

ECONOMIC DEVELOPMENT COMMITTEE

Meeting Summary

September 16, 2021

Attendance:

Doug Moormann, Chair
Nancy Spencer, Mayor
Traci Theis, City Council
Tom Moeller, City Manager
Lori Thompson, Assistant City Manager

The meeting was called to order at 1:00 PM.

1. LPGA Tournament/Kenwood Country Club. Marketing Discussion. Mr. Moormann introduced Dylan Petrick, CEO of the Kenwood Country Club and Kevin Hopkins, Excel Sports Mgt., who joined the meeting via ZOOM. Mr. Moormann expressed the City's excitement in the announcement of the Kroger Queen City LPGA Tournament to be held at the KCC from September 6-11, 2022. Mr. Petrick explained how KCC got involved and Mr. Hopkins outlined the initial planning for the event. The following was presented:

- The tournament is a 3 year commitment to hold it at the KCC.
- Attendance will be approximately 10,000/day.
- There may be as many as 1,000 people associated with the tournament in players, workers and volunteers.
- Excel is appointing a tournament director who will move to Cincinnati to coordinate planning.
- The Golf Channel will televise 12 hours of the event.
- The event will need assistance with permitting for construction of temporary facilities needed.
- There will be sponsorship opportunities for the City to promote the community. Madeira can be prominently featured in the event.
- There may be some social events scheduled around the tournament although those are yet to be determined.
- Housing for the golfers is being offered to KCC members first, but they may reach out to the City to promote opportunities for residents to host golfers in their homes if there are not enough KCC members available.
- The tournament director from Excel will coordinate parking, traffic, safety, etc. with the City as needed.

Mr. Moormann asked about the involvement of the Chamber of Commerce and the opportunities to direct visitors to the City's businesses. David Peterson, Chamber of Commerce Executive Director noted the Chamber's willingness to be a part of the planning and to assist with those marketing and retail opportunities.

The committee also discussed the City's role. There was consensus that there will be administrative issues which will be handled through the City Manager's Office and the Police and Fire Departments. The marketing issues/opportunities are to be reviewed by the Economic Development Committee. Mayor Spencer suggested that a budget be considered for 2022 as there may be expenses associated with the event. Mr. Hopkins stated he will be in future contact with the City as more plans and information becomes available.

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- 2. Train Station/Historical Preservation Designation Update.** Ms. Thompson reported she has spoken with consultant Beth Sullebarger regarding the status of the City's application for Historical Designation. Ms. Sullebarger stated the application is still under consideration by the State of Ohio. She has sent the updated improvement plans to the State. She also noted that the lack of an official building date is hampering the review as there are no records of when the Train Station was actually constructed.
- 3. Swing Line TIF Update.** Mr. Moeller reported that the Madeira Board of Education has provided documentation approving the TIF agreement. The City is still waiting on a response from the Great Oaks JVS approval. Mr. Moormann indicated he will contact the JVS Superintendent. Mr. Moeller noted that if the JVS does not respond by the required deadline, the agreement is automatically considered approved. Mr. Moeller stated there will be legislation on the September 27th council agenda approving the TIF.
- 4. Madeira Farmers' Market Update.** Mr. Moormann reported he has been in contact with the Findlay Market organization to see if there is any interest on their part to take over the Madeira Farmer's Market as the current management is ending its involvement this year. He also noted that the market may be something the City could manage with the hiring of a Park Director as one may be needed for the future when McDonald Commons is renovated. He noted there is some benefit to the market operating in the City, but asked the committee members for their perspective. Mayor Spencer stated while the market is something of a community event, she is not certain how much of a tangible/financial benefit to the City. Mr. Peterson stated the Chamber is polling its membership on its perceptions of the market. Initial indications are there is not much impact to other businesses when the market is operating on Dawson Road. He also noted it was more of a community event rather than an economic benefit to the business district. Mayor Spencer stated she would not want the City to take over the management but is in favor of some short term/bridge funding to assist them transition into a business model that works better than the current operation. ARPA funds can be used for this purpose as the market has been impacted by the COVID pandemic. Ms. Theis agreed with Mayor Spencer. After some additional discussion, the committee directed Mr. Moeller to contact market manager Melissa Bishop to determine how much funding is needed to close out 2021 and through the first quarter of 2022. He will report back to City Council for the September 27th council meeting.

The meeting was adjourned at 2:20 PM

Doug Moormann, Chair