

## George Carr

1. Why do you want to serve on Beachwood City Council at this time? If you have not run for council in the past, why?

Beachwood is at a turning point in its history, thanks to outside forces--demographic trends, accelerating trends in the shopping mall industry, the ongoing COVID-19 pandemic, increasing cultural tensions around race, gender, and religion--and internal ones, like our steadily growing (and increasingly diverse) population and the high turnover of Mayors and Council Presidents. I believe I have the skills, relationships, and make-it-happen attitude that will be most effective in helping Beachwood promote a mix of stability and

innovation: many of the City's ongoing services and policies can and should continue making our residents' and neighbors' lives secure, healthy, and vibrant, but our City should not fear the future or ignore any opportunities to make our community even better. My decade-plus of political experience in Beachwood, including a well-received Council campaign in 2021, service on the Charter Review Commission in 2018-2019, an application for Council appointment in 2017, and multiple terms as President of the Beachwood Democratic Ward Club, give me a well-grounded perspective on the issues that are most important to Beachwood, and when our community should stay the course, embrace change, or combine the two. I would cherish the opportunity to serve Beachwood as a Council member.

2. As a council member, how would you handle questions from residents about issues that they are having in the city?

Some questions are best handled by referral to City staff, such as specific questions about the implementation of City policies or individual requests for City services. Questions dealing with infrastructure and civil engineering are best addressed by neighborhood-wide (or even City-wide) review and policymaking after consultation with experts in engineering or safety issues, such as the repeatedly raised concerns about stormwater drainage, street lighting, deer control, traffic, and law enforcement that came up during the

2021 campaign. And some questions are best addressed by public debate among and with the entire Council, including those involving change of laws or policies, or significant expenditure of taxpayer dollars. If I were appointed to Council, I would strive to address residents' questions promptly and thoroughly, using all these methods and more, and would avoid any temptation to seek headlines, unduly exaggerate residents' concerns, or publicly criticize individual City employees. But behind the scenes, I would of course encourage City staff to do their very best to serve our residents, address their concerns, and uphold the principles that make Beachwood such a great place to live and work, using the considerable influence a Council member can exercise.

3. What are your goals for our community? How do you envision your service on city council will help achieve those goals and improve the city?

My overall goals for Beachwood are simple and straightforward: to preserve and improve our resident services, to modernize our aging infrastructure, and to make Beachwood a more powerful magnet for new residents and businesses. This keeps our community's reputation vibrant, our property values high, and our taxes low. I would support many recent proposals to increase Beachwood's attractiveness to new residents, including expanding our arts & recreation facilities and strengthening the City's support for the Beachwood Schools. I would propose ideas of my own to improve our residents' health and wellness, such as banning high-pollution garden equipment and poisonous garden chemicals, promoting gun safety, and further supporting those affected by COVID. I would also advocate for increasing the City's commitment to civil safety enforcement, including our health code and building code. I would also pursue and support initiatives to protect Beachwood residents against online fraud and money laundering in the modern era of cryptocurrency, sock puppet bots, and misinformation. And because my children are in the Beachwood Schools and I have built strong relationships with the Beachwood School Board members, I could be very effective as the Council's liaison with the Schools, and my years of service in County politics have helped me build relationships with elected officials in neighboring communities as well. My skill and experience with legal and governmental issues make me an excellent candidate to serve our City, my long history of service in political advocacy groups and nonprofit Boards demonstrates my ability to collaborate and achieve consensus on thorny issues, which will make Council deliberations more robust and productive than they would otherwise be. If appointed, I would work collaboratively with the rest of Council to keep Beachwood the most attractive and desirable community in our region for many years to come.

## Alexander Cohen

Written response to council questions -

1. **Why do you want to serve on Beachwood City Council at this time? If you have not run for council in the past, why?**

Today, Beachwood, like most of America is faced with a rapidly changing cultural and generational shift – as the population gradually shifts towards a younger and more diverse demographic. As a member of the younger demographic, I am proud to work, pay taxes, raise a family and be a responsible citizen. I also have great respect for the work that the older generations in our city have done to make Beachwood the thriving city it is today. Like all of you, during the last couple of years, I have observed the upheaval caused by the COVID-19 pandemic, the destruction of large sectors of the economy, the civil distress caused by a series of high-profile police incidents among many other important issues facing our country.

