

**BEACHWOOD CITY COUNCIL COMMITTEE OF THE WHOLE MEETING HELD AT
BEACHWOOD CITY HALL, CONFERENCE ROOM A, 25325 FAIRMOUNT
BOULEVARD, ON MONDAY, APRIL 30, 2018 AT 6:00 P.M.**

The meeting was called to order at 6:01 P.M. by Council President Brian H. Linick.

ROLL CALL:	Present	J. Berns, A. Isaacson, B. Linick J. Pasch, E. Synenberg, J. Taylor
	Absent:	B. B. Janovitz
	Also Present:	Mayor M. S. Horwitz, D. Calta, P. Kearns, L. Heiser, T. Turick, P. Corpora, G. Liggett

1. Mayor's Report.

Mayor Horwitz spoke about the ONE campaign and the signs that were placed in the berm on Fairmount. Mayor Horwitz stated that some of the signs will be removed and he handed out an article about the ONE campaign that is attached hereto for the official record.

2. Discussion regarding Fire Station #2 and payments to Lemay, Erickson, and Willcox Architects.

Ms. Calta asked if the Chief would like to give an update on the construction.

Captain Corpora gave the update on the construction. He stated that the tile, windows, and masonry were done and that the site work would begin soon. Captain Corpora stated that the fence was up as well.

Mr. Linick asked what the sign will say once it is constructed.

Captain Corpora stated that the sign will say "Beachwood Public Safety Center" and "Fire Station #2" underneath.

Mr. Pasch asked if there is any work left that Lemay Erickson needs to continue.

Ms. Calta replied that Lemay Erickson is still continuing with Construction Management.

Chief Kearns stated that until the warranty is up with Infinity, Lemay Erickson is still the Construction Administrator.

Ms. Calta stated that she was tasked with determining if the City owes money to Lemay Erickson and if so, how much was owed. Ms. Calta stated that she has received the invoices for January, February, and March and had a few questions for Lemay.

Mr. Synenberg asked for a total on the three invoices and Ms. Calta stated that the total was \$112,000.00.

After this discussion, Ms. Calta recommended that the City pay the January invoice.

Mr. Linick stated that although Ms. Calta is offering an overview, the research is not complete on this topic and there will need to be other meetings to follow-up on the money owed.

Ms. Calta stated that it is her hope to have more information on the February and March invoices and also stated she would like to find out the sum needed to get through the end of the year.

After the discussion regarding the total amount owed, Mr. Linick spoke about the sub-contracting that will be done by GPD Group.

Chief Kearns stated that there were two reasons for that. The first reason was to save the City some money and the second reason was that PSI inspections only covers the inside of the building not the outside.

Mr. Linick asked if the Contract allows for sub-contracting.

Ms. Calta replied that there were provisions in the Contract to do that.

Mr. Linick asked why we needed to sub-contract.

Mr. Berns replied that there were no more funds on the PSI Contract and Chief Kearns stated that the outside work was never covered by PSI.

Mr. Linick asked Council if there was any objection to paying the \$11,000.00 for the January invoice.

There was no objection and Mr. Linick stated that he would like to have another meeting on May 14 to update the Committee. Mr. Linick then directed the Clerk to draft legislation for the January invoice to be included on the May 7 Regular Council meeting agenda.

Mr. Linick asked if there were any further questions on this issue and there were none.

3. Discussion regarding Council Goals.

Mr. Linick opened the discussion on this agenda item. Mr. Linick reviewed the current list of Council goal and suggested that we go through each item and let the Chairperson of the Committee provide updates.

Mr. Pasch stated that updating ordinances is an ongoing issue and expressed a desire to update the City of Beachwood, Ohio Criminal Code. Mr. Pasch stated that there was a discussion previously about hosting quarterly Town Hall Meetings and that this is also an ongoing issue.

Mr. Isaacson then spoke about the goals for the Finance and Insurance Committee. Mr. Isaacson stated that advanced financial planning and conducting a performance audit are ongoing issues. The next goal is creating and implementing a Citizens Finance Review Committee. Mr. Isaacson stated that he will get with the City Administration and start discussing this committee.

