



**Cedar Fairmount SID Board Meeting
January 11, 2022**

In Attendance:

Tyler Allen, Cleveland Heights Police
Brian Anderson, City of Cleveland Heights
James Asimes, SID Board Member
Rex Beck, Vice President
Rich Cicerchi, residential property owner
Craig Cobb, Cleveland Heights City Council
Tony Cuda, Cleveland Heights City Council
Jon Gathman, Grube Inc. (BW3)
Kahlil Seren, Mayor, City of Cleveland Heights
Mark McGinness, Cleveland Broadband
Josie Moore, Cleveland Heights City Council
Myra Orenstein, CATV, Inc.; Acting Executive Director
Vince Pangle, Treasurer
Davida Russell, Cleveland Heights City Council
Douglas Katz, Zhug
Tawny Ratner, area resident
Sal Russo, President
Tom Sockel, residential property owner
Eric Zamft, City of Cleveland Heights

The meeting was called to order at 9:06 a.m. by Board President Sal Russo.

President Sal Russo introduced the following:

- Kahlil Seren, Mayor
- Craig Cobb, Vice President, City Council
- Tony Cuda, City Council
- Josie Moore, City Council
- Davida Russell, City Council
- Tyler Allen, Investigator, Cleveland Heights Police Department
 - Investigator Allen, a 25-year officer with the CH Police Department, will be the district's point person. If anyone has issues, they are to reach out to him at tallen@clvhts.com. If there is an emergency, he said to call 911.

- He explained that the Police Academy was shut down last year and that hopefully it will reopen this year. Mayor Seren agreed that the Academy is a benefit to the city and that Covid has presented an issue with recruitment of new police personnel.
 - Mayor Seren explained that it is more difficult to recruit new officers and that a financial analysis is needed to determine how Cleveland Heights is recruiting, investigate different recruitment methods.
- Investigator Allen invites anyone to contact him with any program ideas about how the police department may best interface with the public through food drives, programs at Cleveland Heights High School or any other concept

Minutes

Vince Pangle made a motion to approve the minutes of the November 2021 meeting as read. James Asimes seconded. The minutes were approved as read.

Treasurer's Report

Vince said that it was difficult getting over the hump in 2021 and that the SID would have ended in a budgetary shortfall had it not been for the city's assistance. He extended kudos to City Council in its part in providing a loan to the SID.

Myra Orenstein thanked Deluxe Outdoor Maintenance for foregoing the cost of the 2022 winter planters (\$4,000-\$4,500). Deluxe is not charging the SID in an effort to help it overcome the shortfall.

Rex Beck made a motion to accept the Financials as read. James Asimes seconded. The Financials were approved as read.

Old Business

Budgetary Shortfall-The City of Cleveland Heights granted the SID a \$35,000 loan to help overcome its budgetary shortfall. All members of the SID thanked City Council for its assistance.

Top of the Hill-Myra reported that although it is slightly behind schedule, a point person and leasing office will be opening in Spring, 2022.

Eric Zamft added that Flaherty & Collins is looking to include local artwork on the property. He will be reaching out to Cedar Fairmount Arts.

Cedar Fairmount Arts is also approaching Flaherty & Collins to assist in the creation of a park directly across from the development.

Brian Anderson said operators should contact him if they are interested in leasing restaurant and/or retail space.

New Business

2022 Budget-The budget was reviewed as part of the Financial presentation

Relocation of Planters-Myra explained that the planters previously located in front of the Heights Center Building per the request of the owner. The owner has purchased planters for the building. The SID's planters have been moved to Fairmount and other sidewalk locations on the south side of the district.

Buffalo Wild Wings-Vince said that Grube Inc is the new franchisee operating at this location. He is excited that this larger operator will be involved with the district.

Chipotle-James explained that his firm was approached by a California company about purchasing the property on which Chipotle is located. James' firm still maintains ownership of the property previously occupied by Zoss and Nighttown and currently occupied by the hair salon. Renovations are currently underway for Nighttown. Plans are being finalized.

Expansion of SID-Myra explained that she will be sending out proxies to the commercial property owners to determine interest in expanding the SID. The goal is to extend the boundaries down Surrey and Lennox, up portions of Cedar and from Surrey to Top of the Hill on Euclid Heights Boulevard. She has been speaking with residential building owners of the many advantages of being part of the SID.

Vince added that in addition to the fact that the SID would cover costs for sidewalk plowing and landscape beautification, increasing the SID's footprint would allow for more promotions thereby increasing the value of the residential properties.

Sal explained that the creation of a neighborhood would be beneficial for all involved and that with the extra dollars, the SID would be capable of creating more programs.

Commercial Vacancies-Sal said that his building is experiencing a higher vacancy rate than in the past. Myra suggested creating a portion of the website that would feature leasing options. Brian Anderson requested a copy of that list.

Traffic-Brian said that there have been issues with traffic tie-ups at the corner of Lennox and Cedar because of Chipotle. The restaurant was supposed to have been a pickup only and has been functioning as a drive-through thereby taking excessive time for fulfilling orders. Chipotle is also experiencing staff shortages and is unable to fill orders in a timely manner. Brian is working with Chipotle's regional personnel to resolve this issue.

CAC Funding-Myra said that CAC has cut back on funding for 2022 and that both Cedar Fairmount and Coventry were awarded grants amounting to \$4,000. These are match grants the money from which will be used towards summer programming.

Suggestions for Promotions-Doug Katz had proposed having businesses open late one day/month and having the SID offer a drawing for a prize on these

occasions. Myra is speaking with the retailers to see if this is possible. Doug added that if late nights aren't possible, Sunday mornings or another time might be possible.

Vince introduced everyone to the Rochester Hills, Michigan holiday lighting exhibit. All SID members were very enthusiastic about bringing it to the district. Myra will investigate further.

Myra offered the following suggestions for potential promotions:

- Outdoor yoga by Green Tara Yoga and Healing Arts on Wednesday evenings/once a month in the summer
- Busking/music in collaboration with CIM
 - Tony Cuda suggested involving the Heights Music Department. Myra will reach out
- Asia Festival-Myra has a call scheduled with the point person
- Taste of Cedar Fairmount-an email was sent out. Restaurants have not responded
- Food Trucks-Myra is approaching the Lakewood Food Truck Park people
- Ice Cream Mondays-Possible promotion with Pierre's and/or Mitchell's

Suggestions for promotions are welcome and should be sent to morenstein@catvinc.com.

UCI Shuttle Service-James asked about bringing it through Cedar Fairmount. Myra explained she had approached UCI about this pre-Covid and it lacked funding. She is going to revisit.

Gathering Space-Doug said there is a lack of gathering space at Cedar Fairmount and noted the deterioration of the parking garage. He suggested tearing down the garage to establish a park-like walkway for restaurants and businesses. Brian said he would discuss this internally.

Dog Poop Stations-Myra said that some residential building owners expressed concern about the amount of dog waste on streets and sidewalks in the district since the advent of Covid. She had priced out a private company and found it to be expensive. She is now investigating a possible grant from the NEORSD for the stations. Collaboration with the city regarding pickup is required.

Suggestion Boxes-Vince proposed having stores and restaurants consider featuring Suggestion Boxes to find out exactly what their guests want.

Cleveland Broadband-Mark McGinness explained how his company operates and is looking forward to a meeting with residential property owners (open to commercial owners also!). Myra will send out a Zoom meeting request.

Vince made a motion to adjourn the meeting at 11:15 a.m. James seconded. The meeting was adjourned.

The next meeting of the Cedar Fairmount SID is Tuesday, March 8 at 9 a.m.

