

**City of Sheffield Lake Planning Commission**  
**Sheffield Lake, Ohio**  
**March 21, 2018**

The regular meeting of the Planning Commission was held Wednesday, March 21, 2018. Acting Chairperson Wtulich called the meeting to order at 6:30 PM.

**ROLL CALL OF MEMBERS:**

Present: Wtulich, Pugh, Wells, Wright  
Attending: Councilperson Gee  
Absent: Jancura, Councilman Erdei (excused)

**MINUTES:**

February 21, 2018 minutes – \*Motion by Wells/Second by Pugh to accept the minutes as presented. Yeas All.

**CORRESPONDENCE: None.**

**REPORT FROM COUNCIL REPRESENTATIVE: None.**

**REPORT FROM ZONING BOARD OF APPEALS MEMBER: None.**

**PRESENTATIONS: None.**

**OLD BUSINESS:**

*City zoning study* – **None.**

**Master Plan** – Acting Chairperson Wtulich advised surveys mailed out on March 12, 2018 so we need to discuss what do we do next? Member Pugh asked how are we collating the results? Councilperson Gee advised first off I am sure the Board thanks Kay Fantauzzi for mailing them all out, she printed them all, stapled, folded and got them all in the mail. We got quite a few returned that were undeliverable and the ones that are opened are the ones the Mayor has reviewed and a few of us have read most of them. We were wondering if the Board like the last Planning Commission sat down and put it all together where how many had voted certain ways on all the different objects of the survey. If you are unable to do that, I am willing and I have an excel program on my computer that I can just type them in and it will add them all up. So, that is totally up to you if you want to do it or if you want help doing it. Member Pugh stated I like the idea of an excel because then we could look at different facets, pulling them out separately. So, that is a good idea and it will take time, especially typing all the comments in. In having done surveys before for the school district, I know how long that takes. Councilperson Gee advised if you haven't looked at them yet you may discover a lot of the comments are unreadable, difficult in trying to figure out what they are trying to say. Member Pugh stated I have been a Middle School English Teacher, I think I can read anything. But you are right, we are probably going to have to decipher. Acting Chairperson Wtulich advised I like the idea of an excel spreadsheet just because I am a

data nerd. Member Wells advised the only way I think that we are going to be able to look at it from the perspective of renter or owner which we said we wanted to do is if we have an excel spreadsheet because that puts those together because they are answering the same question and we would be able to tell how large the population is that is rental and how large the population is that is not. Member Pugh stated you would also be able to see if they owned, how they answer to other questions too, because you would just pull those out of the excel sheet and you would see respondent 1 owns and you know how they might have answered a question. So, you can begin to manipulate the data and look at it specifically. Member Wright asked are those then the two main categories that we would separate the data into is renter versus owners? Member Wells stated actually you can do a lot of different things, if it is in an excel spreadsheet and somebody would come up with a quirky question and say I want to know who owns and how they answer 23 then you could do that because it would be on an excel sheet. You could pull just those 2 items out and see them together. Member Wright advised I am familiar with excel, but not to that level of sophistication, I would need somebody else to kind of assemble it. Then from there I have no problem with going through stuff and plugging in data into an excel sheet. Member Pugh stated it would be a long time as you know there are 31 questions per survey. So, for every survey you are going to make 31 data entries and then you are going to type the comments on a line on the end so you can always associate it with response 1. Then you go onto 2 and then you can see how many surveys you got back. Member Wright stated that is what I am saying, if someone would build that spreadsheet so that plugging in the data was self-explanatory then it would be easy to do my share. So, I guess would anyone be willing to build that spreadsheet. Member Pugh advised that won't take long. Councilperson Gee asked so the Board can handle that, all of that then the Board will be handling? Member Wells stated not building the spreadsheet. Member Pugh stated the spreadsheet is going to actually be built by respondents this way and across questions 1, 2, 3, 4, 5, 6.... or you are going to have to label them. Say for question number 3 rent and own, you are going to want 2 separate columns for that. I guess the other thing comes. Councilperson Gee asked wouldn't you be the best one to do it since you already have all these ideas? Member Pugh stated yes, but I would have to really think about this because some questions have 4 possible responses. Member Wells added and some are priorities and prioritization is completely different. Member Pugh advised unless you do it this way, say you get a question about the ward and you put a 1 or 2 or 3 or 4 in that answer space. Then at some point, you just want to pull out all the 4's or just all the 3's and so on. Member Wright concurred I think that is the way to go. Member Pugh stated the same way with rent and own, you would "r" or "o". You have got to get a way to make it work for you. But even if you in the same column of r's and o's, on an excel you can't separate those out separately can you. They really have to be in their own column. Member Wright stated yes rent or own with a ✓ or ✗ or something there to indicate which it is. Or does rent