Mr. Linick mentioned that new goals include creating a new on-boarding process for new members as well as creating and implementing Council Rules.

Miscellaneous Council Goals were discussed by Mr. Pasch and include more Community involvement, Charter Review, and discussions regarding Regionalization. These items are all ongoing discussions.

The next items discussed were Public Works items. Mr. Berns provided updates on street lights, landscape and signage, connector road, sidewalks and implementing an Emergency Notification System. Also discussed was grant funding to put a Tornado Siren up in the City and researching fuel efficient vehicles and updating the City's "vehicle fleet". Also suggested was the installation of charging stations for fuel efficient vehicles driven by residents and others who visit the City of Beachwood, Ohio. These will continue as open issues/ongoing discussions.

Mr. Berns also provided updates on ongoing issues for the Building and Grounds Committee. Items include discussions regarding unused space in the City of Beachwood Service Building, renovation or replacement of the Police Department, and sale of excess property.

Ms. Janovitz offered the updates on the Recreation/Community Service items for discussion. Those items include building an amphitheater/town center. This item is currently on hold. Other items include building a skate park and a dog park.

Mr. Synenberg introduced and spoke about the ongoing Economic Development issues including updating the Economic Development Incentive packages and adopting and implementing a Community Reinvestment Area. These will continue to be discussed as open issues.

Lastly, Mr. Berns spoke about the ongoing discussions for the Intergovernmental Relations Committee. These include continued discussions on sharing services and reducing expenses for the School District.

After the discussion of Council goals, Mayor Horwitz stated that he had a few other items he would like to add to the ongoing discussions. Those items include donations/sponsorships, and building usage.

Mr. Linick stated that those items could be discussed at a future meeting. He then asked if there were any further questions or comments. There were none.

4. Any other matters coming before the Committee of the Whole.

None.

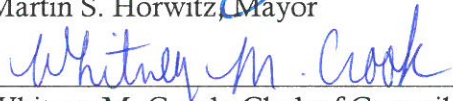
ADJOURNMENT

Moved by J. Berns, seconded by J. Taylor, at 8:20 P.M. to adjourn the Committee of the Whole to the next regularly scheduled Council Meeting.

