MS. HUFFMAN: Thanks, everybody. Thanks for coming. We're going to bring this meeting to order at approximately I think that's 5:34 p.m. It is the first official Economic and Community Development Committee Meeting with myself, Gina Huffman, and my co-chair folks on the committee, which are Keith Benjamin and Tom McDonald, and we want to welcome everyone who has taken some time out just to engage with us on this first meeting, which I don't anticipate to be very long.

We have a couple of items of business to tend to. Thereafter, questions and inquiries will be welcome and I guess we will go from there.

I'll take the rollcall. So Keith Benjamin?

MR. BENJAMIN: I am here.

MS. HUFFMAN: All right. Tom McDonald?

MR. MCDONALD: Here.

MS. HUFFMAN: And Gina Huffman is here.

So the first item on our agenda today is a discussion about our final draft or our final selection for our final mission and purpose statement and perhaps some of you may have had the opportunity to see the two versions of the mission statement, purpose statement, at the last I think committee of the whole meeting that we had. If not, can I share my screen? If I can share my screen, I can show it.

Am I allowed to do that, Diana, or the administrator?

MS. FERNANDES: You can go ahead and share your screen.

MS. HUFFMAN: Okay. All right. Hold on, everybody. Give me a moment.

MR. MCDONALD: You're trying to make me feel good.

MS. HUFFMAN: All right. So these are the two versions of the mission and the purpose statement and, you know, as I stated, when I first came onto the council and as time has gone on, I have always felt like we needed some type of representative committee and assistance from community members to talk about things that advance and evolve our community. When I say advance and evolve our community, of course, you know, we know that maintenance of our community and properties and buildings is a fact of life. We know taxes are the things that support those efforts and if, you know, I'm being very honest, you know, I certainly don't want my taxes to skyrocket. I want them to be at a certain pace where I can live enjoyably in the community that I live in and certainly things that help to offset that are a help.

So bringing in revenue and some different types of ways with what we have in the village has always been something I've been interested in. For that reason, I have always promoted that I thought we should have an economic and community development committee to assess those type of things and certainly give feedback from the community to figure out what we can do to make sure that those things are met. I'm sure that some of you have different perspectives, but here is what I came up with just to throw it out there. And I think it certainly is up for debate and I've certainly tried to include all the voices and the stakeholders that would be probable to weigh in on anything that happens in our community in terms of identifying ways for us to generate revenue and keep our taxes consistent or low or
maintained, and to keep our community beautiful, and for us to have a good standard of living.

So here they are and I would just ask, you know, my committee co-chairs to weigh in on this, if you have some thoughts.

MR. BENJAMIN: So I could kind of start.

I think that to start with, both of these are very similar. I like the second because I think it identifies community member experience first and, you know, for me and this particular committee, I see this -- this committee is kind of a place similar to like a CDC, a community development corporation; a way where we can maximize our partnerships with residents in the community, with not only the village itself, but also our nonprofit organizations like the Bratenahl Foundation and Bratenahl Blooms and all of the other organizations that serve Bratenahl.

Some of the things that I think about when I'm thinking about our community is, you know, firstly in terms of community development, we talk a lot about generating synchronicity. So how can we generate synchronicity?

I'll throw out an example. It doesn't mean we have to go there, but over the years we've talked about how we can maximize and benefit the use of space at the community center and now at Bratenahl Center. And we've talked about, you know, utilizing some of those spaces as offices, maybe as an incubator site for small businesses.

Along those lines what would be great is to also focus on home-based businesses. I know we've got some people on the call on this meeting here today that have home-based businesses. How can we help nurture and grow those home-based businesses in the community?

What are some of the programs that we can develop? What are some of our ordinances that we can enhance to support home-based businesses, and then hopefully they'll grow to the point where if one day we have an incubator or we have a business center at one of our buildings, that they move there first before they go to another community or another storefront.

So how can we maximize those opportunities to increase our tax base and then to help our residents who have home-based businesses, is one.

Secondly, I'll throw this one out there, and now at Bratenahl Center. And we've talked about how can we maximize and benefit the use of space at the community center. How can we work with the homeowners to beautify those neighborhoods, identify things that we can do together, and to promote how the continued growth of housing values are a reinvestment in those streets and neighborhoods.

