

STRATEGIC PLANNING

Tuesday, August 3, 2021 – 6:30 p.m.

via Zoom

Present: Members: Chairman Crawford, Vice Chairman Gonzalez, Alderman Witte, Alderman Barnard and Alderman Robinson. Others: Alderman Anastasia; Mayor William Aiello; Jack Hart, City Attorney; Bob Ring, Director of Public Works; Ron Richardson, Police Chief; Tim Richardson, Fire Chief, and Tiffany Taylor, Managerial Confidential Administrative Secretary.

1. Roll Call

Alderman Crawford called the meeting to order at 6:30 p.m. and asked that the record show that all committee members were present.

2. Approval of Minutes of the Previous Committee Meeting (Tuesday, July 20, 2021)

A motion to approve the minutes of the July 20, 2021 committee meeting was made by Alderman Crawford, seconded by Alderman Witte. Voice vote, ayes all. Motion carried.

3. Unfinished Business

None

4. New Referrals for Consideration

a. Presentation – Town Web (City Website)

Alderman Crawford introduced Benjy Stauffer from Town Web.

Mr. Stauffer explained that he knows that everyone has a vision of what the City website should look like, and he asked what that vision is. Alderman Crawford explained that he is looking for something more intuitive and more informative for City residents. He explained that he would like the website to be clean and concise, and he would like residents to be able to search for a form and fill it out and submit it online rather than having to send in a hard copy. He explained that he would also like the website to have some sort of functionality that will allow the City to send out mass notifications to residents in different situations such as water line breaks. He explained that the site now is great and the IT Department does a great job but we have to look at other communities from a competitive standpoint.

Alderman Witte explained that one of the things that she would like to see is a list of ongoing events and things happening in the community. She explained that she would also like the website to be more diverse and more visually inviting. She explained that she has seen other

websites with more photos of the community, and she would like to see things like that. She explained that she feels that Alderman Crawford hit on most of the high points.

Mr. Stauffer explained that he had an idea of where the City wanted to go from prior conversations, and he wants to show the Council the types of things that this company can do. He explained that he looked at the City's current website and saw that it is text heavy and probably isn't as mobile friendly as most would like. He explained that there is a lot of information on the front page so it is difficult to find things, whether it be notices or calendars.

Mr. Stauffer explained that there are two types of websites that can be created. He explained that the first is a theme website, which is built on a skeleton of a site. The second type is a totally custom site. He presented an example of a theme site for a town in Vermont and showed where logos and photos would go for the City. He explained that the concept of "diversity" for a website is kind of hazy but he did discuss this with a designer. He needs more information on what the City means by this.

Mr. Stauffer explained that the website, whether theme or custom, would have a "News and Notices" section that would include a calendar and subscription area. He explained that residents can go to the website and select from a form what types of things they want to be notified about and how they want to be notified (email, text, or both). He explained that these notifications are auto pushed so the City does not need to do anything extra. He explained that as a citizen, someone could pick what they feel is important and those are the notices they would get.

Mr. Stauffer explained that there is functionality for minutes and agendas. Residents can choose to be notified of meetings and sent agendas and minutes down to the board level depending on what they want to see. In addition, notices can be put up on department-specific pages. Department pages can also show the same format as the front page and include news and notices, just filtered to the department.

Mr. Stauffer explained that if a custom page is chosen, nobody else will ever have the same design. He explained that their design team and whoever is chosen from the City to be involved in the design process would come together and determine what the outcome website should look like. He explained that the meeting is really to hash out what the City wants to see and what makes this a site the City would want. He explained that, for example, one municipality included employment opportunities on their home page as well as links to civil service applications. It is up to the municipality to determine what they feel is important to their community. He explained that after the meeting, a designer takes the ideas of what the City would want and comes up with three different design samples.

Mr. Stauffer explained that each department in the City could have their own robust page,. He explained that it is not necessary, but it is a real custom deal. He explained that they will do a mobile design as well. He explained that this will optimize the website for mobile use, as over half of people are using mobile internet access. He explained that it is tough to say what Olean's page would look like, and often municipalities will go in with one idea and come out with something totally different.

