Mayor Michael Dylan Brennan called the regular meeting to order at 7:04 p.m.

Roll Call:

Present:  
Mrs. Susan Pardee  
Mrs. Pamela Cameron  
Mr. John Rach  
Mrs. Michele Weiss  
Mr. Mark Wiseman  

Absent: 
Mr. Phillip Ertel  
Mr. Steven Sims  

Also Present:  
Law Director Luke McConville  
Clerk of Council Kelly Thomas  
Fire Chief Robert Perko  
Building Commissioner James McReynolds  
Communications and Civic Engagement Mike Cook  
Community Development Patrick Grogan-Myers  
Economic Development Susan Drucker  

MOTION BY MR. S. WEISS, SECONDED BY MR. WISEMAN to excuse the absence of Mr. Sims and Mr. Ertel. On roll call, all voted “aye.”

Approval of Minutes from December 3, 2018

There were no corrections to the December 3, 2018 Council minutes.

MOTION BY MRS. PARDEE, SECONDED BY MRS. WEISS to approve the Council minutes from December 3, 2018 as submitted. On roll call, all voted “aye.”

Comments from Audience

Ms. Kate Uhlir was present and noted that she has been a resident on Fenwick Road since 1964. Ms. Uhlir stated that the residents were still waiting for some comments regarding the tax relief that Mayor Brennan promised on his campaign literature.

Keith Kanner president local 97 informed everyone that firefighter Caleb Shuster received an award in June when the Fire Department submitted his video that was used to assist in the election campaign last year to the IFF for their media awards contest. Caleb received first place internationally; the video was the reaching new heights video that featured Mayor Brennan. The video displayed Caleb’s abilities and the International Fire Fighters gave him a first-place prize of $500, a plaque and a t-shirt that has an emblem on it that shows he's a winner.

Mayor’s Report

I would like to start out well I will start out this evening by talking about leaf collection for the last 22 days straight and for 31 of the last 36 days our leaf crews have been out collecting leaves and I know that there are some streets that have not been visited in weeks I don't think I can repeat enough that the leaves fell very late this year and everyone should remember how warm it was well into October and then how quickly snowy weather came. We didn't really have a proper fall this year in North Eastern Ohio now I grant that the staffing has not been consistent throughout the season some days we've had three crews on leaf pickup some days like today as few as one group. But over the weekend with three crews on Saturday and two on Sunday we got sections done of Washington, Fenwick, Glendon, Hillbrook, Dysart, Charney, Fenwick, Silsby, Jackson, Cedarbrook, Tullamore and Farland. We are studying these issues and looking for a way to make it better for next year. One resident who shall go
unnamed pithily observed that with the amount of taxes we pay we should be exempt from the effects of global warming. And while there is nothing we can do directly to ensure a proper fall season we can see if there are other ways we can be more efficient and encourage more efficient behavior. For instance, residents are always free to bag their leaves, it is extra work, I didn't do it either, but bag leaves will be picked up faster than the leave crews can work. For the record my leaves have been on my tree lawn since the weekend before Thanksgiving and they are still there. Let it be known that my block has not had any sort of preferential treatment, but I would ask our residents once more while you are always welcome to call City Hall we get dozens of calls even just today about the leaves and my advice once again is to put them out don't wait and we will get to you when we can get to you. The leaf removal is not a weekly service, but it is a seasonal service and we will get to everyone by the end of the season. And if for some reason we don't, well then we'll be back out in the Spring. Since the last Council meeting we had a Building Committee meeting with residents to collect input regarding rental homes in our U-1 and U-2 districts as we continue the overhaul our rental registration program. We had excellent turnout for the meeting with home owners and tenants and landlords all in attendance. Mr. Wiseman will surely get more into that in his report. We had a Governmental Affairs meeting to discuss updating our no-smoking ordinances, primarily to explore but not limited to raising the age to 21 for the sale and use of tobacco and vaping products. And I'm sure that Councilwoman Weiss will get into more of that as that is her committee. The Mayor's Advisory Committee on creating a neighborhood dispute resolution process did meet and shortly into the new year we should have a draft framework of what the process might look like. We want to find a way to handle disputes between neighbors peacefully, respectfully and sensitively avoiding the escalation that comes with litigation and at time's law enforcement. I'd like to thank resident Justin Gould especially for his ongoing work on this. Due to some last-minute scheduling conflicts that were unavoidable, the first organizational meeting of the UHCIC has been postponed and will be rescheduled after the first of the year. Looking to the new year the first Council meeting of the new year will be Monday January 7th. I will deliver my first State of the City Address on Wednesday, February 13th at 7:00 p.m. This will be at the Jardine Room at John Carroll University that's the room where we had the Civic Engagement Awards and I will review our achievements from 2018 and set forth what we hope to accomplish together in 2019. Finally, with Christmas a week from tomorrow I would like to note that city hall administrative offices will be closed at noon on Monday December 24th and closed on Tuesday December 25th. Then on Monday December 31st city hall and administrative offices will be closed at noon and not reopen until January 2, 2019 at 8 a.m. To borrow the words of Connie Schultz “I wish you happy holidays plural to those who celebrate and to all of you who are struggling this time of year may the season land gently.”

