

**COUNCIL WORK SESSION
MONDAY, OCTOBER 4, 2010**

6:30 P.M. PROMPT

- DISCUSSION OF AGENDA
- DISCUSSION OF MARKETING PLAN
- DISCUSSION OF 2011 CDBG \$500,000 GRANT
- DISCUSSION OF REVISIONS TO THE SWEEPSTAKES TERMINAL CAFÉ ORDINANCE
- **EXECUTIVE SESSION** – Personnel

Bedford, Ohio

October 4, 2010

Bedford City Council met in a work session at Bedford City Hall on Monday, October 4, 2010 at 6:30 p.m.

Present: Council Members: Mayor Dan Pocek, Warner Batten, Stan Koci, Paula Mizensak, Marilyn Zolata, Greg Pozar, Don Saunders. Also Present: Clerk of Council Kathleen Lynch. Administration: City Manager Henry Angelo, Law Director Ken Schuman, Finance Director Frank Gambosi and Economic Development Director Mike Mallis.

Mayor Pocek began the Work Session with the discussion of the Regular Meeting agenda.

Mr. Angelo said Ordinance No. 8728-10 is for the installation of the playground equipment at Interstate Park. The City received a grant for the equipment, approximately \$35,000. The City received several quotes for the installation and Southend Building Contractors was the lowest.

Ordinances 8729-10 through 8732-10 are part of the City's housing program. Mr. Angelo said the work being requested was not included in the original scope of work, but was found as other repairs were being made.

Mr. Schuman said Ordinance No. 8733-10 is to assess the property at 30 Broadmore for violating the City's Criminal Activity Nuisance Ordinance. The property owner was informed by the Police Chief that any further police response to the residence would be billed to the property owner. The property owner was given either 10 days to appeal or 30 days to pay it, and neither was done.

Ordinances 8734-10, 8735-10 and 8736-10 all pertain to the same property. Mr. Schuman said the residence at 579 W. Glendale has windows boarded up. The Building Department has notified the owners of the property to repair the windows. The owners have not complied. Ordinance No. 8734-10 will declare the property a nuisance. Ordinance No. 8735-10 is for the contract with Andrews Door Service to remove the boards and repair the windows. Ordinance No. 8736-10 certifies the cost of the repair, approximately \$2,350 to the County Auditor.

Mr. Angelo said Resolution No. 2438-10 is for the Recreation Department to apply for a grant through the Cleveland Indians. It would be used at a couple of the City's baseball fields for safety issues. The grant is for \$5,000.

Mayor Pocek asked if there were any questions about the reappointment of the various Board Members, there were no questions.

Discussion of the Regular Meeting Agenda was concluded.

The next item on the agenda was to discuss the City's marketing plan. Mr. Angelo said Mr. Speaks from the Impact Group provided him with a cost analysis and phases to the marketing plan. The first phase is to redo the City's website. It would cost between \$17,000 and \$22,000, depending on how well the income tax program can be integrated into the new website. Mr. Angelo said they will also be working with the City's new computer system provider. TAC will still be working with the Police Department. The exciting part of the new website will be applications such as an email blitz, to inform citizens of what is happening in the City. Mr. Mallis said anybody could sign up for this, but the website is the first and most important aspect of the marketing plan. All members of Council agreed to go forward with a new City website.

The next item on the agenda was to discuss the application for the 2011 CDBG \$500,000 grant. Mr. Mallis said the County contacted everyone and said they will be offering one \$500,000 grant in 2011. The City is still applying for a \$175,000 CDBG grant, which will be for improvements in the Automile District. Mr. Mallis said the project for the \$500,000 grant needs to be that amount or more to be considered. There are also only certain areas in the City that are eligible.