Alderman Witte asked if a survey could be placed on the site to be completed by members of the community. Mr. Stauffer explained that this could be done if the City wanted to incorporate Survey Monkey or a plug in. He4 explained that forms can be included for licensing, and traffic tickets can be paid online if the City chooses. He explained that the City would have an app available for Apple or Android. He explained that things could be reported on the site as well, such as potholes or street sign issues, and photos can be uploaded online with the report. In addition, residents can see the status of a report and where in the process the City is in dealing with the issue.

Mr. Stauffer explained that each municipality can create their own Frequently Asked Questions. He explained that there is a dashboard for designated employees to login with their own unique username and password to make changes and updates to the site. He explained that this can be restricted so that users can only amend certain portions of the site, such as a specific department. He explained that most municipalities allow individual departments to handle smaller things done at the department level such as agendas, minutes and calendar events, where the IT Department really does the modification of the site as a whole.

Mayor Aiello explained that we would like to be able to let our citizens give us an email address or cell phone number so that we can send them notifications. He asked if the City would be able to filter notifications so that they are only sent to a certain part of the City such as for a water main break. Mr. Stauffer explained that this can be done. He explained that notices are handled on the back end and subscribers can be emailed, texted, or both. He explained that the user can also unsubscribe if they choose. In the case of an emergency alert, it can be sent to all emails and to all cell phones via SMS. He explained that the City would really be able to push out a notice that the City would like residents to be aware of, and a ticker would also be on the site to show the emergency alert.

Mr. Stauffer explained that he previously sent the Council a proposal with the price. He explained that the prices include the mitigation of all content from the old website to the new website. He explained that the price include a dedicated project manager. There would be unlimited anything on the site, including department level pages and contact forms, as well as one main calendar with an unlimited number of filtered calendars on each page. He explained that any kind of menu could be a super menu or a tab menu and there would be free social

media syndication so that news and notices posted on the website would be auto posted to the City's social media. He explained that these social media posts would include photos, branding, and links back to the website. The price also includes unlimited 24/7 tech support and the company would upload content if the City did not want to do it on their own. He explained that there is a guaranteed response to questions in four hours.

Mr. Stauffer explained that the first year cost for a theme website is \$8,654 and that a custom site would cost an extra \$6,000 the first year, although all subsequent years have the same annual fee. He explained that the HeyGov app could be added for \$1,788 a year, making the total first year cost with the app and a custom site \$16,442. He explained that the first year, for billing purposes, does not start until the site goes live so no annual fees are paid during the design phase. He explained that the City would be locked into an annual fee of \$3,240 per year for three years.

Mr. Stauffer explained that he is not too focused on the design because they can really do anything. He explained that during the initial meeting is when things are hashed out as to what the site design will look like. He explained the company comes back with two design ideas to fit everything that is wanted and then a third is created to explore different options. He explained that he understands that his company is cheaper than others, and this is because the owner of the company is not in it to make money but because he loves what he is doing. He explained that the company is diversified and there is only one small office in Wisconsin with workers spread throughout the world. He explained that by having people working remotely around the world, overhead costs are greatly lowered. He explained that the company also does not do websites for large cities but rather smaller cities, which also keeps costs down.

Mr. Stauffer advised that Council members can email him with any questions that they may have.

b. Discussion Items

i. Civilian Police Oversight Committee (OCPOC)

Alderman Crawford explained that last week the Council received feedback from the City Attorney and Labor Attorney as they read and interpreted a draft proposal by the Police Reform Committee. He explained that the Council needs to decide where to go from here based on that feedback as well as feedback from the Union. He explained that the purpose of this discussion is to get ideas from the Council and the Mayor on how to continue moving forward.

Alderman Crawford explained that he has had a conversation on behalf of the Council with the Mayor. He explained that the Common Council is the body that creates policy and law and the Council needs to take this feedback to move forward. He explained that it is the Council's

responsibility to take the draft proposal, which he believes is a great working document, and take into consideration the feedback from legal counsel and the Union to try to construction something that is the best fit for the City of Olean. He explained that the Council needs to create something that truly protects and serves all citizens and at the same time respects and protects the Police Department.