Agenda Items:

A. Presentation by Cathy Fromet of Guide Studio on “Signage and Wayfinding Analysis” proposal in conjunction with the new City Brand

Mrs. Fromet provided a power point presentation and noted that part of that process of embarking on launching the City’s new brand is understanding some of the different ways the brand can be implemented over time. The power point presentation explained how one of the ways is actually one of the goals that came out of the framing of the brand strategy and development process was how to make people more aware that there are actually arriving into University. Mrs. Fromet added that everyone knows that all of the communities between Cleveland Heights and South Euclid, Beachwood Shaker Heights and University Heights are all very close-knit and there are a lot of residential boundaries where sometimes people don't know when they are in one place or another. The analysis will allow Guide Studio to go through and understand how people are coming into the community or navigating through the community to major assets. And, identifying those points of entry that the City really want to create a type of signage appearance. You can consider your signage as an investment for the City. As a point of pride, you want people to know that they have arrived in University Heights. You want to know that people know what amenities are part of University Heights. Guide Studio has been working on the signage and wayfinding analysis. Signage and wayfinding programs are used by Communities all across Ohio and Beyond and many times Guide Studio does pretty large scale of signage and wayfinding master plan projects. The report also recommends implementations, where the priorities of how the program should be rolled out are identified. The report also serves as a tool for when the City applies for grant funding.
Mr. Wiseman asked if this was an additional component in addition to the current contract the City has with Guide Studio and noted previous conversation Council has had a few years ago for conceptually splitting the city into quadrants and coming up with different ideas for those quadrants.

Mayor Brennan replied that this would be an additional component, separate from the current contract.

Mrs. Fromet said segmenting the city with different signage ideas is also part of the analysis. The will be discussed similar to the way the branding process was done.

Mr. Wiseman asked if businesses would be invited to be a part of the discussions.

Mrs. Fromet said it is recommended that folks be brought to the discussions, there will also be an electronic survey.

Mr. Wiseman noted that as Mrs. Fromet stated, University Heights is a pretty small city, so he wasn’t sure if wayfinding is the concern. Mr. Wiseman said he was thinking more along the lines of identity, public awareness and accessibility, etc.

Mrs. Fromet added that what they will be looking for is how people move through the City.

Mr. Wiseman said he idea was to create an identity and areas for the merchants to get together to get together and then maybe at that point the merchants could take it from that point. Perhaps make a Merchants Association so that they can think to themselves collectively on how to change things and how they can move forward.

Mrs. Fromet said that they also look at the City’s sign zoning codes in effort to use design guidelines.

Mrs. Weiss asked is the $10,000 included banner placements, etc. and not just the major signs.

Mrs. Fromet replied that the $10,000 doesn’t just include the major signs, they will be reviewing an array of things, including cost differentials.

Mr. Rach noted the two different pricings and said he preferred Wayfinding Analysis/Report with the concept design option included for $10,000 as opposed to Wayfinding Analysis/Report for $6,500 to see how the logo plays into the greater feel of the project.

B. Motion to Approve Signage and Wayfinding Analysis proposal and to authorize the Mayor to enter into contract

There was no further discussion for this item.