Councilman Pozar asked if Tinkers Creek Commerce Park was an eligible area. Mr. Mallis said no. Mr. Mallis said the City has applied for NOACA funds for the bike trail that would connect Viaduct Park and the downtown area. Mr. Mallis said the grant cannot be used for private property. Some of the projects that are in the target area are the Baptist church on the square. It could be used as an Arts and Cultural Center and Senior Center. The City would have to speak with the Historical Society further on this. The other project, which was part of the Master Plan done in 2007, was to have a wading pool/ice rink behind the train depot. Mr. Angelo said the County told them the project would have to be "eye catching" to be considered. Mr. Mallis said the City only has five weeks to apply so a decision needs to be made as soon as possible on what project to do.

The last item on the agenda was the discussion of revisions to the Sweepstakes Terminal Café ordinance. Mr. Angelo said after the ordinance was passed, Mr. Seyboldt suggested two changes be made. The first is the radiance within a church or school. The change would allow the Safety Director/City Manager the discretion to approve or deny the application, or require a buffer be put up. These changes just allow further regulation for the City. Mr. Schuman said the second change concerns the application fee. The current ordinance has the application fee at \$5,000, and if the application is not approved the City retains the entire \$5,000. The change would be to allow the City to keep \$500 of the application fee, with the remaining amount being returned to the applicant. All members of Council agree to the changes, the ordinances will be on the next Council agenda.

At this time, Bedford City Council and Administration went into an executive session to discuss Personnel issues.

Work Session was adjourned at 7:50 p.m.


Clerk of Council


Mayor – President of Council

1. CALL TO ORDER -

2. PLEDGE OF ALLEGIANCE -

3. ROLL CALL - all

4. APPROVAL OF MINUTES

- a. Approval of Minutes of the Work Session of September 20, 2010 - mt s Fall
- b. Approval of Minutes of the Regular Meeting of September 20, 2010 - 27 x Fall

5. REPORTS

- a. City Manager -
- b. Law Director - No
- c. Finance Director -
- d. Council Reports -

6. NEW BUSINESS

- a. Ordinance No. 8728-10, authorizing the City Manager to enter into a contract with Southend Building Contractors, Inc. for the installation of playground equipment at Interstate Park (\$5,992.00)
- b. Ordinance No. 8729-10, authorizing the City Manager to enter into a contract with Arco Comfort Air for various repairs at 775 Lincoln (\$300.00)
- c. Ordinance No. 8730-10, authorizing the City Manager to enter into a contract with Innovations for various repairs at 741 Washington (\$3,518.00)
- d. Ordinance No. 8731-10, authorizing the City Manager to enter into a contract with Tony Nero Cement for various repairs at 741 Washington (\$450.00)
- e. Ordinance No. 8732-10, authorizing the City Manager to enter into a contract with New Finish Painting & Decorating for various repairs at 741 Washington (\$2,295.00)
- f. Ordinance No. 8733-10, authorizing the City of Bedford to certify to the County Auditor the costs associated with Police response to 30 Broadmore (\$111.15)
- g. Ordinance No. 8734-10, declaring the property and structure located at 579 W. Glendale a nuisance and ordering action
- h. Ordinance No. 8735-10, authorizing the City Manager to enter into a contract with Andrews Door Service for various repairs at 579 W. Glendale (\$2,350.00)
- i. Ordinance No. 8736-10, authorizing and directing the Building Department to repair an insecure and unsafe structure that is not in compliance with the City of Bedford's Property Maintenance Code located at 579 W. Glendale and certify the costs of the repairs to the County Auditor
- j. Resolution No. 2438-10, authorizing the City Manager to file an application with Cleveland Indian Charities for a grant to improve City of Bedford baseball fields
- k. Motion to reappoint Art Dickard to the Bedford Planning Commission - mts Fall
- l. Motion to reappoint Dennis Kotmel to the Bedford Board of Zoning Appeals - xt z Fall
- m. Motion to reappoint Frank Faraci to the Bedford Board of Building Standards and Appeals - st z Fall
- n. Motion to reappoint Louis Latos to the Bedford Board of Building Standards and Appeals - st B Fall

7. HEARING OF CITIZENS

8. ADJOURNMENT - xt m =

Bedford, Ohio

October 4, 2010

Bedford City Council met in regular session at Bedford City Hall on Monday, October 4, 2010. Mayor Pocek called the meeting to order at 8:00 P. M. The meeting was opened by pledging allegiance to the flag. The roll was called. Present: Saunders, Zolata, Batten, Koci, Mizesak, Pocek, Pozar.