Alderman Robinson explained that this is something that Olean needs and something that has been worked on for quite some time. HE explained that he is a little disappointed but not surprised by some of the feedback that the Council received from legal counsel. He explained that he is looking forward to diffing in more with other Council members and he would like to see those who have remained a part of the Police Reform Committee be a part of this.

Alderman Robinson explained that there was a lot of feedback and a lot of work, communication and decision making that went into this. He explained that feedback was taken by constituents and that is how this document came about. He explained that now that the Council will be adding information or making changes, he suggests that the Aldermen reach out to people on the Police Reform Committee and do their research.

Alderman Crawford explained that this is a valid point. He explained that in his conversation with the Mayor and Alderman Robinson he would that it is the way that the City government is structured for the Council to be the body who creates law and policy, He explained that this is probably one of the largest undertakings in his time on the Council and he wants to make sure that we get it right. He explained that the closest thing that this can be compared to is when the Council did the rental inspection code changes, He explained that at that time, Alderman Dougherty and the City Attorney put together a large proposal, and it was up to the City Council to hash out the details. He explained that the Council appreciates that time and effort of the Police Reform Committee. He explained that he does not feel comfortable voting up or down on something when he isn't familiar with the nuances. The Council needs to really do their job with the reading and homework, and do their due diligence. Otherwise, they are not doing their job.

Mayor Aiello explained that the committee has been working on this for a long time and have produced a draft document. He explained that there are a couple of confidential reports that are attorney-client privilege at this time that the Council has access to. He explained that he thinks that the Council needs to be more involved and he is happy to provide meeting minutes for the Police Reform Committee meetings if anyone would like them. Alderman Crawford explained that he feels that this would be valuable and thanked Mayor Aiello.

Alderman Gonzalez explained that he agrees with Mayor Aiello and Alderman Crawford. He explained that it would serve the City well to have the draft plan turned over to the Council at

this point, and the Council and himself will has out the plan and come up with a viable solution for the City. He explained that it is needed, and we will get there. Alderman Crawford explained that he is looking for a strategy moving forward to make sure that we see this though and that we are transparent. He explained that just like with other legislation, we need to has this out in discussions and make amendments or alterations in open meetings so that everything can be on the record. HE explained that as we go forward we will work to get this on the agenda. He explained that we all understand the importance that the community placed on this.

ii. Grass Cutting Fee Schedule

Chief Tim Richardson explained that what we intend to do is get some sort of alignment for a fee schedule. He explained that when an Order to Remedy is done for grass that is too high and the property owner does not cut the grass, the City hires a contractor to cut the grass and their rates are all over the board. He explained that he is asking that we come to some kind of standard fee schedule to be better fiscally. He explained that administrative fees are standardized so he would like the amount charged for grass cutting itself to be standardized.

Chief Richardson explained that they took a random sample of contractor pricing and what other municipalities are doing to come up with ballpark amounts. He explained the charges will be based on the side of the property being cut. He explained that we send a bill for the grass cutting and it is not paid, then the fee will be placed as a lien on the property and will roll to taxes. If the City bills excessively, the County may not pay the lien to the full value. He explained that he would like to get this standard moved forward to resolution and explained that there has been more grass ordered out there than normal this year.

Alderman Witte explained that she feels that this is a great idea. Alderman Crawford asked if these are the fees that we place on a resident who doesn't cut their lawn or if we set the price and pay contractors. Chief Richardson explained that what we pay the contractor gets passed on as a lien. There is an escalated fee schedule for penalties. This is what we would pay as the grass cutting fee and the administrative fee would be on top of this.

Alderman Crawford explained that he is in full support of this. Alderman Witte asked fi there is a different scale for commercial properties, and Chief Richardson explained that two or three different things were looked at but in the end it was decided that lot size is better for standardization. Mayor Aiello explained that we are trying to do more of these cuttings in house so this will give us a standard fee to charge. He explained that even if the fee rolls to taxes it will coming back to the City. He explained that this will prevent us from paying contractors who are getting more and more expensive to cut grass. It also gives residents the standardization to know how much they will have to pay if they don't cut their grass. Alderman Witte explained that it seems liens don't matter to some people, and Mayor Aiello explained

that the county now has to reimburse us for grass liens and other liens. This is another reason for standardizing. He explained that this started this year and we are getting paid for liens that the county would not pay us for before.