MOTION BY MR. RACH, SECONDED BY MR. WISEMAN Approving Signage and Wayfinding Analysis proposal with the Conceptual Design from Guide Studio and to authorize the Mayor to enter into contract not to exceed $10,000. On roll call, all voted “aye.”

C. Motion Appointing Councilman John Rach as Council’s Planning Commission Liaison; and Councilman Mark Wiseman as alternate

Vice Mayor Pardee stated that every two-years the Vice Mayor organizes Council. Council is charged with organizing itself and according to our Administrative Code the Vice Mayor appoints Councilpersons to Committees as Chairs and to Boards as Liaisons. Noting that this was an off-year Vice Mayor Pardee stated she was made aware that a couple of Councilpersons wanted to make some changes. Therefore, at this point I would urge Council to approve appointing John Rach as the Planning Commission liaison and Mark Weisman as the alternate. Mr. Wiseman was the liaison but has asked to step down given time constraints. Then next year Council will be on the regular schedule in January and the next elected Vice Mayor will go ahead and appoint new Councilpersons to the various Boards and Commissions.
Mr. Wiseman commented that it has been an honor to serve on the Planning Commission, but with being named to the City’s CIC will occupy a lot more of his time. Mr. Wiseman added that this was a perfect time for Mr. Rach to serve as Council representative to the Planning Commission as he has great ideas and what it takes to be on the Commission; a longtime resident, an eye for architecture, and for the way the city is designed.

MOTION BY MRS. PARDEE, SECONDED BY MRS. WEISS Appointing Councilman John Rach as Council’s Planning Commission Liaison; and Councilman Mark Wiseman as alternate. On roll call, all voted “aye.”

D. Resolution 2018-74 Approving Financing from Leasing 2, Inc. for the Acquisition of new ladder truck for the Fire Department. (on emergency)

Mayor Brennan stated that Finance Director, Mr. Goff reported that this was part of the documentation and that this Resolution was part of the documentation required by Leasing 2 Inc. for the financing of the 2019 Sutphin heavy-duty 100-foot mid mount aerial ladder for the Fire Department which this council previously approved. However, in the Leasing 2 Inc. requirements there is a particular Resolution with particular language that they would like to see. This Resolution may be a little more formal over substantive; but this is a matter of giving leasing to the Resolution they need to finish the credit application.

Mr. Wiseman asked if the ladder truck would be received in the beginning of 2020 and then the first payment will also be in 2020.

Mayor Brennan replied yes, that was what he understood. And the first payment would occur after delivery.

MOTION BY MRS. PARDEE, SECONDED BY MR. WISEMAN for the passage of Resolution 2018-74 Approving Financing from Leasing 2, Inc. for the Acquisition of new ladder truck for the Fire Department. Roll call on suspension of the rules, all voted “aye,” and roll call on passage, all voted “aye.”

E. Ordinance 2018-75 Supplemental Appropriation Funds for Current and Other Expenditures of The City of University Heights, Ohio for the Period Commencing January 1, 2018 and Ending December 31, 2018 (on emergency)

Per a reported provided to the Mayor by Mr. Goff stated that Ordinance 2018-75 reduces various previously approved appropriations for record keeping purposes so that the accounts balances are in a positive state at years end.

MOTION BY MR. WISEMAN, SECONDED BY MRS. CAMERON to table Ordinance 2018-75 Supplemental Appropriation Funds for Current and Other Expenditures of The City of University Heights, Ohio for the Period Commencing January 1, 2018 and Ending December 31, 2018. Roll call on suspension of the rules, all voted “aye,” and roll call on passage, all voted “aye.”

F. Ordinance 2018-76 for Current and Other Expenditures of The City of University Heights, Ohio for the Period Commencing January 1, 2019 and Ending March 31, 2019 (on emergency)

The report that Mr. Goff provided to the Mayor stated that Temporary Appropriation Ordinance 2018-76 will provide funds for City operations between January 1, 2019 and no later than March 31, 2019. The temporary appropriations are based on the draft 2019 permanent appropriations. The temporary appropriations do not include funds for the 2019 Capitol items.
Mrs. Pardee noted that Budgets are just projections and just because it is budgeted doesn’t mean it will be spent.

