Mayor Michael Dylan Brennan called the regular meeting to order at 7:02 p.m.

Roll Call:

Present: Mrs. Susan Pardee  
Mr. Phillip Ertel  
Mr. John Rach  
Mr. Steven Sims (7:04 pm)  
Mrs. Michele Weiss  
Mr. Mark Wiseman

Absent: Mrs. Pamela Cameron

Also Present:  
Law Director Luke McConville  
Clerk of Council Kelly Thomas  
Finance Director James Goffe  
Police Chief Dustin Rogers  
Fire Chief Robert Perko  
Building Commissioner James McReynolds  
Service Director Jeffrey Pokorny  
City Engineer Joseph Ciuni  
Communications and Civic Engagement Mike Cook  
Economic Development Susan Drucker

MOTION BY MR. PARDEE, SECONDED BY MR. WEISS to excuse the absence of Mr. Sims and Mrs. Cameron. On roll call, all voted “aye.”

Approval of Minutes from Special Meeting July 23, 2018

There were no corrections to the July 23, 2018 Special City Council Meeting.

MOTION BY MR. WISEMAN, SECONDED BY MRS. WEISS to approve the minutes from the Special July 23, 2018 Council Meeting as submitted. On roll call, all voted “aye,” except Mr. Sims and Mr. Ertel who “passed.”

Approval of Minutes from September 4, 2018

Mr. Rach noted that under Item “N” his vote should be nay.

MOTION BY MR. WISEMAN, SECONDED BY MR. RACH to approve the minutes from the September 4, 2018 Council Meeting as corrected. On roll call, all voted “aye.”

Approval of Minutes from September 17, 2018

There were no corrections to the September 17, 2018 City Council minutes.

MOTION BY MRS. PARDEE, SECONDED BY MR. WISEMAN to approve the minutes from the September 17, 2018 Council Meeting as presented. On roll call, all voted “aye,” except Mr. Sims who “passed.”
Approval of Minutes from October 3, 2018

Mr. Sims corrected his comment on page 4 to read “Mr. Sims added that he thought it would be in the better interest of the committee to have not just residents and elected officials”

Mrs. Pardee added that she should be listed as absent at the October 3, 2018.

MOTION BY MR. WISEMAN, SECONDED BY MRS. WEISS to approve the minutes from the October 3, 2018 Council Meeting with the above listed corrections. On roll call, all voted “aye,” except Mrs. Pardee who “passed.”

Comments from Audience

Mr. Nobody, University Heights resident spoke eloquently about his views for various matters regarding education and children.

Mayor’s Report

Mayor Brennan stated that as a Municipality the City is preempted by the Ohio General Assembly though the Ohio Revised Code 9.68 from passing any kind of legislation regulating the ownership, possession, purchase or other acquisition, transport, storage, carrying, sales or other transfer of fire arms, their components and their ammunition. Many residents have asked “what can we do”. Enter the Greater Cleveland Congregations and the do not stand idly-by campaign. Do not stand idly-by is a market-based approach to change the gun industry in this Country. The tax dollars buy about 40% of the guns in this County, the military buys 25% and law enforcement about 15%. Forth percent of the customer base should be enormous market power. Every gun purchased by the public sector is purchased for the safety and the security of Americans, so it only follows reasonability that those of us responsible for gun procurement for the safety of fellow citizens consider the overall safety practices of gun manufacturers. Towards these ends “do not stand idly-by” has prepared a request for information on all gun manufacturers. Asking for information in three areas: (1) distribution practices in the United States; (2) new technologies to improve gun safety and assist law enforcement; and (3) other information on the company’s commitment to safety. So far none of the gun manufacturers that were served these request have responded to them with any sort of sufficient details. Nevertheless, we must keep asking. Just today we learned that there was some movement, that there had been shareholders who have asked Ruger, Smith-Wesson for information regarding gun safety and manufacturer responsibility to prepare gun safety reports. Mayor Brennan stated recognized Susan Reese and Donna Weinberger. Stating that he had been in thorough discussions with both Ms. Reese and Ms. Weinberger earlier in the year and throughout the last few months about this campaign. While the campaign is modest in some respects, it is a legal step that the City may take, and one that has been taken by Mayors and Safety Directors in 18 States as well as 19 municipalities in the State of Ohio including the Mayors/Safety Directors of Beachwood, Bedford, Bedford Heights, Cleveland, Cleveland Heights, Cuyahoga County, Columbus, Dayton, East Cleveland, Lakewood, Maple Heights, Moreland Hills, Oakwood, Orange Village, Parma Heights, Shaker Heights, South Euclid, Warrensville Heights and the Director of Security Operations at the Cleveland Clinic Foundation. Mayor Brennan stated that was why he was make a Proclamation to add University Heights to the list. Mayor Brennan read the Resolution in its entity. (attached to these minutes)