Motion made by Mizesak seconded by Saunders to approve the minutes of the Work Session of September 20, 2010. The roll was called. Vote - Yeas: Saunders, Zolata, Batten, Koci, Mizesak, Pocek, Pozar. Nays: None. Motion carried unanimously.

Motion made by Zolata seconded by Koci to approve the minutes of the Regular Meeting of September 20, 2010. The roll was called. Vote - Yeas: Saunders, Zolata, Batten, Koci, Mizesak, Pocek, Pozar. Nays: None. Motion carried unanimously.

The City Manager said on October 25, 2010 the City is hosting the Energy Seminar for all residents. A free programmable thermostat will be given away to one resident in attendance. The City is encouraging everyone to come and learn about possible savings in your homes. It will from 6:30 p.m. to 7:30 p.m. in Council Chambers. Mr. Angelo said there was a leak this evening on a temporary water line on Solon Road. There is someone out there taking care of it right now.

No report from the Law Director.

The Finance Director said there is a lottery for one of those programmable thermostats, and there are forms up front that residents can fill out for the meeting. Mr. Gambosi said happy birthday to the Mayor.

The Mayor complimented the City and Councilman Batten for their involvement in this weekend's Pumpkin Festival. The weather was not in our favor, but he brought his grandsons on Saturday.

Councilman Saunders said the sign is up for the Adams resurfacing project to begin shortly. The question that comes up now are from the residents on Tarbell, they want to make sure that there nothing will be paved over on the bricks? When Mr. Reid was City Manager he had promised the residents on Tarbell that all the water main patches would be repaired in brick, and there are still two small areas that are patched. Mr. Saunders asked Mr. Angelo if he could look into those matters? Mr. Angelo said yes.

Councilman Pozar said the repairs on West Grace down to the end of Button Road are progressing very rapidly. The contractor has been there for a day and a half, and it will most likely be done tomorrow. They are doing a very nice job and are very efficient.

Councilwoman Mizesak said it was a very good weekend, despite the wet weather. She believes there are about 100 pumpkins left, and asked Councilman Batten if he knew how many were left? Councilman Batten said the Community Council had about 400 left, and the City also had some left. Councilwoman Mizesak asked if they were going to be passed out for Halloween? Mr. Batten will be meeting with Mr. Lewis, the Recreation Director, tomorrow to discuss this. They may be handing them out with the food program, and also the children.

Mrs. Mizesak said there was one home that was brought to her attention this afternoon, 162 West Glendale. She asked if someone from the City could take a look at it. Mr. Angelo said yes.

Councilwoman Zolata said leaf collection will be starting this week, and chipping will end on October 15, 2010. She said the children's activity on Saturday at the Pumpkin Festival was great, and that seemed to be the only time it didn't rain. She thanked everyone that took part, it was wonderful. She wished Mayor Pocek a happy birthday.

Councilman Koci said the company doing the street paving, started in his area prior to school opening and were very quick and efficient, but after they put down the rough coat of asphalt they disappeared for three or four weeks. He found out they are doing jobs in Westlake and Mentor, and were trying to do all three at once. They finally came back today. They are doing a good job when they are doing it, but they aren't doing it that often. They haven't finished Solon or Wellmon and now with a new waterline going in, the timing is just bad for that.

