COUNCIL COMMITTEE OF THE WHOLE

The Council Committee of the Whole Meeting was held on April 25, 2017 at 6:01 p.m., with Council President Slavin presiding (departed at 6:52 p.m. and returned at 6:53 p.m; departed at 7:37 p.m. and returned at 7:38 p.m.). Members of Council present were Mr. Anderson (arrived at 6:06 p.m.), Mr. Neil, Mr. Lewis, Mr. Cole, Mr. Hare, and Mr. Hutchison. Mr. Sudler was absent. Mayor Christiansen (departed at 8:10 p.m.) was also present. Civilian members present for their Committee meetings were Mr. Keller (*Safety Advisory and Transportation*), Ms. Arndt and Mr. Blakeman (*Utility*), and Mr. Shevock (*Legislative, Finance, and Administration*). Mr. Shelton (*Safety Advisory and Transportation*) and Dr. Stewart (*Legislative, Finance, and Administration*) were absent.

SAFETY ADVISORY AND TRANSPORTATION COMMITTEE

The Safety Advisory and Transportation Committee meeting was held with Chairman Hutchison presiding.

AGENDA ADDITIONS/DELETIONS

Mr. Neil moved for approval of the agenda, seconded by Mr. Keller and unanimously carried.

Presentation - Lights On, Crime Out - Restoring Central Dover (Chanda Jackson, NCALL Community Engagement Specialist)

Dr. Chanda Jackson, Community Engagement Specialist, NCALL, introduced Mr. David Clendaniel, Chair, Restoring Central Dover Safety Work Group, and Mr. Orlando Short, Restoring Central Dover Community Engagement Work Group.

Mr. David Clendaniel advised that Restoring Central Dover was born out of concerns about safety in downtown Dover for residents, businesses, and economic development, and he stated that a lot of improvements had been made. He noted that two (2) items from the City of Dover annual crime report stood out to him, as follows: 1) the police force does a great job and solves crimes at almost twice the national average rate; and 2) almost every crime category increased in 2016 from 2015. Mr. Clendaniel stated that the purpose of the Lights On, Crime Off initiative was to help deter crime in central Dover and in the Restoring Central Dover District.

Mr. Clendaniel reviewed a presentation entitled, "Lights On Crime Off Campaign - April 25, 2017." He explained that having lights on in houses deters crime and improves safety, noting that the National Institute of Justice reported that improved street lighting decreased crime by 21%, as stated in a 2008 study. Mr. Clendaniel stated that the hope was to engage the citizens of Dover in helping to enhance City lighting by passing out light bulbs, providing education on crime and energy conservation, and asking people to sign a pledge to keep their lights on and report crime when they see it.

Mr. Clendaniel explained that Restoring Central Dover had learned from the Dover Police Department that converting lights to LED on New Street had enhanced visibility on cameras. He noted that the cost of conversion can be recouped within five (5) years due to energy savings and stated his understanding that Delaware Sustainable Energy has loan programs for municipalities to

make such conversions. Mr. Clendaniel asked members to consider funding LED street light improvement in the City's budget both this year and next year, stating that safety should be paramount.

Mr. Lewis asked what the City was currently paying for bulbs. Responding, Mrs. Donna Mitchell, Acting City Manager, stated that she was unsure of the cost of bulbs but noted that she had provided the cost for LED lights to NCALL. She advised that the Fulton, Mary, and Clara Street area had already been mapped out for LED light replacement and Senator Brian Bushweller is also contributing some funds toward it.

Mr. Hutchison noted that Newark had already moved forward with regard to the light issue and asked if staff had met with Newark in this regard. Responding, Mrs. Mitchell advised that staff had not met with Newark. She stated her belief that Newark had done their light replacement through the Delaware Municipal Electric Corporation (DEMEC) and noted that she would be meeting with DEMEC in regard to their presentation during the Council Committee of the Whole/Utility Committee meeting of April 11, 2017. Mr. Hutchison suggested sending a representative to Newark to see exactly what they had done and to look at the actual savings, since Newark had been doing this for a number of years.

Mr. Neil stated that there was no question about lighting being a key to crime prevention; however, he expressed interest in seeing what kind of pushback there would be because light can also be disturbing to those inside the house. He thanked NCALL for this phenomenal initiative.

Mr. Clendaniel indicated that this program had been very effective in a number of cities around the East Coast, including locations in Massachusetts, as well as Cape May and Asbury Park, New Jersey. He noted that NCALL had not created the name of the Lights On, Crime Off program but honored other cities by using this name. Mr. Clendaniel advised that there was no reason that this program could not work in Dover.

Mr. Anderson asked if more lights were needed in some alleys, in addition to replacements, and if the Public Works and Police Departments were coordinating regarding which alleys most needed enhancement. Responding, Mr. Orlando Short advised that efforts to identify additional lighting, not only replacement lighting, were underway. He stated that he was scheduled to do a ride-along with Lieutenant Christopher Hermance to identify those alleys that most needed lighting. Mr. Short indicated that some alleys were unpaved, including a dirt alley on Cecil and West Streets, and stated his belief that the Public Works Department was currently doing something with that alley. Mr. Anderson noted that the back of Cecil Street, from Governors Avenue to West Street, is dark.

Mr. Hutchison advised that, for the first time in a long time, he was extremely impressed with what was being done downtown. He thanked NCALL and everyone working in partnership in the area being discussed, including Kirkwood Street, Kings Highway, New Street, and Division Street, noting that these efforts would make a difference. Mr. Hutchison stated his firm belief that home ownership was the way to go. He indicated that he would wholeheartedly support these efforts when Council moves forward with the budget. Mr. Hutchison expressed the need to work hard to address these issues, which would include funding for them as well.

Mr. Slavin moved to recommend endorsing and supporting this program, seconded by Mr. Anderson and unanimously carried.

Proposed Ordinance #2017-06 - Amending Chapter 70 - Offenses and Miscellaneous Provisions, Section 70-2 - Weapons Generally (Sponsors: Cole and Hutchison)

Mayor Christiansen advised that he was in favor of Proposed Ordinance #2017-06.

Deputy Chief Marvin Mailey reviewed Proposed Ordinance #2017-06, explaining that Dover High School wants to participate in a marksmanship program that 12 high schools within the State of Delaware were currently participating in. He stated that the only thing holding back the Capital School District was the City's ordinance pertaining to weapons ranges. Deputy Chief Mailey advised that the proposed amendment would only allow weapons ranges for school-sponsored projects, such as the marksmanship program, and a typical citizen would not be able to open a range on their property. He stated that the Proposed Ordinance would allow young people in the Capital School District the chance to compete, earn scholarships, etc.

Responding to Mr. Hutchison, Deputy Chief Mailey confirmed that it was specifically the ROTC program that was being discussed. He advised that he had attended a meeting regarding the program with Major John K. Murphy, USAF (Retired), Senior Aerospace Science Instructor at Dover High School; Mr. Dan Shelton, Superintendent of Schools, Capital School District; and other School Board members. Deputy Chief Mailey indicated that Major Murphy had done a great job explaining the safety protocols in place for the school program, and the range would be self-contained in a classroom set up with individual firing lanes where competitors could fire CO2 rifles with small pellets. He stated that these are not BB-style pellets but flat, roundish disks that compress as soon as they hit a solid backing, and bullet backers at the end of each lane would collect the spent rounds. Deputy Chief Mailey indicated that there was no chance of ricochet or people being injured, and participants would all be ROTC students enrolled in the program. He noted that three (3) ROTC personnel on the range would oversee the event, and there would be no spectators on the range. Deputy Chief Mailey advised that the CO2 rifles would be kept in the School District under several layers of security, so only the adults in charge of the ROTC program would have access to them and the kids would see one (1) of the adults to sign the weapons out. He stated that, he assumed, the weapons would only be taken out for practice and competition. Deputy Chief Mailey stated that, while in transit, the rifles would be overseen by the ROTC supervisors.