I believe that Beachwood is well positioned to adopt to this changing cultural dynamic while at the same time maintaining a high quality of life for all of its citizens and stakeholders – those who live here, work here and those who come to the city to enjoy life. However, I foresee there will be challenging times ahead of us.

Since becoming a Beachwood resident, I have enjoyed learning about the city and its history and experiencing its unique culture, economy and observing what drives day to day life in the city. In my conversations with other Beachwood residents, there is an overwhelming consensus that given the relatively small number of city employees, the level of service and efficiency in operations has always been outstanding – ranging from simple garbage pick up to senior services to police and fire assistance.

I have not run for council in the past because for the most part I have never considered myself a political person. However, the past couple of years have shown myself and many others in our community how important it is to take a vested interest in the well-being of our community. I plan on living in this city, with my family, for a long time and I'd like to play an active role in making sure Beachwood is always a great place to live, work and visit.

2. **As a council member, how would you handle questions from residents about issues that they are having in the city?**

One thing I have learned over the course of my life is that every person has different issues that are important to them in the scope of their daily lives. For instance, an issue important to an elderly, retired person might not be a priority to a younger person at the prime of their life. Nevertheless, all questions and concerns from residents are important to council and input from residents is crucial when making important decisions concerning how the city is managed in order to ensure all stakeholders are best served.

At the same time, I understand that because the city does not have unlimited resources, we must take great care in how we allocate our limited resources – whether personnel or

monetary. I believe council has a responsibility to address questions and concerns from residents and provide services that benefit all residents and the city as a whole. There are many social and economic issues facing our city and while I would strive to find the most pragmatic and creative solutions, I understand, and I would encourage residents to understand, that sometime issues may be addressed or solutions may be proposed to solve problems that will not always appease every party involved.

**3. What are your goals for our community? How do you envision your service on city council will help achieve those goals and improve the city?**

My goals for our community are centered around maintaining the high quality of life of our citizens and stakeholders – through safety, prosperity and sense of community.

One of the unfortunate results of the upheaval caused by the COVID-19 pandemic has been an increase in crime within our city. People must feel safe in the city – while they are living, working and shopping. To do this, we must support our police and fire departments by providing the necessary manpower and resources. In addition to maintaining highly capable public safety services, I would propose that council set up a working group to study the feasibility of setting up a two-person intelligence analytical cell within the Beachwood police department. The intelligence cell would gather open-source information, coordinate with other local and federal law enforcement agencies as well as analyze crime data from police reports in order to identify trends in criminal activity, within the city, and help guide certain law enforcement activities to allow maximum effectiveness with limited resources.

In addition, working with council, I will try to develop ideas to contribute to the city's economic growth and work to entice businesses to reopen and/or locate themselves in Beachwood. I know there are currently many incentives already in place and I would work with council to develop new ideas and concepts to help revitalize business in the city.

Lastly, I want to build upon the incredible job that the mayor and council have done to foster a sense of community within our city. From local block parties to restaurant weeks and events at the community center, many residents have enjoyed getting to know their fellow citizens and supporting local businesses. If selected for city council I will start off by getting to know my fellow council members and work to gain their trust and confidence in order to work with them to help continue the great work they have done and are currently doing to run this city. I would also welcome any contact with members of the community.

# HOWARD DARVIN

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Whitney Crook  
Clerk of Council  
Beachwood, Ohio

January 27, 2022

Dear Ms. Crook,

Below are my responses to the written portion of the application for the vacancy on the Beachwood City Council.

Why do you want to serve on Beachwood City Council at this time? If you have not run for council in the past, why?

Early in my career, I had been able to attend occasional Beachwood Council meetings in person and more recently via streaming. I have always had an interest in government, civics and public service, just not the time to pursue it. Early in my training, I volunteered in an inner city Planned Parenthood Center. I experienced the gratification of identifying community problems and providing options, and most importantly executing on that vision.

