

March 11, 2025

PORT CLINTON CITY COUNCIL MINUTES

REGULAR MEETING

The regular meeting of the Port Clinton City Council held in the Linda Hartlaub City Hall Chambers. Lisa Sarty, President of Council, presided and the meeting opened at 6:23 p.m.

The roll was called, and the following Council members were present: Pat Hovis, Richard Morgan, Margaret Phillips. Beth Gillman, Avery Robinson, Jerry Tarolli, and Cathy King.

Ms. Phillips moved to approve regular meeting minutes for February 25, 2025; seconded by Mr. Tarolli. All agreed.

The chair notes certification had been received regarding the compliance with the rules and notification of this meeting.

GUEST PRESENTATION

Lis Brand & Jen Cadmus of Indicrē Marketing

See attached hand out

Watch YouTube video at <https://www.youtube.com/watch?v=Ok6r6BHYvWY>

PUBLIC COMMENT

None

PRESIDENT OF COUNCIL

Under first reading this evening:

- Ordinance 10-25 & Ordinance 11-25
 - The Administration requests the Council to consider adopting it at the first reading.

MAYOR'S REPORT

This year's 4th of July Fireworks will cost \$17,500.00. A deposit is due on April 1st of \$8750.00; the committee currently has \$7,533.69 and are in need of \$1,200ish for the deposit. If you would like to donate, provide the Port Clinton Area Chamber of Commerce a check, in the memo write Fireworks, mail to 110 Madison Street, Port Clinton, Ohio 43452. Also, four local restaurants (Brick House, McCarthy's, Ala Carte Café, and Ala Carte Afterhours) are promoting "Burgers for Booms". On March 4, 14, 24, April 4, 14, 24, May 4, 14, 24 and June 4, 14, 24 for each burger sold \$1 will be donated to the 4th of July Fireworks Fund.

March 22, 2025, from 4 – 7 pm, Mayor Snider will be competing in a Chili Cook off at Riverside Cantina (formally known as Mr. Ed's). He has won this event two out of the three years he participated.

March 11, 2025

For the last two months several residents and businesses have had their water bill estimated due to the cold weather. Next week the meters will be read. You may see some adjustments on your next water / sewer bill.

Easter Egg Hunt will be Saturday, April 12, 2025, at 10:00 am at Lakeview Park. The rain date will be Saturday, April 19, 2025. Please follow Facebook.

Saturday, April 26, 2025, 9:00 – 3:00 pm, Spring City Wide Cleanup will take place at Port Clinton City Hall parking lot. Please contact City Hall for prohibited items.

Spring Cemetery Cleanup: Items must be removed from your loved one's graves by Friday, March 15, 2025. The city will remove all items that are left and will not be responsible for replacing any items. Items may be placed on your loved one's graves as of Saturday, March 22, 2025.

August 17, 2025, PC Day at Fifth/Third in Toledo. The first pitch will be 2:00 pm. Tickets can be purchased 419-725-4367.

The Port Clinton Area Chamber of Commerce will be holding a raffle for (4) tickets for the Huntington Bank Suite (to include: food and beverages) at PC Day at Fifth/Third Field; donated by Lee Vivod, President of Commercial Loans at Huntington Bank. The raffle will begin on April 1, 2025. The funds collected will go towards the Chambers Scholarship Program.

Port Clinton Area Chamber of Commerce have put together the final touches for The District to return to Madison Street in 2025. The entertainment schedule will be released in April.

Prior to this evening Council meeting there were five Command Officers of the Port Clinton Fire & Rescue Department were sworn in with an Official Community Oath. This will continue prior to the next five or six Council meetings; the public is welcome to attend.

Today at 1:00 pm, the Port Clinton Police Department was called to Lakeview Park for damage to the playground. City crews have secured the broken item. We need to do better!!!!

AUDITOR'S REPORT

Mr. Below requested that the Financial Statement and Ordinance 11-25 that was presented to Council last week to consider adopting this evening.

At the last Council meeting it was announced that the Urban Forestry Grant was suspended until further notice. On March 7, 2025, the city received a restart notice, however, it is temporary. There will be a meeting tomorrow to determine what risks there will be going forward. The city will proceed with caution, so that everything that we spend will be reimbursed.

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TREASURERS REPORT

Provided by Sandye Ostheimer in Joe Brenner's absence.

Bed Tax as of February 28, 2025: \$ 16,493.16

Watercraft Tax as of February 28, 2025: \$0.00

Short Term Rental Registration Fee as of February 28, 2025: \$13,100.00

As of March 11, 2025, there have been ten new properties that have registered as a short-term rental.