Mr. Cole advised members that due to Councilman Hutchison's impending departure, Councilman Neil had graciously agreed to be a co-sponsor of the Proposed Ordinance.

Mr. Cole stated that 12 other high schools in the State have such programs, which had all been very successful. He indicated that there had never been any issues and the program would provide the students with a great opportunity. Mr. Cole indicated that he supported the Proposed Ordinance.

Mr. Lewis noted that he had served on the Capital School District Board and had always been a supporter of the ROTC. He indicated that he thought this was a good program and commended Major Murphy and his colleague for starting it. Mr. Lewis asked if Deputy Chief Mailey had gone to check out the area and what his position was. In response, Deputy Chief Mailey advised that he formerly served in the Air Force and was well aware of their comprehensive rules and regulations.

He noted that there are levels of safety and procedures in place to make sure that the participants and the range officers are safe. Deputy Chief Mailey explained that, in addition to being 33 feet away, participants also have to wear ear, eye and arm protection, as well as gloves, to ensure their safety. He indicated that he had watched how matches would be conducted and the risk was low. Deputy Chief Mailey noted that the Dover Police Department has a School Resource Officer on the premises who is aware and in favor of the proposed program. Deputy Chief Mailey advised members that he was also in favor of it and the Dover Police Department thought it was a good thing for the youth of Dover. Deputy Chief Mailey stated that there is a good partnership between the Dover Police Department and the Capital School District.

Mr. Lewis stated that he supported the ordinance amendment.

Major Murphy informed members that a young, female, freshman college student won the first gold medal at the Olympics last year, and she had started shooting in a non-ROTC marksmanship program at her high school. He stated that he had been impressed by this and thought that there was an opportunity to get kids on board with marksmanship. Major Murphy advised that Dover High was fortunate that some of their cadets would receive scholarships to the Air Force and the Army; however, he noted that students do more than 80 things every year with their color guards, drill team, and raider team, and they do not receive scholarships. Major Murphy indicated that the marksmanship program would allow kids to go to college on scholarships so that they can receive an education while doing something that they love. He noted that the program would educate kids on firing weapons safely using small pellets, not .22's, .38's, or .45's as some people had believed. Major Murphy advised that it would be a very safe program with marksmanship standards, so that if there is a misfire, they just fall to the ground. He indicated that, in the last eight (8) years, the Air Force had expressed a wish for this program, which the Army, Navy, and Marine Corps all have. Major Murphy stated that it was a great program and urged members to support it.

In response to Mr. Keller regarding the location of the program, Major Murphy advised that it would be in the Junior ROTC classroom at Dover High School, noting that 33 feet was needed and they currently have 40 feet. He stated that three (3) targets could be set up in front of the classroom, the door would be locked, and the only people present would be the three (3) cadets firing and the range officers. Major Murphy indicated that windows were available in the classroom for spectating.

Mr. Hutchison stated that one of the most impressive opportunities at Dover Air Force Base is watching the Junior ROTC State-wide competition, which creates pride in what young people are doing. He thanked the United States Air Force for their leadership.

Mr. Anderson moved to recommend adoption of Proposed Ordinance #2017-06, seconded by Mr. Lewis and unanimously carried.

Mr. Neil moved for adjournment of the Safety Advisory and Transportation Committee meeting, seconded by Mr. Keller and unanimously carried.

Meeting adjourned at 6:31p.m.

UTILITY COMMITTEE

The Utility Committee meeting was held with Chairman Cole presiding.

AGENDA ADDITIONS/DELETIONS

Mr. Hutchison moved for approval of the agenda, seconded by Mr. Neil and unanimously carried.

Presentation - Low Income Residential Utility Programs Under Consideration or Approved by the Delaware Energy Efficiency Advisory Council (EEAC) (Charles T. Kistler)

Mr. Harold Stafford, and Mr. Charles Kistler, Delaware Energy Efficiency Advisory Council (EEAC) reviewed a presentation, entitled "City of Dover Briefing - April 25, 2017." Mr. Stafford explained that the purpose of the EEAC programs was to look at ways to work with their partners to make energy efficiency programs available to the low-income community in the City of Dover and around the State. In regard to the HELP Initiative, Inc., he stated that the acronym HELP stands for healthy homes, energy-efficiency, lead-safe, and people-centric. Mr. Stafford advised that the focus of this initiative was to look at ways to instill best practices to assist low-income individuals to not only conserve energy, but to look at ways that they can reduce their energy consumption and their energy costs.

Mr. Neil questioned if there were lights or systems available that would cause a light to flash so that a person who had an emergency could identify their area to an ambulance that is responding. He indicated that there used to be such lights; however, they were no longer available and this question was important to many seniors. Mr. Slavin stated that he had worked with Mr. Neil on this issue for Wild Meadows 10 years ago, and they had purchased washers that were placed in the bottom of sockets. He explained that if they are turned on twice they will blink to alert an ambulance.

Responding to Mr. Neil, Mr. Kistler stated that he liked the concept of using flashing lights to indicate a problem inside the house. He advised that he was previously involved in monitoring residential and commercial alarms on a nationwide basis, using megacenters, so he had some sense of the requirements. Mr. Kistler advised that the wireless pendants for those who have fallen and can't get up, had a connection to a light that flashed. He was unsure whether this was available but indicated that he could find out. Mr. Kistler pointed out that this would put an additional layer of value on the idea of not just putting a light out to keep the element of crime away, but also to protect the individual on the inside should they have a problem.

Mr. Neil commended Mr. Kistler and Mr. Stafford for the thought that goes into to their initiatives and thanked them for their efforts. Referring to the renewable Smart Signs, Mr. Neil stated that he thought this type of sign could be placed in front of City Hall.

Ms. Arndt noted that Mr. Kistler and Mr. Stafford had expressed the hope of influencing behavior, and she commented that this was probably their heaviest lift. She stated that she liked the solar LED light bulb, which is something that works without having to think about it. Ms. Arndt questioned if they had thought about programmable thermostats for energy efficiency within homes. In response, Mr. Stafford advised that there is a cost factor for programmable thermostats and noted that they were trying to have minimal invasion into people's homes, initially. He indicated that they

would be able to look at ways to acquire programmable thermostats to put in individuals' residences later, depending on the funding source.

Mr. Kistler indicated that there is a moment of truth when they are in front of someone and are about to install an LED light bulb. He noted that there is a great deal of information that could be exchanged but they must glean as much as possible, while being succinct, before walking away. Mr. Kistler advised that the community energy centers in Dover have many resources that can benefit someone who has been identified through putting in a light bulb, and he explained the need to know what the script is when walking up to people. He noted that this does not involve just screwing in a light bulb but understanding the disposition of the individual in the house, and there is a lot of detail. Mr. Kistler indicated that there is much to be gained through the experience, but it has to be done quickly.

Mr. Kirby Hudson, Assistant City Manager, indicated that every Monday there are individuals in the City of Dover Customer Service Department who habitually have issues with their bills and are subtly directed to the help desk in the lobby. He noted that it is up to these individuals to decide whether or not they want to take advantage of the programs. Mr. Hudson advised that this was part of changing the overall behavior. Mr. Kistler noted that an energy educator comes to the City's office every Monday.

Mr. Cole asked Mr. Kistler if they were looking for action from the Committee tonight or if their intent was just to provide a presentation. Responding, Mr. Kistler stated that he thought their obligation was to keep members informed and they were unsure if the City was getting information. He stated that he wanted to make sure to tell members about settlement funds, Senate Bill 150, and EEAC. He noted that programs were being put forward and he did not want those programs to be obligated without some buy-in. Mr. Kistler explained that there was a social justice cause to protect the people in the community who are vulnerable and in the most need, and he indicated that there was an obligation to make sure that this happens.