MS. HUFFMAN: And for anybody that may not know, Councilperson Benjamin is very, very knowledgeable about economic and community development as a part of his entire like career experience and so we're lucky to have him give us, you know, guidance to help us to figure out how we want to prioritize the things that we can do to do both of those things economically and for the community.

So thank you, Keith, for that and those examples.
we can do to entice community members and other stakeholders and possibly funders about things that they may want to help us with if they live in the community or as part of our community.

So, Tom, certainly if you have anything to add to the mission and the purpose, feel free, and anything else that you want to add, feel free to say.

MR. MCDONALD: I will agree with Keith, that I like the second one better. He just flushed the second one out. That's what you're saying there. Our job is to bring those ideas, which Keith just catalogued some, and we need to put those before the community and get buy-in to the best ideas or ranking for the best ideas or whatever, how are we going to pay for it.

That will all become obvious as we decide how much we need and how we get that is always far from obvious, but obviously there are ways to do that and whether we -- what we need to do is, first of all, we need to do in a much more ordered session, talk about some of the ideas that Keith just threw out there and see how we can make those things attractive and then have town hall meetings and just get this out in front of the public.

The town hall meetings will be beneficial in our efforts to move an agenda forward for the rest of the council and for community members to get behind and any other stakeholders or supporters that want to help us with, you know, what we feel we want to go forward with. So thank you.

So it sounds like, you know, of the two versions, the second one is the one that we most like, but at this time I will take some time to let the rest of those of you who are on this call weigh in if you would like.

Anybody? Go for it.

MR. PUFFENBERGER: I'll just weigh in very quickly. I couldn't agree more. The second one, I think, is the better. I don't think I can say anything more or any better than Keith and Tom have; but the emphasis on community member

experience is really what struck me. That is the most important aspect of what I think you're trying to accomplish with this committee. And so I'll just simply leave it at that. I would vote for number 2 if I had to vote.

MS. HUFFMAN: Anyone else have any comments about either --

MS. MEADE: Gina, this is Pat.

MS. HUFFMAN: Yes?

MS. MEADE: I guess what I read, regardless of which one, because they're kind of saying really the same things, it's just an ordering treatment.

MS. HUFFMAN: That's correct.

MS. MEADE: It seems like you want to identify ideas, opportunities that can make things better for the community and funding sources, but then you don't say you want to complement them.

MS. HUFFMAN: Okay.

MS. MEADE: So I don't know if the committee's role is to, one, to identify them and look at funding sources to actually implement and see them through, or if you are to defer them back to council for implementation, or where that missing piece is placed.

That would also include buy-in from the finance committee and talking with them to help us with those types of things before it even gets to a full council vote.

So we're trying to just make this committee be charged with doing exactly what you said, Pat: Coming up with these ideas, including the community in those discussions, having the spirited debate so that we can tease out what is really important, and moving forward with putting that before the council and hopefully getting buy-in by everyone in the community and others who support it.

