
State of the City 2016

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Presented by Mayor Kirsten Holzheimer Gail

2/1/2016

Good evening. It is my pleasure to present to you this evening the 2016 State of the City. I have just completed my first month serving as your Mayor. It has been a busy but productive month, I have been busy meeting with the departments, local businesses and community stakeholders; reviewing past practices and developing plans for the term ahead. Today, I would like to review some of the progress made last year and share some plans for 2016.

I would like to start by acknowledging and thanking the new Council President John Monroe and members of City Council for joining me in serving our city and providing leadership for a strong future. Each member of Council brings unique and necessary talents and experiences and most importantly a commitment to ensuring a strong future for Euclid. I look forward to working with each of you.



We cannot look back to last year without acknowledging the long time service of several people. I would also like to thank former Mayor Cervenik, Law Director Frey, Service Director Lee Bock as well as Council members Kandace Jones and Patrick McLaughlin. Their service and dedication to the city are very much appreciated.

During my administration, we will focus on priority areas of safety, business development, providing top quality service to the residents, and strengthening our neighborhoods and utilizing our assets to ensure Euclid remains a first choice suburb to live, work and visit. As I walk through these priorities this evening, you will also hear a consistent themes of collaboration, communication, and increased involvement.



Safety is a critical component to building a strong future. I would like to thank Police Chief Tom Brickman and Fire Chief Chris Haddock for their leadership and commitment to our safety and security. Looking back at last year, Euclid joined Chagrin Valley Dispatch and has been able to provide high quality dispatch services as part of a regional service bringing improved technology, interoperability, training, and enhanced service to our residents. CVD was named a national leader in public safety communication receiving the 2015 Public Safety Communications Technology Leadership Award for their exceptional advancement of service to the public. We are proud to partner with them in this regional collaborative effort.

In the police department, there were new community policing initiatives, the continuation of the popular Citizens Police Academy, and the hiring of 6 new police officers to strengthen our police force. 2015 also saw



the introduction of the Community Response Team – which is a detail of officers who are dedicated to responding to specific problems or potential problem areas. This special detail can be deployed to problem areas and has been successful in removing criminal activity in our neighborhoods. We will continue to look at ways to utilize community policing and these special details to improve our neighborhood through community based responses and crime prevention activities.

The Police Department has also begun to utilize Crime Analytics – Sergeant Dan Novitski and Community Police Specialist Kate McLaughlin have both been trained and will be using data to help identify trends in order to better address crime and improve community safety. We look forward to positive results from this effort.

The Fire Department had its busiest year in 2015 responding to 9,555 calls for service. Also notable, The Fire



Department officially joined Chagrin/Southeast Hazardous Materials Response Team, received an Assistance to Firefighters Grant of \$237,000 to purchase new self-contained breathing apparatus, received the Staffing for Adequate Fire and Emergency Response grant in the amount of 977,000 to pay the salary and benefits of six new firefighters for the next 2 years and assist on providing best possible service to our residents. The Fire Department will have a new ambulance delivered in February of 2016 and 2 new fire engines later in 2016. Safe, modern and reliable fire equipment and apparatus are essential to ensuring our safety. The Fire Department also partnered with American Red Cross and Lincoln Electric to conduct a safety walk in the neighborhoods near Firestation #1. A total of 354 smoke



alarms were installed in 151 homes – establishing a new record for the number of smoke alarms installed in a single Fire Safety Walk. Thank you to Chief Chris Haddock and all the members of the Euclid Fire Department for your service and commitment to Euclid.

I look forward to working with Safety Committee Chair Charlene Mancuso and both departments to keeping our safety forces well-staffed, well trained, and well equipped to do their jobs and keep us all safe.

I am pleased to welcome new law Director Kelley Sweeney to my team. Kelley was Assistant Law Director in Euclid for 7 years, and more recently Chief of Staff for the Cuyahoga County Clerk of Courts. One of Kelley's prior accomplishments in the City was implementing the nuisance abatement ordinance. She intends to strengthen this program with collaboration from EPD, Council and residents referring these matters to the Prosecutor. While overseeing the Prosecutors Office, Kelley is committed to utilizing prosecution as needed to keep our community strong. Kelley shares my commitment to accountability and open communication.



Business Growth and Development is one of my administrations top priorities. I would like to thank Planning and Development Director Jonathan Holody and his staff for their hard work and leadership in helping to attract and retain businesses in Euclid. Some highlights from 2015 include attraction of Mechanical Dynamics and Analysis (MD&A) to the former HC Stark Building on E. 222 Street, bringing more than 60 employees.