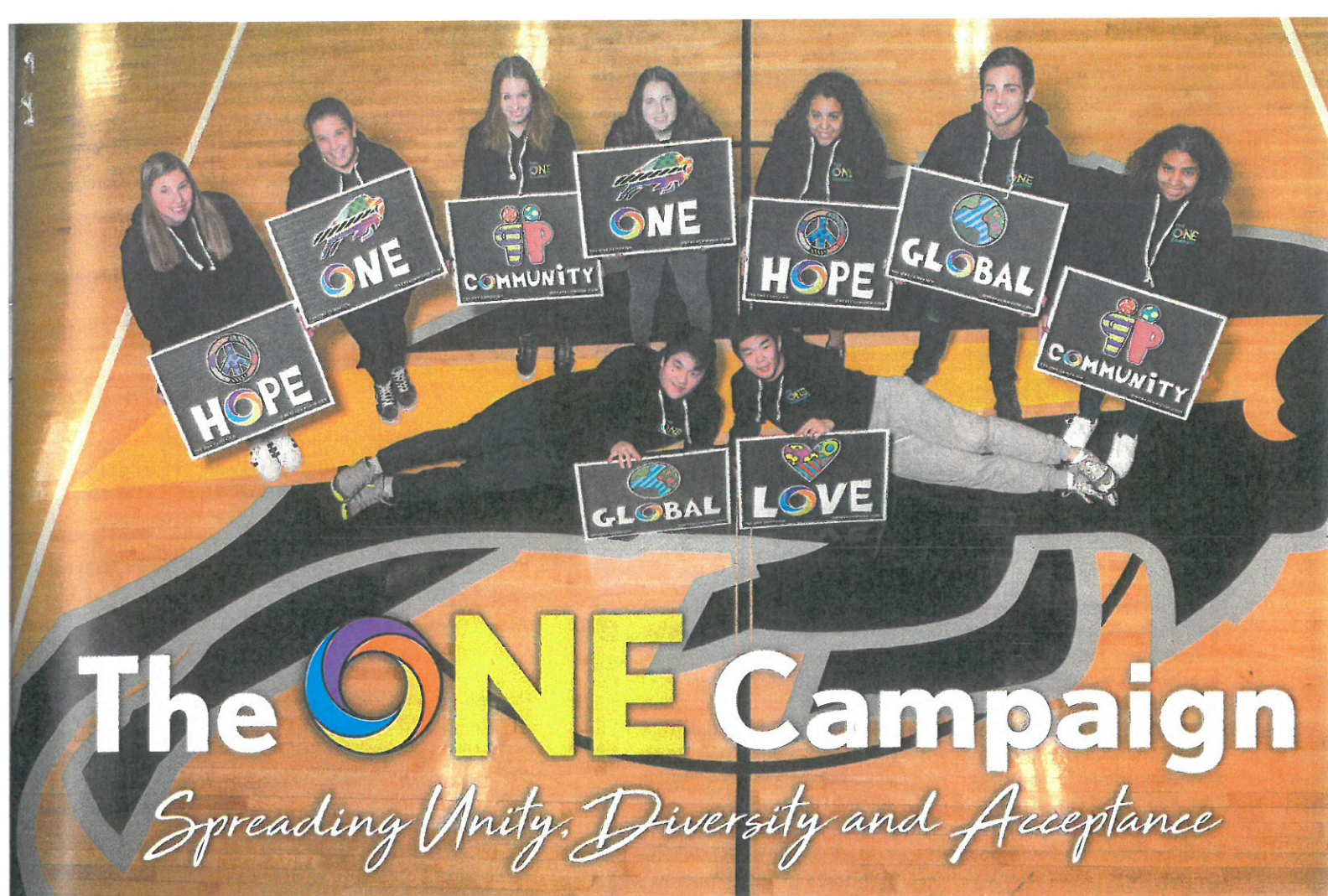
Yes:	J. Berns, A. Isaacson, B. Linick J. Pasch, E. Synenberg, J. Taylor
No:	None.
Abstain:	None.
Not Voting:	None.

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.



Pictured, front row: Zach Zhang and Kevin Zhang. Back row: Samantha Zawatsky, Arin Mintz, Sari Halpert, Mackenzie Davis, Kash Pimentel, Jack Berkowitz and Katelyn Perryman.

By Debby Zelman Rapoport

At Island Park, located on Sarasota Florida's bay front, are 45 billboard-size images with messages that evoke social change. When Beachwood High School marketing teacher Greg Perry saw the exhibit, he was inspired by the impact of billboards' messages and was drawn to bring the idea back to Beachwood.

The billboards, created by "Embracing Our Differences," is a juried, international art exhibit created by local, national and international artists, writers and students who reflect their interpretations of the theme, "enriching lives through diversity and inclusion." This non-profit organization believes that diversity is one of the world's greatest assets and to realize the promise of diversity, we must ensure that everyone is respected, included and valued for their individuality. The organization's goal is to create a community where diversity and inclusion are valued, while teaching the

importance of being an "upstander," not a "bystander."

Each year, Perry works with his marketing students to form a company, which is the vision of students in his Marketing/Junior Achievement program at Beachwood High School. This is a college-tech prep course that is offered through Excel TECC – a consortium of students from nine different schools: Beachwood, Brush, Mayfield, Solon, Chagrin Falls, Aurora, West Geauga, Willoughby South and Orange. The class works in collaboration with Karen Carmen, City of Beachwood

community services director, who also serves as Beachwood's Junior Achievement adviser. Junior Achievement's purpose is to inspire and prepare young people to succeed in a global economy.

When Perry first discussed the idea with Carmen and last year's students, they loved it. He said, "This is something we need to do in Beachwood. We can put our own spin on it and it will be really cool for our city."

This year's class loved the idea, too. During the first week of class, they evaluated the idea, analyzed benefits of a diversity campaign and wholeheartedly felt the power behind the program. They bounced ideas back and forth to see how a similar program could be implemented to create a company, and came up with The ONE Campaign.

