

## STRATEGIC PLANNING

Tuesday, October 16, 2018 – 5:30 p.m.

Police Training Room – Olean Municipal Building

Present: Members: Chairman Gonzalez, Vice Chairman Andreano, Alderman Witte, Alderman Crawford, and Alderman Smith. Others: Alderman Dougherty; Alderman George; Mayor William Aiello; Nicholas DiCerbo, Jr., City Attorney; Fred Saradin, City Auditor; Kris Shewairy, Youth and Recreation Director, and Tiffany Taylor, Managerial Confidential Administrative Secretary.

### 1. Roll Call

Alderman Gonzalez called the meeting to order at 5:30 p.m. and asked that the record show that all committee members were present.

### 2. Approval of Minutes of the Previous Committee Meetings (Tuesday, October 2, 2018)

A motion to approve the minutes of the October 2, 2018 meeting was made by Alderman Gonzalez, seconded by Alderman Crawford. Voice vote, ayes all. Motion carried.

### 3. Unfinished Business

None

### 4. New Referrals for Consideration

#### a. Presentation – Olean Exchange Club, War Veterans Banners

Alderman Gonzalez introduced Cora Martin, President of the Olean Exchange Club, Ruby Constanza, Treasurer of the Portville Exchange Club, and Steve Pancio, Director of the Olean Exchange Club.

Ms. Martin explained that the Exchange Club used to have the American Flag that would be raised on Memorial Day and taken down on Labor Day. This ceased when the poles were no longer safe several years ago. She explained that the Club would like to ask if they would be able to begin a “Hometown Heroes” banner program in the City.

Mr. Pancio explained that the Exchange Club provides the “Freedom Shrine” that is located in the Olean Municipal Building. The Club has done a lot for Americanism. He explained that the banners on North Union Street are currently on every other pole, and the Club is interested in using the unutilized poles for this program, which would be run at the Club’s expense.

Ms. Costanza explained that she approached the National Honor Society, which administered the program in Portville. They provided an application that asks for the veteran’s name, ran,

branch of service, year graduated or proof of residency, as well as a photo. The banners were obtained through a local business at a cost of \$125 each, which was paid for by the family of each veteran. She explained that this is a good way to honor those who have served our country.

Alderman Witte asked if the veterans would be rotated, or if there would be a way to determine whose banners would be on the poles. Ms. Costanza replied that it would depend on the number of poles available, as well as the amount of interest that is shown in the project. Mr. Pancio added that there would be some sort of vetting process. He explained that the Club would also work with the Chamber of Commerce, JCC and the City.

Alderman Gonzalez explained that his concern is that there is a significant marketing effort for North Union Street. He feels that the poles on State Street and South Union Street could be utilized. Mayor Aiello added that the City has been working on a banner program for more than a year. There are a lot of poles in Olean besides North Union Street, including South Union Street, East and West State Streets, and on the bridges. He continued that we can all work together to get this going to honor veterans of the City of Olean.

Alderman Andreano asked what banners the Chamber puts up, and Mayor Aiello responded that they are the seasonal banners.

Ms. Costanza mentioned that it is her understanding that new poles have been installed, and are being installed on South Union Street and State Street. Mayor Aiello explained that this is correct, and that the DRI process funded streetscape improvements, including new light poles.

Alderman Witte suggested that the Club contact the Senior Center, as they have an annual Veteran's Day when they honor local veterans. She explained that this would be a great resource. Mr. Pancio explained that the Club will also be working with the American Legion and VFW.

Ron Shoup of the Olean City School District explained that in Derry, Pennsylvania, the streets are lined with banners like this. It is a very cool idea. Alderman Dougherty added that it is done in a town outside of Albany, and it is interesting to see. Mr. Shoup explained that the banners in Portville include those who are currently serving, those who are retired, those who are deceased, and those who lost their lives while serving.

Alderman Dougherty suggested targeting portions of the roadway in the historic parts of the City.

Alderman Crawford asked who would determine the requirements to obtain a banner for a veteran, and Mr. Pancio explained that it is a good question. It depends, again, on the space

available and the amount of input. War heroes would be given first priority. The vetting process has not been looked into yet. He suggested that, if this is something the Council is on board with, putting together a committee to discuss how to use the poles including members of the City, JCC, the Club, and the Chamber of Commerce.

Alderman Witte suggested having a banner for Guido Remire, who served in World War II and is now 102 years old and a frequent visitor to the Olean Senior Center.

Mayor Aiello explained that he will be happy to host a meeting to discuss this further. There are many high traffic streets in the City that can be utilized.

b. Presentation – Reality Check

Alderman Gonzalez introduced Jonathan Chaffee, the Chautauqua / Cattaraugus / Allegany Reality Check Coordinator; Ron Shoup, a teacher at the Olean Intermediate Middle School; Ken Dahlgren, who does community engagement for Reality Check, and Olivia, Mackenzie, and Courtney, seniors at the Olean High School.