Up until recently, my time has been consumed by decades of raising our family, starting, growing and managing a surgical practice and being an active surgeon. Suddenly, I became part of the sandwich generation, shoehorned between our youngest adult son completing his education and caring for my father, whose declining health required frequent travel to New York to assist in his care.

I now find myself with the availability, time and a rekindled passion to pursue this long-delayed ambition. At this time, my recollection of council decisions and debate make me realize that I can offer a skill set to council that would be of benefit to our city.

As a council member, how would you handle questions from residents about issues that they are having in the city?

I have managed my surgical practice for 30 years with the mission statement of transparency, accessibility, education, honesty and accountability. My patients had my cell phone number and my email address. They were encouraged to call with questions and concerns. This tactic of dealing with people honestly and directly has served me quite well and I see no reason to deviate from this now. When confronted with issues, I always seek to understand before I seek to be understood. Ultimately, all issues have solutions, and as in medicine, collaboration with others, and in this instance, council, yield the best results.

What are your goals for our community? How do you envision your service on city council will help achieve those goals and improve the city?

City government exists to provide basic services, infrastructure and ensure safety. Further amenities are luxuries to most communities, and it is these luxuries that make a community desirable. Beachwood is fortunate in that our tax receipts allow the city to provide a community pool, playgrounds, tennis courts, walking trails, dog park and a robust selection of activities and events for its youth and senior citizens.

My goal is to enable Beachwood to maintain these incredible services, improve upon them where they fall short of expectations and evaluate new opportunities as they arise. That translates into expanding our tax base, not our tax rates. That may require a complete reimagining of the Beachwood Mall and executing on that vision.

I envision Beachwood a technology hub, creating new high paying jobs. With more of us working from home and telecommuting, the need for reliable ultra-high speed broadband service is becoming more of a necessity than a luxury.

My professional career frequently required a group approach to manage patients with life threatening issues. My approach of collaboration, deliberation, education, and execution has served me exceptionally well. I have served on the boards of non-profit and for-profit organizations. I have been chairman of a surgical department. I have built from scratch a medical practice providing employment for dozens, administering state of the art care in ten hospitals over sixty miles. So successful were we, that University Hospitals opted to purchase our group rather than compete with us.

I listen. I organize. I deliberate. I educate. I collaborate. We execute. I believe that this skill set would make me an excellent selection to council, working towards solutions that are optimum for our city.

Thank you for your time and consideration,

Howard Darvin M.D.

**Steven E. Eisenberg**  
**Candidate for 2022 Appointment to Beachwood City Council**

1. **Why do you want to serve on Beachwood City Council at this time? If you have not run for council in the past, why?**

I have always wanted to give back more to my community and was able to on the most recent Charter Review Commission. I was asked to consider serving on Beachwood City Council very recently by Jimmy Heller and have been encouraged in the past to serve by Barbara Janowitz. I find that my work situation is now flexible enough to spend the needed time to effectively serve on City Council.

2. **As a council member, how would you handle questions from residents about issues that they are having in the city?**

Handling questions effectively begins with active listening to fully understand residents' issues. The resolution may involve researching the answer and getting back to the resident. This approach is usually better than answering quickly without a full understanding. The answer may also involve connecting the resident with the proper City resource to address their issue.

3. **What are your goals for our community? How do you envision your service on city council will help achieve those goals and improve the city?**

My goals for our community are to maintain and improve services, encourage and promote economic development to help the city prosper and to promote open and transparent government so residents know how their government works for them. My service on City Council will utilize my long-range planning skills as well short-term execution skills developed over a 30-year business career.

Alan L. Erenrich  
2550 Brentwood Road  
Beachwood, Ohio 44122  
January 28, 2022

**1. Why do you want to serve on Beachwood City Council at this time? If you have not run for council in the past, why?**

I am retired from working in public service for over 40 years. During that time, I have enjoyed knowing that I was making my community better. It was extremely satisfying to know that I helped citizens by understanding their travel needs and addressing those requirements. It was also satisfying to be able to provide those needs in a manner to maximize the benefit of public spending. While I was working, I did not have the time to devote to both my demanding job and the citizens of Beachwood. Being retired and having completed most of the things that did not get done prior to retirement, I now have the ability to work to improve the City of Beachwood.

