

**BEACHWOOD CITY COUNCIL MINUTES OF THE SPECIAL COUNCIL MEETING  
HELD ON AUGUST 11, 2011 AT 7:00 P.M., AT BEACHWOOD CITY HALL, COUNCIL  
CHAMBERS, 25325 FAIRMOUNT BOULEVARD, BEACHWOOD, OHIO**

**MEETING CALLED TO ORDER BY COUNCIL PRESIDENT MARK MINTZ**

**ROLL CALL:** Present: J. Berns, S. Eisen, F.S. Goodman, M.M. Jacobs,  
B. H. Linick, M. Mintz, M.I. Wachter  
Absent: None.  
Also Present: M. Gorden, M.A. Cannon, T. Turick

Mr. Mintz read the following statement:

For decades, Beachwood has been an excellent place to live in, an excellent place to raise a family and an excellent place to locate and run a business. It still is.

But these are extraordinary and sobering times. Our regional economy, our national economy and the international economy continue to change in ways that are very, very difficult to predict or anticipate. Beachwood-like any community in northeast Ohio or throughout the United States-is touched by all of this.

We are firmly committed to maintaining the greatness, the uniqueness and the excellence that defines Beachwood. But we cannot guide this City without taking a hard look at what we can do better.

As we look forward, we need to calculate what we need to do, and how we need to do it in order to keep Beachwood competitive and to maintain and grow our City.

And that is why we hired SZD Whiteboard to give us their unvarnished assessment of our community. If they were to come back and tell us that everything was perfect and there is no need to change anything we are doing, I'd be disappointed. I want suggestions about how to improve and grow Beachwood.

In the weeks ahead, we are going to continue to receive assessments and recommendations about how to secure our position in the future and how our City will approach its economic development strategy.

We are open-minded about how we can grow and evolve. We must be forward-thinking and be intelligently aggressive in planning where Beachwood will be tomorrow, next year, and 10 years from now.

Beachwood is today a healthy community. We have more than 2,000 employers, the best shopping in northeast Ohio, an excellent public school and top-notch City services. We have fantastic neighborhoods, more than 100,000 people come to Beachwood daily – many of them to work, many of them to shop, many of them dine at one of our City’s fine restaurants. Our City is not in any kind of fiscal crisis – our City is financially healthy.

So, given all of that, it would be easy for us to sit back and say “Everything is good today, let’s not think about tomorrow.”

Well, we are not going to do that. We’re going to be proactive and we are going to determine what we can do better to position Beachwood for the future.

This report tonight is a step forward in helping us chart and plan our City’s course looking ahead. Like all of us, I want Beachwood to remain great. We are going to determine the best way to make that happen. Thank you.

SZD Whiteboard

<u>Assets</u>	City leadership received high marks from stakeholders. Quality of basic services very highly rated.
<u>Value Proposition</u>	Failure is not an option – Beachwood has the companies, need the data points to prove it.
<u>Challenges</u>	Other communities have moved up dramatically in recent years. Critical nature of risk reduction site selection. No real sense of peace in residential areas.
<u>Action Plan</u>	State level in dramatic flux.

Mr. Goodman asked what does land banking mean - not recommending but a critical tool in redevelopment is that land resources cannot be inaccessible for years. Proactive role in site control for redevelopment.

Mr. Wachter stated that the City has been reactive thus far – need some predictability.

Mr. Jacobs asked how benchmark cities were selected. Similar population, age of commercial and individual stock, similar land layout, suburban, etc.

Mr. Eisen asked about housing – aging housing stock. Currently not in scope of work, but a critical part of economic development.

Mr. Linick stated critical piece is impact on schools – significance of non-profit presence.

Mr. Linick stated he hopes for some recommendations - not on any other communities list so far.

Mr. Schoeny stated the importance of getting the basics right.

Mr. Mintz asked do we study traffic?

Mr. Schoeny stated not part of this study but a real issue. Recommendations will include road map.

Mr. Goodman invited all stakeholders to attend the next meeting.

The full outline of the SZD Whiteboard presentation is attached.

ADJOURNMENT

Moved by M.I. Wachter, seconded by F.S. Goodman, to adjourn this Special Council Meeting at 8:15 P.M. to the next regularly scheduled Council Meeting.

ROLL CALL:	Yes:	J. Berns, S. Eisen, M.M. Jacobs, B.H. Linick, M. Mintz, M. I. Wachter
	Abstain:	None.
	No:	None.
	Not Voting:	None.

MOTION ADOPTED – MEETING ADJOURNED

Approved:

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Merle S. Gorden, Mayor

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Karen M. Navolanic, Clerk of Council