MS. MEADE: It seems like then you may want to end it by saying and referring these recommendations to council for consideration or for approval or, you know, somehow tell what
| 13 | you're going to do with the work that you're creating within your committee. |
| 14 | the past with the village and, again, not to hurt anyone's feelings or to place blame anywhere, but I think we can all remember ideas that have been proposed for years and years and they've been talked about and talked about, and they talked about funding and they talked about doing it, but nothing happens because there's no real next step. |
| 15 | All of those things that people have talked about and talked about, now it has a committee that people can bring forth their ideas in a formal way, it can be formalized now, it can move through a process formally, and it can come up for council's decision formally out of a committee. And the things that don't make it through, they don't make it through. Maybe they need to be adjusted in some ways and certainly for a mission or a purpose statement, they evolve. They evolve. |
| 16 | This is the first of its kind, so I'm going to trust the feedback of the co-chairs on the missions and purpose statement and also welcome, you know, feedback from the public moving forward as to how we can make sure that the things that you have identified are in the forefront of what we're doing as we move along. |
| 17 | For a mission or a purpose statement, they don't make it through. Maybe they move through a process formally, and it can come in a formal way, it can be formalized now, it can be brought to a council that people can bring forth their ideas and talk about and talked about, now it has a step. |
| 18 | I think that's been one of the issues in the historic renovation and restorations of Cleveland Restoration Society fund. |
| 19 | All of those things that people have echoed about ideas being talked about and talked about? Well, guess what, we have a whole committee dedicated to it now. So it's a first step. |
| 20 | The purpose of this committee, you know, it is a committee of council and, you know, our job is to sort out good ideas and make recommendations to the full council and then hopefully see the good ones through to implementation. |
| 21 | The purpose of this committee, you know, it is a committee of council and, you know, our job is to sort out good ideas and make recommendations to the full council and then hopefully see the good ones through to implementation. |
| 22 | MR. BENJAMIN: I agree with what Jim just said and also a lot of what Pat said. I mean, there has been a lot of discussion, you know, over the years since I've been here on different projects and sometimes they get put on the back burner and never get discussed again and they're great ideas. At some point, you know, we either need to commit to doing them or not. |
| 23 | MR. BENJAMIN: Whatever that is, whether it's through administration or whether we can bring a nonprofit to help us put an endeavor together similar to the -- I can't think of the fund now. What's the historic housing? |
| 24 | Ms. Meade: Well, to your point, Pat, I've not been here that long, but what you're echoing about ideas being talked about and talked about? Well, guess what, we have a whole committee dedicated to it now. So it's a first step. |
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1  their homes. Well, what other organizations are
2  out there in northeast Ohio that can help us,
3  hopefully at minimal cost, do some of the ideas
4  over the next several months, members of the
5  community and council will be discussing.
6  
7  MS. HUFFMAN: Okay. And hey, everybody,
8  this is just the first meeting, so it's good
9  dialogue and a good exchange to just kind of
10  flush out as we shape what this committee is
11  going to do or attempt to do. Certainly one of
12  the highlights of the committee, in my opinion,
13  is the community. Hopefully as we move about
14  we'll have more participants from the community
15  come and voice their opinions about the things
16  that they do want to see and we can certainly be
17  a driver for that.
18  
19  All right. So to that end, I would make
20  a motion that we adopt the mission and purpose
21  statement for the economic and community
22  development committee that says, "The committee's
23  charge is to identify suitable opportunities and
24  endeavors that enhance the community member
25  experience, introduce ECDC ideas for community
26  debate, and pursue funding sources for these
27  projects which benefit the Village of Bratenahl."

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1  If I can get a second on that motion?
2  
3  MR. MCDONALD:  Second.
4  
5  MS. HUFFMAN:  All in favor?
6  
7  MR. MCDONALD:  Aye.
8  
9  MR. BENJAMIN:  Aye.
10  
11  MS. HUFFMAN:  Aye. All right. So that
12  carries. Thank you, all.
13  
14  I'll go to the next item on our agenda,
15  which is the process to select ad hoc committees
16  and ambassadors and its functions. So I'm going
17  to share my screen again. All right.
18  
19  So the process to select ad hoc
20  committees or ad hoc ambassadors that vet
21  community ideas; their term limit and
22  responsibilities.
23  
24  That's kind of what my thinking was.
25  
26  Let me just give you all an overview of my
27  thinking and of course this is up for discussion.
28  We can think about this. This is nothing we have
29  to solve tonight. This is nothing we have to do
30  in its entirety. This is nothing that we have to
31  do at all.

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1  Keith said and like Pat said, they've been really
2  good ideas, perhaps we need an ad hoc committee
3  to just collect the ideas that people have
4  because many times ideas are similar by groups of
5  people in the community. And so that you don't
6  have to address each and every one idea, they
7  probably are closely related in some cases by
8  groups of people.
9  
10  For that reason, that's why I had this
11  thought that we could have perhaps an ad hoc
12  committee or ad hoc ambassadors, a person or
13  people who talk to community members and say, you
14  know, I've been talking to 20, 30, 40 people, we
15  didn't know this, but people want to see this or
16  people like that. Of course we can talk about
17  those persons or committees having a specific
18  timeframe that we do this and the
19  responsibilities behind that.
20  
21  So your thoughts on that are welcome.
22  
23  Committee members, can you give some feedback on
24  that or is this not a road that we should be
25  travel right now?
26  
27  MR. BENJAMIN:  Tom, did you want to go
28  ahead?
29  
30  MR. MCDONALD:  Go ahead.

