

**EXECUTIVE & FINANCE COMMITTEE MEETING**  
**WEDNESDAY, JUNE 29, 2016**  
**6:30 PM**

Chairman John Monroe called an Executive & Finance Committee Meeting for Wednesday, June 29, 2016 AT 6:30 PM in the Euclid Municipal Center Council Chamber.

**AGENDA**

6:30 PM – 7:00 PM: Trish D. Lazich

Director, Bankruptcy & Legal Support, Collections Enforcement Section Office  
of Ohio Attorney General Mike DeWine Cleveland District Office - Assistant  
Managing Attorney

Ord. (072-16) – sent to Executive & Finance Committee on June 6, 2016

An ordinance authorizing the Mayor of the City of Euclid to enter into a Memorandum of Understanding with the Office of the Ohio Attorney General, Collections Enforcement Section, to participate in their Local Government Collections program. (Sponsored by Mayor Holzheimer Gail)

**Comment: Recommended to be referred to the Executive and Finance Committee; this would allow the office of the Ohio Attorney General to collect debt owed to the City of Euclid such as taxes, emergency/ambulance services and parking tickets.**

7:00 PM – 7:30 PM:

Ord. (078-16) – sent to Executive & Finance Committee on June 6, 2016

An ordinance amending Section 757.12 of the Peddlers and Solicitors Chapter of the Business Regulation and Taxation Code of the Codified Ordinances of the City of Euclid to provide for uniform and consistent hours of business for all peddlers and solicitors. (Sponsored by Councilperson Mancuso)

**Comment: This ordinance provides consistent hours for year-long peddling/soliciting no matter the use. No peddling on Sundays and legal holidays.**

7:30 PM – 8:00 PM:

Ord. (087-16) – sent to Executive & Finance Committee on June 20, 2016

An ordinance authorizing the continuation of the solid waste collection fee for residential accounts for the years 2017 and 2018. (Sponsored by Mayor Holzheimer Gail)

**Comment: This fee is used to subsidize the City's collection of waste. We assess properties every two years.**

8:00 PM – 8:30 PM:

Ord. (088-16) – sent to Executive & Finance Committee on June 20, 2016

An ordinance enacting a special assessment upon all property within the City of Euclid to be used for the payment of street lighting within the City (Sponsored by Mayor Holzheimer Gail)

**Comment: This fee is used to subsidize the City's street lighting costs. We assess properties every two years.**

8:30 PM – 9:00 PM:

Ord. (034-16) – sent to Executive & Finance Committee on April 4, 2016

A resolution authorizing the Mayor of the City of Euclid, or her designee, in conjunction with City Council, to seek proposals for a marketing, branding and complete economic development plan for the City of Euclid within the next ninety (90) days. (Sponsored by Councilperson Gorshe)

**Comment: A marketing/branding/development plan and RFP for same was discussed during budget hearings.**

CATHERINE C. PETERSEN  
CLERK OF COUNCIL

COMMITTEE: ALL COUNCIL

Law Director Sweeney  
Finance Director Smith  
Director Holody

Ordinance No.

By – Mayor Holzheimer Gail

An ordinance authorizing the Mayor of the City of Euclid to enter into a Memorandum of Understanding with the Office of the Ohio Attorney General, Collections Enforcement Section, to participate in their Local Government Collections program.

WHEREAS, the Office of the Ohio Attorney General, Collections Enforcement Section, amended their Local Government Collections program in 2012 to allow the Attorney General to collect debt owed to local governments; and

WHEREAS, examples of debt that can be collected are tax debt, ambulance bills, parking tickets and civil and criminal court costs; and

WHEREAS, additionally, utilizing the program can allow local governments to offset a debtor's state tax refund or lottery winnings to recover the debt owed; and

WHEREAS, costs of collections are added on to the debt owed, so there is no impact on the amount due to the City of Euclid; and

WHEREAS, the Memorandum of Understanding with the Office of the Ohio Attorney General, Collections Enforcement Section will set forth types of debt they will collect for the City of Euclid, fees and costs, disbursement back to the City of Euclid and the various roles and responsibilities of the parties.

NOW, THEREFORE, be it ordained by the Council of the City of Euclid, State of Ohio:

Section 1: That the Mayor be, and she is hereby authorized, empowered and directed to enter into a Memorandum of Understanding with the Office of the Ohio Attorney General, Collections Enforcement Section, to participate in their Local Government Collections program. The memorandum of understanding shall be approved by the Director of Law and be on file with the Clerk of Council.

Section 2: That it is found and determined that all formal actions of this Council concerning and relating to the adoption of this ordinance were adopted in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

Section 3: That this ordinance shall be in full force and effect from and after the earliest period allowed by law.

Attest:

Clerk of Council

President of Council

Passed:

Approved:

Effective:

Mayor

Ordinance No.

By – Councilperson Mancuso

An ordinance amending Section 757.12 of the Peddlers and Solicitors Chapter of the Business Regulation and Taxation Code of the Codified Ordinances of the City of Euclid to provide for uniform and consistent hours of business for all peddlers and solicitors.

