



SID Meeting
September November 10, 2020

Attendees:

Sal A. Russo
Tim Boland
Brian Anderson
Tawny Ratner
William Stickley
Mary Dunbar
Douglas Katz
Myra Orenstein

Sal Russo, Sr. called the meeting to order at 9:05 a.m.
A motion was made by Brian Anderson to approve the minutes as written. Sal Russo seconded.

In Brendan Ring's absence, Myra Orenstein presented the Treasurer's Report. She noted that due to the fact that there was no summer festival, there were no additional sponsorship dollars this year.
A deposit for snowplowing and salt has already been made.
A motion was made by Sal A. Russo to approve the Treasurer's Report. Mary Dunbar seconded.

Old Business

Recycling and Refuse Committee-Mary Dunbar reported that this committee is a work in progress. Whereas in the past recycling was a revenue resource, now it is costing the City money. Companies are being paid to recycle CH's recyclables. Boxes are the only bright spot although they are an indicator that more people are buying online which directly impacts the city's local retailers.

Beginning in 2022, private households will be supplied with garbage cans that will be mechanically lifted/emptied by the garbage trucks. The city is anticipating receiving a loan to fund this charge.

It is a necessary move as the current equipment is getting worn out. Starting in 2021, residents will be charged \$5/month/household. Up to now, residential apartment buildings and commercial buildings have had free garbage collection.

Brian Anderson said that a letter is going out to businesses about continuing usage of the dumpsters with information about costs. For more information, he suggested contacting Public Works.

Top of the Hill Project-Myra reported that she has been in touch with Flaherty & Collins because of her involvement with Cedar Fairmount Arts and the fence project. The fence design should be printed and posted shortly. Michael Johnson, her former point person, has left Flaherty to work at an architecture firm. She will be working with Brandon Brogan moving forward.

Holiday Marketing Plan-Myra reported that approximately six merchants/restaurateurs are participating in this video-based program that will feature secret words. Customers who learn the word from Cedar Fairmount's e-newsletters will receive special surprises. There will be two gift baskets giveaways.

Snow Plowing-Deluxe Landscaping has been paid a deposit of \$2700 for snowplowing and \$2700 for ice melt.

Obtaining Frontage Information-Brian Anderson will be providing Myra with information about frontage, etc. to plan for the future SID renewal. This is a very early start at a conversation as the SID was renewed in 2018 and will need to be re-evaluated again in 2023.

Mary Dunbar pointed out that most residents are unaware why Cedar Fairmount, Coventry and Cedar Lee have beautiful landscaping, etc. and believes that informing the public of the good works of the SIDs would be advisable. She is planning to speak with Mary Trupo, Cleveland Heights Public Relations, about creating some messaging in this regard.

Tim Boland said that he would speak again with Flaherty & Collins regarding its plans as its agreement with the city specified that a mutually acceptable agreement for a donation would be arranged. No conversation has taken place to date.

(Reference Myra's conversation with Flaherty in the September minutes.)

New Business

Restaurant Openings-Sal reported that the new tenant in the space formerly occupied by the drycleaner, is from Montreal and is planning to open an art gallery comprised of mostly photography. In addition to showcasing photos, it will also be a virtual gallery in which customers may select photographs and have them printed.

Landscaping Update-Brian Anderson is investigating ownership of the island on Fairmount. If the city owns the land, Myra and Deluxe will coordinate on holiday landscaping.

Cleveland Heights Holiday Marketing Program-Mary Dunbar referred everyone to the Heights Observer for more information.

Sal asked for a motion to adjourn the meeting at 9:41 a.m. Sal made the motion. Tim seconded. The meeting was adjourned.

The next meeting of the Cedar Fairmount SID is Tuesday, January 5, 2021 at 9:00 a.m. The location will be determined by the COVID-19 reports issued the week prior.