HELP Foundation completed their new administration and Training facility at Century Corners and is home to 25 employees. HELP has been a great community partner and we welcome their increased presence in Euclid.

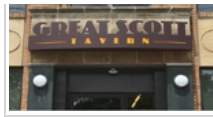
Lincoln Electric announced their new Welding Technology Center – which will bring \$30 million investment, new jobs, and further solidifies Euclid as Lincoln Electric's world headquarters. This project also illustrates our ability to work cooperatively with the State, County, and regional economic development organizations to make a project happen. St. Clair Ave will see a major upgrade as a modern industrial corridor that we believe will encourage future investment along this important corridor.

HGR acquired the former GM In-Land facility with the help of the Cuyahoga County Landbank and has invested close to \$10 million in their facility. They have ambitious plans to fill and continue to upgrade the facility where they currently attract an average of 300 – 500 visitors to Euclid a day.

Fogg completed their 2nd building at Blue Stone Business Park and we look forward to announcing new businesses there in 2016. Their first building is home to Remedi Senior Care that continues to grow, expanding their business and state of the art technology and robotics used in their operations. Guardian Technologies, the second company located at BlueStone, was recently listed on the Weatherhead 100 Winners List which spotlights Northeast Ohio's fastest growing companies.

On the smaller business side, Great Scott Tavern opened in downtown Euclid, Omleggedon on E. 185th Street.





Simon Grocery stores has purchased the Euclid Richmond Shopping Center. Most recently, Hudek Dental has announced that they will be renovating and moving into the previous PNC bank building at E. 260th and Lakeshore. Small businesses are an important part of our economic vitality, so we will continue to work with and support small businesses.

2015 saw the partnership with the Euclid Chamber of Commerce to explore the creation of a Special Improvement District and an Arts and Entertainment District for Downtown Euclid. Initial response by business owners has been favorable and these tools would provide additional resources to help market and improve downtown Euclid. I look forward to continuing this partnership.



During the last month I have been able to meet with several local businesses and commercial brokers for properties in our city. I am pleased to say that they are happy to be here in Euclid and are satisfied with the services they receive. All are interested in continuing to meet/ communicate and are looking forward to growth. I have seen how important this personal contact is and will continue regular communication and visits with businesses and business partners. We will be working to update marketing materials to help brokers sell our city, making sure they are well aware of our recent successes, plans in place and vision for the future. These personal meetings with business owners will continue to be a priority for my administration.

I look forward to working with the City Planning and Commercial Development Committee and Chairman Councilperson Kris Jarosz on creative ideas to attract new businesses to the City.

Housing remains a critical issue. Over the past year under the leadership of Housing Manager Joe O'Donnell, the housing department has reviewed many of its current procedures and has identified areas for improvement. They were able to streamline some processes, explore online registration, and better utilize staff to optimize inspector time in the field. I look forward to continued progress and fulfillment of the newly established housing department goals around focusing on addressing non-compliance, creating more proactive investigative processes, and improving communication to residents and among other City departments. We will continue to explore better use of technology to further improve processes and accountability. We will also continue to work with the City Council Housing Committee under leadership of Councilwoman Laura Gorshe and the Citizens-led Housing Task Force to explore new initiatives including conducting a Housing Inventory and exploring new policies and programs to improve our housing stock and increase housing values across the city.

In 2015, we received \$1 million from county demolition funds. Using these funds, we demolished 12 residential



properties, St. Robert School Building, Tungsten Pool, and Lakeshore Chevy Building. These funds helped remove blight from our neighborhoods and make way for future development opportunities. Through the work of Karen Tomsic and the Euclid Development Corporation, we continue to offer Down Payment Assistance to attract new homebuyers and Home Improvement Loans to help rehab homes across the city. I look forward to exploring new ways to increase home ownership and attract new residents to Euclid.

Under the direction of the Planning and Development Department and over the last several years, Euclid has been able to secure funding for multiple planning efforts through the past few years – we have completed TLCI planning process for the down town Euclid area, Euclid Avenue and are currently engaged in a collaboration with Cleveland, Cuyahoga County Planning Commission, anchor institution of 185th Street, businesses and resident for 185th Street TLCI. We look forward to a completed and adopted plan that will bring about a new identity, greater accessibility, and re-investment in this important corridor.