MOTION BY MRS. CAMERON, SECONDED BY MRS. WEISS to approve Ordinance 2018-76 for Current and Other Expenditures of The City of University Heights, Ohio for the Period Commencing January 1, 2019 and Ending March 31, 2019. Roll call on suspension of the rules, all voted “aye,” and roll call on passage, all voted “aye.”

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

There was no need for executive session.

Directors’ Reports

Finance Director – Mayor Brennan read Mr. Goffe’s report.

Health Insurance: On December 5, 2018 Dan Finland of NFP, the City’s health insurance broker and Finance Associate Denise Balint held a meeting with city staff members to review the health insurance renewal and to kick off the open enrollment period. Open enrollment will continue through Friday December 21, 2018.

Fire Department ladder truck: The city is proceeding with paperwork required by Leasing 2 Inc. for the financing of the 2019 Sutphin heavy-duty 100-foot mid mount aerial ladder for the Fire Department. Resolution 2018-74 is part of the documentation required by Leasing 2 Inc.

Implementation of VIP Fusion Accounting and Payroll System: The Finance Department is working on the implementation of the new accounting system. The general ledger for general accounting is expected to go live on January 1, 2019; the switch of payroll processing from ADP to the new accounting system is not expected to occur until February of 2019. Due to the switch between accounting systems Council should expect in January 2019 to see a supplement to the temporary appropriations in order to re-appropriation carryover fund balances associated with carry over 2018 purchase orders.

Law Director – Luke McConville provided the follow updates:

Proposed traffic signal project at the Cedar and Green Speedway: The City had an appraisal done for the small portion of land that it will need to take in order to install those new traffic signals. In correspondence with applicable Ohio law the City has sent Speedwy a letter that indicated to them that the City plans on appropriating that property and provided them with a copy of the appraisal and made a formal offer to acquire the property for the amount of the appraisal. The information and offer were sent to Speedwy in October and since that time there have been back-and-forth email correspondence with the Speedwy representative. That representative has claimed to be having to deal with internal bureaucracy there at Speedwy, but the City has not heard back from Speedwy. Mr. McConville stated he was informing Council of this because Speedwy has been given a deadline to the end of the year informing to let the City know as to whether or not they want to accept the offer. If they do that's great, if they don't the City will be filing an eminent domain action either in the first or second week of the year so that the City has the property under title in a timeframe that allows us to move forward that project. Hopefully Speedwy will accept the offer because again it's based on an appraisal and that and the parcel itself is very small. We aren’t talking about large dollar amounts and it certainly wouldn't make economic sense to anyone to have to litigate this but, if they don't agree we don't have any other option. The area will not affect Speedwy’s use of their site plan at all.

Mayor Brennan added that this is much more technical than it is otherwise impactful.

Police Department – Chief Rodgers reported that he received notice of resignation from one of the administrative assistants for January 4. Since that time the department has been working to hopefully fill the position with expectations to fill the position by the end of January. There are still have two remaining police officer positions open and background checks are still being conducted for those positions.
Pertaining to the Frontline Electronic Parking Permission Beta Program that the department been
testing for the past two months, information has been received that the testing has gone very well. It
appears to be a program that can fit the needs of this community while also allowing us to mitigate
excessive use for parking permissions. Other departments in Heights Hillcrest Communication Center
network have started to roll this program out beyond the beta phase and the feedback has been a very
positive. We are looking at likely the first week of January to roll this program out, in the meantime
we will be fine tuning the parameters that allow us to regulate the use of parking permission. More
information will be available at that time.

**Fire Department -- Chief Perko** reported as a follow-up from last meeting on the coloring contest
winners. There were two winners and they each earned a free ride in the fire truck to school; however,
both candidates are home-schooled, so the department decided to give them a tour of the city in the fire
truck. One of them had their tour yesterday and some photos are online from that. The next one will
be this coming Sunday. The winner’s drawings will either be posted in the fire house or perhaps in
council chambers as Councilman Weisman suggested. Chief Perko also provided an update on new
hires. The department is currently in the second week of training for the four that started recently.
They are in their second week of our onboarding program and background checks and interviews for
the remaining candidates are on-going. The administrative position has been filled, pending
background checks. The FEMA grant application for the smoke detector program that Council
approved at the last meeting will be submitting this week.