"Each person, at one point in his/her life, has experienced instances of ignorance, bigotry, and prejudice," Perry told us. "The ONE Campaign hopes to bring people together by illustrating our message through public art and meaningful personal connections. It takes ONE person to make a difference in the world."



Pictured, from left: Katelyn Perryman, Kevin Zhang, Jake Sonkin, Jack Berkowitz, Kenyon Spotts and Samantha Zawatsky.

Once the theme was developed, each marketing class selected its own officers (there are two classes). Beachwood students include: Jack Berkowitz, CEO; Mackenzie Davis, VP of Sales; Sari Halpert, VP of Communications; Arin Mintz, Marketing; Kevin Zhang, CEO; Max Alter, VP of Finance; Katelyn Perryman, VP of Communications; Kaishaly Pimentel, VP of Human Resources; Samantha Zawatsky, VP of Production and Zach Zhang, VP of Marketing. All remaining students were then assigned a position based on their interests.

"The timing was good for this," Perry said. "With the culture of the United States and our school system, it seems like the world is looking for some positive messaging. There is so much negativity in the world, we took it upon ourselves to do this campaign."

The company's take was to create a project that would be a celebration of unity, diversity and acceptance, and that fellow students and residents could be part of the celebration. They envisioned bright, colorful, fun, pop-art images, portrayed through Britto-inspired artwork, with words of inspiration.

The ONE Campaign's goals are:

- To provide knowledge of differences and to embrace the opinions and thoughts of others
- To create a lasting impact on the world
- To build awareness of the weight of your actions
- To develop respect for others
- To celebrate what makes us unique

Since individuals and businesses have the power to invoke social change, the company's objective was to sell banners and sponsorships.

Past projects included Green Dream, Entrovation and NOISE, all award-winning programs that required students to sell something tangible. This is a societal marketing campaign that provides businesses and organizations with an opportunity to buy in and show their corporate and social responsibility.

ONE Campaign banner sponsors receive a 3'x5' banner for \$1,200. Sponsors also receive an invitation to a sponsor-recognition reception, and have their logo and website link on the company's website, www.ONEBeachwood.com.

Each sponsor selected a word from a list of 60 to be featured on their banner. Select Beachwood sponsors – and their associated words – include:

- Aloft Hotel (ONE)
- Beachwood Buzz (Believe)
- Crestmont Cadillac (Community)
- JW Sales (Jeff Weisberg) (Compassion)
- Omnova (TBD)
- Porsche of Beachwood (Confidence)
- Ticknors (Appreciate)
- Zelman Associates (Happiness)

Additional banners are being installed in memory of the following BHS students, whose parents are very touched that student contemporaries committed to sponsoring banners in their names.

What did you learn from The ONE Campaign?

The ideas of diversity and unity have a much greater effect on people than most people assume.

– Jack Berkowitz

Having an open mind to others' perspectives and cultures is important, because without differences, our society would not be successful.

– Mackenzie Davis

You can start changing the world today. I often tell myself that when I get older I want to change the world, but this campaign showed me that as a seventeen-year-old in Beachwood, I can go out and encourage corporate responsibility. I can change the world.

– Katelyn Perryman

What is your hope moving forward?

That our message will have a lasting impact on society. I hope people in our community will become more accepting, positive, and open-minded to those who are different than themselves.

– Mackenzie Davis

That diversity is not tolerated, but celebrated. As a result of our public art installations, I hope people remember that diversity is beautiful.

– Katelyn Perryman

That The ONE Campaign's message carries on past this school year. I hope it is extended to future classes – and becomes nationally recognized.

– Meghan Simon

That everyone can realize the weight of their actions – everyday. Every word, every action, every decision, affects our world.

– Kenyon Spotts

That people become closer to each other and have a broader view of right and wrong. Morally, we wish for people to be more accepting.

– Zachery Zhang

How can ONE change the world?

By getting people to talk about diversity and their own experiences, and by helping to develop the overall discussion of diversity and unity.