**2. As a council member, how would you handle questions from residents about issues that they are having in the city?**

Different questions clearly have different answers. Does the inquiry relate to a council action or responsibility or to a subject vested in the Mayor. If the question is about a responsibility of Council and I was aware of the situation be asked about, I likely would answer the resident. If the question was in Council's purview but I was not able to answer, I would seek advice from my fellow Council members.

If, however, the resident was asking about something that was the Mayor's responsibility, I would seek answers from the Mayor or appropriate staff to relay to the resident. If the resident was relating a situation that, upon inquiry to the Mayor or staff, needed correction or further action, I would discuss the situation with my fellow Council members and propose a course of action to remedy any difficulties.

**3. What are your goals for our community? How do you envision your service on city council will help achieve those goals and improve the city?**

Goals are easy to articulate: low taxes, superior services, and world peace. Development of plans to achieve goals is much more difficult; implementation of these plans much harder.

I believe that Beachwood currently is in a good place. We have relatively low taxes and services which are envied by our neighbors. Prior planning has left us with a high ratio of business uses vs. residential uses. We can rely on both business and employee taxes to mitigate taxation on our residents. We cannot, however, be complacent. We must keep working to ensure we have a business friendly environment without causing distress to our residents. We must control expenses to allow us to maintain the high quality of services while maintaining our low tax rates.

I have spent over 40 years working in the public sector. My principal duties always included how to provide as much service as possible with whatever funds were available. My experiences include planning, maintenance, budgeting, and employee relations. I believe that my background can bring a different perspective to examining the issues that the City faces.



**1. Why do you want to serve on Beachwood City Council at this time? If you have not run for council in the past, why?**

Having lived in Beachwood since 1985, I have always had a vested interest in the City and want the city to do well for all of the residents and businesses that we have. My main reason for wanting to serve on City Council at this time is because I bring new and fresh ideas on all matters. I have a business background which helps me to understand the financial and accounting departments as well as an interior design business that I started and run today. My other interests in the City are as follows, Intergovernmental Relations, Economic Development, Planning and Zoning and Recreation/Community Services. This is a wide variety of interests but all of them are important to our Cities growth.

I have not previously run for Council in the past. Being transparent, I have just started learning about City Council and all its components over the past 2 years. While speaking to some current and past City Council members, it has made me realize that I can make a difference and that's what I want to do.

**2. As a council member, how would you handle questions from residents about issues that they are having in the city?**

My biggest strength is listening. First, I would listen to what the resident(s) had to say, acknowledge their message and ask any follow up questions I may have to respond appropriately. I keep an open mind on all subjects and would only provide correct feedback. If I don't know the answer, I would ask for a phone number so that I could get back to them with the right answer in a timely manner.

**3. What are your goals for our community? How do you envision your service on city council will help achieve those goals and improve the city?**

My goals for the community are simple, strive to be better than yesterday. My main areas of focus in the next 2 years would be safety, business development and improving employee morale throughout the city. With my business background, I managed a department of people, and every day was a different struggle that we had to work through. I know how to listen and respond appropriately which could help improve the morale. Beachwood needs to get back on track with safety. Addressing the situation at the mall is at the utmost importance. With my current business in design and remodel, I would like to get some of our vacant lands redeveloped. Working with old businesses to see how we can better our services, try to solicit new businesses to want to come to Beachwood and possibly looking to our hotels to re-develop the lands into town homes or cluster homes. With my wide variety of skills, I know I can be an asset to the Council Team.

1/27/22

Anthony McShepard - Beachwood City Council Interview Answers

**1. Why do you want to serve on Beachwood City Council at this time? If you have not run for council in the past, why?**

As a resident of Beachwood for over 15 years and alumni of Beachwood High School, I have witnessed many changes within the community and feel that fresh input and a diverse mindset would be a great addition to our current city council.