**Service Department -- Jeff Pokorny** reported that leaf pickups are continuing and will continue as
long as weather, personnel and equipment allow. So, I asked for everybody's patience, hopefully the
weather will hold out and we will make another round of the city. We have not quite completed our
eighth round yet and as the Mayor indicated his street (Washington) has not been done, Raymont and
the north western portion of the city has not been completed. We are currently working around the
John Carroll area; Milford, Conover and Washington Boulevard. Secondly, we received notice from
Parks Tree for this winter's pruning project that he will be starting next week on Saybrook around
Traymore and working his way south down Saybrook and then doing the next couple of blocks moving
westward over to Eaton rounding up that last group of streets. It will take a good three months to go
through all of those trees pruning.

**Building Commissioner -- James McReynolds** reported that the Building Committee met on
December 5th and the discussion revolved around rentals. Residents were encouraged to come forward
and discuss rental problems perhaps in their neighborhood that they were acquainted with. Some of
the ideas that came out of that were: parking issues, landscaping and complaints about noise and
garbage. On December 12th the Board of Zoning Appeals met there was no new business items on the
agenda only renewals. On December 13th the Architectural Review Board met and there were four
cases. One of which was the approval of new signs for the McDonald's Drive-thru. The signs will be
LED type and not backlit. This should reduce the amount of glare coming from the signs and will be
very similar to the type of menus that they have already have on the interior. On December 13th we
had a pre-construction meeting for the Mikvah regarding the street opening which is planned to occur
the second week in January. The street opening project will take approximately two weeks to complete
and this involves coordination between the Police, Fire, Service departments as well as the City
Engineer. On January 3, 2019 the Planning Commission will be meeting. On a personal note Mr.
McReynolds reported that he renewed my certifications as a building official, residential building
official and electrical safety inspector. All of these certifications are good until the year 2021. Lastly,
he department is doing some housecleaning now during the slow time of the year for building
inspections and the inspectors are going out cleaning up the old reports. Residents may see a yellow
inspection ticket in their mailbox or around their door someplace where you can see it and even though
it's unexpected it doesn't mean that there was anything is wrong, it will usually just mean that the
inspectors were there looking at something that was either approved or hadn't been approved. But
usually it'll mean that it was approved.

**City Engineer -- Mayor Brennan** stated that Mr. Ciuni was at Beachwood City Hall meeting. Mayor
Brennan reported happily that he signed off on the plans for Warrensville Center Road. And even
though it has taken a lot longer since January to do what he thought was a fairly small tweak, turned
out to catch ODOT’s attention for a little more review. Long story short the mid-block crossings and
the new bicycle lanes on Warrensville Center Road will be under way next year. Mayor Brennan added
that he was really looking forward to having them.
Communications and Civic Engagement – Mike Cook reported that he’s working on the city magazine and the writing of the articles and the design for the February issue has already begun so that we can make a big splash for the first issue. The cover story will be about the CRA, there will also be a spread on the beautiful homes, a section for Q&A’s with the city official each issue, the first issue will be with Fire Chief Perko talking about the Fire Prevention Bureau. In each issue there will be a focus on local restaurants where the Mayor and the first lady will visit and review local restaurants. Mr. Cook said he was also working on the city’s business spotlight which will also include the business directory with Susan Drucker.

Mayor Brennan added that his wife previously wrote food reviews for Northern Ohio Live.

Economic Development - Susan Drucker reported she and Patrick Grogan-Myers Patrick are continuing to work on the zoning code even though the current focus is on the mixed-use district, the entire zoning code will be a landing process and a project that will continue to be worked on through next year. Mrs. Drucker stated that she had also been working with the Small Business Administration on lending options that will be specific to University Heights businesses and that she had attended a seminar last week and will be meeting with the representative. After which we will see what we can come up with for the businesses in the city.