Olivia explained that Reality Check is a group which engages youth leaders and activists against tobacco use and the tobacco industry. It is a youth led, adult supervised group. She explained that the group is not anti smoker, but rather anti tobacco, anti tobacco advertising, and against the advertising that is targeted towards youth. She explained that she became involved with the group because her dad smokes, and she used to go to a school park in Allegany with him as often as she could because it was a place that she could spend time with him where he wouldn't smoke.

Mackenzie explained that she joined Reality Check because she is one of five children, and she is afraid that her siblings, especially her brother, will be influenced by tobacco advertising and the thought that smoking is "cool", and that they will end up smoking in the future.

Courtney explained that she joined Reality Check because her dad smokes, and she would rather have him expand his life than cut it short.

Olivia explained that the group performed a recent cigarette butt cleanup in Franchot and Lincoln Parks, and presented to the committee what was picked up during an hour time period in each park. She also presented pictures to the committee showing a large number of cigarette butts in the mulch around the playground equipment at the park.

Mr. Chaffee explained that over 700 flags were placed between the two parks in the one hour during which the cigarette butts were picked up.

Olivia explained that the pickup was done in May, and they have been seeing an increase in e-cigarette cartridges on the ground lately, which are plastic and not decomposable. She explained that the group does a lot of activities, including a butt pick up in Oak Hill Park, where many butts and other litter related to illegal drug use was found. She feels that if people are not allowed to smoke tobacco products in parks, it may also curb illegal drug use in the parks.

Mr. Chaffee explained that the group teamed up with the mall to place trees on which residents were able to post their thoughts about tobacco use, and responses included “smoking kills” and “smoking is an unhealthy habit to teach children”.

Courtney explained that, while many people feel that it is their right to smoke, it is everyone’s right to be able to go to a park and not be exposed to second hand smoke. The CDC states that no amount of second hand smoke is safe. Tobacco is the number one cause of preventable death in the United States. She explained that the group still wants to see people using parks, but they would like to see policies in parks for tobacco that are similar to policies that prohibit alcohol consumption in parks.

Alderman Witte thanked the group for coming, and explained that the more light that is shined on this issue, the better. She explained that she has seen kids taken to the emergency room when they get sick after putting cigarette butts in their mouths that they found on the ground. This is the number one reason that she supported the “Young Lungs at Play” in the City’s playgrounds.

Alderman Crawford asked the Reality Check group what they would like to see the Council do. Mr. Chafee explained that the group’s intention was to begin a discussion, to potentially look into designating City parks and all City-owned property as tobacco free. Reality Check could then work with the City and through the grant they receive, could provide signs for the parks that would be at no cost to the City.

Alderman Gonzalez explained that one of the reasons that the smoke free policy at New Era Field works is because there is an army of people on game day to enforce the policy. He asked how Jamestown makes this work, and what the City could do to make it work. Mr. Chaffee responded that he provided Jamestown’s policy for the committee to view, and Jamestown’s policy has worked over time because they changed the social norm. Mr. Dahlgren added that the fines associated with the policy are not really used, but the City would use them if they have to. The policy is more to empower people to be able to say “this is a smoke free park, please put out your cigarette”.

Mr. Chaffee explained that it is not 1970 anymore. A policy like this is similar to drinking and driving laws. Most people will follow the rules, while there are a few who will ignore them. He has seen young people approach adults with the comment that they are in a smoke free area

and that their smoking is not permitted. Mr. Dahlgren added that the policy will create a much better situation over time.

Alderman Crawford explained that he would be in favor of moving in that direction. Alderman Witte added that she feels that this is a wonderful idea, and she is very supportive of making a change.

Alderman Gonzalez asked if this really curbs smoking, and Alderman Andreano replied that even if it doesn't, it at least limits our exposure. Mr. Chaffee explained that when the New York Clean Indoor Air Act was passed, it encouraged people to give up the habit. If the City decides to go forward, he suggests that cessation services also be promoted.

Mayor Aiello explained that he feels that Reality Check is doing a great job, and anything that would help clean up the mess in the parks would be a great thing. He anticipates more discussion on the topic moving forward.

#### c. Presentation – Enterprise Leasing

Alderman Gonzalez introduced Robert Jaworski, an Account Executive with Enterprise Fleet Management. Mr. Jaworski explained that his organization is family owned and operated from St. Louis, with a regional office in Rochester, New York. He explained that Enterprise has a 1.9 million vehicle fleet worldwide, and 120-130 local clients in the Upstate New York area.

Mr. Jaworski explained that Enterprise Fleet Management preaches efficiencies, and it is their job to take the fleet off of the client's plate so that the client can focus on running their business (or in this case, the City), while Enterprise focuses on running the fleet.