WHEREAS, the current hours of business for peddlers and solicitors is confusing and provides for different hours for different types of soliciting; and

WHEREAS, it is in the interests of the City of Euclid to create uniform and consistent hours of business for all peddlers and solicitors.

NOW, THEREFORE, be it ordained by the Council of the City of Euclid, State of Ohio:

Section 1: That Section 757.12 of the Peddlers and Solicitors Chapter of the Business Regulation and Taxation Code of the Codified Ordinances of the City of Euclid is hereby amended to read as follows:

**757.12 HOURS OF BUSINESS**

~~No person shall peddle or solicit before the hour of 8:00 a.m. of any day or after the hour of 5:00 p.m. on Saturdays of any day, except peddlers or solicitors of pepsicles, ice cream, and frozen dairy products who shall not be allowed to peddle or solicit before the hour of 8:00 a.m. of any day or after the hour of 8:00 p.m. of any day, during the months of May, June, July, August, and after the hour of 6:00 p.m. in the month of September.~~

No person shall peddle or solicit before the hour of 9:00 a.m. or after the hour of 8:00 p.m. on Monday through Friday. No person shall peddle or solicit before the hour of 9:00 a.m. or after the hour of 5:00 p.m. on Saturday. No peddling is permitted on Sunday or legal holidays.

Section 2: That Section 757.12 of the Peddlers and Solicitors Chapter of the Business Regulation and Taxation Code of the Codified Ordinances of the City of Euclid is hereby amended.

Section 3: That it is found and determined that all formal actions of this Council concerning and relating to the adoption of this ordinance were adopted in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with all legal requirements, including section 121.22 of the Ohio Revised Code.

Section 4: That this ordinance shall be in full force and effect from and after the earliest period allowed by law.

Attest:

Clerk of Council

President of Council

Passed:

Approved:

Effective:

Mayor

Ordinance No.

By – Mayor Holzheimer Gail

An ordinance authorizing the continuation of the solid waste collection fee for residential accounts for the years 2017 and 2018.

WHEREAS, the City of Euclid wishes to maintain the highest level of public services to City residents and faces continued elimination of the estate tax and prior reduction in the state/local government funds, both due to state legislative action; and

WHEREAS, the collection and disposal of garbage and refuse in the City is a matter which affects the public health, welfare and safety of all City residents; and

WHEREAS, the Council of the City of Euclid has provided for the fee since 2010; and

WHEREAS, the Council has determined that provisions should be continued allowing for a reduced rate for senior and other persons based upon income qualifications; and

NOW, THEREFORE, be it ordained by the Council of the City of Euclid, State of Ohio:

Section 1: That it has been determined that a portion of the cost of garbage, waste and refuse collection shall be borne by the property owner. The cost shall be nine dollars (\$9.00) per month and shall be assessed through the collection of property taxes as a special assessment for the years 2017 and 2018.

Section 2: That the fee shall be reduced to seven dollars (\$7.00) per month for seniors 65 years of age and older and permanently and/or totally disabled persons provided those individuals make an application to the Director of Public Service and demonstrate that their household income, inclusive of Social Security benefits, does not exceed \$31,000.00. Said application to be developed by the Director and shall include the requirement to provide a copy of the most recently filed federal income tax return.

Section 3: That the amount of said special assessments for each shall be certified by the Clerk of Council to the County Fiscal Officer or other designated Cuyahoga County Official as provided by law to be placed by said official upon the tax duplicate and collected as other taxes as part of the annual tax collections to be levied and collected in the same calendar year.

Section 4: That the Director of Law is authorized to take all steps permitted by law to collect delinquent fees.

Section 5: That it is found and determined that all formal actions of this Council concerning and relating to the adoption of this ordinance were adopted in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

Section 6: That this ordinance shall be in full force and effect from and after the earliest period allowed by law.

Attest:

Clerk of Council

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President of Council

Passed:

Approved:

Effective:

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Mayor

Ordinance No.

By – Mayor Holzheimer Gail

An ordinance enacting a special assessment upon all property within the City of Euclid to be used for the payment of street lighting within the City.

WHEREAS, within the City of Euclid street lighting provides benefits for all property owners as it helps to increase the safety of the community; and

WHEREAS, the safety of the citizens is a concern of this Council and Administration and through the enactment of this special assessment the City will have the ability to maintain its current level of street lighting; and

WHEREAS, the decisions made by the State Legislator and Governor to reduce the local government fund and estate tax provision threaten the ability of the City to maintain basic City services; and

WHEREAS, with the most recent real property valuation, the millage was increased to 1.50 mills to allow for the collection of the funds necessary to offset the expense of the street lighting; and

WHEREAS, 1.50 mills will continue to provide adequate revenue to cover the annual cost of street lighting.

NOW, THEREFORE, be it ordained by the Council of the City of Euclid, State of Ohio:

Section 1: It is hereby deemed necessary to provide for the payment of electric power for street lighting by special assessments on all parcels benefited, which is hereby determined to be all parcels of land within the municipality, except parcels owned by the State of Ohio and other tax exempt parcels.

Section 2: No expenditure shall be made nor any portion of this special assessment used to improve or install additional lighting facilities except to the extent that funds are available after provision for or payment of all costs of electric power.