Motion made by Batten seconded by Zolata to group Ordinances 8729-10, 8730-10, 8731-10 and 8732-10. The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

ORDINANCE NO. 8728-10, an ordinance authorizing the City Manager to enter into a contract with Southend Building Contractors, Inc. for the installation of the playground equipment at Interstate Park and declaring an emergency was read by title only. Motion made by Saunders seconded by Pozar to suspend the rule requiring the reading of said ordinance on three different days. The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

Motion made by Zolata seconded by Koci to place Ordinance No. 8728-10 on third and final reading and passed.

The City Manager said this is the installation for the new playground equipment the City received from a grant. This contractor was the low bidder at \$5,900.

The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

ORDINANCE NO. 8729-10, an ordinance authorizing the City Manager to enter into a contract with Arco Comfort Air to make various repairs to the residence at 775 Lincoln Boulevard in the City of Bedford and declaring an emergency was read by title only.

ORDINANCE NO. 8730-10, an ordinance authorizing the City Manager to enter into a contract with Innovations to make various repairs to the residence at 741 Washington Street in the City of Bedford and declaring an emergency was read by title only.

ORDINANCE NO. 8731-10, an ordinance authorizing the City Manager to enter into a contract with Tony Nero Cement to make various repairs to the residence at 741 Washington in the City of Bedford and declaring an emergency was read by title only.

ORDINANCE NO. 8732-10, an ordinance authorizing the City Manager to enter into a contract with New Finish Painting & Decorating to make various repairs to the residence at 741 Washington Street in the City of Bedford and declaring an emergency was read by title only.

Motion made by Saunders seconded by Pozar to suspend the rule requiring the reading of said ordinances on three different days. The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

Motion made by Koci seconded by Zolata to place Ordinance No. 8729-10, Ordinance No. 8730-10, Ordinance No. 8731-10 and Ordinance No. 8732-10 on third and final reading and passed. The roll was called. Vote – Yeas: Koci, Mizensak, Pocek, Pozar, Saunders, Zolata, Batten. Nays: None. Motion carried unanimously.

ORDINANCE NO. 8733-10, an ordinance authorizing the City of Bedford to certify to the County Auditor the costs associated with Police response to 30 Broadmore as said homeowner is in violation of Bedford's Criminal Activity Nuisance Ordinance and declaring an emergency was read by title only. Motion made by Mizensak seconded by Zolata to suspend the rule requiring the reading of said ordinance on three different days. The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

Motion made by Mizensak seconded by Saunders to place Ordinance No. 8733-10 on third and final reading and passed.

The Law Director said this is an issue at 30 Broadmore, there have been numerous Police calls over the last 12 months. The Chief of Police had sent the landlord a letter notifying him of the instances that gave rise to this, and warning him that any further calls to the residence would result in the City assessing the cost. There was another incident at this address so the City will assess the amount of this incident and any other further incident at this residence.

The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

ORDINANCE NO. 8734-10, an ordinance declaring the property and structure located at 597 West Glendale (P.P. No. 812-29-008) a nuisance, ordering action and declaring an emergency was read by title only. Motion made by Mizensak seconded by Saunders to suspend the rule requiring the reading of said ordinance on three different days. The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

Motion made by Batten seconded by Zolata to place Ordinance No. 8734-10 on third and final reading and passed.

The City Manager said this house was in foreclosure, taken over by the bank and then sold. The person that bought it also walked away from the house. The house was boarded up. The City wants the boards to come down and the windows will be repaired. The City will be spending approximately \$2300.00 to make sure it complies with our Building Code. The money to repair the house will be assessed to the property. The following two ordinances are companion ordinances.

The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

ORDINANCE NO. 8735-10, an ordinance authorizing the City Manager to enter into a contract with Andrews Door Service to make various repairs to the residence at 597 West Glendale in the City of Bedford and declaring an emergency was read by title only. Motion made by Mizensak seconded by Pozar to suspend the rule requiring the reading of said ordinance on three different days. The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

Motion made by Mizensak seconded by Batten to place Ordinance No. 8735-10 on third and final reading and passed.