A PL and Resolution will be on the next Regular Meeting agenda.

iii. Compact and Motorcycle Parking Space along North Union Street

Mr. Ring explained that this idea was organized around a parking ticket that the Police Department gave out, and the Mayor, Chief Richardson and himself put their heads together to discuss a ticket that was given in a space that isn't really a space. He explained that the positioning of the sign makes it look like it is a parking spot, but it doesn't really fit a truck or other vehicle. He explained that they talked about making these spaces that are around the roundabout into usable space, and explained that there are ten to 15 spaces like this on North Union Street.

Mr. Ring explained that he did some research and found that they make regulator signs that indicate motorcycle or compact cars only. He explained that the idea is to make a short space into a more usable space and make a signage that makes more sense and is easier for OPD to enforce. He explained that this is a regulatory sign and it requires a code change and Common Council approval.

Alderman Witte explained that she thinks that this is a great idea. She explained that sometimes compact cars can end up parked between two larger vehicles and it can be hard for them to back out, so this could be a solution for them. Alderman Robinson asked how many motorcycles we would put in the space, and Mr. Ring explained that he needs to sit down with the Mayor and Chief Richardson to come up with a written plan to present to the Council. He explained that he has never designed motorcycle parking and he has to look up regulations.

Alderman Crawford explained that he thinks that this is a good idea, and he has just one concern to offer. He explained that if a large vehicle parks next to this spot it would still be difficult to back out. He explained that he is concerned with the uptick of the usage of bike lanes on North Union Street and he wonders if this causes any concern. Alderman Gonzalez explained that possibly a couple of these spaces could be turned into spots to do a trial before it is done on the entire street, and Mr. Ring responded that this is a very good thought. He explained that he does not want to squeeze cars into areas just to make more parking. Alderman Gonzalez explained that we would also need to define a compact car. Alderman Crawford explained that he is more apt to make that designated motorcycle parking and not use it for compact cars.

Mr. Ring explained that he could recommend a couple of spots and order a couple of signs to put up and keep track of through the rest of the year. Mayor Aiello explained that he sees a lot of larger vehicles and trucks squeeze into those spots and stick into the bike lanes. He explained that this is what we are trying to alleviate. He explained that he likes the idea, and a plan will be put together to try this at two locations and move forward from there.

Alderman Robinson asked about putting in a plug for electric cars. Mr. Ring explained that he believes that this was proposed on the West State Street project and in front of the City building at one point. Alderman Gonzalez explained that the only issue is that a lot of electric cars have to be backed into the spot to be charged and this could be an issue. Alderman Robinson agreed.

Alderman Crawford explained that he will wait to hear from Mayor Aiello and Mr. Ring on potential spots.

iv. Park Bathrooms and Trail Needs

Alderman Crawford explained that he was asked by some of his constituents to bring this forward. He explained that a group of runners asked if it would be possible to put a porta potty in a strategic location along the trail. He explained that he did tell them that we do not own or manage the entire trail, but maybe this is something we can take a look at. He explained that when he was trying to think of where bathrooms are along the trail the one that comes to mind is at Gargoyle Park. He asked if these bathrooms are open or if they are usually kept locked. Mayor Aiello explained that at one time we tried to keep them open but there was a lot of vandalism so they started to be locked when the facility was not rented. He explained that now that disc golf is down there, they will be open for a period of time. He explained that this is something that we can take a look at moving forward.

Alderman Crawford asked if the City has ever considered a system that does not require manual locking and unlocking of park bathrooms. He explained that a system could automatically unlock the bathrooms at 8 a.m. and lock them again at 8 p.m. He explained that there could be systems that would make the locking and unlocking of park bathrooms more efficient. Mr. Ring explained that this was discussed in the past. He explained that the electric division has had some issues because of the way the power works for buildings. He explained that the new building maintenance employee is looking into a more efficient way to handle the multiple keys for multiple buildings.