– Jack Berkowitz

ONE can change the world in any way they want – By being kind, holding the door for another, giving a compliment. The little things matter and can go a long way.

– Nick Garofoli

People change the world every day. We often make the mistake of thinking that you need to do something out of this world to change the world when, in fact, one can change the world by doing something as simple as sharing their story, being an up-stander, not a by-stander, and recognizing and calling out prejudice and stereotyping.

– Katelyn Perryman

By making a decision to love, learn and grow as a person. We can each change the world in so many ways.

~ Kenyon Spotts

Do your part. When everybody comes together, amazing things can happen.

– Kevin Zhang

Like the butterfly effect, even the smallest change has infinite possibility to affect the world around it. Therefore, even one person's making a difference can have a ripple effect to the people around them.

– Zachery Zhang

What is one message you would like to share with our community?

If you truly believe in something, never let anyone discourage you.

– Jack Berkowitz

Every person should stand up for what they believe in.

– Mackenzie Davis

Your best teacher is your last mistake.

– Nick Garofoli

Seek out and celebrate the beauty that is diversity. Realize the impact that one can have on the world.

– Katelyn Perryman

You never know what goes on behind closed doors. Give everyone a chance to share their story, it may change your life.

– Meghan Simon

Continue to love and accept each other. We live in a world with so many divisions and labels, don't forget that we're all human. Your actions can affect so many others – so push for acceptance, push for love, and push for your goals!

– Kenyon Spotts

Treat strangers like your friends, treat friends like family.

– Kevin Zhang

It only takes one person's doing the right thing to help the world head in a positive direction. Our mission is to make the world a better place and we need all the help we can get.

– Zachery Zhang



- Abby Bendis (Kindness)
- Ryan Warner (Dream)
- Devon Moore (Live)

The ONE Campaign underwriters support the project for \$250, and have their name listed on an underwriters' banner and on the website.

All students are responsible for using social media to spread the word, and for selling sponsorships – with a sales goal of \$1,950 each.

This one-year campaign will culminate at the end of April, with banners installed on Richmond Road and Fairmount Blvd. – along with 700 signs on school and city grounds. Each sign will contain one of five words: Community, ONE, Global, Hope and Love.

Painted rocks are also part of The ONE Campaign. Thousands of rocks – painted by students, seniors, residents and a group from Takatori Japan – depict uniqueness. This part of the campaign was inspired by a book called *Only One You*, by Linda Kranz, in which she painted rocks to look like fish. She describes how, through these lively characters, children will make a meaningful connection and understand that each, in his or her own way, can truly make a difference in their own lives and in the lives of those around them, and that everyone has the ability to celebrate her/his own uniqueness.

These painted rocks will be installed on pathways this spring and may be used to construct benches or walls of future projects.

Videos by Grace Yoo, a Mayfield High School junior, are also a part of this campaign. Yoo, a self-proclaimed "spoken-word poet," interviewed for the marketing program in December. Following her powerful presentation on suicide, she was hired to create three original pieces of poetry related to unity, diversity and acceptance.

Her first video, Love and Accep-

tance, was created and produced by classmate Zach Zhang, and is expected to go viral. This powerful, professionally-made, must-see video may be viewed at www.OneBeachwood.com, on the "get involved" page.

Sponsorships are available through April 13. Companies and individuals are welcome to participate and show their support. For information, visit www.OneBeachwood.com.

Funds raised were used for the cost of production, banners, yard signs, marketing tools and seed money for next year's company program. And like many businesses, classmates who met their sales quote qualify for an incentive trip to Florida later this month to see the "Embracing Your Differences" exhibit in Sarasota. They will also take the jet express to Key West for the day, where they will join a jet-ski dolphin tour. To date, 14 students qualify and 11 will be attending.

Always remember, ONE can change the world.

Sponsorships are available through April 13. Companies and individuals are welcome to participate and show their support. For information, visit www.OneBeachwood.com.

If you happen to be in Sarasota, the 2018 Embracing Our Differences exhibit runs from April 4 through May 31, in Island Park, along Sarasota's bay front. If you would like a yard sign, please email Greg Perry at gwp@beachwoodschoools.org.