Agenda Items:

A. Presentation by Guide Studio regarding the City’s New Branding and Logo

Michael Cook, Communications/Civic Engagement Coordinator for University Heights and member of the City Rebranding Committee stated he loved the new logo and introduced Gina Gerken and Caroline Chaikin of Guide Studio to explain the process that led to the City’s new logo and rebranding.

Ms. Gerken stated that she had the pleasure of working with many of the Council members, residents, business owners and various people in the community for input in the process of developing the new logo and rebranding. The process included: reviewing the current University Heights brand and marketing material/communications as part of the process; a pre-discovery survey to City stake holders identified by
the City to understand what they were looking for in from the brand, what they felt about the current brand, what the perceptions where of University Heights; 2 workshops for the Steering Committee (members of Council, City Officials, resident, representatives from City’s institutions; discovery session with City stakeholders. All of which to understand who the various audiences are, what makes University Heights special, what are the distinct advantages. Ms. Gerken stated that they also personally toured the community in order to understand what makes University Heights special. All of that information provided them with a brand strategy platform. Some of the goals for the rebranding include: attract/retain residents and businesses that enhance the community; elevate perception and awareness; highlight the quality of life in University Heights; differentiate from the surrounding communities; demonstrate that the City is going somewhere; improve and enhance communication with residents/businesses.

Ms. Chaikin noted that the new logo represents how the City exhibits connectivity, diversity, charming neighborhoods, a neighborly culture and strong institutions. University Heights is so much more than home.

Ms. Gerken explained what the components of the logo/brand look represents: “U” - a shield; “UH” - University Heights; “stained glass look” – diversity; “the H” outline within the logo – was actually taken from the aerial layout of the streets Traymore, University Blvd., Channing and Tyndall.

The Steering Committee for the New Branding and Logo were: Council Members – Michele Weiss, John Rach, Steven Sims.

Noting the extreme happiness in the process and collaboration exhibited by Guide Studio, Mrs. Weiss thanked Ms. Gerken and her team. This culminates everyone efforts.

Mr. Rach added that the logo was great as well as positioning statement that captures the community very well. Mr. Rach commented that he enjoyed the process and asked about the clarity of the colors.

Ms. Gerken replied that the colors were shifted to be a little darker and the City will be provided with the color codes (which matches the color codes that printers use), branding standards, how to use the logo, what and how the colors can be used.

Mayor Brennan added that the logo has energy, color, it’s modern, vibrant, and yet it is traditional and harkens to something that is exactly what University Heights is about. It even incorporates a little of the City’s grid so that it is truly unique to University Heights; something that nobody would ever want to precisely replica. The logo is University Heights.

Mrs. Pardee stated that she loved the tie in with the City’s street map.

Mr. Wiseman commented that this was just the beginning and noted that monies were set aside by Council for the rebranding of the City.

B. Motion to Approve the City’s New Logo and Branding

There was no additional discussion regarding the City’s new logo and branding.

MOTION BY MRS. WEISS, SECONDED BY MR. RACH approving the City’s new logo and branding as presented by Guide Studios. On roll call all voted “aye.”