have its own spreadsheet and owners have their own spreadsheet? Member Pugh stated I think we really need somebody who really understands excel to help us setup the initial because if we don't set up the initial one we will have put in all this data and then maybe have to put it in again. Acting Chairperson Wtulich advised I always liked Access because then you can run queries, whereas something like that might help in situations like that. It has been years since I have used it though. Member Pugh stated I know a little bit about excel because I have used it but this is complicated. Acting Chairperson Wtulich advised I think until we get into looking at these surveys it is kind of hard to know exactly the bumps that we are going to come across in building any kind of data base. Member Pugh stated I don't think it matters what we see in the surveys, the database is going to be how do you want to pull out the information. So, I think you need to look back at your survey and study that. Acting Chairperson Wtulich clarified also there is no names on these, it is just the age and the respondent. Member Pugh stated yes, you are just going to have a column that is going to start with 1 and go all the way down so at the end you can see how many you got back and then you are going to have to go across the age of the respondent. Member Wells stated I am guessing that Mayor Bring has had excel spreadsheets built before and perhaps in conjunction with the work he does with Mr. Hastings. We don't have the expertise to do the excel spreadsheet. Councilperson Gee advised the former Board did it all by hand and it didn't take them that long. Member Pugh stated yes, but once you do it all by hand then you have to do everything to check it, if you get it into an excel spreadsheet using technology if someone says well I want to know how many renters answered question number 20 then on an excel spreadsheet in a moment you can have that answer. Whereas, by hand, you are going to have to do a lot of. Member Wells stated you are going to have to draw lines until you get 15 or 20 on every survey. Then you have to go back if you want to do that kind of analysis and you have to look at every survey again in that question. Whereas the excel spreadsheet will do that automatically for you. Member Pugh stated that is the value of technology. Councilperson Gee advised to also keep in mind if it is an older program like you used to use, a lot of computers can't open those anymore. Member Wright stated, let's back up and ask ourselves what is the purpose of why we did this. What are we trying to get out of it? I think the answer is to simply tally and basically look at ratios of how many people responded one way versus another. So, I think that if we get too complicated with how we set up this excel sheet I think we are letting the perfect become the enemy of good or we are letting the perfect get in the way of good and I don't think it needs to be that complex. So, I just think we really need to tally the answers and it is just a matter of counting every response and adding them up as we go through. Though we could use excel to do those tally's but I don't think it needs to be that complex and as long as we tally accurately. Member Pugh stated look back at your survey and how the questions were stated, question number 2 they can respond 6 different ways. Just for that 1 question. Member Wright answered sure, but there is only 1 answer for each question. So, that is what I am saying, as we tally these things up we

