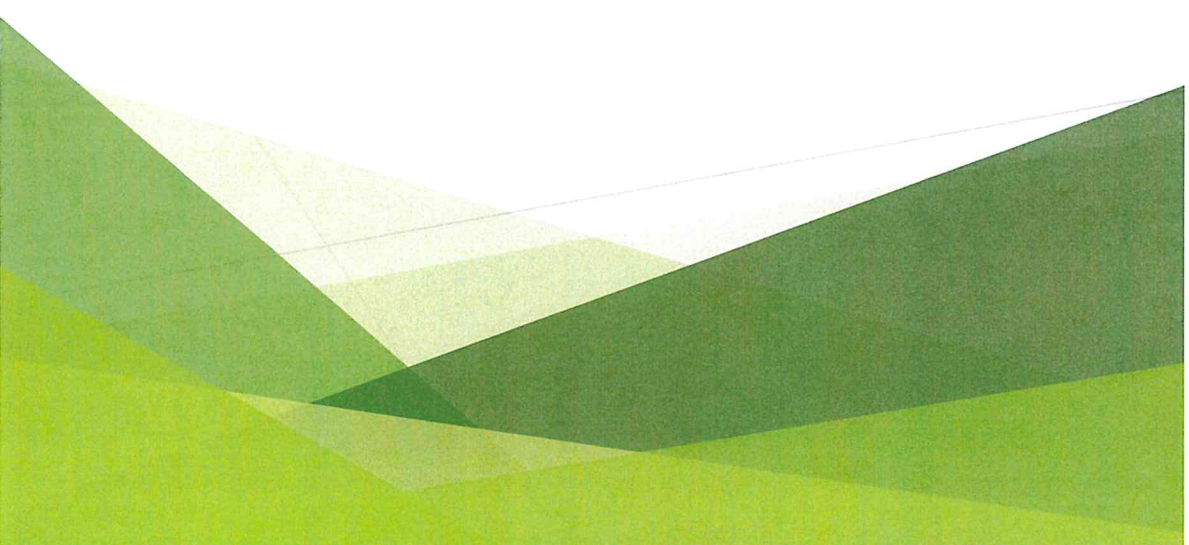


■ Yes  
■ No





**Questions?**



# Florence Aquatic Center

Where do we go from  
here?

**KZF DESIGN**  
Designing Better Futures



An aerial photograph of a city, likely Pittsburgh, showing a river with several bridges. A large stadium is under construction on a hillside, with a blue steel framework visible. The city skyline with various skyscrapers is in the background. A large orange rectangle is overlaid on the image, containing white text. A small white square is also visible in the upper left corner of the image.