C. Resolution 2018-59 Authorizing the Petition of Tax Commissioner to move remainder of ODNR Recycling Grant Fund to General Fund

This was the second reading of Resolution 2018-59.

Mr. Goffe noted that this was due to the change in the State law at the start of 2018. If there is a Fund that has monies residing it in after the Municipality is done with that Fund the City can petition the Tax Commissioner instead of the County Pleas Court to move those monies.
MOTION BY MRS. PARDEE, SECONDED BY MR. SIMS approving Resolution 2018-59 Authorizing the Petition of Tax Commissioner to move remainder of ODNR Recycling Grant Fund to General Fund. On roll call, all voted “aye.”

D. Resolution 2018-60 Authorizing the Petition of Tax Commissioner to Move the remainder of Community Emergency Planning Grant Fund to General Fund

This was the second reading of Resolution 2018-60 and there was no additional discussion.

MOTION BY MR. SIMS, SECONDED BY MR. ERTEL approving Resolution 2018-60 Authorizing the Petition of Tax Commissioner to Community Emergency Planning Grant Fund to the General Fund. On roll call, all voted “aye.”

E. Ordinance 2018-61 Authorizing the Petition of Tax Commission to Move the remainder of the NOPEC Grant Fund to the General Fund

This was the second reading of Ordinance 2018-61 and there was no additional discussion.

MOTION BY MRS. PARDEE, SECONDED BY MR. SIMS approving Ordinance 2018-61 Authorizing the Petition of Tax Commission to Move the remainder of the NOPEC Grant Fund to the General Fund. On roll call, all voted “aye”

F. Ordinance 2018-62 Authorizing the Petition of Tax Commission to Move the remainder of the Issue 2 Public Works Grant Fund to the General Fund

This was the second reading of Ordinance 2018-62 and there was no additional discussion.

MOTION BY MRS. WEISS, SECONDED BY MR. SIMS approving Ordinance 2018-62 Authorizing the Petition of Tax Commission to Move the remainder of the Issue 2 Public Works Grant Fund to the General Fund. On roll call, all voted “aye.”

G. Ordinance 2018-63 Authorizing the Release of the Lien of Special Assessments Relating to Certain Cleveland-Cuyahoga County Port Authority Special Assessment/Tax Increment Revenue Bonds, Series 2001 (University Heights, Ohio – Public Parking Garage Project) and Cleveland-Cuyahoga County Port Authority Subordinate Tax Increment Revenue Bonds, Series 2001B (University Heights, Ohio – Public Parking Garage Project)

This was the second reading of Ordinance 2018-63.

Mayor Brennan noted that the Ordinance needed to be passed before November 16 in order there was a County filing deadline of November 16 in order to have the Special Assessments taken off the University Square parcels in order to help clear the way for development. This will repeal the previous Special Assessments so that they are no longer in the books allowing the County and the Landbank to clear the ledger with respect to the outstanding tax bill that has accumulated over the last few years. These were funds that were meant to be used to pay the bond holders. Currently because of the foreclosure that occurred a few years ago the bond holders actually hold the property. The process of getting a formal request for this from the bond holders along with the acceptance from the Port Authority. Mayor Brennan added that while he was not asking for a vote tonight the Ordinance is on emergency measure so that it will not have to wait the required 30 days upon passage but will still allow for a third reading at the next meeting to allow the public more time to way in.
Mr. McConville commented that procedurally because there is a two-reading rule in the City Charter he suggested that Council place this item on the table and then take it off the table once the information is received from the bond holders and it is ready for passage.

**MOTION BY MR. SIMS, SECONDED BY MR. WISEMAN to table Ordinance 2018-63. On roll call, all voted “aye.”**

**H. Motion Authorizing Public Bidding for a new City Hall Chair Lift**

Mayor Brennan stated that the City had previously received one bid earlier in the year and that bid was approximately $62,000. Discussion was also had for the possibility of adding an elevator to the building. But also considered was the hundreds of thousands of dollars that would likely take to add an elevator to the building might want to be deferred until there is a more though review of the facilities and whether the building will continue to be used for municipal purposes. In the meantime, the current chairlift is no longer reliable and needs to be replaced.