are going to go through each and every single individual survey so it is just tallying and that is it. There is only going to be so many answers of three or four or five and we are simply going to add those up. I think if we split the responsibilities amongst the Board Members. We can all get together once all the surveys are in and aggregate the work that we have done individually and come up with the end tally because ultimately, let's be honest how deeply are we going to analyze this information. Member Wells stated another important purpose of the survey was to assist Mr. Hastings in writing his grants and it would be much more useful to him if he had an excel spreadsheet where he can be writing a grant and then he can pull the information from the excel program while he is writing the grant. That is more than tallying and if we are each tallying our own set of surveys and then it is all on paper, he is not going to be that creative. Member Wright answered, I am not arguing against excel, I think that is a fantastic idea. I think we could do tallying inside of excel, I just think that building the excel spreadsheet in order to run very specific sort of data analysis might be a little too complex for what we are actually trying to accomplish. Member Wells stated, but what is too complex for what Mr. Hastings is trying to accomplish in writing grants. Member Wright advised you are assuming that Mr. Hastings is going to be an excel expert and use it in the way that you envision. Member Wells stated I don't know, but we can go out and find someone. I mean we need someone who can take this survey, not the responses, but the survey and create an excel spreadsheet that will provide the information. Member Wright answered, I will do it, I think it is easier than we are making it out to be. Member Pugh asked well to look at question 5, number of people in the household. I for one marked one at 46 to 65, one at 66 to 75 and since my son moved back home for a while I marked another one. Now how are you going to tally those. Member Wright answered we have to have each potential response for each category. So, once the spreadsheet is built with all the potential responses in there, that is simply a matter of going through each and every survey and tallying. Councilperson Gee advised, for example; 500 people are the age of 0 to 5 and so on, 600 people are the age of 46 to 65. The average size of X amount of households is X amount. It doesn't even ask how many are in your household, there is not even that question. It says the number of people in the household, according to age only. So, there would be no reason totally something you never asked. Member Pugh stated you know you have 139 responses possible from every survey, at least. So, that is 139 columns across or that is 139 things on a tally sheet. Councilperson Gee asked why would we want each person separate? Member Pugh stated if you are doing it on a spreadsheet or you are doing it on any tally sheet, you have got to record how many surveys you got back. So, if you start with 1 then you have got 139 for just the survey, that is a lot because look at all of your choices. Member Wells stated, is there someone in the city who would understand a spreadsheet enough to be able to and who is going to sit down and do 139 checks for the survey. It may only be 30 to you, but you got to go across all 139 until you get the right one. That is a lot of time. Member Wright advised I think we can only really deal on averages/totals and averages with this. So, you have

to build a spreadsheet that has a place to enter data for every potential response, all 139 and then number of surveys is going to be one data field. Member Pugh stated the other way that you can do it is, question 2 is how long have you been a resident of Sheffield Lake. You could make “not a resident” – A/1-5 B and so on. So then you could go back to that one question on your excel sheet and see how many A’s you have, B’s you have, how many C’s you have. You can do it that way, that is another way that you can do it so that you just have 30 columns across. So, when I get to question 2 and someone says 6 – 10 years then that is C. That is what I said, someone needs to sit down and really think about how do you want to do it because I would rather put A, B, C, D, E for that number rather than having to go all the way across. That way I am only dealing with 30 columns and then when I get to rent or own I could put R or O. There was a lengthy discussion on the excel spreadsheet. Councilperson Gee advised are you going to be the one using the data or is it going to be Mr. Hastings. It should be a little bit easier because that is the way the last one was. Then it was categorized and he has already started going through them and most of us have and we have already started categorizing things. For example; we were surprised on some of the responses that all kind of went together, which was kind of a nice thing. Member Pugh stated, okay if I am Mr. Hastings and I am writing this and I am doing a grant and I have gotten back 400 surveys and I am making a grant and I want to know how many are active veterans and I find out that there are 10, then I can at least say there is 4% of our community in the grant. So, that is why you want that kind of data. If you get back a large number on that, that is a large number that you could put in a grant based on your returned surveys. That is why you need some percentages. Member Wright stated here is the thing and I think we stumbled upon the answer inadvertently because we are making assumptions about how other people are going to use this. So, I think maybe the answer that we are looking for will come from those other people. I think maybe we should send an email to Mr. Hastings and ask him exactly how he is going to use it and how he would like to see us compile this data for him. I think that is the best way to go about it because if he is not going to go to that level of detail. I really believe having talked to Pat and knowing how he works and the work that he does, a lot of this is simply to say we did a survey and we have community input and we can prove it and it shows this is the grant that we are going after. Member Pugh stated I can say that for disabled persons, that would be a big one for him if he wanted any money for sidewalks or things like that. Member Wright stated again, he should tell us how he wants it to be compiled. Acting Chairperson Wtulich stated at the end of the day he has been going off the last city plan that was done. So, if that was sufficient to do his grant writing so far, I am assuming that is why we have been asked to do this task. At the end of the day I think it is going to be compiled into a new document. I think it is a good question to ask how Pat Hastings will be using it, but maybe we are making it more difficult than it needs to be. Member Wright stated absolutely. Member Wells stated remember the old survey and the old Master Plan are 15 years old. There was no technology to be able to enhance the results. Member Wright