Mr. Hare asked how it can be determined that those in need are protected and questioned what would happen if he came in and asked for help because he was behind on his electric bill. Responding, Mr. Stafford advised that the energy educator is aware of an array of services and would begin with the basics and discuss how to prevent the person from going into arrears. If they are in arrears, he explained that they would discuss the resources that are available through various social service agencies to assist them in getting out of arrears. Mr. Stafford noted that these individuals would then be put on a budget plan.

Mr. Hare noted that there are people in arrears who make six figures. Responding, Mr. Stafford advised that those in the program must be eligible by income and normally have to meet 200% of poverty to be eligible for the program. Mr. Kistler advised that there are two (2) tiers to the approach, as follows: 1) an assessment within a working environment, such as the customer service center described by Mr. Hudson; and 2) actually going out to look at the property that was assessed at the customer service center. He explained that this combination provides a holistic view.

Mr. Hare stated that he thought it was important to make sure that they were not helping someone who just did not know how to pay their bills. Mr. Kistler commented that there is a financial literacy component for low-income people.

Mr. Stafford noted that their intent was mainly to provide members with information. He noted that when the EEAC finishes their guidance document some time later this year, approximately $4M would be made available for developing programs to assist with energy efficiency needs. He indicated that the Delaware Economic Development Office (DEDO) received $6M to assist with commercial energy needs, and he indicated that members may want to think about that.

Presentation - Municipal WiFi (Rob Nicholson, Delmarva VOIP)

Mr. Todd Stonesifer, 115 North State Street, stated that he owns a real estate firm located at 27 West Loockerman Street. He advised that he had also founded an organization called Destination Downtown Dover, with a vision of energizing, revitalizing, or assisting various groups to revitalize downtown, and that with these three (3) hats, economic development becomes key. Mr. Stonesifer indicated that he would love to see some of the buildings in the downtown area filled, which would help with social aspects and also help his pocketbook, since he would hopefully be able to assist in accomplishing this. He stated that, in the pursuit of out-of-the-box ideas to make Dover even more attractive than it already is, he came across Mr. Rob Nicholson, who would be discussing some of the benefits of a municipal-sponsored WiFi system through the downtown area. Mr. Stonesifer noted that such a WiFi system could distribute information regarding low income residential utility programs, and there would be countless other ideas. He expressed his passion for downtown Dover.

Mr. Rob Nicholson, Director of Business Development, GetSecureNet, stated that he has approximately 15 years of experience in technology in the military and private industry and had also been very involved in economic development in Sussex County and throughout the State. He explained that a lot is heard about smart cities; however, he has a vision for Delaware to become the first smart state, which he thought was doable due to Delaware's unique size and industries. Mr. Nicholson explained that 10 years ago SecureNetMD was started, which focused on healthcare IT. He noted that some of their clients included every healthcare system from Cape Charles in Virginia to Christiana Hospital, wrapping around almost to Baltimore, except for Nanticoke. Mr. Nicholson stated that other clients not in healthcare wanted services and were brought onboard through Delmarva VOIP. He indicated that they were now going through a transformation and were rebranding as GetSecureNet so they could focus on other industries as well, taking some of the successes they had with healthcare. Mr. Nicholson advised that they partner with organizations and empower leadership to make better technology decisions and reviewed a presentation entitled, "MuniWIFI - Create a Connected & Engaged Community" ***(Attachment #1)***.

Mr. Neil stated that he serves as the City's liaison to the Kent County Tourism Board of Directors, and many of the things that Mr. Nicholson was discussing relate to the Board's planning in regard to where to go and what to do in Dover and Kent County. He also noted that Mr. Nicholson was discussing the downtown area, which is only part of Dover. Mr. Neil indicated that he loved the idea of what Mr. Nicholson was suggesting; however, he thought it might work better in certain segments as opposed to a City-wide approach. He commented on the concentration in the downtown area and noted that events held there are promoted actively through Kent County Tourism, and the City provides them funding for that purpose. Mr. Neil indicated that Mr. Nicholson's idea was great;

however, he suggested maybe putting smaller pieces in place before doing anything larger. Responding, Mr. Nicholson agreed, stating that he had worked on a project for the Lewes Historical Society digitizing old cemetery plots and digitizing those types of local attractions is important because it allows younger generations to get into history and understand more about the town. He agreed with looking at certain areas and focusing on them because the application may be different for downtown Loockerman Street and the main corridor versus some of the other areas. Mr. Nicholson advised that a phased roll-out is exactly what they would propose as a pilot program to initiate and get some traction. He explained that when someone accesses the downtown Dover website or WiFi splash page they could submit a five-question survey based upon free access. Mr. Nicholson indicated that this data could be collected, and the survey could then be revised and rolled out into a different area. He explained that these types of systems are highly scalable and can focus on specific areas, noting that looking at density and other items in an area may drive decisions, and in this way the system can be phased and rolled out over time. Mr. Nicholson related technology upgrading to vehicles, stating that one should not worry about the car, which is the device, but about the highway where the cars will go to drive. He indicated that he viewed this system as the backdoor and infrastructure to allow a roll-out into other areas.

Mr. Anderson asked if there would be a cost for a needs assessment. Responding, Mr. Nicholson stated that projects are typically rolled out in a couple of ways. He stated that he did not think it should be approached as a feasibility study, which would provide a yes or no. Mr. Nicholson advised that he had done a very high-level budget looking at Loockerman Street and some of the adjacent streets and estimated approximately $150,000 to provide coverage to this area, and possibly to The Green as well to capture some of the festivals. Mr. Nicholson noted that he would look to the City to tighten up some of the budget items, explaining that he would first need to better understand what members' goals are. He advised that the needs assessment would have no cost, and the only cost would be rolling out the pilot program in a highly concentrated area throughout Loockerman Street, which would be a good first step.

Mr. Anderson asked Mr. Nicholson to elaborate on the possible revenue streams mentioned in the presentation. In response, Mr. Nicholson stated that there are many opportunities for revenue streams, depending on the approach. He advised that they had seen scenarios such as bringing in a corporate sponsor for the entire WiFi. Mr. Nicholson explained that if 40,000 people connect to a splash page during the 4th of July celebration, this page could have sponsors that want to have their logo there. He also suggested partnering with Delaware Technical and Community College, other schools, or local businesses and charging them to be featured sponsors on a splash page during an event. Mr. Nicholson indicated that there is also indirect revenue through cost savings for efficiencies gained from an operational standpoint for offering public services for some of the City employees accessing the network.

Mr. Nicholson reiterated that there are a lot of options that would have to be better understood. He noted that he recommends to all of his clients offering free WiFi from day 1 and starting to collect information and get feedback. He stated that the emails would be collected and people would become engaged, and then monetizing the data or the splash page could begin.

Mr. Slavin explained that he had traveled to Auckland, New Zealand a year-and-a-half ago when his daughter was studying there. He noted that data plans for phones are universally expensive in New

Zealand, particularly in Auckland, which drives the need for WiFi, and the entire University of Auckland, over many city blocks, had one (1) WiFi network for all students. Mr. Slavin advised that probably eight (8) out of 10 times people decided where to go out to eat or have a cup of coffee based on whether there was free WiFi, which draws people in to live, spend money, and eat. He indicated that this also pushes safety up into some of the better places in town. Mr. Slavin stated that he found it amazing to watch what this smart city had done, noting that it was kind of a new utility that was being rolled out.

Mr. Slavin stated his assumption that the model that Mr. Nicholson had explained was an iterative model that is scalable. He stated his understanding that they begin with one (1) section and, based on their successes there, they report this to other places or replicate it, and Mr. Nicholson stated that this was correct.

Mr. Slavin asked if the $150,000 mentioned was a one-time or annual cost. Responding, Mr. Nicholson explained that this would be a one-time cost for construction and set-up, and he noted that they would partner with Mr. Harry Maloney, Electric Director, to get access to poles and tap into power.