Alderman Crawford explained that he will follow up with the Mayor and Mr. Ring about whether there is any interest or availability to put a portable toilet along the trail or if there is anything else that can be done to help the runners and bikers on the trail. Alderman Witte asked if this would come out of the recreation budget. She explained that some of the activities

that we have now rent them even if there are bathrooms close by that are unlocked. She explained that maybe we should look at all of our facilities to see what is working and what is not. Mayor Aiello explained that little league takes responsibility to open and close the bathrooms at Forness Park when they use it. He explained that the other leagues could get the keys but they will not take that responsibility. He explained that he is not sure if we pay for their portable toilets or if they do, but we can always look into electronic locks for Forness as well.

v. Fuel Pump Replacement at City Garage

Mr. Ring explained that he has received a quote for pump replacement at the fuel facility at the City Garage. He explained that over the last month or so there have been multiple breakdowns, including one that occurred at night. He explained that the Police Department went to the City Garage and the unleaded pump stopped working. He explained that when he states that the pump needs replacement, it is the whole pedestal that is above ground. He has gotten a quote to replace this and he recommends that they be replaced immediately before they break down because mechanics are currently spending quite a bit of time making sure that these work properly.

Mr. Ring explained that he met with Mr. Donahue, the Mayor, Chief Tim Richardson and Chief Ron Richardson to discuss the situation. He explained that he believes that the replacement can be funded 50% from General Fund Contingency and 25% each from Water and Sewer Fund Contingencies. He explained that he thinks that the Police and Fire Departments currently have gas cards that they can use in case of another break down.

Alderman Anastasia asked if instead of replacing the pumps the City could use WEX cards at local gas stations. Mr. Ring explained that this is a pretty major policy shift. Mayor Aiello explained that it is something that we could look into, and Alderman Anastasia explained that it could be a cost savings measure. Alderman Witte explained that over the past few years we have brought up at different times sharing or working with the County at their gas pumps at their garage close to Olean. She asked if this is something that we would think about looking at again. Mr. Ring explained that this has been discussed. He explained that what holds him back is that the travel would delay services, and there is also a 5 percent premium charged on their fuel. He explained that he does not have a cost comparison but this is not a full shared service.

Mr. Ring explained that the cost for the pump replacement is \$41,850. He explained that the whole City Garage facility really needs to be updated on the Facility Needs Report and needs substantial maintenance and rehabilitation. He explained that he has spent some time there over the past month and he will issue a report on the garage during the next month for the Council to look at. He explained that one of the needs is new fuel tanks, which will cost around

\$500,000 for both tanks. He explained that if we were to move forward with purchasing the new pump and pedestal, it would be able to be moved to a new site if we have a new fuel facility down the road.

Alderman Robinson explained that he is in agreement with Alderman Anastasia. He explained that with the funding that we would put in for replacing this and that, it would be better to remove the tanks and look at other options like fuel cards or using the County fuel facility. He explained that either way, we are paying for fuel unless the City gets a huge discount on buying fuel in bulk.

Alderman Witte asked if we could contact the State to discuss how they closed out their fuel facility and what their savings has been. Mayor Aiello explained that everyone is making a really good point. He explained that we can look into the WEX cards and noted that some are already used for City vehicles. He explained that he thought the County charged 5 cents a gallon, not 5 percent, but we can look into this as well.

vi. Touring Route Funding

Mr. Ring explained that the City received extra money from the State because Routes 16 and 417 are within the City. He explained that there have been some discussions about how to use this money, which totals \$900,000 plus. He explained that this funding could be used for Homer Street, and that the State has clarified that it does not need to be used on just the touring routes. He spoke with the engineer who manages the resurfacing program, and there would be a total cost of \$864,000 to resurface Homer Street which would be 100% funded.