Mrs. Pardee asked this was a usually difficult staircase because of the nature of the curves or does it present any difficulties for a chairlift construction.

Mr. Ciuni replied that the staircase is not difficult, but the current life is just old and unreliable. A new chair would look similar to the current one.

Mr. Sims noted the importance of getting competitive set of bids.

Mr. Ciuni stated that he would be following the usual format for requesting bids along with having a pre-bid meeting to allow any bidders to see the site and conditions.

Mr. Wiseman suggested searching out stairlift companies to get more options/pricing. Mr. Wiseman added that personally this matter was taking so long and noted that Council has taken the issue of accessibility to Council Chambers and other levels of City Hall very seriously.

**MOTION BY MR. SIMS, SECONDED BY MR. WISEMAN authorizing the City to seek public bids for a new City Hall Chair Lift. On roll call, all voted “aye.”**

**I. Motion to hold an executive session immediately following this regular meeting for the purpose of discussing personnel, legal and real estate matters**

Mayor Brennan stated that there was a need to hold Executive Session for real estate matters.

**MOTION BY MRS. PARDEE, SECONDED BY MR. SIMS to hold an Executive Session for Real Estate matters. On roll call, all voted “aye.”**
Directors’ Reports

Mayor Brennan introduced the City’s new Executive Assistant and Special ProjectsCoordinator Ms. Rachel Mullen.

Finance Director – James Goffe reported that the City is currently having all employees update and complete their Form Fire survey allowing the Administration to complete the Employee Health Insurance renewal process. Mr. Goffe also stated that the department is moving forward with the switching of banking accounts.

Mrs. Weiss asked if the City was allowed and suggested that the City looks at joining a consortium such as ERC for health care because since they represent a large pool they receive good rates.

Mr. Goffe replied yes, the City can join a consortium for healthcare. The current healthcare broker is looking at the pools in Summit and Lake Counties.

Law Director – Luke McConville reported that the last Board of Zoning Hearing was unusual in that it lasted about 4 hours relating to a single item. There was an applicant who had voluminous evidence, including exhibits and exercised his right to cross examine witnesses in the traditional sense which the City doesn’t often see. The BZA members were very courteous and diligent and exercised some of their recent training of going into executive session and coming out and requesting that the applicant and his neighbor who was also present allow the Board to try to mediate their dispute. About an hour of time was spent in a classic mediation that resulted in a seven (7) point agreement. One of those points was that the neighbors consider the hatchet buried and get along. It was a very good result for the City and the BZA members are to be commended for their commitment to the process.

Mr. McConville also reported that he hopes to have the articles of incorporation filed for the CIC sometime during the week.

Fire Department – Chief Perko thanked everyone who help with the Fire Department Open House as it was a great success. Last Friday the Department’s Ladder Committee met in Columbus, Ohio for a pre-proposal meeting where all the wanted specifics voiced so that the proposal could be drafted. This process is taking a little more time because of the structure of the project and the same of the restrictions because of the size of the station and the complexity of the ladder truck itself. But we are approximately 98% finished with the proposal and will be ready to submit to the Council Safety Committee for further discussion.

Hydrant flushing has started with the west portion of the City taken place the first week and the eastern half the following week.

Still in the process of hiring and promoting.

Mr. Wiseman remarked that for the Safety Committee meeting it would help to have various different financing options presented for leasing, purchasing and raising monies.

Service Department – Mayor Brennan read the report that Mr. Pokorny provided. The Cuyahoga County Solid Waste District and Kimble Recycling are requesting that the City cleans the mixed-streamed recycling by limited the types of materials placed into the stream. Please limit the materials to include cans, cartons, glass bottles and jars, paper and corrugated cardboard boxes along with plastic bottles and jugs in the home recycling. “Recycle More – Recycle Better – Recycle Right”. Additional information can be found at www.cuyahogarecycles.org. There is a specific University Heights page on that website.