The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

ORDINANCE NO. 8736-10, an ordinance authorizing and directing the Building Department to repair an insecure and unsafe structure that is not in compliance with the City of Bedford's Property Maintenance Code located at 597 West Glendale (P.P. No. 812-29-008), Bedford, Ohio pursuant to Ohio Revised Code 715.26 and declaring an emergency was read by title only. Motion made by Mizensak seconded by Saunders to suspend the rule requiring the reading of said ordinance on three different days. The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

Motion made by Zolata seconded by Mizensak to place Ordinance No. 8736-10 on third and final reading and passed.

The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

RESOLUTION NO. 2438-10, a resolution authorizing the City Manager to file an application with Cleveland Indian Charities for a grant to improve City of Bedford baseball fields and declaring an emergency was read by title only. Motion made by Koci seconded by Zolata to suspend the rule requiring the reading of said resolution on three different days. The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

Motion made by Saunders seconded by Mizensak to place Resolution No. 2438-10 on third and final reading and passed.

The City Manager said this is a request from the Recreation Department to seek authorization from Council to apply for a \$5,000 grant for some safety issues at a couple of baseball fields.

The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

Motion made by Mizensak seconded by Saunders to reappoint Art Dickard to the Bedford Planning Commission. The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

Motion made by Koci seconded by Zolata to reappoint Dennis Kotmel to the Bedford Board of Zoning Appeals. The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

Motion made by Saunders seconded by Zolata to reappoint Frank Faraci to the Bedford Board of Building Standards and Appeals. The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

Motion made by Saunders seconded by Batten to reappoint Louis Latos to the Bedford Board of Building Standards and Appeals. The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizensak, Pocek, Pozar. Nays: None. Motion carried unanimously.

Mayor Pocek said that concluded the business portion of the meeting and asked if in anyone in the audience had any comments.

Jean Sapir, Branch Manager, Southeast Branch of the Cuyahoga County Library, said while driving to the meeting this weekend they were still working on the roads, they are doing them very fast. She gave an update of all the activities taking place at the Library this month. The homework center will resume on October 13, 2010. It is open Monday through Thursday from 4:00 to 6:30 p.m. The Center is staffed by a coordinator and students from Cleveland State University. She extended an invitation to Council and the Administration to visit the homework center. Family literacy nights are also resuming this month. She spoke about other numerous speaking events that will be held throughout the month. A career counselor is available on Wednesdays, helping people with their resumes and job search strategies.

Nancy Kusek, 99 Wheelock, received a memo Mr. Sommers had sent Mr. Zgrabik, and it was dated April 30, 2010. Mr. Sommers was told by the people working at the AT&T building at the time of the power surge, that when the new equipment was energized by CEI the surge occurred and somewhere a transformer had blown. Mr. Sommers was told that there had been a switch gear issue at the AT&T site. Mrs. Kusek doesn't know what other proof is needed. CEI keeps saying it was the transformer on Solon Road. There was all this proof in April and if the City would have went forward with this, she does not understand why they persist that the issue at the AT&T building was not the problem.

Mayor Pocek asked Mrs. Kusek when she received that information. She said it was last week, and she tried to call Mr. Angelo today about it. Mr. Angelo has not received a copy of it because he was in budget meetings all day, but would like a copy if Mrs. Kusek would provide it.

Mrs. Kusek believed it was \$6,000 worth of damage at Central School, but it was actually \$30,000. That is a big difference. She spoke with Mr. Killeen on Wednesday.

Mr. Angelo said Mr. Schuman has put together a letter, and based on some of the information Mrs. Kusek has given him the City is looking for additional names. A letter has not been sent out to the residents, and Mrs. Kusek helped clear up an email rumor. The letter will be going out to the residents.