Mr. Jaworski stated that 67% of the 49 vehicle light to medium duty fleet in the City is over 5 years old. At the current rate, it would take the City 11 years to cycle out of the fleet, which is 3.5 vehicles per year on average. Older vehicles have higher operational costs such as higher maintenance costs, higher fuel costs, and higher liability exposure. He explained that the Enterprise program helps a client achieve more vehicles on an annual basis, with a five year phase in and ten year outlook. He estimates that, over ten years, Enterprise could save the City \$249,000.

Mr. Jaworski continued that one of his objectives is to reduce the age of the City's fleet, while establishing a proactive replacement plan. Utilizing an open ended lease for funding with no early termination, mileage, or abnormal wear penalties would allow for the City to preserve cash flow. He explained that Enterprise provides a turnkey solution for vehicles, which is what the City needs. Open ended leases also allow the City to own the equity on a vehicle.

Mr. Jaworski explained to the committee that major clients apply equity from a vehicle sold to the purchase of a replacement vehicle, which then makes the payment less than what it was to begin with. Enterprise would ensure that the City is aware of the optimal replacement time of a vehicle.

Mr. Jaworski detailed the results of the program, explaining again the potential savings of \$249,000 to the City over a ten year period. The replacement cycle for vehicles would be decreased from 11 years to 5, and quarterly meetings between Enterprise and the City would occur in order to review the fleet, allow for recommendations by Enterprise to the City, and to benchmark the City's savings. He explained that at the end of the day, all decisions will be left to the City.

Alderman Gonzalez commented that he thought that the City's fleet mileage was higher than presented, and Mr. Jaworski explained that he has not included the Police Department vehicles as a part of this presentation. Alderman Smith asked where the \$249,000 in savings is coming from, and Mr. Jaworski replied that it comes from the total fleet budget, which includes maintenance and fuel in addition to the purchase price for vehicles.

Alderman Witte explained that the issue for the City is for the larger vehicles. She explained that she thinks this sounds great for the smaller trucks, but it does not help the City out at the high end. Although it does take care of one aspect of the City's fleet, it does not address the larger DPW vehicles, such as the plow trucks. Alderman Dougherty replied that it's possible that freeing up the City garage to work on the larger vehicles because the smaller vehicles are newer and will only require routine maintenance could be a benefit of this program.

Mayor Aiello commented that this is certainly something to think about.

Mr. Jaworski explained that, as a company, they have just begun working with police vehicles in the past 18 months. He explained that they are beginning to invest more into the medium duty sector. He added that it is possible that the savings from the smaller vehicles could be used to aid in the purchase for the larger duty vehicles.

Alderman Smith asked where the company makes their money, and Mr. Jaworski replied that they do make some fees from the sale price, and as they act as a bank for many of their transactions, they collect interest income as well.

Mr. Jaworski asked if the City has funds available in the 2018-2019 budget to begin a partnership between the City and Enterprise. He explained that he met with the Fleet Committee three times in the past year but nothing has moved forward. He questioned what he can do to help out the City.

Mayor Aiello responded that the Fleet Committee needs to have a further discussion. He explained that there is probably no funding left for vehicles in the 2018-2019 budget, but it is something that could possibly be worked in to next budget.

Alderman Dougherty explained that it seems that at the end of the year the Council “Hail Mary’s” and puts together leftover money to fund purchases of much needed vehicles. That is not how the City is supposed to manage its fleet, from a planning perspective. The Council needs to think about what they should do for the 2019-2020 budget and decide if this is a better option.

Alderman Crawford asked if Enterprise would make recommendations after looking over our stock of vehicles, and even if the original plan was not to replace, if they would recommend replacement if the resale value is peaking. Mr. Jaworski replied that that is their job, to ensure that the City is able to make the best financial decisions while taking care of their fleet. He explained that change is the biggest obstacle in this process, which includes looking at a vehicle differently than it was viewed in the past.

Alderman Crawford asked how the figure \$249,000 was arrived at, and Mr. Jaworski replied that he looked at the fleet inventory with VIN numbers and odometer readings. He then had the vehicles appraised based on that information, as well as estimated future odometer readings, on a very conservative basis. Net cash equals net savings.

Mr. Jaworski continued that, at the end of the day, the City could move forward to replace three, six, nine, or all 49 of the vehicles in the fleet. The City would not be locked into doing more vehicles in the next year. Enterprise’s job is to work with budgeted numbers, and not to force the City to replace vehicles if it is not financially feasible.

Alderman Smith asked if there is any necessary commitment. Mr. Jaworski replied that there are multiple ways out of the leases. First, the City could pay down what is owed until there is a zero dollar principal balance, which then leaves the vehicle the property of the City. Otherwise, Enterprise could sell the vehicle for the City, and return the excess equity back to the City. He explained that this can happen at any time.

#### 5. Approval of Committee Reports

None

#### 6. Adjournment

A motion to adjourn was made by Alderman Gonzalez, seconded by Alderman Witte. Voice vote, ayes all. Motion carried. Meeting adjourned at approximately 6:45 p.m.