

# City of Bay Village

Council Minutes, Committee Session  
Conference Room

January 28, 2013  
7:30 p.m.

Paul A. Koomar, President of Council, presiding

Present: Clark, Koomar, Lee, Lieske, Miller, Tadych, Young, Mayor Sutherland

Others

Present: Law Director Ebert, Finance Director Mahoney, Service Director Galli,  
Police Chief Wright, Fire Chief Lyons, Operations Manager Landers,  
Recreation Director Enovitch.

President of Council Paul A. Koomar called the meeting to order at 7:30 p.m. in the Conference Room of Bay Village City Hall, and the meeting was open to the public.

## AUDIENCE

The following members of the audience signed in this evening: Jerrie Barnett, Dick Majewski, Denny and Tara Wendell, Sally Irwin Price, Jennifer Smillie, Mike O'Boyle, Russell Thompson, Kent Silverberg, Jeff Gallatin, Bruce Geiselman.

## ANNOUNCEMENTS

### **Power Point Presentation of results of Resident Satisfaction Survey**

**Mayor Sutherland** advised that she sent out a survey on Survey Monkey with seven questions to see what people thought about the selling points of Bay Village, and also to learn their concerns. The survey was conducted between September 25, 2012 and October 5, 2012. The Survey Monkey link was sent out through the email blast through the city's web site, and the link to the survey was posted on the city's web site. Survey Monkey controls the responses so that it is difficult to skew the system because it only allows one response per IP address.

There were 244 responses, and the average residency of the respondents was twenty years of residency. The following questions were included.

“How quickly does the local government respond to requests for help from people living in Bay Village?” Forty-seven percent stated that they thought the city responded very quickly.

“How effective is the local government at helping to solve problems in Bay Village?” Eighty-four percent answered a combination of extremely effective, very effective or moderately effective, with a majority answer being very effective.

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“Overall, are you satisfied with your experience living in Bay Village, neither satisfied nor dissatisfied with it, or dissatisfied with it?” Eighty seven percent of the respondents answered in a combination of extremely satisfied, moderately satisfied, or slightly satisfied with the majority answering extremely satisfied (59.1%).

“What would you most improve in Bay Village?” “What do you like the least about Bay?” Mayor Sutherland stated that she put these two questions together in order to focus in on what people think is really important. Comments about recreation were the largest response. The second was general government, ranging from liking or not liking officials or procedures. There were a lot of comments about businesses, specifically wanting more bars and restaurants. Safety is a huge concern for people and is a big positive in the City of Bay Village. There were many positive comments about the Service Department, not so many positive comments about taxes and enforcing building codes. Mayor Sutherland stated that these answers revealed to her that there are a variety of issues that need more work.

Mr. Koomar asked if these responses can be presented separately to Council in another meeting. Mayor Sutherland will furnish Mr. Koomar with the responses.

“What do you like most about Bay Village?” The theme was the lake, the natural setting of the parks, the sense of community, safety, small town and schools.

Mayor Sutherland stated that the conclusion she drew from the survey is that they would like to do some additional surveys. There were a lot of comments about having a recreation center, and the pool open on Sunday. Those who have been in Bay Village for a long time forget that there are about 400 to 500 homes that change hands every year. Not everyone is familiar with some of the reasons why these decisions have been made in the past. The Mayor will try to focus, either with the newsletter or a series of email-blasts, to re-educate the population and also to get some additional direction. They want to dive in on recreation, not only with the whole recreation center issue, but also on programming. The city has a broad spectrum of programming but there may be other things, or age groups that are being missed. Local business and the services provided in our business community will also deserve a deeper dive and some of that information can be used with the shopping center owners. A survey on seniors was done four or five years ago and it may be time to do that again. The demographics are once again changing and the Mayor noted she will be working with the directors on creating the survey.

Mayor Sutherland continued, noting that the areas where there is education of the populace needed would be the Cahoon Will and the Sunday provision. There was a lot of confusion on taxes. Residents may not have a clear understanding about the very small percentage that is the municipal portion of property tax. Property tax also includes the schools, county, library, and parks. Residents also need to be educated on shared services and what the city is already doing because Bay Village is a model community when it comes to collaborating with neighboring communities. Many people don't realize that the City of Bay Village does not own the MetroParks and Huntington Beach.

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Mayor Sutherland stated that there was one caveat to the survey. The dates were before Hurricane Sandy. If it had been done after Hurricane Sandy, there would have been different results.

The Mayor concluded, stating that she wanted to show what people are thinking about and what is important to Bay residents and some areas that need to be dug into more, taking a year to do that.

Mrs. Lieske stated that she thinks this is a great start, to survey customers to learn customer satisfaction. Mrs. Lieske asked the Mayor if she has considered putting something in the newsletter that goes out from the Mayor so that we can tap more of the people in the community, the ones' that don't have the technology and that way we would know it went out to every home and then we could actually see what percentage we receive back.

Mayor Sutherland stated that it hasn't been done because it comes down to cost. Adding an extra page to what they mail out in the sewer bill the cost goes up quite a bit and right now it is low cost. The Survey Monkey survey is statistically relevant as far as the percentage received. About thirty percent were received back from the mailing list. It was a quick hit to get an idea and there were common themes that came out. The Mayor noted that she doesn't know that it really matters if you would do 100 or 300.

Kent Silverberg asked if the survey results will be posted on the city's web site. Mayor Sutherland stated it will be posted on the city's web site, entitled "Resident Satisfaction Survey."

The Committee Meeting of Council adjourned at 7:50 p.m. The additional committee meeting agenda items were discussed as a pre-meeting special meeting agenda caucus and are included in the minutes of the special meeting of Council held this evening.

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Paul A. Koomar, President of Council

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Joan Kemper, Clerk of Council