**At KZF Design,  
we help our  
clients design  
better futures.**



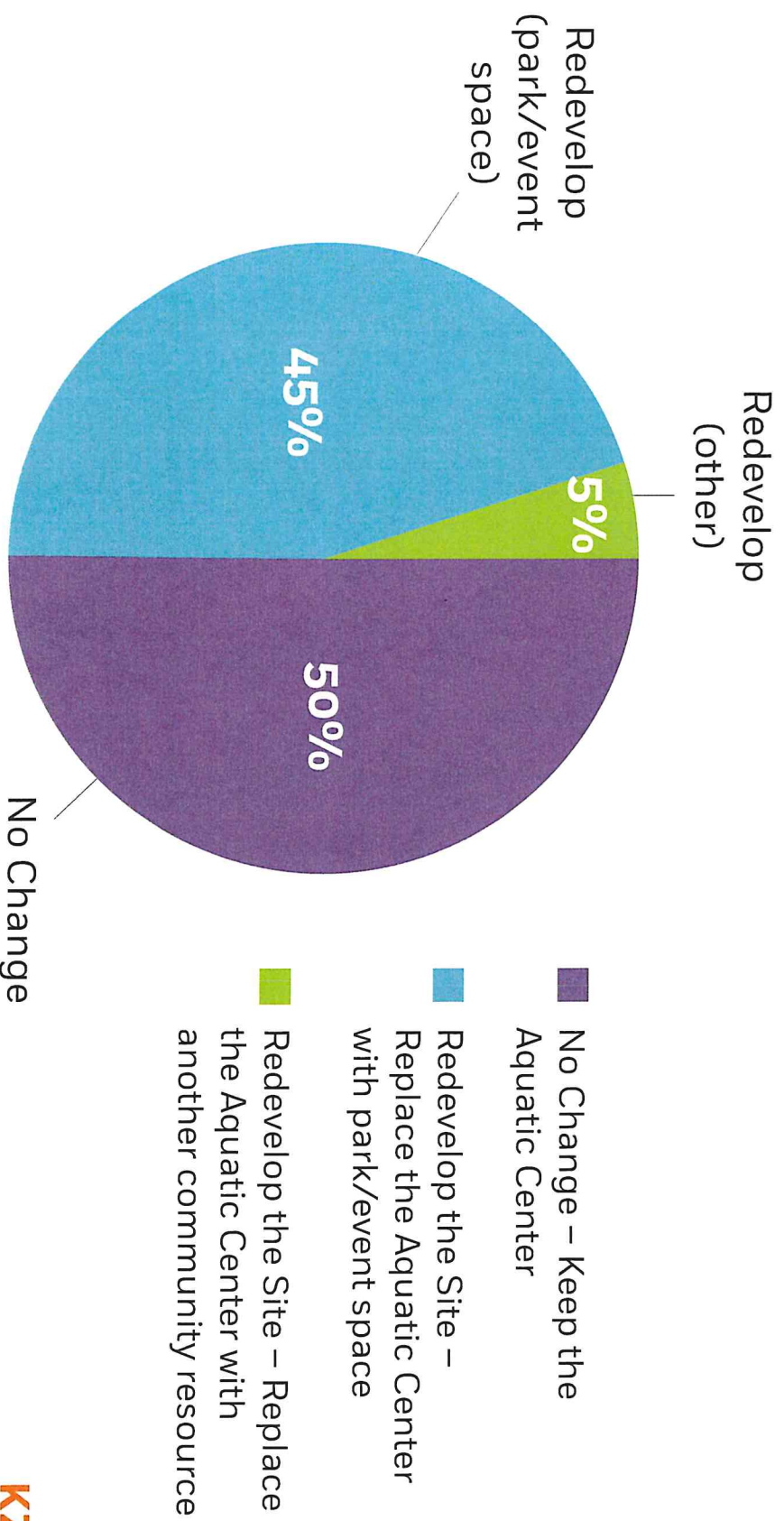
# What's next for the FAC?