Mr. Ring explained that this leaves about \$100,000 in funding. He explained that he is considering using that funding for the Buffalo Street underpass. He explained that no big ideas could be completed with it, but it could still fill some pretty big needs. He explained that the area is in very poor shape, and this would help take care of it. He explained that some additional funding may be needed for Buffalo Street and the design for this is currently being worked on. He wanted to get the Council's input and he explained that if they want to move forward, we could do the resurfacing this year.

Alderman Witte explained that Homer Street is in rough shape and there are a lot of trucks that use it. She asked if the street was paved to support this truck traffic, and she would like to know if this would be an upgrade or just replacing what is there now. Mr. Ring explained that based on the history that he knows, this is part of an industrial development so it is designed for semi traffic. He explained that the pavement is 7 inches thick or more, where a typical street is three or four inches. He explained that we would repave to the same depth.

Mr. Ring explained that this has been an issue for several years, but we wanted to wait until the Brownfield project sites were done. He explained that for the most part the site off of Oregon Road is now completed. He explained that Casella is out there and other trucking companies so there will always be truck traffic, but for the most part he thinks that the bigger truck traffic is done. Alderman Crawford explained that he thinks that Homer Street is deplorable. He explained that there is a fleet of tanks and garbage trucks that drive that road every single day, and he is glad to hear that he is designed for just that.

Alderman Crawford explained that he knows that we have been trying to trade our roadway on Buffalo Street with a portion of roadway that the State owns. He explained that every day, people get off I86 and come into the City and we are losing the opportunity to market with a revitalized image. He explained that if there is an opportunity to fix that, he is 100 percent on board. Mr. Ring explained that the Buffalo Street portion isn't that long of a stretch. He explained that it was overlaid from Homer Street to the top of the hill with an inch and a half of pavement over concrete, but some of the seams are already showing through. He explained that it would be a huge construction project to dig out the concrete and redesign the roadway, but \$100,000 would overlay the street.

Alderman Witte explained that if we can afford it, we should do both projects. Alderman Anastasia agreed and asked if the Homer Street extension would be narrowed. Mr. Ring explained that it would take two full years of CHIPS funding to redo the street. Wide industrial roads serve important businesses but they are so wide. He explained that the curb line would be moved or a center median would be put in, but he doesn't think it is a practical idea. He thinks that we have to bite the bullet and redo the entire roadway. He explained that it is basically two or three lanes with a big parking lane, and no one really parks in the parking lane. Alderman Witte explained that this would make a great bike line. Alderman Crawford asked if there is any opportunity to put a bike lane down this street, and Mr. Ring responded that there could be.

Mr. Ring explained that we should move forward with Homer Street and use additional funding for Buffalo Street if we need to, because the repairs may be enough to allow us to trade with the State. He explained that when this was brought up years ago, the State felt that the conditions of the roadway would need to be the same and they had just done an overlay. He explained that it would be more practical for the State to own the portion under the Federal highway, Alderman Crawford explained that he does not disagree that it would be a viable trade. He explained that his gut feeling is telling him to see if we can renovate the roadway and then look at trading the roadway with the State and say they are now equal in condition. He explained that every time he drives through there, he shakes his head in disbelief that we keep

kicking this can down the road. He explained that if there is an opportunity even to just do decent patchwork and clean it up, he would ask that it be done.

Mr. Ring explained that he would do more work on estimating and he will get with the Mayor on the final plan. Alderman Witte explained that if Mr. Ring needs the Council's approval to get more estimates and move forward, then we should give it. If we have time to do this project this year that is great. Alderman Crawford explained that he will wait to hear back from Mr. Ring and Mayor Aiello.

Alderman Witte explained that she has been going along Route 16 where the bumps are on the bridge coming into Olean, and it seems that another bump is developing, She explained that we should check it out or have the State check it out because it was not there before. Mayor Aiello explained that over the last several weeks he has noticed that the bump seems to be getting worse, so he had plans to speak with Mr. Ring regarding this. He explained that they will contact the State and see what can be done.

5. Approval of Committee Reports

None

6. Adjournment

A motion to adjourn in memory of Eric Garvin, who was a highly respected member of the community, was made by Alderman Crawford, seconded by Alderman Witte. Voice vote, ayes all. Motion carried. Meeting adjourned at approximately 8:15 p.m.