Section 3: The cost of said improvement, namely the lighting of streets within the municipality, less two percent (2%) for the cost of intersections shall be assessed upon all of the lots and lands within this City which said lots and lands are hereby determined to be specifically benefited by said street lighting. Said assessment shall be levied at the rate of 1.50 mills annually. The cost of said improvement shall include the expense of the preliminary and other surveys and printing and publishing of notices, resolutions and ordinances required, and the serving of said notices, and the cost of construction, if any. No bond shall be issued in anticipation of the collection of said special assessments.

Section 4: The amount of said special assessments shall be certified by the Clerk of Council to the County Fiscal Officer, as provided by law, to be placed by the County Fiscal Officer upon the tax duplicate for 2017 and 2018 for collection as other taxes in 2017 and 2018.

Section 5: The Director of Finance is hereby authorized and directed to prepare an estimated assessment of the cost of electric power to provide street lighting and file said estimated costs with the office of the Clerk of Council, showing thereon the amount of the assessment against each lot or parcel of land to be assessed. Said estimated assessment shall be filed in the office of said Clerk and shall be available for public inspection.

Section 6: Upon the filing of the said estimated assessment for street lighting as provided, the Clerk of Council is authorized and directed to cause notice of the passage of this Resolution and of the filing of said estimated assessments to be published in a newspaper of general circulation in the municipality for two (2) consecutive weeks. If the assessment for any lot or parcel of land to be assessed is in the amount of Two Hundred Fifty Dollars (\$250.00) or more, then the owner of said lot or parcel shall be served notice of the passage of this Resolution by United States Certified Mail, postage prepaid, return receipt requested.

Section 7: That it is found and determined that all formal actions of this Council concerning and relating to the adoption of this ordinance were adopted in an open meeting of this Council, and that all deliberations of

this Council and any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

Section 8: That this ordinance shall be in full force and effect from and after the earliest period allowed by law.

Attest:

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Clerk of Council

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President of Council

Passed:

Approved:

Effective:

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Mayor

Resolution No.

By – Councilperson Gorshe

A resolution authorizing the Mayor of the City of Euclid, or her designee, in conjunction with City Council, to seek proposals for a marketing, branding and complete economic development plan for the City of Euclid within the next ninety (90) days.

WHEREAS, the City of Euclid is in need of a comprehensive marketing, branding and economic development plan that includes both short and long term strategies to improve brand awareness amongst residents, visitors and potential business interests.

WHEREAS, a marketing, branding and economic development plan should showcase the good work that the City of Euclid accomplishes and the benefits provided to existing and potential new residents, visitors and businesses; and

WHEREAS, we need to promote the City's public profile through the development of online and printed material including, but not limited to brochures, visitor guides, business development specific media, website, social media, and any other informational literature to support City programs, events, amenities, commercial interest based; and

WHEREAS, a detailed Request For Proposal (RFP) process will ensure that the City secures the most qualified firm to assist in the marketing, branding and complete economic development plan for the promotion of the City of Euclid; and

WHEREAS, the RFP should include, but not be limited to seeking information from the respondents on the following issues:

- Cost for Service, Firm Experience, Similar consulting/marketing projects
  - Implementation process, indicated below
- 1) New brand image, Logo (if necessary) and Slogan
  - 2) Review and analysis of existing demographic and socioeconomic data, labor force characteristics, sales tax revenue and other key economic data.
  - 3) Preparation of key demographic trends and forecasts, social factors, economic factors and financial indicators for inclusion into the strategic plan. This task should include preparation of a market study of the city's retail/commercial and industrial sectors.
  - 4) Identify the community's assets and competitive advantages, with proposed activities and programs to incorporate these assets and advantages into an overall economic development strategy. This task should include a SWOT analysis of the City and surrounding region.
  - 5) Review and analysis of local ordinance, policies, and rules, providing recommendations on making any adjustments to favor economic growth in cooperation with the City Council.
  - 6) Preparation and facilitation of up to three (3) community workshops with business community leaders, the business community in general, and other groups and residents in the city.
  - 7) Attend up to three (3) meetings with City staff and key community members (including assets Shore Cultural Centre, Henn Mansion, etc.) to identify and prioritize economic development goals and objectives and proposed activities and programs.
  - 8) Attendance of at least three (3) meetings and/or workshops with the City Council/Commissioners.

NOW, THEREFORE, be it ordained by the Council of the City of Euclid, State of Ohio:

Section 1: That the Mayor, or her designee, in conjunction with City Council, is hereby authorized to seek proposals for a marketing and branding plan for the City of Euclid within the next ninety (90) days.

Section 2: Advertisements for interest in answering the Request for Proposal will be advertised in local media and in trade publications within Northeast Ohio and will also be posted publicly.



Section 3: Funds to pay for this expenditure are to be derived from the General Fund.

Section 4: That it is found and determined that all formal actions of this Council concerning and relating to the adoption of this resolution were adopted in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

Section 5: That this resolution shall take immediate effect.

Attest:

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Clerk of Council

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President of Council

Passed:

Approved:

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Mayor