In response to Mr. Slavin regarding the annual operating costs, Mr. Nicholson indicated that this is a key component that may be very low, depending on what access there is to fiber or internet, which would be part of the needs assessment. He estimated $1,200 to $1,500 on average; however, he advised that if the City already owned or was paying for access to high-speed internet, there was no reason that the downtown area could not be lit up off that. Mr. Nicholson indicated that he had talked to the Dover Public Library about possibly extending, because they have fiber coming in from the State, and he noted the possibility of being creative with some of those ideas. He explained that there are wires with wireless; however, using a point-to-point approach, a signal from the Social Security Office or City Hall could be redistributed throughout the entire downtown area if the elevation was high enough.

Mr. Slavin stated that he understood the concept of the 40,000 people watching fireworks who would want free WiFi; however, he assumed that small businesses downtown would want to stop paying for WiFi and get it for free. He stated that this would not be a bad thing and would be a friendly business incentive; however, it would lead to a question about risk and reliability. Mr. Slavin advised that reliability would have to be 100%, 365 days a year, 24 hours a day, and if people could not rely on it, they would not use it. He asked about the risks associated with turning on a network like this and who would become dependent upon it. In response, Mr. Nicholson stated that the City has Verizon fiber and he would not recommend going off that because wireless signal does not propagate through brick walls very well; therefore, a lot of small businesses would not be able to connect reliably. He indicated that it would be preferred, from an operational standpoint, that small businesses stay with Verizon. Mr. Nicholson explained that, from a security standpoint, everything is being passed through to a primary network for control and management, and security elements could be put in place. He noted that there are ways to segregate and compartmentalize certain data streams to pass that traffic back. Mr. Nicholson advised that if there was a City-wide network for all employees, they could connect via their cell phones and mobile devices. He indicated that there could be a specifically free public WiFi, and the speeds and reliability could be throttled and controlled. Mr. Nicholson stated that if 40,000 people flood in for a 4th of July weekend, data limits

could be placed on how fast they can pull, but public workers could be given higher priority. He noted that there are ways to compartmentalize and manage as long as data is passed through a primary network.

Mr. Slavin stated that he thought Mr. Nicholson's proposal was a great idea and he supported it; however, he explained that he was not convinced that it is a business that a municipal government has to own and operate. He noted that there is a quasi-government development authority that is focused on the downtown area and he suggested talking to the Downtown Dover Partnership or perhaps Mr. Stonesifer's group. Mr. Slavin advised that the City may be able to help facilitate this, whether financially or by using brands or other things. He stated that he was unsure that the City government would want to take on the burden of operating a new utility when it was struggling with decisions about how to operate a utility. Responding, Mr. Nicholson stated that he agreed and explained that there are different recipes in different municipalities in terms of who funds, builds, maintains, and runs a network, and who responds to phone calls. He recommended that the City not manage but support it, and that the City partner with a private company to come in. Mr. Nicholson explained that once this asset exists, a revenue source could be created by inviting outsiders in to roll internet service over top of the network. He noted that this would open up price competition, and would be a win-win for the consumer because having more players on the block would to drive prices down and/or drive features up. Mr. Nicholson reiterated that he would not recommend that the City get into the business of municipality ISP services.

Mr. Slavin noted that he was told 10 years ago by someone that he trusts that it is necessary to experience some pain in order to revitalize a downtown area, such as ripping up streets, laying in new infrastructure underneath, and sizing the infrastructure for where you want to be in 20 or 30 years, not where you are today. He explained that if the City is trying to grow the 24-hour population living downtown, it is necessary to make sure there is enough capacity for them to turn the showers on and flush the toilets when there are 3,000 more people living there than today. Mr. Slavin stated that it sounded like this was one (1) of those moments when the City could be laying in some of the infrastructure that is not as destructive to put in place.

In response to Mr. Slavin, Mr. Nicholson advised that five (5) towns, including Georgetown, were selected nationwide to participate in the federally-funded Cool & Connected Program, and Mr. Nicholson was involved in this. He explained that they have a concept of "dig once," which involves digging, laying, and building over capacity so that there is no need to turn brick or put a shovel in the ground again. Mr. Nicholson indicated that conduit is put in throughout, so complete scalability and over-capacity is built. He stated that there are a lot of programs that could fund some or all of it and there are creative ways to raise funding. He stated that there are E-Rates, the Cool & Connected Program, which would come in and help to plan out some of these items, and many federal and State resources that would help to make better decisions and navigate the new digital economy.

Mr. Hutchison stated that, when looking at the future of the City, there is a large population that is basically untouched, including Dover Air Force Base, Wesley College, Delaware State University, Delaware Technical and Community College, and Wilmington University. He indicated that the kind of visions and dreams being discussed would bring these types of people downtown. He stated that, in looking to capture the future, the population that the City had not reached out to was right

in its hands, and he thought that the City needed to create ideas and ways to bring them in and get them jobs.

Mr. Cole asked if action was looked for from this presentation. In response, Mr. Nicholson stated that they were looking for buy-in. He advised that he would love to meet with others who are holding the torch of getting Dover to the next level, to take inventory of the assets and initiatives that they can bring to the table. Mr. Nicholson advised that this was key for Georgetown, where they had someone from the Georgetown Historical Society that was also the director of emergency operations, as well as someone from the University of Delaware, Delaware Technical and Community College, and the Delaware Economic Development Office (DEDO). He indicated that he would like to get everyone in the same room, give the presentation again, and have everyone collectively rally around and pull from the same direction, which would be essential. Mr. Nicholson noted that in Georgetown there was a lot of overlap in what people were doing, and that aligning this and getting all the arrows going in the right direction would be crucial to Dover leveling up.

Mr. Hutchison moved to recommend that Mr. Nicholson have a follow-up meeting with the Acting City Manager to identify the individuals who need to be at the table and to see where to go from here. The motion was seconded by Mr. Slavin.

Mr. Nicholson stated that he could invite some of the partners they had worked with in relation to Georgetown, Laurel, and the University of Delaware to get all their heads together.

Mayor Christiansen stated that he would like the motion to reflect that he would assist the Acting City Manager in the efforts to facilitate the City moving forward.

The motion to recommend that Mr. Nicholson have a follow-up meeting with the Acting City Manager to identify those who need to be at the table and to see where to go from here, and that Mayor Christiansen assist the Acting City Manager in the efforts to facilitate the City moving forward was unanimously carried.

Annual Engineering Consultant's Report on the Operation and Maintenance of the Electric System - Fiscal Year 2016

Mrs. Donna Mitchell, Acting City Manager, stated that the Annual Engineering Consultant's Report on the Operation and Maintenance of the Electric System is required based on the City's bond covenants, which require an annual physical and financial assessment of the electric utility. She explained that an engineer came to Dover to perform the physical assessment and the City's financials from the audit from FY16 were also reviewed. Mrs. Mitchell reviewed the Conclusions of the report as stated in Section 1.4 of the Executive Summary.

Staff recommended acceptance of the report.

Referring to page 4-5, Revenue Margins and Unaccounted for Energy, Mr. Blakeman noted that the margins for 2014 were $20.9M, for 2015 were $28.6M, and for 2016 were $36.4M, and he questioned the reason for the big increase in 2016. Responding, Mrs. Mitchell stated that this was due to the negative congestion that the City had which was generating more revenue, and the power supply cost had also dropped. She advised that the fuel cost was down in the current market, so there

was a difference between what was budgeted and where the City ended up. Mrs. Mitchell stated that the City had a really good year.

Mr. Hare moved to recommend acceptance of the report, as recommended by staff. The motion was seconded by Mr. Hutchison and unanimously carried.

Mr. Hare moved for adjournment of the Utility Committee meeting. The motion was seconded by Mr. Hutchison and unanimously carried.

Meeting adjourned at 7:40 p.m.