LAW DIRECTOR REPORT

Nothing to present

SAFETY SERVICE REPORT

Nothing to present

Mr. Morgan inquired if the rocks at the Lighthouse beach will be removed.

Mr. Colston advised that a \$5,000 contract has been signed to remove the rocks when the water is out.

Mr. Tarolli inquired if the new traffic light on Lakeshore Drive is active.

Mr. Colston stated yes.

Ms. Phillips inquired when brush pickup starts.

Mr. Colston advised it to start on Monday, April 14, 2025. It will continue every second Monday of each month through October 2025.

ECONOMIC COMMUNITY DEVELOPMENT COORDINATOR

Nothing to present

Income Tax Commissioner

Ms. Bryant advised Port Clinton Income Tax Returns are due on Tuesday, April 15, 2025. The following needs to be filled: any W-2, W-2G, 1099, K1 as well as a copy of their Federal Income Tax return. If line 8 on the Federal Tax Return (other income) has a dollar amount, other schedules, worksheets with explanations (this income may or may not be applicable).

Last year the tax department completed 65% (4200) tax returns for the community. The city now has a printer in the lobby to print their tax documents at no cost.

Mayor Snider stated that Ms. Bryant has been with the city for five years; in those five years the Income Tax Department collection is above \$1,000,000 since Ms. Bryant's employment with the city. The dedication to her position and legal means in informing individuals that have not filed their taxes. Mayor Snider wanted to publicly Thank Ms. Byrant for what she does. What Ms. Bryant does allows the city to expand what we can do as a city for the citizens of Port Clinton.

March 11, 2025

POLICE CHIEF

Not present

FIRE CHIEF

Not present

COMMITTEE REPORTS

Finance Committee

Ms. Hovis

Nothing to report

Environment and Public Works Committee

Mr. Tarolli

Nothing to report

Safety Services Committee

Ms. Phillips

Nothing to report

Economic and Community Development Committee

Mrs. Gillman

Nothing to report

CORRESPONDENCE

Mrs. Gillman moved to add Fiscal Officer Certification for Ordinance 11-25 under correspondence; seconded by Mr. Tarolli.

Results of a voice roll call are as follows: Mrs. Gillman, yes; Ms. Phillips, yes; Mr. Morgan, yes; Ms. Hovis, yes; Mr. Robinson, yes; Mr. Tarolli, yes; and Mrs. King, yes. Motion carried 7-0: per Mrs. Sarty

Fiscal Officer Certification

Port Clinton Police Department 2024 Annual Report

2024 Financial Statement of City of Port Clinton

March 11, 2025

Ms. Phillips moved to accept the correspondence as presented; seconded by Mr. Tarolli. All agreed.

THIRD READING OF ORDINANCES AND RESOLUTIONS

None

SECOND READING OF ORDINANCES AND RESOLUTIONS

None

FIRST READING OF ORDINANCES AND RESOLUTIONS

Ordinance 10-25

AN ORDINANCE AUTHORIZING AND DIRECTING THE DIRECTOR OF SAFETY AND SERVICE TO PREPARE AND SUBMIT APPLICATIONS AS MAY BE REQUIRED FOR PLANNING, DESIGN, AND CONSTRUCTION PHASES OF THE WATER METER REPLACEMENT IMPROVEMENTS, WATER AND SANITARY SEWER INFRASTRUCTURE IMPROVEMENTS, LAKESHORE DRIVE/SR 163 REVETMENT IMPROVEMENTS, BROOKLYN STREET SANITARY PUMP STATION REHABILITATION IMPROVEMENTS, PERRY/MONROE/HARRISON IMPROVEMENTS, ELEVATED WATER TANK BASE IMPROVEMENTS, WASTEWATER TREATMENT PLANT PUMP AND HEAT/AIR EXCHANGE UNIT IMPROVEMENTS, LAUREL AVENUE RECONSTRUCTION SANITARY SEWER AND STORM SEWER IMPROVEMENTS, LEAD SERVICE LINE INVENTORY, AND LEAD SERVICE LINE REPLACEMENT INFRASTRUCTURE IMPROVEMENTS TO THE OHIO WATER DEVELOPMENT AUTHORITY(OWDA), OHIO ENVIRONMENTAL PROTECTION AGENCY (OEPA), OHIO DEPARTMENT OF DEVELOPMENT (ODOD), COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG), WATER POLLUTION CONTROL LOAN FUND (WPCLF), WATER SUPPLY REVOLVING LOAN ACCOUNT (WSRLA), OHIO PUBLIC WORKS COMMISSION (OPWC), OHIO DEPARTMENT OF TRANSPORTATION STATE INFRASTRUCTURE BANK (SIB) AND ANY OTHER FUNDING SOURCES OR PROGRAMS THAT BECOME AVAILABLE AND TO EXECUTE APPLICATION DOCUMENTS FOR THE FUNDING SOURCES AS REQUIRED AND TO EXECUTE CONTRACTS FOR PLANNING, DESIGN, AND CONSTRUCTION PHASES AND DECLARING AN EMERGENCY

Mr. Tarolli moved to waive the three required readings of Ordinance 10-25: seconded by Ms. Phillips.