Keep your yard waste safe, clean and recyclable. Yard waste are collected weekly; leaves, clippings and other organic material placed in kraft paper bags for collection on the weekly rubbish day must be free of contamination. Paper, liter, plastic bags, flower pots, rocks and dirt must be discarded in the regular garbage and not in the lawn leaf bags. Sticks and brush cut in 4ft. length and weighing less than 50lbs. and secured tightly with twine will be collected weekly. Loose brush piles will be collected when equipment and manpower become available (this will not be a weekly service).
Loose leaves will be collected this Fall starting October 15. Please don’t mix sticks or branches with the leaves. Leaves can be placed on the tree lawns for collection, note that per Ordinance 660.15 prohibits placing leaves in the street.

Semi-annual household hazard waste collection and paper shredding. Friday, November 2 from 8am to 3:30pm and Saturday, November 3 from 9am to 1pm household hazard waste collection and paper shredding drop-off will be available in the Service Department yard behind City Hall. Latex paint containers will NOT be accepted at this collection. Latex paint containers can be dried out and disposed of in the weekly trash collection.

The Northeast Ohio Regional Sewer District annual evaluation study and storm water management program are on-going. The report will identify potential system improvements – cost, benefits and operation/maintenance policies.

Mayor Brennen added that the some of the city’s sewers are as old as 1912 and a lot of them may have to be replaced. This will not be cheap but will have to be done. The City will have to prepare and look out for this.

Building Department – James McReynolds reported that the Cleveland Community Mikvah has redone/resubmitted their plans and they have been approved by the ARB and City.

The City has been approved as October 9, 2018 by the Ohio Development Services Agency for its designated area CRA.

Currently there are 6 housing cases on the Shaker Heights Municipal Court docket; 2421 Traymore, 2423 Eaton, 2232 Brockway, 13641 Cedar, 2452 Eaton and 3797 Hillbrook.

Bibibop at Cedar Center has a temporary certificate of occupancy and will be opened tomorrow.

Mrs. Weiss asked if the changes in the CRA were in place and if there is a system in place if someone wants to apply for the tax abatement.

Mr. McConville replied that the changes aren’t in place yet, but that he has been in conversation with Daniel Stresser from the Ohio Development Services Agency regarding what has been approved and whether there are any additional steps beyond the amending of legislation that would need to occur. Hopefully that answer will be this week. Mr. McConville added that he will make sure that all the necessary steps have been taken to exclude the three University Square garage parcels from the CRA.

Mayor Brennan replied that the Administration is working on those forms also.

Mr. Sims asked Mr. McReynolds if he worked with any of the local realtors or if it were possible for the City to keep an inventory to have a sense of which houses are for sale, sold or in some state of a peril? Because although it could be seasonal, there seems to be a lot of houses for sale.

Mr. McReynolds replied that his Department gets reports of home transfers within the community by the County Auditor’s Office. His department could take a sampling over a period of time and average that out to compare with previous years.

City Engineer – Joseph Ciuni reported the resurfacing of the City Hall parking lot has been completed and that the parking spaces will be striped soon during a weekend date. Paving and bump-outs at Cedar/Taylor has also been completed and will be restriped probably when they do the striping at City Hall. Regarding the Groveland waterline project – all pipes have been installed and now going through the process being cleaned/chlorinated and flushed until the water passes 3 sample testings. After that each house will be hooked up to the new waterline and the water will be safe to drink.

Mr. Sims commented that he hadn’t hear anything this year about the City’s program of cleaning and inspecting the sewer lines. Is there any legislation that needed?

Mr. Ciuni replied yes; the program still exists. The City had bid out a 2-year project program that is handled by Mr. Pokorny where the sewers and catch basins are cleaned and flushed. There is another year left in the contract before it would have to be rebid.
Communications and Civic Engagement - Mike Cook reported that the last issue of the paper newsletter has been distributed to the community. There is a 5-step plan to replace how the newsletter is provided for the community. It will be mailed to senior citizens and apartment complexes; email and drop-off sites to various restaurants, libraries and businesses. The Civic Awards Dinner will take place on November 14 at John Carroll. Various citizen committees are coming back – the Communications Committee and Sustainable Committee met last week. Three more citizens committee will meet by the end of the year, such as Parks and Recreation. There will be a recycling meeting on November 1 at the Heights Library at 6:30pm. Lastly, Halloween Trick or Treat will be on Wednesday, October 31 from 6pm – 8pm and the Police Department will be out in the community distributing candy as they patrol the streets.