Mrs. Kusek said the City Manager can have copies of any information she has. CEI did deny the School District's claim too. The City of South Euclid pursued CEI, and CEI did pay some residents for their damages.

Mayor Pocek believes they admitted being at fault in South Euclid. Mrs. Kusek said Mr. Romeo told her CEI did not admit being at fault, but did pay for some damages.

Mr. Angelo spoke with Mr. Romeo and Mr. Killeen. Mr. Killeen told Mr. Angelo he is not allowed to discuss other claims. Mrs. Kusek said they have been on the worst circuit for two years and that is negligence. There was also items that needed to be repaired that was not done, and this is negligent. Mrs. Kusek spoke with someone at PUCO and asked if they would look into this information, and was told it would be better if a complaint was filed.

Mayor Pocek said that is what the City is going to do. Mrs. Kusek hopes so, she thinks they have tried to cover everything up, and that is not right. She wishes that the local paper was here, because she thinks a lot more people would have been interested in seeing this resolved.

Tim Tench, 286 Marion, said the School District was denied for the claim at Central School about a week ago. He spoke with Mr. Zgrabik this morning and it has been handed over to the School District's lawyers.

Mr. Tench was informed that our Superintendent, Mr. Micsak, planned to come to Council and thank you for your support of the renewal levy, but he was in Columbus. It is not a tax increase, it was originally passed in 1995.

Mr. Tench said the main reason he came to the meeting tonight was to personally thank, on behalf of the School Board, the Police Department and in particular Chief Duber for the security at the football game Friday night. It was Homecoming and it was against Maple Heights, and it was the largest crowd they have ever had at the stadium. There was a concerted effort with Oakwood, Bedford Heights, Walton Hills and the Sheriff's Department. There were two dogs out there, there was a strong police presence. During the game, the facilities inside the stadium had no issues and everything was under control. There was an incident after the game, and he saw it first hand. There was nothing anybody could have done to prevent what happened. The individual fired the gun in the air, not at anybody, but it is his hope that these two individuals are charged to the fullest extent. Mr. Tench said this is another black eye for the City, which is not deserving. He is tired of people coming into this City and acting inappropriately and making us look bad.

Mr. Tench said there was damage done to the locker room at Bedford High School after the game by the Maple Heights players. There were rumors that individuals urinated in the lockers, tests were run and that could not be substantiated. There was a lot of water and gatorade on the floor. There were break-ins in the lockers and equipment stolen, benches broken and garbage all over the floor. He told the Superintendent, if he is the only that is going to pursue criminal charges against the coaches and students at Maple Heights, he will. The other Board Members are on board with this, and they are going to give the Maple Heights Superintendent until Thursday to come up with a resolution. So far the resolution has been they will pay for the damages. Mr. Tench said that is not good enough for him, or any of the other members of the Board. They came in violated our high school, and anything less than suspensions is going to be unacceptable. Mr. Tench is very upset about this entire situation.

Mr. Tench said the Police Department and all those involved in the security did an outstanding job. Unfortunately, that type of security is needed for a high school football game. That will be the last Friday night football game with Maple Heights.

Mr. Schuman said that is the last night game with Maple Heights, no matter what day it is. Mr. Tench said there is a lot of things in the works, just in the last 24 hours. There are numerous options they will be looking at. Mr. Tench will keep Council posted on what occurs.

Mayor Pocek said the two people shooting the guns were not from Bedford. Mr. Tench said the 17 year old was from Maple Heights and the 19 year old was from Cleveland Heights. Mr. Tench said it could have been a tragedy, but those officers were on them as soon as it happened. It was impressive and they should be commended.

Mr. Schuman said the Police did do a very good job that night. He has no jurisdiction over the juvenile. The issue is when you have to have that many law enforcement agencies at a football game, that in itself is a problem. He hopes the School Board does not consider any other game with Maple Heights at night, it is a mistake and it is not worth it. Mr. Tench said they do not want to have to do this.