Results of a voice roll call are as follows: Mrs. Gillman, yes; Ms. Phillips, yes; Mr. Morgan, yes; Ms. Hovis, yes; Mr. Robinson, yes; Mr. Tarolli, yes; and Mrs. King, yes. Motion carried 7-0: per Mrs. Sarty

Mr. Tarolli moved to retain the emergency clause of Ordinance 10-25; seconded by Mr. Robinson.

Results of a voice roll call are as follows: Mrs. Gillman, yes; Ms. Phillips, yes; Mr. Morgan, yes; Ms. Hovis, yes; Mr. Robinson, yes; Mr. Tarolli, yes; and Mrs. King, yes. Motion carried 7-0: per Mrs. Sarty

Mr. Tarolli moved to adopt Ordinance 10-25; seconded by Mr. Robinson.

Results of a voice roll call are as follows: Mrs. Gillman, yes; Ms. Phillips, yes; Mr. Morgan, yes; Ms. Hovis, yes; Mr. Robinson, yes; Mr. Tarolli, yes; and Mrs. King, yes. Motion carried 7-0: per Mrs. Sarty

March 11, 2025

Ordinance 11-25

AN ORDINANCE PROVIDING FOR THE ISSUANCE AND SALE OF NOT TO EXCEED \$3,500,000 OF NOTES, IN ANTICIPATION OF THE ISSUANCE OF BONDS, FOR THE PURPOSE OF PAYING COSTS OF IMPROVING THE CITY'S SEWER SYSTEM INCLUDING REPAIRING REVETMENT ALONG WEST LAKESHORE DRIVE, AND MAKING OTHER IMPROVEMENTS AS DESIGNATED IN THE PLANS APPROVED OR TO BE APPROVED BY COUNCIL AND DECLARING AN EMERGENCY.

Mr. Tarolli moved to waive the three required readings of Ordinance 11-25: seconded by Ms. Hovis.

Results of a voice roll call are as follows: Mrs. Gillman, yes; Ms. Phillips, yes; Mr. Morgan, yes; Ms. Hovis, yes; Mr. Robinson, yes; Mr. Tarolli, yes; and Mrs. King, yes. Motion carried 7-0: per Mrs. Sarty

Mr. Tarolli moved to retain the emergency clause of Ordinance 11-25; seconded by Ms. Hovis.

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Mr. Tarolli moved to adopt Ordinance 11-25; seconded by Ms. Hovis.

Mr. Below advised that on April 1st we need interim financing not to exceed the \$3,500,000 to pay for the Lakeshore Drive project, which is being cost shared and managed by ODOT. This allows this project to happen and give the residents greater enhancements for the residents to enjoy and include the stability of the road and the under lying force main.

Results of a voice roll call are as follows: Mrs. Gillman, yes; Ms. Phillips, yes; Mr. Morgan, yes; Ms. Hovis, yes; Mr. Robinson, yes; Mr. Tarolli, yes; and Mrs. King, yes. Motion carried 7-0: per Mrs. Sarty

BUSINESS FROM THE FLOOR

Mr. Morgan – Nothing to present

Mr. Robinson – Nothing to present

Ms. Phillips – When in Kroger's weekly, it is amazing how many questions she gets at that time.

Ms. Hovis – Nothing to present

Mr. Tarolli – Have there been any issues with the County water project?

Mr. Colston advised no. He announced that Fulton Street will be closed tomorrow due to the project. All emergency services have been notified.

Mrs. King – Mrs. King commented that Mrs. Ostheimer needed an applause for reading the lengthy Ordinance 10-25.

Mrs. Gillman – Nothing to present

ANNOUNCEMENTS None

March 11, 2025
ADJOURNMENT

With no further business to discuss Ms. Phillips moved to adjourn; seconded by Mrs. King. With all those in favor, the meeting was adjourned at 7:22 p.m.

