



Cedar Fairmount Board of Trustees' Meeting February 12, 2019

In Attendance:

Sal Russo, Sr.
Brendan Ring
Lee Cavender
Sal Anthony Russo
Mary Dunbar
Susanna Neirmann O'Neill
Brian Anderson
Vince Pangle
Patty Harwood
Cheryl Davis
Mary Trupo
Myra Orenstein
Lute Quintrell
Lynn Quintrell
Lee Chilcothe
Kari Moore
Declan Synnott

The meeting was called to order by President Sal Russo, Sr. at 9:07 a.m.

Secretary's Report was reviewed. Amendments were made to the January minutes. Minutes are available online.

Motion was made to approve as amended by Vince Pangle. Second by Mary Dunbar. The minutes were approved as amended.

Treasurer's Report was presented by Brendan Ring. The Profit & Loss and Balance Sheet were reviewed. Lee Cavender made a motion to approve. Vince seconded. Financials were approved.

Old Business

Mary Trupo said the Branding Steering Committee met and gave great feedback. They will be looking a creative shortly. The goal is to implement the new campaign as of the end of March.

Susanna Neirmann O'Neill reported that the Charter Committee ended its review on Thursday, February 7, 2019. The report will be brought before City Council within the next two weeks. She commended Chairperson Jack Newman on doing a great job.

She added that 35-36 residents applied for the vacant City Council seat. The applicants were reviewed based on the videos provided by the League of Women Voters. She added there were some very impressive candidates vying for the position.

Susanna further reported that there were 32 applicants for the Recycling and Refuse Committee. The garbage equipment is dated and needs to be replaced.

Vince Pangle reported that Susanna coordinated a meeting with the Planning Department about Bank of America. The proposal was to appear before the Planning Meeting on February 13. Keller Williams will be subletting the space should this come to fruition.

After the City's visit to the site of the un-leveled sidewalk between the Cleveland Heights Church and Firestone, it was determined that this is on Firestone property.

Mary Dunbar reported that the City may declare that some roads are not through highways (examples being North Park, Fairmount and Euclid Heights Boulevard where the speed limit is 35 mph). The City could change these speed limits to 25 mph. The Transportation Advisory Committee is taking this under advisement. She added that all residential streets are 25 mph.

Susanna reported that Police Chief Mecklenburg is investigating whether additional parking might be available on the western side of the berm at Fairmount Boulevard as well as across from Nighttown. The entire Parking and Traffic Commission is also evaluating the opportunity. Susanna is checking to find out if ODOT signed off on the Streetscape. Mary said that Cedar Glenn is scheduled for repaving this summer.

New Business

Brendan Ring, Sal Russo Sr. and Sal A. Russo reported on the Top of the Hill Meeting thanking everyone for the turnout and adding that it was well attended. They also commended the Architectural Board of Review on a job well done.

The additional green space was well received. The east side of the project has been approved. The west side is conditionally approved. The developer/architect will be working through Richard Wong and the ABR. Final approval will take place during regularly scheduled meetings as part of Old Business. There will be no more Top of the Hill-specific meetings. The project is moving forward. There will be no changes made to the east side of the project; the City reserves the right to make changes to the massing on the west side.

Lee Chilcote stressed the importance of pushing the ABR to require the highest possible quality at the end of the schematic design process and requested that as part of the City's sign-off of the project, it demand the highest quality.

Lute Quintrell of Appletree Books and representing the Citizens for Better Design, said he participated in a call on Friday, February 8, 2019 from Richard Wong.

Mary Dunbar added that there is additional new construction happening in the District with the construction of condominiums at the College Club.

Sal A. Russo reported that the February 7, 2019 Parking Lot Meeting was a good meeting. Sal Sr. provided some history of the property. Brendan said some of the spaces would be allocated to his employees. The lot will be used by office tenants, Dave's employees and Nighttown. There will be a center aisle which could accommodate others. It was explained that in response to requests at the meeting the Bellfield entrance will be skewed south making cut-throughs more difficult. Sal Sr. said that speed bumps or other deterrents might be introduced as the project progresses. The plans are being presented before the Planning Commission on March 8.

Myra Orenstein said that Edible Cleveland received a collaborative ad from select Cedar Fairmount merchants with a heading by the SID.

She mentioned that the City is creating an insert in Cleveland Magazine. To this point, not many merchants expressed interest in advertising. Mary Trupo explained that in addition to the regular distribution, an additional 1,000 copies will be given to real estate agents and others further visibility for those advertising. Myra is sending another note to the merchants to determine interest and move forward.

Myra introduced the St. Patrick's Weekend promotion explaining that numerous merchants are participating, and postcards are being produced and will be distributed throughout the District as well as through University Circle and at local hotels.

She explained that she shopped the Directors & Officers Insurance and is removing the policy coverage for employees and has reduced the cost by \$1,000. She has also cancelled the phone service in the office and will be using her company's phone, thereby saving the SID an additional \$27/month.

Myra reviewed the landscaping colors and budget. She discussed the possibility of changing the landscaping behind the Heights Center Building so that plants are extended from the City Garage. Information about costs will be forthcoming.

She mentioned that Sal Russo, Jr. had expressed interest in changes to the Fairmount center island. She is investigating this further.

A request was made by a merchant for pet-friendly salt for snow removal. Myra has placed a request for pricing with the snow removal contractor.

She investigated having an underground irrigation system constructed as the watering cost estimate is now \$7600. The NEORS said that Cedar Fairmount is within range of grant options. Some conversation ensued about potential issues with ODOT. Myra is investigating.

She referenced a Bicycle Weekend in the works that will be a collaborative effort with Coventry and Cedar Lee. Both districts currently have bike repair stations. The SID asked she investigate costs and speak with Richard Wong.

Myra proposed moving the Summer Festival to June and changing the format to be more arts-oriented. The SID agree on changing the structure but proposed having the festival on August 10, a Saturday. Myra is investigating if this date conflicts with other events.

She suggested that rather than asking individuals for donations, the SID attempt to gain corporate sponsorships so that businesses may have branding rights on signage and media. Lee Chilcothe suggested creating match grants. Myra and Lee will discuss this further.

She also mentioned investigating community planting grants and opportunities.

All grant options would be available in 2020 but applications may be required in 2019.

In closing, she suggested creating a dinner for the SID and residents to bring the neighborhood together in a non-political environment. Lee suggested tabling this concept until progress is made with Top of the Hill and the Parking Lot. It will be presented at a future meeting.

A motion was made to adjourn by Vince; second by Sal Sr. The motion was approved. The meeting was adjourned at 10:50 a.m.