My observations include:

Witnessing real estate projects, such as the building and opening of Ahuja Medical Center and the renovation of Beachwood High School.

Working in the City of Beachwood at Beachwood Place and watching the way the landlords have dealt with the expansion, With increased mall traffic also comes the responsibility for increased public safety efforts.

Observing that city council isn't the most diverse group, and without diversity on the council not all resident's thoughts and concerns are appropriately heard and addressed from a cultural perspective.

I have not previously run for the council position because I was launching my career and completing my MBA.

**2. As a council member, how would you handle questions from residents about issues that they are having in the city?**

I would start by listening to the resident. Each resident deserves to have their questions/comments fully heard and I would thereafter ask probing questions to get as much detail on the given situation. After receiving the questions/comments I would examine the various options on how the situation could be resolved. As a council member, I would provide the resident with the proper contacts within the city to assist with an issue as needed. An example of this would be helping them contact the service department to assist with snow removal or providing them contact information for the community service department for activities related to senior van service. Being a helpful resource to the citizens of Beachwood would be my focus as a member of the city council.

**3. What are your goals for our community? How do you envision your service on city council will help achieve those goals and improve the city?**

My goals for Beachwood would be to provide a safe, inclusive community with a growing economic base. That keeps the city positioned to remain a leading community in the region.

My commitment to the residents of the city will be to:

Ensure that policies that are presented to the council are fair and just and inclusive of all groups of citizens within the community.

Promote the growth of local businesses and make it easier to bring new business to the city of Beachwood that match our city's vision of growth and prosperity.

Ensure that our students are given the absolute best resources to succeed within our school district and flourish in their lives and careers.

Confirm that we are giving all city visitors a positive experience with safety as a top priority by utilizing top-tier technology to help prevent and fight crime,

I can envision myself being a lifelong resident of Beachwood, and serving on city council to contribute to the betterment of the city would be something that I would be honored and proud to do.

## Questions for City Council

Karen Saidel

Jan 2022

### 1. **Why do you want to serve on Beachwood City Council at this time? If you have not run for council in the past, why?**

Now is the perfect time for me to throw my hat in the ring to be a part of this fantastic City Council. My time in Beachwood has allowed me to build community relationships. This along with the skills I've developed through my profession have positioned me well for a seat on Beachwood City Council.

I moved to Beachwood 13 years ago with my husband, a six-year-old, a three-year-old, and a newborn. It was important for us to send our children to a Jewish Day School, which we did. Like many, our children's school became our community. This didn't distract us from wanting the best for our city of Beachwood. It is essential for our leaders to be familiar and listen to all our residents regardless of the schools they attend. My two oldest children now attend Beachwood City Schools, providing me with the exposure to these two communities within the broader Beachwood community. I have developed relationships with members of both communities and understand the importance of being open to the needs of all types of residents. The success of our city is ultimately determined by them.

The skills I've developed over the past 11 years at University Hospitals are uniquely transferable to the activities of City Council. As the Principal Advisor for Risk and Patient Safety, it is critical for me to understand and truly listen to stakeholders to make informed decisions and affect change. I lead the efforts in creating, standardizing, and reviewing policies to keep patients safe and to ensure that they are receiving the best care. This cannot be done without understanding the issues. Therefore, I employ and teach my team how to use techniques such as Root Cause Analysis to dig deep when needed. I see this as a useful and important trait of a Council person who requires an objective understanding of city issues to make informed decisions. I will bring this experience to the Council.

### 2. **As a council member, how would you handle questions from residents about issues that they are having in the city?**

As a member of council, I would listen, learn, validate, and communicate. I believe it's important for council to engage residents in a compassionate and methodical manner.

**Listen:** I would start by listening to the issue and collecting relevant information with clarifying questions. This is best accomplished without making assumptions, jumping to conclusions, or dismissing. Effective listening leads to understanding. Often the initial question needs refinement to get to the crux of the issue.

**Learn:** Learn and understand the root cause as to where this issue is stemming from. Is this an isolated issue affecting only a small group or is this an issue that is affecting a

larger part of the community? Uncover the details to understand why and how this impacts this person or group.