Sandra Ostheimer
Clerk of Council

Lisa Sarty
President of Council



Marketing Communications Audit & Proposal

Prepared by Indicrê Marketing
March, 2025

01 | Introduction

City officials and employees work hard to cultivate an environment where residents and businesses can thrive, but without a plan to share updates and promote action, positive stories go untold and opportunities to build trust with your citizens are missed. When residents and stakeholders feel valued and informed, it inspires community involvement, strengthens partnerships with local organizations, and enables more efficient delivery of government programs and services.

**Effective communication creates more time,
not more headaches.**

02 | Situation Analysis

While every city has a unique story that requires messages tailored to its distinctive residents and stakeholders, the communication challenges faced by Port Clinton are common for local governments.

Competing priorities and limited resources

Every dollar and hour needs to be spent on efforts that will improve the city and the lives of the people and businesses that call it home - yet, there never seems to be enough of either to go around. Without a deliberate plan and assured outcomes, it is easy for marketing and communications efforts to give way to any number of other pressing priorities.

Lack of ownership or defined processes

Without a dedicated internal resource or team, ownership of engagement efforts is unclear. Communication often becomes an afterthought, reacting to situations in the moment instead of controlling the narrative. Without well defined processes for how and when you share certain types of information with your audience, communications become an added burden rather than a tool to become more efficient.

Diverse audience with different preferences

Port Clinton residents, property owners, businesses, and tourists make up a very diverse audience, with a broad spectrum of ages and socio-economic status. A desire to also attract potential new residents and businesses to the area only makes messaging more complicated. Everyone has different preferences for where and how they access and absorb information.

When information is difficult to find or there is a perceived lack of communication, trust begins to erode and citizens will question whether they are valued by their government. If critical information fails to get delivered or people get the wrong information because they seek answers from inaccurate sources, it can even become an issue of safety and security.

As the city prepares to roll out a new, highly-functional website, now is an ideal time to implement a strategic marketing communications program designed to promote trust, transparency, and cooperation while alleviating some of the pressure that lands on city officials and workers when relations with residents become strained.

03 | Marketing Communications Objectives

By defining what you are trying to accomplish and what you want the audience to understand, learn, or do, you can identify the ideal combination of communication strategies to accomplish those goals. Based on what we heard from you, we are recommending a program to accomplish the following objectives:

- Improve citizen perceptions of city and government
- Increase efficiency of information and service delivery (Reduce volume of calls and messages requesting information that should be readily available)
- Increase community involvement and engagement
- Foster a sense of pride and excitement about the city and its vision for the future
- Attract new residents, businesses, and visitors

04 | Strategies & Tactics

The website is designed to be a centralized hub for communications, organized in a way that makes it easy for users to access information, services, and options for connecting with the appropriate people to address their needs. Residents will need to learn to see the site as a valuable resource for current information and resources.

In addition to the standard information expected to be readily available from local government, being proactive about telling your story is critical for defining and owning the city's narrative. If people aren't getting their information directly from the source, they will go elsewhere to find it, often resulting in a misinformed public or the city being positioned in a less than favorable light. By developing and owning your story and messaging, you can ensure stakeholders get an accurate picture of government operations and view city leadership as transparent, responsible, proactive, and focused on local needs.

Our recommendations for a comprehensive marketing communications program support four strategies designed to ensure Port Clinton is telling a compelling story with consistent messaging for your audience.

Alert Inform Listen Respond

Alert

The city is responsible for notifying residents of new or urgent information accurately and efficiently. Getting the word out to as many people as possible in an efficient manner should dictate the action, especially during times of emergency or controversy.

- Document a **process** for emergency and crisis communication that is defined before it's needed.
- Use **Facebook** to deliver messages to the broadest audience. Encourage residents to follow the page to get timely updates.
- When collecting **email and text** information from residents and business owners, allow them to indicate whether they want to receive helpful updates or strictly want to receive urgent alerts via these channels.

Inform

Telling stories and highlighting the work of officials and employees will have a significant impact on perceptions of the city's focus and operations. By shining a spotlight on local achievements that deserve to be celebrated, we can build pride in the city and show non-residents what makes your community particularly special. When we are aware of upcoming news or announcements that will impact the city and its residents, it's important to get out ahead of it to accurately frame the discussion before someone else does.

- Publish regular **blog posts and articles** that provide insight and updates into city initiatives and put an interesting, human face to the people behind city operations.
- Send **newsletters** to a list of people who have opted into updates from the city. These can include existing content from the city blog and reminders about important dates and events. Email is the most cost effective channel for disseminating information and it can reach parts of your audience who may not be active online.
- Extend audience reach and storytelling through the **media** by providing important updates to reporters via press releases or proactive story pitches to secure coverage about the city on news sites and in local newspapers.