LEGISLATIVE, FINANCE, AND ADMINISTRATION COMMITTEE

The Legislative, Finance, and Administration Committee meeting was held with Chairman Hare presiding.

AGENDA ADDITIONS/DELETIONS
Mr. Lewis moved for approval of the agenda, seconded by Mr. Neil and unanimously carried.

Seed Funding Request from Big River Film Co., LLC for a Short Film to Celebrate the 300th Year of Dover
Mr. Nathan Cronk, Owner and Director, Big River Film Co., stated that he was scheduled to pitch the film project to the Economic Development Committee; however, there had not been enough members present to take a vote. He explained that Big River is a video production company that has been doing work in Dover for almost two (2) years, with offices at 117 Reed Street. Mr. Cronk advised that they were showing a video to people who are interested in helping them fund the project. He noted that they had put together several pieces for the downtown Dover area that had been on social media, including Facebook and YouTube. He noted that their first video alone had over 110,000 views in just the downtown Dover area.

Mr. Cronk and Mr. Harvath, Lead Producer and Director of Photography, Big River Film Co., presented a video introducing the Short Film Project to Celebrate the 300th Year of Dover *(as on file in the Office of the City Clerk)*.

Mr. Cronk advised that their goal tonight was to ask for $8,000 in seed funding to begin production on a five (5) to seven (7) minute film that would show Dover in a fresh and new way, bring new energy to the area, and highlight its rich history. He indicated that it would be pushed out online through Facebook and Youtube to get it in front of as many people as possible to continue a discussion about how great Dover is. Mr. Cronk explained that in 100 or 200 years, when celebrating the 400th or 500th anniversary of Dover, people will be able to look back and see the film as a time capsule of what it was like to be in Dover in its 300th year.

Members were provided a handout entitled, "Big River Film Co. - Dover, Delaware Short Film Production" ***(Attachment #2)***. Referring to page 3 - Production Costs, Mr. Cronk explained that they were seeking $8,000 in seed funding tonight, and an additional $12,000 would be funded by private

organizations who are interested in the project. Mr. Cronk advised that there would be some sort of branded credit at the end, as well as a few other perks. He indicated that it was critical for funding for the project to start soon and for it to be fully funded. Mr. Cronk stated the need to produce a film to be pushed out before the 300th year is over and to get cameras on the ground and rolling.

Mr. Cole asked if the City would own or have unlimited access to the video for marketing purposes or for any goodwill moving forward. Responding, Mr. Cronk advised that the City absolutely would have unlimited access, noting that they would be happy to make it available to anybody who would like to use it. He stated that the goal was to get as many eyes on it as possible. Mr. Cronk indicated that they were partnering with Destination Downtown Dover, the Downtown Dover Partnership (DDP), and Something LLC, which is an organization that is helping put together many things that are happening for the 300th year. He noted that the DDP's Facebook page is the platform that had been used to push out their first three (3) videos and would also be the platform for the fourth. Mr. Cronk indicated that they already have great viewership on Facebook, and it made sense to push the film out on the same platform.

Mr. Anderson asked what the goals were and where they were on their time frames. Responding, Mr. Cronk explained that they had been in the process of trying to get seed funding for several months and the goal was to have the video fully produced by the end of the year. He stated that they were anticipating pushing it out at the end of the year at the New Year's Eve celebration of the 300th year. Mr. Cronk noted that if they were not seed funded on the project by the end of next month, they would not be able to do it because of the time required, and would pull the plug on the project.

Mr. Neil asked if they had $12,000 in the bank for the project. In response, Mr. Cronk advised that they had no money in the bank and, if funded during the meeting, this would be their first actual money in the bank to do the project. He stated that several other organizations had told them they were interested in funding the project, and those contributions would provide them with $16,000. Mr. Cronk explained that the $16,000 included the $8,000 they were requesting from the City.

Mr. Neil asked what dollar amount would actually get them started working on the project. Responding, Mr. Cronk stated that $8,000 was needed and they could start rolling tomorrow with that amount.

Mr. Neil asked what would happen when the reel runs out and the other money is not there. In response, Mr. Cronk explained that they could produce a video project that would probably be on the scale of the first three (3) videos they produced in Dover with $8,000. He stated that if they were seed funded during this evening's meeting and unable to obtain any more funding above and beyond this, they would scale back the whole project. Mr. Cronk indicated that he could not tell members exactly what the scaled-back project would look like, noting that they were aiming for full funding.

Mr. Lewis noted that Mr. Cronk had indicated that this would be a documentary and asked if it would be a national documentary. He questioned where else it would be shown, other than Facebook and YouTube. Responding, Mr. Cronk advised that Facebook and YouTube would be the main places where they would plan to play it. He noted that they have a vision of doing a premiere of the film at the Schwartz Center and inviting the community to be there. Mr. Cronk explained that they

want the film to be something for the community to be proud of, something produced in Dover about Dover.

Mr. Lewis stated that he had concerns regarding the funding, noting that he had emailed Mrs. Donna Mitchell, Acting City Manager, about this earlier in the day, and he asked Mrs. Mitchell to read her email response for the record. Responding, Mrs. Mitchell stated that a separate bank account had been started for fundraising; however, from listening to the presentation this evening, she was unsure if this project was on the same track as the rest of the fundraising or if this would be General Fund monies. She indicated that she would have to comb through the budget to see where $8,000 could be found if it were to come from the General Fund.

Mrs. Mitchell advised members that a separate bank account had been set up for the Mayor's purpose of fundraising for the 300th anniversary. She noted that there was up-front money in some cases, such as a play at the Schwartz Center that had already been paid for and was being reimbursed as ticket sales come in. Mrs. Mitchell indicated that this was a loan from the General Fund, not a budgetary item, the loan was being paid back to the General Fund, and the Mayor was aware of that arrangement. Mrs. Mitchell reiterated that she was unsure if the film project was part of that arrangement or if it would be straight General Fund monies. She advised that it sounded like straight General Fund monies; therefore, she would have to comb through the budget to find the funding. Mrs. Mitchell stated that Council had transferred Economic Development money to the City Manager's budget to address the elimination of the Economic Development Office and there was a little money left there.

Responding to Mr. Lewis, Mrs. Mitchell advised that she did not think this was money that would be reimbursed. Mr. Lewis commented that this was a separate issue from what Mrs. Mitchell had emailed him.

Mr. Slavin stated that when the Economic Development Office was reconfigured, money was sent to the Mayor's budget for discretionary use for economic development and various initiatives, and he estimated that it was about $60,000. Responding, Mrs. Mitchell stated she thought that those funds were put in the City Manager's budget to cover the personnel expenses, etc., after the Economic Development Office employees left their tenure with the City. She indicated that she thought it was in the City Manager's budget, rather than the Mayor's budget, and these were the funds she had referred to. Mrs. Mitchell offered to double check where those funds were. Mr. Slavin asked that this be checked because the project seemed to be an economic development activity that the Mayor could support out of that money. Mr. Slavin noted that he was not speaking on behalf of Council.

Mayor Christiansen asked Council to consider that this celebration was moving forth basically with no cost to the City and it would be pay-as-you-go, because he did not feel it appropriate to ask for City money. He stated that the film project was particularly geared for downtown and economic development for the City. Mayor Christiansen indicated that if these funds were available, and it pleased Council to seed this money and have others assist with this, he thought an $8,000 investment was appropriate.

Mrs. Mitchell advised that there was enough money for this.

Mr. Slavin stated that the $8,000 could be granted as a challenge grant, with the City's money being given first and last. He indicated that the City could provide $4,000 at the outset and top off with the last $4,000 after Mr. Cronk had raised all of their funds. He asked if this kind of scenario would be helpful. In response, Mr. Cronk stated that it would be helpful, noting that another funder had told them they would give $4,000 if they could find a matching $4,000. Mr. Slavin noted that raising money is all about leveraging.