**Validate:** Validating the concerns of the residents is critical in attaining trust and buy-in from the community. The residents' issues are important to them and acknowledging their issues shows that you are empathetic and that you will evaluate them fairly.

**Communicate:** Communicating your understanding and describing next steps taken by the council will help alleviate angst of residents. Open communication from both parties is best to ensure the issue is being addressed timely.

In a former role, I managed patient advocacy issues. Often these issues came across my desk because the patients felt they were not being heard, were not feeling safe, or felt like the leaders (doctors and nurses) did not have their best interest at heart. Similarly, residents have concerns that if not properly handled can lead to the same misgivings.

**3. What are your goals for our community? How do you envision your service on city council will help achieve those goals and improve the city?**

Beachwood is one of Cleveland's best and robust suburbs for resident, businesses, and visitors. My goal for Beachwood is remain a top tier community through enhanced public safety, a strong positive culture, financial stability, and continued quality of life improvements.

**Public Safety:** It's important for any community to provide the necessary resources to support its overall safety. We can accomplish this first by ensuring we have the right experts in place to assess threats and develop plans to address them. Community outreach also plays a vital role in cultivating partnerships between law enforcement and citizens to develop solutions and trust.

**Positive Culture:** An organization's culture starts at the top. Council members are a representation of the city and have the power to create a positive image throughout the community. When residents feel pride in their community, they are more willing to be engaged, leading to improvements, and continuing the cycle. This not only enhances resident life but is a reflection onto neighboring communities.

**Financial Stability:** Supporting the goals and growth of the community requires resources. Beachwood needs to provide services in an efficient manner, respond to changing service needs, and make smart investments in people and partnerships.

**Quality of Life:** Beachwood already has a lot to offer. It provides some of the best services for its residents, has a strong school system, an amazing pool, as well as an array of stimulating programs. As a council member I would be an advocate for the continuation and growth of these quality of life matters.

My service on the council would be a valuable one. As a member of council, I would bring my professionalism, project management skills, and positivity to achieve the stated goals. I would lead by example and be fair. I'm ready to take on this challenge and would be honored to be a member of council to help make Beachwood stronger than ever.

## **Steve Sender**

1) I have had an interest in City Council for some time. I believe I have applied twice before, each time for an appointed position. Each time, the demographics of Council was not in need of another Jewish white male. Council still lacks a black male and I would gladly be passed over again should Council appoint one. I served on a City Council subcommittee when I lived in Cleveland Heights for many years, and would have run for Council had we not moved to Beachwood. I have not run in a general election for a Council seat, as quite frankly, not many people in Beachwood know who I am. I wasn't going to spend the money if I didn't think I could win. However, after an appointment to Council, the residents should know who I am and could make a choice in an re-election run if they wanted me to continue serving them.

2) I would be extremely receptive to residents letting me know about the issues they are experiencing, negative and positive. I would notify the appropriate people within the City to see if there is something that could be done to assist the resident. I would also follow up with the respective resident and let them know either way if the City would be able to assist them or not. I am very big on communication. When I reach out to someone, I expect them to respond to me in a reasonable period of time. I pride myself on responding to others in a very timely manner.

3) I have some immediate and some longer term goals for our community. Some of my immediate goals are to restore our city's reputation, given the various scandals and internal litigation over the last several years. Personally, I was tired of reading about it in the newspapers and I was tired of friends asking me what's up with our city government officials. I would like to help steer the City away from that past and move forward in a positive direction. I would also like to help figure out a way to restore the reputation of Beachwood Place. Non-residents think it is unsafe to shop there. They think they may be shot by gunfire. I recall when the mall was built, my family opened a store there. The mall has changed. Management of the mall is a big part of the problem in my opinion. Longer term projects that I would like to be involved with are the redevelopment of Commerce Park. It is a sad and tired office park. I would like to work with the schools to upgrade the ball fields so that athletes from other cities will enjoy playing in Beachwood, and not groan about coming here to participate in a ball game. I like the outdoor amphitheater concept, but it needs to be a more realistic project. I would like to find out from the residents what they are looking for, what they feel is lacking in the community. I am a CPA with thirty five years of experience and feel I can bring fiscal responsibility and experience to Beachwood City Council. The current members of Council primarily have legal backgrounds. Having a CPA on Council could be a good thing.