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20

1  MR. BENJAMIN:  Okay. I mean, I think
2  that we may get to a point where we need to do
3  that. I guess that before we divide things into
4  silos, I would rather, since this is a new
5  committee, use this committee to have some
6  initial public outreach with residents and
7  collect ideas and, you know, let's see where
8  there's synergy and on what subjects and topics.
9  Then we can kind of silo these ideas then after
10  the ad hoc committees will come in, presidents
11  and council working together on coming up with
12  ideas on how to implement.
13  
14  MS. HUFFMAN:  That sounds reasonable. I
15  think sometimes what I find is that we start to
16  as a community talk about one thing and there is
17  a thought and someone may add something and then
18  at the end of the meeting we have not addressed
19  any of them.
20  
21  So your order, I take that in.
22  
23  Do you have anything to add, Tom?
24  
25  MR. MCDONALD:  No, I totally agree with
26  that. I think that this committee, as you've put
27  it together, should be charged with looking at
28  all of that stuff and wool gathering and thinking
29  about what we need to be doing and then we can
MS. HUFFMAN: Okay. I take that in. So this is something that we can revisit certainly. Any other comments about this from anyone on the Zoom call? We'll put this on the back burner and we will proceed as discussed and we, as a committee, will vet those things and report back out and thereafter, if necessary, we will silo those things and allow those committees or ambassadors if needed to be sounding boards for the short list, if you will, of things that we want to pursue.

MR. BENJAMIN: Yeah. And I also don't want us to forget that, and Jim did kind of bring this up a few minutes ago, as we form, you know, committees with residents to explore ideas, let's make sure that staff are also involved, the administrative side.

So there are some things that may be feasible or not feasible that the village can do and so we do need input from staff as well to advise us on, you know, whether we can do some of this or not. We definitely want their buy-in and participation.

MS. HUFFMAN: Absolutely. I agree. Absolutely. Okay. Well, onto the next piece of or the next agenda item which is open forum. Committee members, are there any things that you want to bring to the forefront while we're here on the call for this committee meeting that you want to put forward?

MR. MCDONALD: No, I think we've covered all of the important points here. Have you thought about when we get together, how often we get together, how we get together?

MS. HUFFMAN: That's a good question. That's what I'm asking. That's a great question. I'm not certain if or I don't have a good feeling about if it should be a specific day of the week each month or should it be as needed. I'm not certain.

Do you have thoughts, Keith?

MR. BENJAMIN: I think that we should at least plan on meeting monthly. There may be some months where we don't meet for whatever reason, but, you know, I think that our first order of business might be, and this could be the topic of the next meeting, is really public outreach. How do we want to set that up? How do we want to collect ideas? Do we want to have a community forum? You know, do we do sort of a world cafe or a future search, which Bratenahl has been through before many years ago, on just some of these flushing out of ideas --

MS. HUFFMAN: -- and see what the top five or ten are.

MR. MCDONALD: I would suggest that we have some homework and that we individually, not collectively, but individually say, just put a list down. What kind of projects are you interested in? What kind of projects am I interested in? What buildings or what areas in the community do you think that we can make use of and make more better use of? And just submit that to us and then we can talk about that collectively at our next meeting. That gives us an agenda for our next meeting.

MR. BENJAMIN: -- and see what the top five or ten are.

MS. HUFFMAN: Okay. Go ahead, Keith.

MR. BENJAMIN: To add to that too, we talked about buildings, but let's not forget about our parks and public spaces as well.

MR. MCDONALD: Sure. I didn't mean to leave them out.

MR. BENJAMIN: I didn't mean to forget that as well. I just wanted to make sure it was reflected in the minutes.

MS. HUFFMAN: Okay. So in the chat box, I am putting my e-mail address and my phone number in case anybody wants to share ideas that they want in terms of an agenda item for our next meeting. That's going to be homework --

MR. MCDONALD: Yep.

MS. HUFFMAN: -- for community members.

And I'm not certain, is it KeithBenjamin@Bratenahl?

MR. BENJAMIN: I think it's KBenjamin.

MS. HUFFMAN: KBenjamin. So for anyone --
MS. FERNANDES: You have a typo in yours, Gina.

MS. HUFFMAN: I do?

MS. FERNANDES: Yeah. In Bratenahl, you're missing the L.

MS. HUFFMAN: Okay. Thank you.

So for anyone who wants to send us an idea that you want discussed at our next meeting, you can send it to us for us to do homework. And I'm sure that each committee member may have homework as well.

Tom, what's yours?