Community Development – Patrick Grogan Myers reported that 23 letters were mail out to owners of tax delinquent parcels, the letter is similar to what was sent out in May. The letters inform the property owner that the taxes are delinquent and refers them to contact the County to make payment arrangements or make full payment. The goal is to interview in the process early enough to try to avoid tax lien certificate sells or tax foreclosure. The May mailing resulted in collections of almost $90,000.00 in delinquent taxes and penalties. This mailing of 23 letters represent @ $220,000 in taxes and penalties due. Mr. Grogan-Myers stated he was working with the inspectors to do a comprehensive overview of all of the housing programs to see what is working and what's not working, what needs to be tweaked, that review is expected to be completed by the end of December with some changes to be made early next year. Earlier tonight we activated the City’s GIS software and Mr. Grogan-Myers said he would be working with intern Brendan Zack to build the city's in-house GIS across all departments. Finally, the KFP Parcel at Cedar/Taylor where part of that parking lot has been on city properties in city right-of-way for quite some time. The city went forward and had that portion of the parking lot demolished. Mr. Grogan-Myers handed out before and after pictures showing the area and noted that the area will be restored to green grass in the Spring. The Cedar/Taylor Merchants Association has been informed of this.

There were no other director reports.

Standing Committees

Building Committee – Councilman Wiseman reported that a community meeting was held where residents were heard from about what their concerns are in terms of whether or not they want to let City Council know about whether their property and our lives were being affected by rental properties close by. A smattering of comments were received and there was a robust debate several of the people there wanted to be heard several times, we heard many times from a number of individuals. The complaints were all centered around perceived landscaping deficiencies, parking issues and different areas in terms of noise. There were several landlords there and Mr. Wiseman said he has heard from several landlords since. The landlords are just asking the City to take their suggestions into consideration and as far as Mr. Wiseman was concerned each of their suggestions are being taken into consideration except for the suggestion that we just don't do anything; that will not be the case. At some point Mr. Wiseman said some new legislation will have to be put before the council to look at. Mr. Wiseman added that he appreciated the resident’s concerns and willingness to come sit and he really appreciated his colleagues desire to hear more and more about this. Mr. Wiseman noted that Councilwoman Weiss pointed out that this was the seventh meeting on this issue. So, Mr. Wiseman said he couldn’t imagine that anybody can accuse Council of not doing their homework.

Civic Information – Councilwoman Cameron began her report with thanking Police Chief Rogers and his staff as she received word of the loss of her mother during the last Council meeting. They along with South Euclid Police Department were very instrumental in helping her process the situation and get to her mother home. They were courteous and kind, everything that one would expect. Mrs.
Cameron spoke that her Council colleagues, Mayor Brennan and the Clerk of Council were the best the best human beings possible and said she couldn’t describe the level of support from them.

Mrs. Cameron added that she would like to schedule a 30 min. committee meeting sometime in January regarding the Move to Amend legislation that was referred to her committee.

**Finance Committee** – Vice Mayor Pardee reported that the committee has not set a meeting date to review the 2019 Budget yet but that she will work with the clerk to set up meetings on either Tuesdays or Thursdays in January.

**Governmental Affairs Committee** – Michele Weiss reported that the committee met last week about raising the age from 18 to 21 to purchase tobacco and vaping products. Many large cities have done this in Ohio including Cleveland, Columbus and Cincinnati and also other smaller cities like Cleveland Heights. Vaping is a new kind of entry-level kind of thing to cigarette smoking and it is getting advertised to young teenagers. After discussing it in the committee an Ordinance will be presented to Council in the next one or two meetings.

**Safety Committee** – John Rach stated that the committee met two weeks ago on December 5th to discuss what goals the Chiefs had for the Police and Fire Departments in the upcoming year. There was also discussion about the park with regards to leash laws. There are many dogs throughout our park that just kind of run wild without a leash and there is an ordinance currently on the books so the committee talked about enforcing that ordinance. Discussion was also held about signage and that better signage for the park is needed because some people don’t know the rules. This would give us the opportunity at least to tell the community what those rules. The Committee also discussed the Park hours, right now the community park actually doesn’t have park hours posted. The dawn until dusk policy was discussed and that that would also be listed on the new sign. Some odds and ends throughout the police department were talked about and Fire Chief Perko discussed some of his goals for the fire department with regard to the community risk reduction goals and other fire prevention and mitigation strategies.

There were no other committee reports.

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

There being no further business, the meeting was adjourned.

Michael Dylan Brennan, Mayor

Kelly M. Thomas, Clerk of Council