Mr. Cronk advised that if the City were to fund $4,000 now, they could go to their matching funder and get another $4,000, which would be the seed funding to start the project. He agreed that they could then come back to the City for $4,000 at the end.

Mr. Lewis advised that he could not support this proposal.

Mr. Slavin explained that this is typically how fundraising is done, and this approach would prevent $20,000 from being spent from any one (1) source and attract community support and resources.

Mr. Lewis advised that this was Mr. Slavin's prerogative. He questioned why people who are starving out on the street are not helped if the City is going to be giving away money like this.

Mr. Anderson stated that this seemed like an economic development initiative and noted that economic development monies are split between the funds because these activities benefit all funds. He was unsure if this would need to be a General Fund item and indicated that he would like Mrs. Mitchell's staff to look at this. Mr. Anderson expressed support for the item, noting that the 300th anniversary comes only once and is a special one that should be documented. He advised that the price tag seemed reasonable. Mr. Anderson stated concerns with the proposal for $4,000 and the additional $4,000 as the last portion of the funding. He stated that if they attained $12,000 or $14,000, they might not get the last $4,000, which concerned him. Mr. Anderson advised that he would not mind starting with $4,000 but was unsure that the City's other contribution needed to be the last $4,000 and suggested that it would be worth it to just grant the $8,000 and be done with it. Mr. Anderson stated that if Big River Film Co. raised $12,000, the City could give them the other $4,000. He indicated that he did not necessarily want to wait to until $20,000 was attained and be dealing with licensing and maybe wondering if the post-production would be cut.

Mr. Neil noted, in regard to the 300th anniversary, that another organization was attempting to raise money. He asked, if the film or any of the events produce money, whether it would be used to offset the $8,000. Responding, Mayor Christiansen stated that at least half of the money could come back to the City. He explained that they were trying to recoup monies and not use City monies for any of the 300th anniversary celebration items, noting that fireworks and things like that would basically be self-sustaining.

Mr. Neil stated his understanding that there was a chance that the City would be getting some of the money back and it would not come out of this particular fund if the City is fortunate, which was confirmed by Mayor Christiansen. He explained that the scale of economy and the City's budget do not dictate that the taxpayers' money should be spent on frivolous items, and that is why they had tried to set this event up so that it would be self-sustaining while celebrating Dover's history.

Mr. Neil moved to recommend providing initial seed money to Big River Film Co. for a short film to celebrate the 300th year of Dover in the amount of $4,000, not to exceed $8,000. The motion was seconded by Mr. Shevock.

Responding to Mr. Hare, Mr. Neil confirmed that the motion was to recommend giving $4,000 and that if Big River Film Co. comes back and states that they have received another $4,000, the City will provide an additional $4,000.

Mr. Anderson proposed an amendment that if the City of Dover provides the seed money, it would be put in writing that the City has the right to promote, market, and share the film with its partners. In response to Mr. Anderson, Mr. Cronk indicated that they would be happy to sit down and talk with anybody to get those things ironed out, stating that he thought papers should be drawn up.

Mr. Neil and Mr. Shevock stated that they accepted Mr. Anderson's amendment to the motion.

Mayor Christiansen asked that the City's right to promote, market, and share the film with its partners be subject to the approval of the Acting City Manager and Controller/Treasurer, and Mr. Hare stated that this would be fine.

Mr. Slavin noted that a positive vote during this Committee meeting would only forward the Committee's recommendation to Council for a final vote.

The motion to recommend providing $4,000 initial seed money to Big River Film Co. for a short film to celebrate the 300th year of Dover, that if Big River Film Company comes back and states that they have received another $4,000, the City will provide an additional $4,000, and that if the City of Dover provides the seed money, it will be put in writing that the City of Dover has the right to promote, market, and share the film with its partners was carried with Mr. Lewis voting no.

Evaluation of Proposals – Fiscal Year 2017-2021 Audit Services

Mrs. Donna Mitchell, Acting City Manager, informed members that the City of Dover Finance Department solicited proposals to professional accounting firms for the annual audit services on February 14, 2017. She indicated that, on March 24, 2017 the City received six (6) proposals in response to the Request for Proposals (RFP) and all proposals contained the mandatory elements. Mrs. Mitchell advised that CliftonLarsenAllen LLP has 100 U.S. locations with approximately 5,000 staff, which would provide the City with one (1) of the country's largest and most knowledgeable pools of public sector resources. She noted that they serve over 2,000 governmental clients nationwide. Mrs. Mitchell stated that the proposal submitted by SB & Company included a preference for Minority Business Ownership, as certified by the State of Delaware, and the proposal for Zelenkofske Axelrod LLC included a local vendor preference, and each of these preference provides for a 3% allowance on the proposed prices.

Staff recommended approval of CliftonLarsenAllen LLP for the audit services contract not to exceed the fixed prices provided in the proposal dated March 24, 2017.

Mr. Lewis moved to recommend approval of CliftonLarsenAllen LLP for the audit services contract not to exceed the fixed prices provided in the proposal dated March 24, 2017, as recommended by staff. The motion was seconded by Mr. Cole and unanimously carried.

Downtown Dover Business Improvement District (BID) Budget and Assessment (Tax) Rates for Fiscal Year 2017-2018

Mrs. Donna Mitchell, Acting City Manager, reviewed the Business District Improvement (BID) Assessment (Tax) Rates for Fiscal Year 2017-2018. She stated that the City of Dover is required by Code to bring forth the BID tax ordinance each year at this time. Mrs. Mitchell advised that the recommendation was to keep the bid tax rate at zero (0), as it was last year, so there would be no BID tax.

Staff recommended approval of the proposed budget and assessment (tax) rates for Fiscal Year 2017-18, as presented.

Mr. Lewis moved to recommend approval of the proposed budget and assessment (tax) rates for Fiscal Year 2017-18, as presented. The motion was seconded by Mr. Neil and carried with Mr. Anderson voting no.

Mr. Lewis moved for adjournment of the Legislative, Finance, and Administration Committee meeting. The motion was seconded by Mr. Neil and unanimously carried.

Meeting adjourned at 8:10 p.m.

By unanimous consent, the Council Committee of the Whole meeting adjourned at 8:10 p.m.

Timothy A. Slavin
Council President

TAS/DD/js/dd
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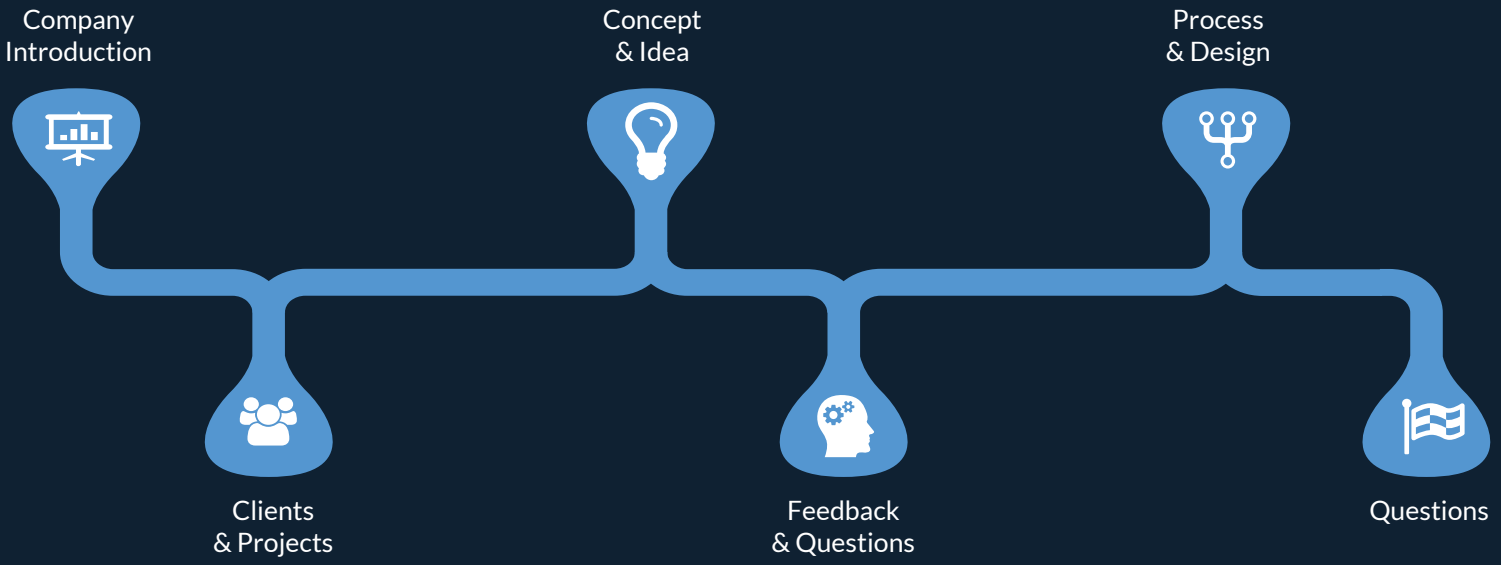
Attachments
Attachment #1 - Presentation - "MuniWIFI - Create a Connected & Engaged Community"
Attachment #2 - Handout - Big River Film Co. - Dover, Delaware Short Film Production