answered that is not true. Acting Chairperson Wtulich stated excel has been around for a while. Member Wright stated that is just not true, Angela is right on the money. They used this survey in order to craft the Master Plan, the Master Plan in turn is what Pat uses to support the grants that he writes. I may be speaking out of turn, but I don't know that he is pulling data points and citing and referencing and coming up with percentages and stuff like that. I think he is submitting the Master Plan along with his grant applications saying that we drafted this Master Plan by community participation. We have a survey that we sent out to our community and we received so many responses out of the number that we sent out so that we have a good sample size, this is what our community told us and this is why we put it in the Master Plan and that is why I am writing this grant. That is why I don't think it needs to be so deep and so involved. We are making it harder than it needs to be but again I also don't think that it is worth sitting here and kind of beating up until we know exactly how it is going to be used and exactly what information that who are going to be using wants to pull out of it. There does have to be a tally system of some sort because the one way we do use a percentage as Rosa alluded to earlier is that it looks like 60% of people say that they would support a rec center with taxes or something like that then that is the kind of thing that is going to go into the plan and he is going to seek funding to help the rec center because then he can show and provide some evidence that hey our community wants a rec center and they are willing to support it with taxes however we need some supplemental funds in order to get it built or get it going, things like that. Member Pugh asked do you want to know how many of those respondents rent or own? Member Wright stated that is what I was asking earlier, do we want those 2 main categories of here is what all the renters say and here is what all the homeowners say. Member Wells stated I think something else that we are saying tonight is that we can't decide tonight because the people that need to be here aren't here because I don't think it is just Mr. Hastings, I think that the Mayor will want to weigh in on how he would like to have this done and the level of technology that he thinks should be used or that might be the most helpful. Member Wright advised in the end it is up to us, right? I just think we need to find out. The reason I think we need the whole 139 is because in the end we need a count of how many 16 – 20 year residents responded this way. We need to know exactly how many surveys we received and are recording and out of let's say 2000 surveys there were 810 11 – 15 year residents. There were only 107 20+ residents. That is where we pull our percentages, that is how we know the greater number of responses. So, we have all 139 potential percentages out there and as we go through all these surveys, we are just tallying. Member Pugh stated but you can't generate them unless you can tag them to the fact that they were this age and they also responded this way on another answer. Do you see what I am saying? Member Wright answered yes if you want to get that sophisticated but do we want to get that sophisticated, that is the question. Then we are adding a whole level of difficulty on our own shoulders that may or may not be necessary or adequate. I mean are we really going to add algorisms. Member Wells stated I was hoping that we were going to do the sort

of thing that you would have if you were going to create a Master Plan. I mean I don't think that in this day and age not taking advantage of a level of sophistication that we couldn't achieve 15 years ago. It doesn't make sense to me. Member Wright stated sure but none of us sitting here know how to create that. Member Wells stated right so maybe we can find somebody who can do it. Councilperson Gee advised no, the whole point in having the Planning Commission do this was not to hire an outside person and it wasn't to put more work on a Secretary here in the building, it was for the Planning Commission to handle that. We respect totally what you are saying but there is no one, there is the five of you. So, if you are willing to do all the extra work. Member Pugh stated I don't think it is a question of who tally's and everything, it is a question of is there a resource that we could go to that would help us get a spreadsheet together because when I get to question number 20 and you have to rank it in order of preference. I don't even know how to begin to know how to tally that one. Everybody is going to have a different order of preference. Member Wright stated sure but there are going to be a certain level of people that have the same level of preference and that is what we tally. You are going to have a certain proportion of respondents who have the same type of answer and then we see those numbers. So all we are looking for is the same number respondents and what the greatest level of respondents is for that question. That is the kind of thing that we are looking for, that tells us what the preference is of the residents in our community. Member Pugh stated if I look at 10 surveys and each one of them mathematically since there are 6 choices, mathematically that could thousands of different combinations. I don't know personally how to do it and that is why I am just saying is there a resource that we could go to help us figure out a way to tally. Member Wells stated we are saying we don't want to do the work Mrs. Gee, we are saying that we ought to have someone create an excel spreadsheet so that we can fill it in and then use it. Member Wright asked who? Member Wells answered I don't know but there are people who do this. Member Pugh stated I could go to survey monkey today and put this into survey monkey and then take each one of those and put it into survey monkey and it would give me my data. Member Wright stated then that sounds like a plan. Member Pugh stated that would one way to do it. In other words, once I set this up in survey monkey then people have to sit down with each one of those and answer it accordingly. Member Wright stated I wish you would have said that 10 minutes ago. Member Pugh continued but I haven't used survey monkey in years, it just happens to be an easy one. Member Wells stated none of us knows that so then we wait until we get an answer from the Mayor or from Mr. Hastings or David Graves may be able to way in. We wait until we get an answer, we are not going to have all the surveys into tally anyways until is it the 14<sup>th</sup> of April. Member Pugh stated the 15<sup>th</sup> and survey monkey will give you charts and graphs but I just need somebody who knows how to use it. Member Wells stated we just need to tool developed. Acting Wtulich advised I think that is something that maybe we can play around with until our next meeting and maybe we will come across some such tool. Member Pugh stated once again, somebody could kind of flush that out for us, at least

