

BEACHWOOD CITY COUNCIL MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING HELD AT BEACHWOOD SERVICE DEPARTMENT ADMINISTRATIVE OFFICES, 23355 MERCANTILE ROAD, ON MONDAY, JANUARY 22, 2018 AT 6:00 P.M.

The meeting was called to order at 6:02 P.M. by Chairman Eric K. Synenberg.

ROLL CALL: Present: J. Berns, B. Linick, E. Synenberg
Absent: None.
Also Present: Mayor M. S. Horwitz, H. L. Jones, L. Heiser,
W. Griswold, J. Pasch, A. Isaacson, D. Pekarek,
K. Zipay, T. Turick, Jessica Smith, Robert Marks,
Cindy Caldwell, Donna Cook

1. Mayor's Reports.

None.

2. Discussion and presentation regarding Convention and Visitor's Bureau.

Jessica Smith and Robert Marks made a presentation regarding the Convention and Visitor's Bureau which is attached hereto for the record.

Mr. Marks presented a PowerPoint that outlined the three ways that the CVB markets the City of Beachwood. Those include Print Marketing, Digital Marketing, and Events and Trade Shows.

Mr. Marks stated that during the year 2017, there were 800,000 print impressions.

Ms. Smith was then introduced and discussed the events and trade shows that she attended in 2017 to promote the City of Beachwood.

Ms. Smith attended the "American Bus Association" show, the "Heartland Travel Showcase", the "Set Sail for Summer" event, and Going on Faith event.

Ms. Smith also mentioned some of the awards won by the CVB between the years 2013 and 2017.

After discussing the events and awards received by the CVB, Mr. Marks discussed the increase in the Lodging Tax Revenue since the introduction of the CVB as well as projected lodging tax revenues through 2021.

At the conclusion, the Committee was asked if there were any questions.

Mayor Horwitz asked how long the CVB would last with the current funding.

Ms. Smith stated that the current funding could carry them through the end of February.

Mr. Linick asked the Mayor if he had a recommendation on the CVB funding.

Mayor Horwitz stated that the function of the CVB may be better served in-house through Economic Development or a separate entity such as a Communications Coordinator.

Mayor Horwitz stated that it would be left up to Council whether they wanted to continue funding the CVB.

3. Discussion and presentation regarding the City of Beachwood Community Reinvestment Area (CRA).

Keri Zipay made a presentation regarding the City of Beachwood Community Reinvestment Area (CRA) which is attached hereto for the record.

This presentation included an application as well as pictures and maps that outline the Community Reinvestment Area.

After the presentation, the Committee was asked if there were any questions.

Mr. Isaacson asked if CRA have a "lifetime."

Ms. Zipay stated that it was her understanding that once a CRA is established then there will always be a CRA.

Mr. Isaacson stated that he would like to see "Draft Guidelines" on the CRA program.

4. Discussion regarding the City of Beachwood Chamber of Commerce Lease.

Cindy Caldwell and Donna Cook introduced themselves to the Committee.

Ms. Caldwell and Ms. Cook spoke to the Committee and expressed their gratitude for allowing the City of Beachwood Chamber of Commerce to move into the Service Garage.

Ms. Caldwell stated that she was excited to move in and mention that Northcoast Moving and Storage would be moving them.

The terms of the Lease were discussed briefly and Council stated that they would like to move forward with getting the Legislation on the next available City Council agenda.

5. Any other matters coming before the Economic Development Committee.

After the discussion regarding the Chamber of Commerce Lease, Chairman Eric Synenberg asked if there were any other items for discussion for the Economic Development Committee.

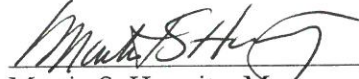
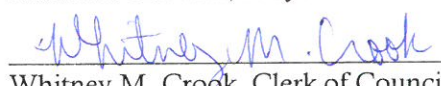
There were none.

ADJOURNMENT

Moved by B. Linick, seconded by J. Pasch, to adjourn the Economic Development Committee Meeting at 8:15 P.M.

ROLL CALL:	Yes:	J. Berns, B. Linick, E. Synenberg
	Abstain:	None.
	Not Voting:	None.
		MOTION ADOPTED

Approved:


Martin S. Horwitz, Mayor

Whitney M. Crook, Clerk of Council

Pursuant to Ordinance Number 2017-107 Council has determined that the official Minutes of its Body, its Committees, and those of the Planning and Zoning Commission shall consist of the Audio Recording of the meetings together with a written synopsis of all agenda items and votes.