



SID Meeting
February 11, 2020

Attendees:

Sal A. Russo
Brendan Ring
Lee Cavender
Rex Beck
Susanna Niermann O'Neil
Mary Trupo
Mary Dunbar
Tim Boland
Brian Anderson
Lynn Quintrell
Declan Synnott
Richard Andrews
Douglas Katz
Myra Orenstein

Sal A. Russo called the meeting to order at 9:07 a.m.

A motion was made by Lynn Quintrell to approve the minutes as written.
Brendan Ring seconded.

A motion was made by Lee Cavender to approve the Treasurer's Report. Susanna Niermann O'Neil seconded.

Old Business

Recycling and Refuse Committee-Mary Dunbar said the committee met on February 10 and was receptive about having bins at houses. It is currently conducting an analysis of comparable situations in other cities. It is also planning to the City to provide a garbage study to verify the numbers/costs. A community meeting will follow these investigations. Things are moving forward!

Lynn Quintrell requested that the City supply new dumpster covers for the recycling bins behind Starbucks as the existing bins appear to have broken. Sal A. Russo made a similar request for the bins behind the Heights Medical Building.

Top of the Hill Project-Tim Boland reported the financing should be approved at the upcoming February 18 meeting. The City and Flaherty & Collins would then take all necessary action to move forward in March with the signing of the ground lease. Construction should begin then as well. Cleveland Construction is planning how to store materials and equipment on the site.

Tim and his team are reviewing the Top of the Hill website and update it prior to the February 18th meeting.

He said there will be a ceremonial groundbreaking in March or April. The garage should be completed within nine-12 months.

Brendan Ring asked about when the parking lot will be closed. Tim anticipated mid-March. Brendan requested this occur after March 17.

Ad Hoc Art Committee Status-Myra reported that the group is officially recognized as a not-for-profit and has achieved 501c3 status. She has been in touch with Flaherty & Collins about co-funding artwork/printing for the construction fence. Hildur, the artist, created and presented her design so that a quote may be obtained. A copy of the artwork was sent to Flaherty & Collins. Further conversation will take place after the signing of the Top of the Hill contract.

Pay Phone-Susanna reported that she and Andre Spencer are investigating who owns the pay phone and are planning to cut it off at the base and store it at the City's garage.

New Business

SID 2020 Budget-Myra Orenstein presented a comparative budget showing costs for 2019-2020. Landscaping costs have increased as the SID includes Michael Occhionero's building in the plans.

The proposed budget shows that \$10K is required to reach a break-even point even with less monies earmarked for marketing.

The Board determined that the timing is right for approaching Flaherty & Collins suggesting that it make a \$25K donation to the SID. Brendan and Tim agreed to approach the subject with Flaherty & Collins after the final agreement for Top of the Hill is signed. Myra offered to create a proposal.

Fifth Third Bank-Brendan reported Nighttown is purchasing the property. The ATM must remain for five years. Four-five businesses have expressed interest. He'll keep the SID updated on the status.

Zoss Space-Brendan reported that post-contract signing for Top of the Hill, the 1700 square foot space will become the construction site headquarters for Cleveland Construction.

Opening of Zhug-Myra introduced Doug Katz to the SID and suggested everyone stop by for food & drink!

Snow Plowing-Myra mentioned that Deluxe is new that the initial go-around was tough but that things have vastly improved since then. Deluxe is being very diligent even if the snow is less than 2" (which is stipulated in the contract).

Landscaping-Myra mentioned that following the last SID meeting, she requested that Deluxe Landscaping send a quote to Firestone for the landscaping.

Deluxe has not received a response.

She also said she's been working with CWRU to see if it would be willing to mirror the SID's efforts on Cedar Hill by featuring the identical hanging baskets on its side of the street. The decision was made this week and CWRU will be hiring Deluxe for implementation.

Whiskey Walk-Parnell's, Nighttown, BW3 and The Fairmount are participating. Postcards and rack cards have been distributed. An ad was placed in Cleveland Scene. Advertising was also done online. Social media is continuous.

Merchants' Meeting-Myra said the meeting was well attended. SummerFEST was discussed and it was determined that a three-month event take place. However, the third month would be a family-friendly event that will require a parking

lot. Brendan said he will get back to Myra as to the availability of the Fifth Third lot for the August event. The other two will be focusing on art and/or music. The SID is required to have an arts focus on all events since 50% of the funding is coming from Cuyahoga Arts and Culture.

A motion to adjourn the meeting was made by Sal A. Russo. Second by Brendan. Meeting was adjourned at 9:50 a.m.