Listen

An urge to avoid soliciting feedback from residents and stakeholders is understandable, especially when it may not be favorable. But, the simple act of encouraging feedback and providing dedicated channels for it can go a very long way. Most people just want to feel heard, even if a solution isn't immediately available.

- As online followers and email recipients continue to grow, use those channels to **promote attendance and participation** at City Chats. Provide agendas or ask for suggested topics in advance so the discussion is meaningful and valuable for attendees.
- **Online surveys** are an easy, low-risk way to facilitate engagement. Post a regular cadence of brief one question polls on specific topics that residents care about - then share the results.

Respond

No one has all the answers, but acknowledging you got the message and care about what your audience cares about is most important. Every effort should be made to respond to questions and requests, especially if they are sent through the city's direct channels.

- Set up **policies and processes** for how various types of requests and comments will be managed.
- Set goals for **response times** and track whether they are being met. Tell the public about this initiative.
- Monitor online communities for relevant discussions and comments. Don't engage with combative voices or react defensively, **redirect the audience**. Have a third party drop a link to access the appropriate information on the city's website. This will ensure people get accurate information and will also get residents to start seeing the website as a valuable resource.

Metrics & Measurement

Identifying Key Performance Indicators (KPIs) enables us to define what success looks like and hold ourselves accountable. Collecting data and tracking results are also critical for optimizing strategy as we learn more about audience behavior and adapt to the changing needs of constituents. When setting up a marketing communications program, we will agree on a specified KPIs that may include metrics such as:

- Website traffic
- Email opens
- Meeting attendance
- Survey feedback
- Social followers and engagement
- Response times

In Conclusion

Changing perceptions and behavior does not happen overnight, and there will always be a handful of people set in their ways and instigators who exist just to stir the pot. But, most people just want to be informed and feel valued. A deliberate approach to controlling the narrative, guiding people to the right sources for information, and telling stories that insert a positive message into ongoing conversations will gradually build trust, invite cooperation, and foster a productive relationship between the city and its residents.

Recommended Scope

- **Laying the foundation**

- Finalize the website and develop a marketing launch plan for roll out.
- Develop a city communications and social media policy and for consistent branding and representation.
- Assign ownership and define processes for urgent alerts, social posting, monitoring and responses, website updates, content development and approvals.
- Build a content calendar for planned blogs, articles, social posts, newsletters, etc.
- Develop a plan for managing news and expected activity such as levies, elections, audit results, new initiatives, etc.
- Define metrics and implement tracking mechanisms.

- **Monthly management**

- Website
 - Messaging and editing support for additions and changes
 - Ongoing monitoring and testing for quality and performance
- Rapid response and urgent updates
 - Develop plan for informing relevant stakeholders
 - Draft messaging for site, email, text, social media
- Content Development
 - Draft and publish monthly blog posts / updates
 - Edit Mayor's Beacon articles
 - Curate and design monthly newsletter
 - Create and promote quarterly polls/surveys (1-2 questions)
- Social Media
 - Develop and manage ongoing content calendar
 - Provide suggestions and review of posts
 - Monitor relevant groups and pages for opportunities to direct people to site
- Media relations
 - Develop press releases and conduct media outreach for news and announcements
- Reporting
 - Monthly data updates on content, social, and site traffic
 - Quarterly review and strategy optimization

- **Other Options Available (For additional Fee)**

- Writing and editing support that is outside of monthly scope
- Graphic design
- Public Information Officer consulting
- Media / spokesperson training

Working With Indicrē Marketing

At Indicrē Marketing, we deliver thoughtful marketing communications strategy and flawless execution that are dictated by your organization's needs. We understand that every dollar spent needs to accrue to impact and we take it seriously. We are experts with diverse specialties across digital marketing, traditional media, storytelling, creative design, content development, and more - meaning you will get the ideal combination of marketing strategies to drive your business forward.

Unlike most agencies, we don't lock clients into long term contracts. We want to earn your business every month. If we fail to do that, you can show us the door at any time.



Lis Brand

Lis has spent more than 25 years in marketing and PR, specializing in brand management, creative direction and strategy execution. She has helped propel businesses to success through an analytical perspective on where businesses are and where they need to go. As a FEMA-trained Public Information Officer she is practiced at planning and delivering critical information to people in need. Lis earned a BA in Journalism from The Ohio State University and an MBA from Tiffin University.



Jen Cadmus

Jen is a strategic marketing and communications professional with two decades of experience implementing and managing high impact programs rooted in a deep understanding of how business works. She has worked with companies from startups to publicly traded and has owned and operated several successful businesses of her own. Jen graduated from the University of Kansas with a BS in Journalism.

We're ready to get started telling your story.

Thank you for the opportunity!