MR. MCDONALD: T M C D O N 9603 --

MS. HUFFMAN: That's your Bratenahl one?

MR. MCDONALD: It's also my Gmail account.

MS. HUFFMAN: Okay. T M C D O N --

MR. MCDONALD: Tmcdon9603@gmail.com

MS. HUFFMAN: 9603?

MR. MCDONALD: Correct.

MS. HUFFMAN: All right. So for any of you who are on the call who want to get in touch with us, send us things that you'd like discussed at our next meeting, it's been suggested, and I take it in, we can do that. We can have a homework as well.

Offer us ideas, or do we want to sort of have a design charrette day where residents submit ideas, or do we just want to do that?

MR. BENJAMIN: Yeah, in terms of outreach and generation of ideas. What kind of outreach, what does it look like in terms of, you know, do we do world cafes?

MS. HUFFMAN: Oh, okay.

MR. BENJAMIN: Do we do a survey? What kind of qualitative and quantitative? Do we want to get that deep into it or do we just want to sort of have a design charrette day where residents submit ideas, or do we do this via e-mail? All of that.

MS. HUFFMAN: Okay. All right.

Anyone from the public have any feedback or comments?

MS. BURKE-JONES: Good meeting. I think it's exciting that we have this committee. It looks like we're on the way to being able to do some things that have been long awaited in this community. Thank you very much to all committee members.

MS. HUFFMAN: Thank you, Joyce.

Anyone else? All right. Well, I can tell you for the next meeting, whenever we kind of set a date, something that Keith said that I think I want to work on and I'll just share with you all, as we've discussed so many times, the average, our average age of residents is the upper 50s if not older, right?

So what can we do to help community outreach and generation of ideas. What kind of something about cafes?

MS. HUFFMAN: Very good.

On the economic side, I'll share with you my homework that I'm going to do, hopefully that I can have a chance to discuss at a subsequent economic and community development meeting, revolves around a Bratenahl Center, right? So there's been a lot of discussion about what to do with the building. Certainly there's a whole other side to that.

Like Keith said, you know, what do we do with the space in the building? First we have to determine how much space, you know, and what our needs are, but certainly I think there is an opportunity to at least explore some development on that property by an outside developer. I'd like to explore that.

Our homework as committee members is to figure out, like you said, Keith, how we want to go about our business of our meetings, whether it's going to be in person, whether it's going to be virtual, what's the process for public engagement, and collecting community ideas.

You had one more, Keith. You said of a thing, could be considered.

So for anyone who wants to send us an idea that you want discussed at our next meeting, it's been suggested, and I take it in, we can do that. We can have a homework as well.

On the economic side, I'll share with you my homework that I'm going to do, hopefully that I can have a chance to discuss at a subsequent economic and community development meeting, revolves around a Bratenahl Center, right? So there's been a lot of discussion about what to do with the building. Certainly there's a whole other side to that.

Like Keith said, you know, what do we do with the space in the building? First we have to determine how much space, you know, and what our needs are, but certainly I think there is an opportunity to at least explore some development on that property by an outside developer. I'd like to explore that.
So I'll bring back what I come up with.

Go ahead, Joyce.

MS. BURKE-JONES: I think that's great because we've already studied, Doty Miller did it for us, you've identified a number of square footage that the community needs for community activities and it wasn't the entirety of that building, so there's additional square footage there that is not needed for particular programs that we have today, but possibly other uses could be made for it or reconfigurations of that building can be done.

MS. HUFFMAN: Anyone else? All right.

Well, I have one more comment. You know, to circle back to at least what I was talking about at the beginning is that, you know, ways to generate revenue are important and hopefully this committee can bring some of those things to the forefront for our community, administration, and for the committee members to consider. Hopefully this will be something that's good and we'll be on our way.

MR. BENJAMIN: Sounds good.

MR. MCDONALD: Very good.

MR. BENJAMIN: Thank you for your advocacy of this and getting this committee off the ground.

MS. HUFFMAN: All right. So with that, if anyone doesn't have anything else, we can adjourn this meeting at 6:16 p.m.

I make a motion we adjourn the meeting at 6:16 p.m. Can I have a second?

MR. MCDONALD: Second.

MS. HUFFMAN: All in favor?

MR. MCDONALD: Aye.

MR. BENJAMIN: Aye.

(Zoom meeting adjourned at 6:16 p.m.)

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