Economic Development - Susan Drucker reported that she and Patrick Grogan-Myers met with a representative from the Merchant’s Association (Cedar/Taylor business district) to discuss plans for the street scaping to match the Cleveland Heights side. Any final plans or designs will be brought to Council for approval prior to anything being done.

Small Business “Think Local – Think University Heights” is the Saturday following Thanksgiving and currently there are 28 businesses committed to participating.

Mrs. Drucker added that she is continuing to build the data base for commercial, retail and office space throughout the city. This will be linked to the City’s website.

Dollar Bank is holding a panel discussion – resources for small businesses to access capital on Wed., October 24 from 5:30pm – 7pm at the University Heights branch 2200 Warrensville Center Road.

Bibibop will have their grand opening on Tuesday, October 16 with free food from 11am – 2pm.

Mrs. Weiss asked if the Economic Development Department will be in charge of the other 3 gateways in the City.

Mrs. Drucker replied if the Mayor chooses that. But noted that the need and importance for consistency with all the gateways.

Community Development – Mayor Brennan provided Mr. Grogan-Myers report. The City is still accepting project ideas for the Community Development Supplemental Grant Application which is due November 30, 2018. Ideas may be email to development@universityheights.com or go to www.universityheights.com/cdsg.

A public meeting will take place at the Cleveland Heights City Hall on November 15 at 7pm to kick-off NOACA Transportation for Livable Community Initiative (TLCI) Study of Taylor Road.

The City’s application establishing a Community Re-investment Area (CRA) has been approved. The City is currently working with the State to finalize details and the application process for residents. Updates will be posted to the city’s website and on social media.

Community and Economic Development have been with the contractor to remove the curb and parking lot, dumpster and parking lot light at the City’s property adjacent to 2115 Taylor Road (former KFC property) to develop a timeline for these removals. Once that has been established Council and the local businesses will be notified.

There were no other director reports.

Standing Committees

Building Committee – Mr. Wiseman stated in conjunction with the City Administration desire to place more time, effort and money into the Building Department Rental Registration and having more inspectors and eye on rental homes. He will have a committee meeting in November to discuss resident’s views of the rental population and suggestion they may have for Council regarding issues and the like.
**Finance Committee** – Mrs. Pardee reported that the Committee met on October 10 to further discuss the item agenda regarding the forgiving of the assessments for University Square so that Council would understand the situation and be prepared to vote with all of their questions answered and in full knowledge. This has been addressed at full length by the Mayor. Council will be voting on this at the next Council meeting.

**Safety Committee** – Mr. Rach reported that the committee will meet on November 7 at 7pm regarding the ladder truck and dog leash regulations.

There were no other committee reports.

MOTION BY MR. WISEMAN, SECONDED BY MR. RACH to return to regular session. On roll call, all voted “aye.”

MOTION BY MRS. PARDEE, SECONDED BY MR. WISEMAN to add agenda item “J” the purchase of real property and improvements at 2109 South Taylor Road for an amount not to exceed $95,000 to the agenda. On roll call, all voted “aye.”

MOTION BY MRS. PARDEE, SECONDED BY MR. WISEMAN authorizing the purchase of real estate property and improvements at 2109 South Taylor Road for an amount not to exceed $95,000. On roll call, all voted “aye.”

MOTION BY MR. SIMS, SECONDED BY MR. WISEMAN to adjourn the meeting. On roll call, all voted “aye.”

There being no further business, the meeting was adjourned.

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Michael Dylan Brennan, Mayor

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Kelly M. Thomas, Clerk of Council