we won't get half way through the tally and then say...that is the only thing that I am saying. I don't know, I am not here to be the expert but I do know that if we do it right the first time we will be happy with the way we can use our data. Acting Wtulich stated maybe we should TABLE this until the next meeting. Member Wright concurred I think you are right because as Karen said, the people that we need to talk to aren't present tonight. In the meantime I am going to tool around in excel and see what I can put together just to try to have an example of what I am saying because I really believe that if we go hunting for something or someone to build this sophisticated data crunching machine it is going to take a long time and I think we might come up with nothing but air. It might be a frustrating and lengthy process that is not needed at all. In the end, not to diminish the importance of any of us sitting here tonight but this is the City of Sheffield Lake's Planning Commission as opposed to the statistics department at a University and we have a pretty basic goal with this and that is to gather responses from the community about their preferences and to use the responses to help recreate a Master Plan that already exist. I don't see why we wouldn't use what is the current Master Plan and simply update and modify it with the information that we find from here and those things we are going to submit to Mr. Hastings for his use and his grant writing. I think we would be a little dishonest, I would be dishonest in saying that I am going to sit here months down the road or a year down the road and crunch numbers out of a data base to reanalyze the stuff that came through to cross check against the work that we had already done. I am not going to do that. This is to generate information to help us redraft the Master Plan which is ultimate goal as a Commission. Councilperson Gee concurred. Member Wright stated so we are going to take a Master Plan that was drafted 17 years ago and we are going to update it and put our stamp of approval on it based on the information that we pull from this and then that Master Plan is going to go to Mr. Hastings that he can use to go after the grant funding. A big reason that they recruited us was because some of the grantors that Mr. Hastings writes to was beginning to note the age of the Master Plan that he was citing in his grant writing. That maybe that information is dated and your community should update that information so that it is a little bit more current and easier to give you money based on the current information and the current preferences of your community and their involvement. I think the tallying could be more basic and more simple and we could pull more then enough information from a basic tally that we would ever need to rewrite the Master Plan and for Mr. Hastings to do his thing because again to Rosa's point earlier, they did this 17 years ago and they tallied all this stuff by hand and they even use anything near as sophisticated as a robust excel spreadsheet and it has been sufficient for Mr. Hastings to get millions and millions of dollars of grant monies into the city which ultimately that is our goal. Our goal is provide him with a new tool to get millions and millions of more dollars into our city. Councilperson Gee suggested from now to your next meeting, please review the copy of the Master Plan that Mr. Hastings gave you that is dated 2017, that might give you an idea of what we are interested as a city getting off of that survey. Member