Mr. Tench said if you have a firearm within 1,000 feet of a school it is an automatic three years, is that correct? Mr. Schuman said there are some tack on years for that.

Chuck St. John, 943 Wenso, wanted to address Council concerning marketing the City. He knows he is preaching to the choir. All of Council markets the City the best they can and they do a very good job. He does not know who is in charge officially of marketing the City, but he is sure they do a good job too. Marketing is two prong, the first one is marketing the City as being a destination not just a location. A place to live, work and establish your business. He would like to encourage Council and the Administration to enhance this effort. Now is a good time to do it, even with the economy as poor as it is. We all realize that Bedford is the best kept secret in Cuyahoga County and we need to do something about it.

Mr. St. John said as a citizen and businessman to continue to promote the City as much as possible. Mayor Pocek said the City is in the process of developing a marketing plan for the City and Councilman Pozar has the proposal with him.

Mr. St. John said all the many activities that take place in Bedford are difficult to market, unless you have someone that will do it for you on a lower level. He is talking about the Parties in the Park, the festivals and all the other things that go on that can be promoted. The City of Bedford has more Summer activities than any other City in the State of Ohio, but we need to take advantage of it. There are ways to get it on TV and the radio. This would be a good way to market Bedford.

Mr. St. John said there is a secretary at the Chamber of Commerce, that did an outstanding job for him this summer with the Parties in the Park. They were mentioned in the Plain Dealer every week. The secretary, Gina, did such a great job. The City may want to consider a partnership with the Chamber of Commerce, and maybe a person like Gina could handle things like this as an extra job. He is not talking strictly about the festivals, there are many other functions. He is not here representing the Chamber of Commerce, he is not on the Board. He is saying this as a resident and businessman. He is happy to hear what the City is involved in at this time.

Mayor Pocek said Council and the Administration agree with everything Mr. St. John has said. That is why the City has embarked on this procedure. Without the local papers, there is no other mechanism to promote our City. Two years ago when the Plain Dealer did the article on Bedford Falls, the turnout was amazing.

Mr. Angelo said the City is doing a number of things, and the marketing program is a broad scope of things the City intends to do. The first thing the City is looking to do is enhance our website, and the website would be able to do a number of different things. The City is also looking at how to attract businesses. Now is a good time to market, because people are looking for bargains. There are a number of programs the City offers that are not marketed as much as they should be. Mr. Angelo said for a few more cents the City can send with utility bills a small information sheet on what is going on in the City. There are a number of things the City is working on. The City is upgrading its computer system to allow for these things to take place as well.

Mayor Pocek said last Monday, Council had a meeting with Tom Speaks of the Impact Group. Mr. Speaks is the gentleman that helped the City pass the levy last year, 90% of their business is marketing.

Councilman Pozar said the website, and being able to utilize and it is going to be one of the key priorities. There is a separate part for website design, and that would allow all of our departments to be under one website. The hands on people input is very important. The interactive part is the exciting part. It is very important that all members of the community have access to this information. Mr. Pozar said the key element to all of this is branding, and when you see how this idea comes out, you will be excited.

Councilwoman Zolata said this is all exciting and good, but Mr. Speaks also advised the City that any information that anyone wants to have printed in the two local papers, or the Plain Dealer has to be sent to them. If it isn't sent to them, they don't know to print it. She feels some of the older residents don't get on the internet, and the City is planning to come out with more newsletters.

Mayor Pocek said the Weekend of the Pookah video was done relatively inexpensive and there were a lot of spots on TV. This is one of the things the City is considering.

Mayor Pocek asked if there were any further comments. There being no reply, motion made by Koci seconded by Mizsak to adjourn. The roll was called. Vote – Yeas: Saunders, Zolata, Batten, Koci, Mizsak, Pocek, Pozar. Nays: None. Motion carried unanimously.

Meeting adjourned at 8:58 P.M.


Clerk of Council


Mayor – President of Council