Responses from David J. Seiger

**Why do you want to serve on Beachwood City Council at this time?** For the first time in my adult life, I was called for jury duty in December, 2021. Much to my surprise, I found the process rewarding. I felt a part of the process, and that my service was appreciated. I felt good about fulfilling my civic duty. Serving on City Council is an opportunity to further fulfill my civic role.

**If you have not run for council in the past, why?**

Year ago, I considered running for City Council. At that time, I had too many obligations to give a campaign the attention it requires. Now that my children are grown and my business is established, I feel I have the time to serve the community.

**As a council member, how would you handle questions from residents about issues that they are having in the city?** My year in sales has taught me to be an active listener, and to always follow up. Those two skills have been the backbone of my business, and I would bring those skills to my role on Council.

**What are your goals for our community?** I want to see our city grow, thrive and keep our place as a top-rated suburb to live and work. I see other suburbs re-inventing themselves through re-development. We have the opportunity to work with developers to re-invent Commerce Park, Science Park and Beachwood Place.

**How do you envision your service on city council will help achieve those goals and improve the city?** My wife says I offer a fresh perspective, and that I should have been an \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ (fill in the blanks) architect, a city planner, a commercial leasing agent.



## **Danielle Shoykhet**

### **1. Why do you want to serve on Beachwood City Council at this time? If you have not run for council in the past, why?**

I want to serve on Beachwood City Council at this time to proudly represent the second largest demographic in Beachwood; millennials. City Council is currently lacking this female perspective. One of my goals would be to ensure that our city remains and continues to be a community of choice throughout Northeast Ohio. I have been a Beachwood resident since 2010, and over the years, I have seen both the growth and successes along with the challenges our city has faced. There are critical decisions that must be made in the near future which will impact the city down the road. I want to ensure that all voices, inclusive of the millennial residents' voices, are heard and make both a significant and positive impact on the city of Beachwood.

I have not run for council in the past. Given the current point I am at in my life both personally and professionally, I am extremely confident that I have the bandwidth, flexibility and time to contribute to City Council which the position of councilwoman both deserves and requires. While I think that running for public office is a noteworthy achievement, being selected by my council peers would be of the utmost honor. If appointed, I look forward to running during the next election cycle and being elected by my fellow Beachwood citizens.

### **2. As a council member, how would you handle questions from residents about issues that they are having in the city?**

As a council member, I would handle questions from residents about issues that they are having in the city in a number of ways. First and foremost, I would listen to their concerns and make sure they are fully understood while keeping in mind that additional research, coordination and policy discussion may be required. Depending on the question, I may be able to address it immediately or direct them to the proper party within the administration. I have a proven track record, both personally and professionally, of bringing a diverse group of people together for the application of creative problem solving and critical thinking.

**3. What are your goals for our community? How do you envision your service on city council will help achieve those goals and improve the city?**

My goal is to improve the following top three areas for our city: Economic Development, Public Safety and Citizen Engagement.

From an Economic Development perspective, I would help to further improve policies which would put businesses and property owners in a position to succeed within the city (i.e. workforce development, public works improvements, incentives). By partnering with other government agencies, whether that be county, state, or federal levels, Beachwood could leverage incentives to attract and retain both residents and businesses.

When I think about Public Safety, two things come to mind. First, COVID has brought to light the importance of outdoor activities. Two of the most common are walking/running and biking. My goal would be to implement and guarantee that sidewalks are constructed and maintained anywhere they are not currently located in Beachwood. Secondly, I would consider dedicated bicycle paths throughout Beachwood, where it is viable. Lastly, I think about the well-being of our city's residents, as well as other citizens. For example, working with Brookfield towards restoring the safety of Beachwood Place, a class A enclosed mall, by attracting and incentivizing tenants. This would include researching the possibility of pursuing mixed-use development by implementing condos or apartments (1-2 bedroom units) which could stabilize the mall and bring more eyes to the property on a 24/7 basis. This will ultimately result in a safer environment and a long-term value for both the property owner and the city of Beachwood.