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Meeting Agenda

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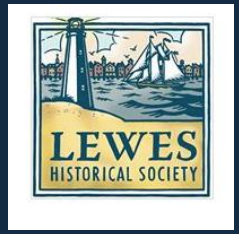
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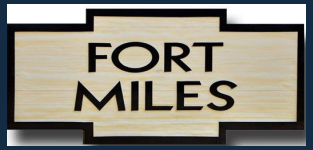
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Leverage MuniWIFI to Drive Economic Development



DIGITAL TOURISM

Promote exploration of unique landmarks and local attractions with interactive walking tours resulting in increased foot traffic



CONNECTED COMMUNITY

Enhance how the community and visitors experience public services and commerce leading to improved overall satisfaction



EMPOWERED BUSINESS

Leverage technology assets to drive business growth and attract new entrepreneurs to encourage a more business friendly environment



ACTIONABLE ANALYTICS

Utilize data driven intelligence during the planning and decision making process resulting in more effective and measuring outcomes



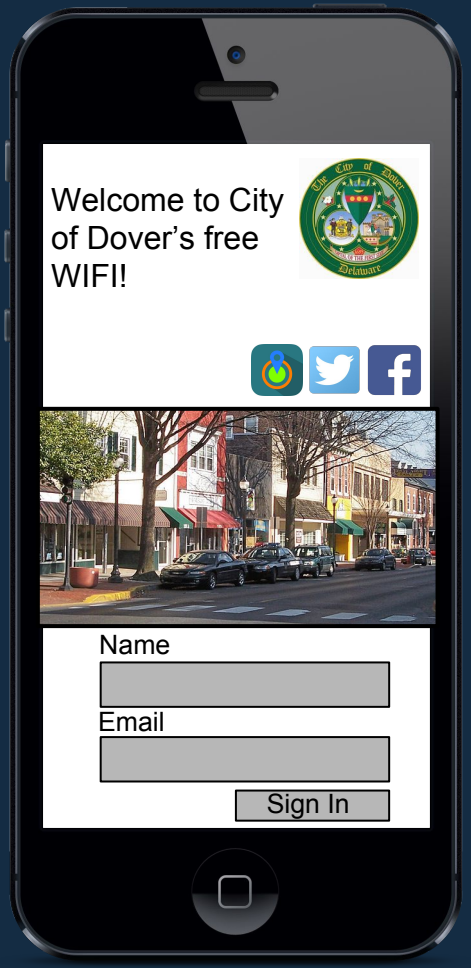
OPTIMIZED UTILITIES

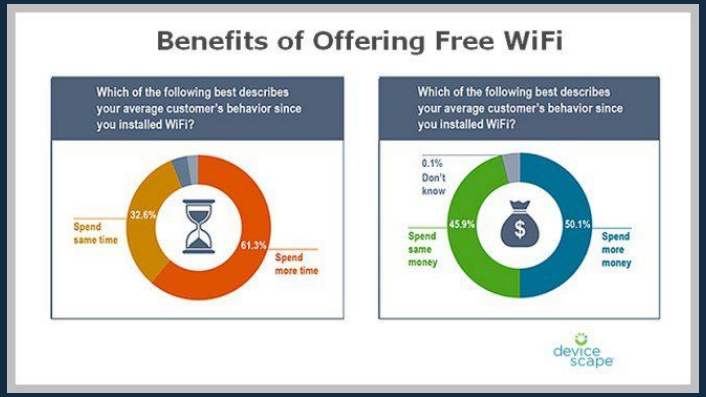
Deliver public services more efficiently in alignment with sustainability strategies and demand management initiatives

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Dover WIFI

Digital Downtown







Analytics **Support** **Locations** **Customizable**

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- Time spent on premises
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THE BIG PICTURE
Our Study, Vision & Plan for the City of Huntsville

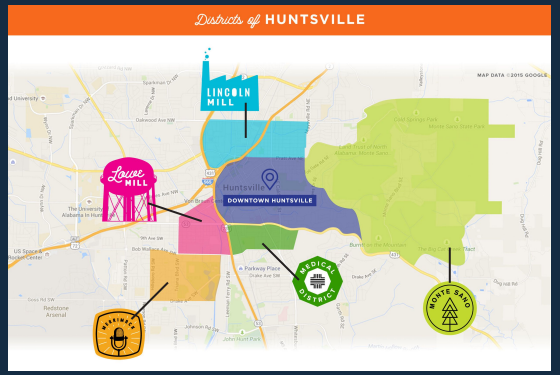
Huntsville AL

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Ranked as one of the **World's Smartest CIties** by Forbes.com







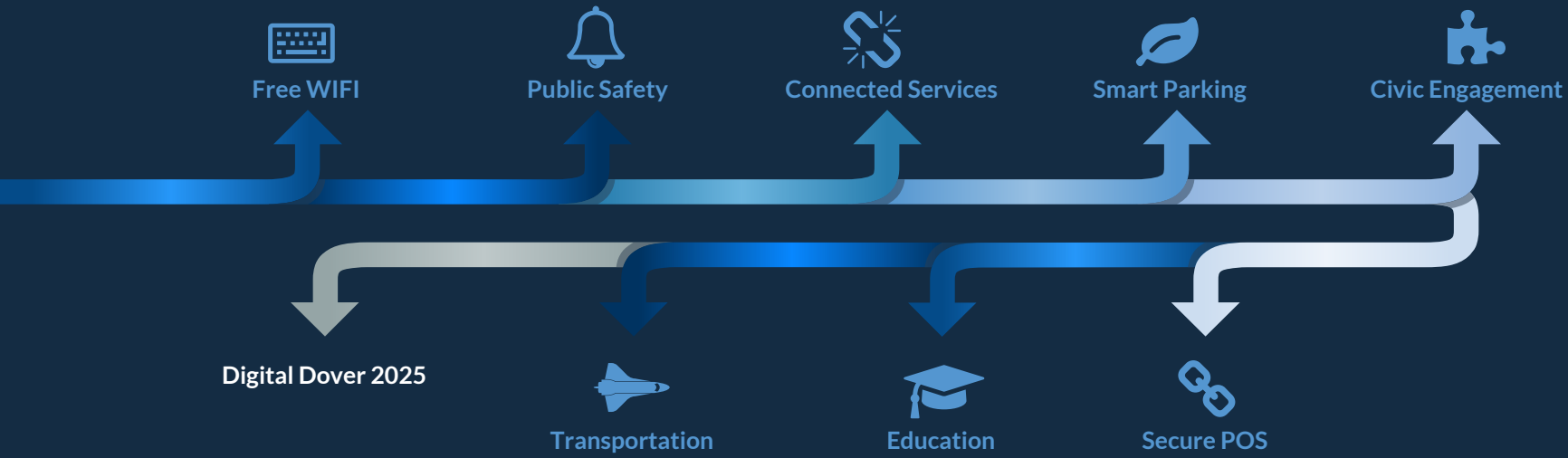


- Google Fiber rollout 2016- 2019 across all of Huntsville
- 20-yr lease of municipally owned fiber network
- Strong downtown marketed in “districts”
- Mixed-use and walkable, with emphasis on connectedness
- Marketing technology assets integrated with quality of life
- Comprehensive planning efforts represent community’s vision
- Land use regulations and codes accessible by citizens and developers