**KZF DESIGN**  
Designing Better Futures



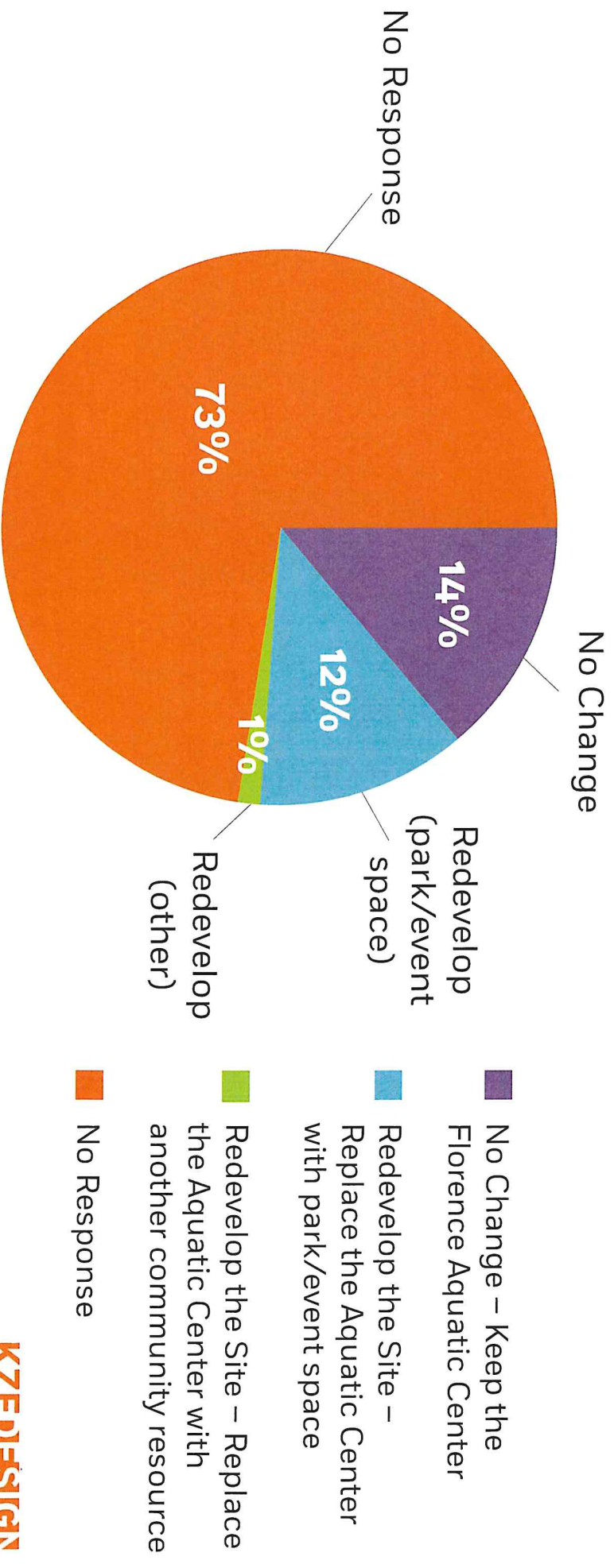
# Q8: Which option do you prefer?

from the survey results



# Q8: Which option do you prefer?

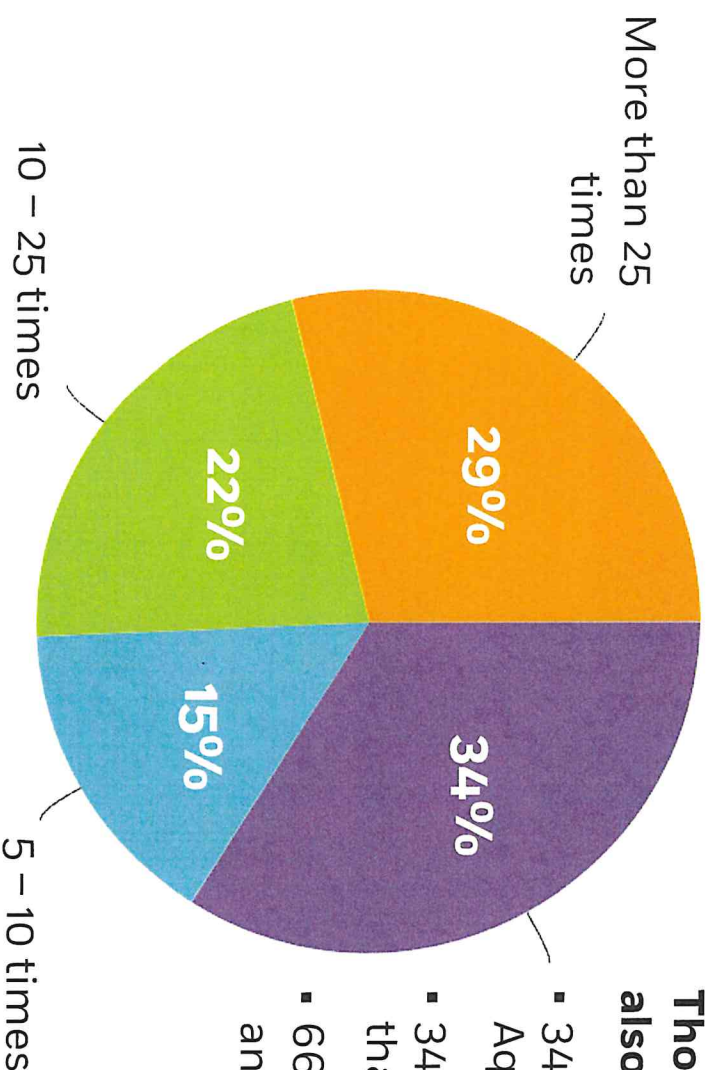
from total survey distribution





## Q8: Which option do you prefer?

frequency of pool use of those preferring "no change"



**Those who selected "No Change" also stated...**

- 34% have used the Florence Aquatic Center 0-5 times.
- 34% have access to a pool other than the Florence Aquatic Center.
- 66% do not have children age 12 and under.