Wright asked Councilperson Gee, you mentioned that you guys have already been going through this, you are already making judgments upon the information that you are seeing. So, what are you guys looking for when you are going through there what are the big things that you are pulling from it and you are discussing at City Council, that is who you are talking about right City Council? Councilperson Gee answered well Council, Pat Hastings, the Mayor, the Finance Director. What we have done, as an example; out of 35 surveys, 6 of them picked roads as their number 1 concern – out of 35. The others did not pick roads, so what we were doing is the numbers. You are interested in the numbers, that is all we are interested in. What are the peoples opinions and what do they want most. We got quite a few with comments about parks, wanting to know when we are going to buy playground equipment because we haven't. Just so you know – we have but they didn't know that we have. We are interested in the rec center and if people are really interested in financing a rec center, those are something that all of us have grabbed and looked at, that have had the time to come in. We are taking whatever hours we have and coming in on our own and going through the box and then passing it around to each other. If you notice there is a huge amount of them that were returned to us and never were opened and they started coming into us right away. We started getting them in right away. But a lot of them age group wise, over the age of 45 have sent them in. There is very few under the age of 45 have sent them back. It is things like that that we are noticing. Do they want more businesses – the biggest thing that we have pulled out of them and all of us have agreed is that almost everybody that has responded wants a hardware store. That was a big thing to us to say oh look, we have got a lot of people that want an ice cream store but they didn't support or go to the last one that we had in this city. But the hardware store, that is a big thing. Member Wells stated we lost the best hardware store in Northeast Ohio. Councilperson Gee concurred yes we did, I miss it every week. So, we are looking at a lot of things like that. A lot of residents are saying that they want more lake front but the city doesn't own more lakefront property. So, that is something that we can't change. Some want more trails and we are making plans on another trail, the Lincoln trail. If you go through Mr. Hastings and he gave everyone of you a copy. You take the time to go through this and you will realize that we don't need ten million things like the excel sheets, just to draw up what the answers are and tally the numbers which gives all the answers right there. Member Wright offered to put a basic spreadsheet together where we can just tally individual responses and in the end what I think it is going to look like is the number of surveys and it is going to go 1 through 32 and for each questions that has multiple answers they will each be in there and they are just going to be tallied. So, in the end we are going to know that we got back for example; 2000 surveys, 85 people said they have been here 1 -5 years, 120 people said they have been here 6 – 10 years, that kind of stuff. Those are the kind of numbers that we will use and I think it should be that simple. I think if we make it any more difficult, we are taking on more work then we need to and just putting more of a burden on ourselves. I think that we will be less then effective

doing more. Acting Wtulich asked when should we go through these surveys, after the deadline of when they should all be in? How should we go about going through them? Should we divide and conquer? Member Wright answered I think it should be divide and conquer. I was thinking by the next time we get together, the deadline will have passed and all the surveys should be in so they will all be collected. We could do a quick count while we are here and then just split them up and take them home and make sure that by the next time we meet or by our May meeting we have all done our tallying. I will volunteer to put this spreadsheet together and I want to send it out to everybody, so the next time we meet we will have the criticism and commentary on the way the spreadsheet is laid out and if we want any changes there then we can split all these up equally, go home and have all our data input by the time we meet in May. That way in May when we meet we can aggregate all of the data and begin to pull the information we need. I think after that, once we have all the information aggregated and basically 1 master spreadsheet with the final tally of all the numbers then we can begin to take a hard look at the old master plan and divided up the workload of who is going to rewrite what parts of it, who wants to go talk to what department within the city and that kind of stuff then we can all go home and do our individual pieces and come back and aggregate the new Master Plan and go through a review period and then once we are all satisfied with that amount of work then we submit it to City Council and Mr. Hastings and then once they approve then onward and upward we go. We can then choose more specialized sort of projects that we can focus on at that point. I look forward to when this is done because as a realtor and as someone who has been active in the community for a while I really want to attack the point of sales stuff with the Building Department and with City Council. I would like to see it become more stringent.

**CITIZENS' COMMENTARY:** **None.**

**MEETING ADJOURNED:** With no further business before this committee, \*Motion Wright/Second by Wells to adjourn at 7:20 PM. Yeas All.

**CLERK OF COMMITTEE AFFIRMATION:** This meeting of the City Committee of the City of Sheffield Lake, Ohio was held and conducted under All Rules and Regulations Governing the Sunshine Laws of the State of Ohio as they may apply. All meetings are recorded and available in Councils Office.

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CLERK OF COUNCIL/COMMITTEES

*Kay Fantauzzi*

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CHAIRMAN

*Scott Jancura*

I, Kay Fantauzzi, duly appointed Clerk of Commission  
of Sheffield Lake DO HEREBY CERTIFY that this is a

true and exact copy of the Minutes of Planning Commission  
of March 21, 2018.

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COUNCIL PRESIDENT

*Rick Rosso*