Our diverse group of residents have varying methodologies to connect with them. City Council, along with the administration, should continue to be thoughtful of this in order to maximize citizen participation. It should be a goal to have as many voices heard as possible, as some people may currently feel excluded. I want Beachwood to continue to be an inclusive community where everyone's voices are heard.

## **Brad Swimmer**

### **1. Why do you want to serve on Beachwood City Council at this time? If you have not run for council in the past, why?**

Although not a native of Beachwood, my wife Judy & I have lived in Beachwood since 1987. Our 2 daughters grew up here attending the Beachwood schools, and Beachwood has become our home. Our family has benefited a lot from living in Beachwood, especially our daughters. Their education and other Beachwood experiences helped prepare them to succeed in life. At the same time, the small town environment, along with great services, local shopping and restaurants, great medical services, all provided with relatively low taxes makes for a great place for us to live. This works for us as seniors, but also for families of all ages. It is absolutely imperative to me that we not only maintain these advantages, but that we continually strive to improve them.

Previously we owned our own business in downtown Cleveland from 1991-2019. I worked 60 hour weeks, and didn't have the time to be active in the city. A part of me always wished that I had the available time. Now I finally have the time, and I would like the opportunity to give back to the city.

The key question is, why me. I think that I bring a number of important attributes to the position:

- a. I am very analytical by nature, but my work experience has taught me to not over analyze and how to make timely decisions. This is important because you can't always have complete information available.
- b. I bring an open mind to all issues and I am very pragmatic. In no sense do I jump to conclusions, and I like to see all sides of an issue.
- c. One of my strengths is the ability to help foster consensus when there are disagreements on a subject.
- d. My financial skills are always a value to a City Council.

### **2. As a council member, how would you handle questions from residents about issues that they are having in the city?**

Beachwood is a small town. One of the major benefits of a small town is the ability to have individual interfaces with residents. So, the first thing I would do is try to meet with the resident in person to better understand their issue and any thoughts that they have on how to right things for them. If meeting in person is not practical in some cases, then I'd want a phone call- a video call would be preferred if available. Seeing the person you are talking to adds a lot of value. In any case, email or text should be the option of last resort.

It is also important that the council member not have a pre-conceived notion of a solution to the problem. Being open minded and listening carefully is absolutely critical. My experience in business trained me how to listen, and we would not have been successful business people and our business would not have survived multiple recessions without that type of skill.

Finally, it is important that I build trust and confidence in the residents. I keep my promises and will always get back to the residents with a timely response. If I don't have an answer, then I will give a progress report.

### **3. What are your goals for our community? How do you envision your service on city council will help achieve those goals and improve the city?**

My goals for the community are pretty simple. Help take one of the best Ohio cities to live in and make it better 1 step at a time. When you try to hit home runs, you swing and miss a lot, resulting in strikeouts.

So, how do you do this? It is a process with multiple steps. Among them are:

- a. Do not have pre-conceived notions. Keep an open mind on all ideas.
- b. No one can be an expert on every subject. So, I will solicit advice when I need to know more about a subject.
- c. Listen and compromise. Find solutions that find the best balance of helping the community but not hurting some within the community.
- d. Beachwood needs to run the city efficiently. But we can never lose sight of our customers- the residents, the people who work in our city, and the people who shop in our city. One reason why we succeeded in our business was that while we always strove to make a profit, we understood that when you do things for the benefit of your customers, you often give up a little in short term profits to benefit your customers and then get a long term gain. We need to continually work on that balance as a city.
- e. Many people view all government spending as an area to review and trim. We need to understand the difference between areas of spending that are prone to waste, and those where we are investing for the future. It is imperative that we make smart investments for the future.

My business experience of 15 years in corporate finance, 28 years of business ownership and an MBA in Finance from Duke University trained me to excel at all of the above, and to build confidence in me from those that I work with due to my consultive approach.

Written responses not received by deadline:

Ali Amini

David Weinstein

Ami Zukowski