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Adoption Strategy

Layering WIFI implementation



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Process & Design

Ideas to launch



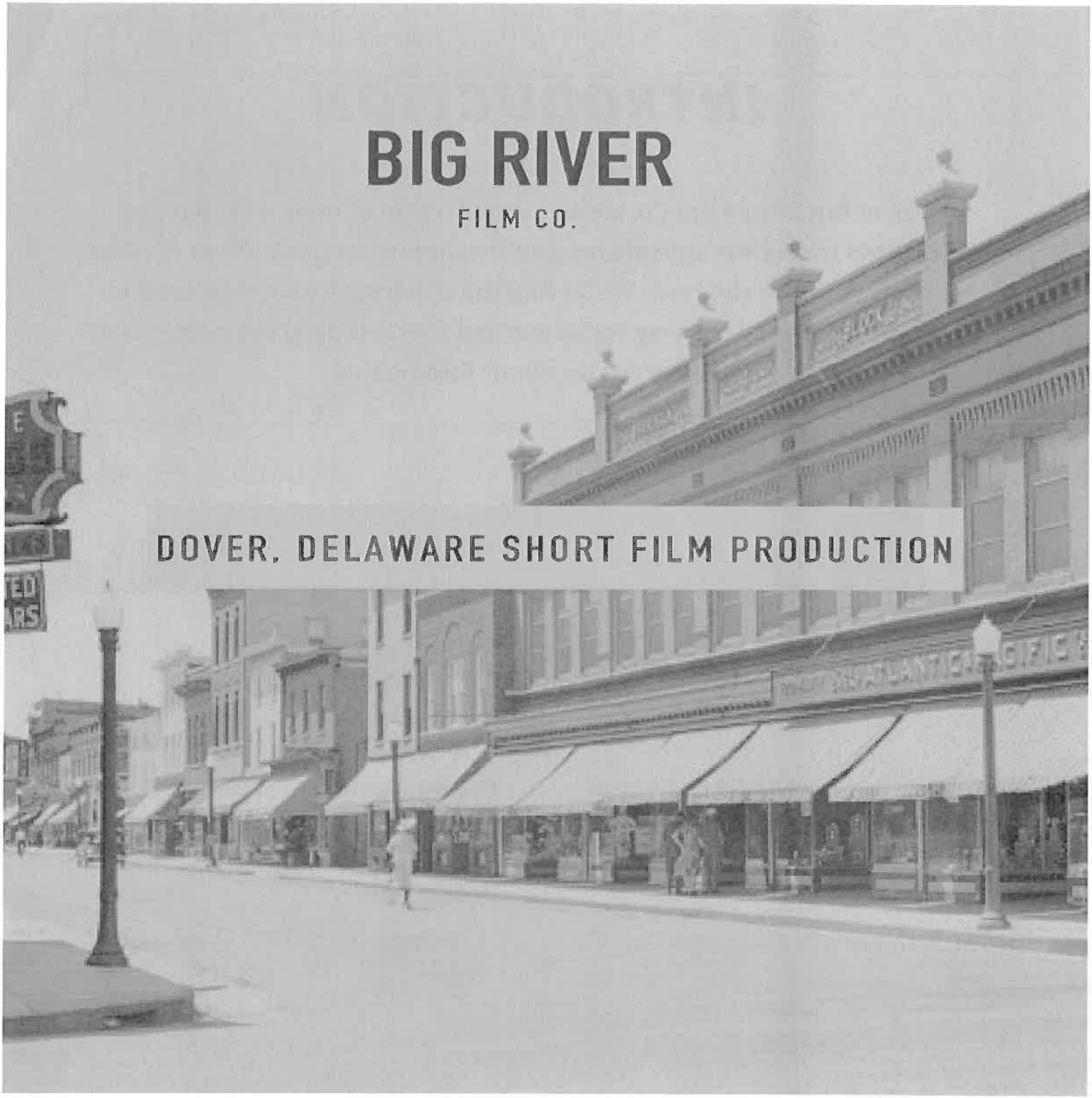
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BIG RIVER
FILM CO.
DOVER, DELAWARE SHORT FILM PRODUCTION

INTRODUCTION

Here at Big River Film Co. we are a small team of creatives that are committed to endless adventures and the ambitious production of films that set us above the rest. We've had the opportunity to work around the globe and along the way we've learned that telling great stories is at the heart of excellent filmmaking.

OUR PROCESS

CREATIVE

brainstorm ideas and craft the story

PRE-PRODUCTION

make a game-plan to leverage the story and bring it to life

PRODUCTION

create and capture all assets: videos, pictures and graphics

POST-PRODUCTION

edit the story together on a timeline, fine tune the look and feel

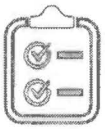
PROJECT DESCRIPTION

In an effort to help revitalize and bolster the Dover area, Big River Film Co is proud to announce our most ambitious project to date: the production of a 5-7 minute short film about Dover, DE in its 300th year. Our goals in the production of this film are threefold: To represent Dover in a fresh and new way To highlight the rich history of Dover while forging a path toward the future. To invite the viewer to become a part of the story that is happening in Dover in its 300th year. By achieving these goals we desire to create a time capsule of life in Dover in its 300th year and foster a renewed interest in Dover among a younger generation.



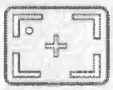
CREATIVE

The creative approach to this project will be largely focused on the discovery and development of three separate stories to be told in the short film. Our vision is simple: we want to tell the stories of three individuals that exemplify the Dover spirit–one person who exemplifies the past, one person who exemplifies the present and one person who exemplifies the future.



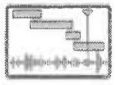
PRE-PRODUCTION

Pre-production will consist of planning ahead and bringing together all the resources necessary to bring our creative vision to life: scheduling shoot dates, location scouting, coordination of filming crews, acquiring all necessary filming and lighting gear, acquiring any necessary filming permits and much, much more.



PRODUCTION

It's during this phase that the rubber hits the road on the production of the short film. On our shoot dates we will pull out the cameras, microphones and lighting gear to create and capture all the assets necessary to bring the short film to life.



POST-PRODUCTION

Once all the assets have been captured our final step will be to create and refine the video's sequencing. We will sequence it into a cohesive narrative that effectively communicates the Dover story. Once drafts have been solidified we will add color correction, color grading, audio fx and audio mastering to give this short film a truly professional look and feel.

PRODUCTION COSTS

PRODUCTION discovery, story development, filming crew, asset acquisition, filming equipment, permits	$10,000
POST-PRODUCTION sequencing, color grading, audio mastering	$4,000
MUSIC LICENSING 3-4 songs, fully licensed	$2,000
AD SPEND ad spend on Facebook and YouTube	$4,000
TOTAL	**$20,000**

BIG RIVER FILM CO.

Questions about this proposal?

Contact us and we'd be happy to chat!

585.474.7248 | nathan@bigriverfilmco.com | Dover, DE
www.bigriverfilmco.com