# We Have Options

1. No build (no change) – keep the Florence Aquatic Center as-is

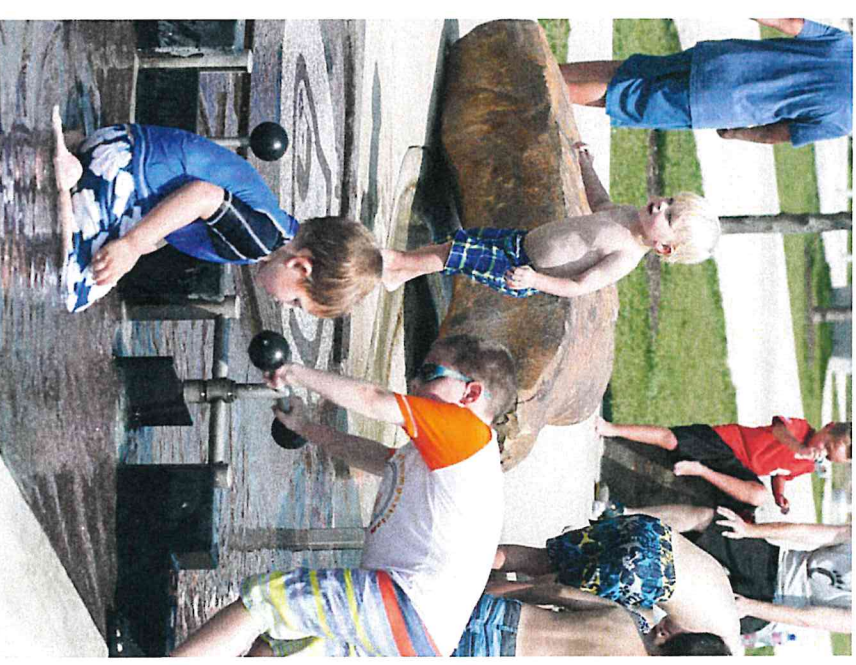
Estimate 10%–20% improvement in losses

2. Renovate the existing Florence Aquatic Center

Estimate \$3M–\$8M in renovation costs

3. Demo the Florence Aquatic Center and construct a new facility

Dependent on program and scope





# Analyzing Opportunities

- Annual city expenses
- Professional services and/or construction costs
- User admissions fees required
- Water features to stay cool in warm weather
- Access to local pools
- Access for swim lessons/club
- Revenue generation opportunities
- Year-round usage
- Average number of daily users
- Long-term maintenance costs
- New features based on current trends/user preferences
- Connectivity to local walk/bike trail network
- Mixture of uses appealing to diverse groups
- Event space for performances, music, live shows and/or movies



# Aquatic Center Opportunities

	Annual City Expenses	Professional Services and/or Construction Costs	User Admissions Fees Required	Water Features to Stay Cool in Warm Weather	Access to Local Pools	Access for Swim Lessons/Club	Revenue Generation Opportunities	Year-round Usage	Average Number of Daily Users	Long-term Maintenance Costs	New Features based on Current Trends/User Preferences	Connectivity to Local Walk/Bike Trail Network	Mixture of Uses Appealing to Diverse Groups	Event Space for Performances, Music, Live Shows and/or Movies
No Build	-	+	-	+	+	+	-	-	-	-	-	-	-	-
Renovate Existing FAC	-	-	-	+	+	+	-	-	○	○	○	-	-	-
Demo FAC and Construct New Facility	+	-	+	+	-	-	+	+	+	+	+	+	+	+



Positive Effect



Neutral/Partial Effect



Negative Effect

KZF DESIGN

**Questions?**