We are awaiting a decision on a grant application to help fund an update of our Master Plan. I believe this will be an important process in defining our goals and vision for the future and ensuring resident input and involvement in mapping out our future priorities and improvements. I look forward to beginning this important effort.



In order to better serve our resident, organizational development efforts have also taken place. Last year, under the direction of Administrative Director Letitia Linker, Euclid participated in 3 LeanOhio Bootcamp sessions. LeanOhio Boot Camp is a one-week training program designed for public-sector entities to learn about lean/six sigma continuous improvement methods and tools. By improving our processes, we can improve resident satisfaction, providing better service at lower cost. Our involvement has been funding through scholarships from the State of Ohio's Local Government Efficiency Program (LGEP). In 2016 we will again partner with Kent State to host three Euclid sessions. There are 5 active employee groups currently working on various processes and suggestions.



Also in the training area, we recently provided sessions on Diversity Training for employees in partnership with Cuyahoga County. Director Linker is also beginning training for newly elevated managers and superintendent to make sure they have the tools, information and skills needed to be successful. With a fewer number of employees, many have taken on new responsibilities and more are cross trained to provide backup and assistance as needed. I appreciate the hard work and dedication I have seen from our Euclid employees. Thank you!

One of our challenges this year will be our budget. I am pleased to report that we did add to our cash balance in 2015. We brought in about \$38 million in revenues in the general fund and expended \$37 million resulting in adding about 1 million to our reserves. We continue to see income tax as the greatest portion of the General Fund Budget and saw a small increase in 2015 to 24.5 million. 2016 brings some challenges including an extra pay for employees, increased costs in healthcare and workers compensation. We will continue to look for cost savings and efficiencies where we can and explore additional revenue streams through grants, partnerships and regional efforts where they make sense. I would also like to recommend creating the Ad Hoc Long Term Finance Committee that was initially introduced by Councilman Langman and myself for the purpose of reviewing our financial position, exploring options and offering recommendations to improve our long-term financial outlook. While I am making progress with the search for Finance Director, I would like to thank Acting Finance Director Nancy Fisher and the entire Finance Department for their hard work and dedication. We will begin the budget process this month and I look forward to the opportunity to review our goals and priorities in each department.

Neighborhoods / Resident Engagement continues to be a priority to my administration. As such, I have asked Kristal Grida to join the Mayor's office as Assistant to the Mayor for Neighborhood Engagement and Special Projects. Kristal will continue to support and strengthen our neighborhoods through the enhanced communication, support of associations, special events,



small grants to neighborhood associations, and Neighborhood Challenge Grants. We will create new opportunities to strengthen relationships among neighbors through Engage Euclid nights, community events like Neighbor Day and Summer at Sims Series, Wind Festival and greater opportunities for resident's involvement. We are in the planning phases for these events and I look forward to spending some summer evenings enjoying Lake Erie, Sims Park and fellowship with our neighbors. Kristal will also help with special projects aimed at developing partnerships and collaboratives to improve our community. I appreciate her hard work, creativity and commitment to quality service and accountability to residents.

City Services remain at the core of our purpose as a city government. I would like to



welcome Dan Knecht as Service Director. Dir. Knecht has worked for the City of Euclid in various capacities for 10 years and previously owned and operated his own businesses. In this first month, Dan has brought a renewed commitment to the provision of quality services, increased communication and responsiveness to

residents. We will continue to do the best we can with limited resources and reduced number of staff to keep our streets clear, potholes patched, leaves picked up, snow plowed, garbage collected. The Water Reclamation Project, street resurfacing and sewer projects continue to occur across the City. Please visit the City of Euclid website for regular updates on the projects. Our Waterline Replacement program has helped to reduce the number of waterline breaks from 287 in 2014 to 170 in 2015. 4 Sanitary Sewer Overflows were permanently closed in 2015 helping to keep untreated sewage out of Lake Erie. We appreciate your patience during these projects. We will continue examining our processes and looking for ways to improve our service to residents across the city. Please share your thoughts with us.

Our parks, recreation programs, and community events remain a critical part of our community, and I look forward to Councilman Pat Delaney bringing fresh ideas to the Parks and Recreation Committee. 2016 will see improvement to the pools, new dasher boards at the ice rink, upgrades to Serra field, and new programs to help combat childhood obesity. Director Mac Stephens is committed to ensuring the successful development of our youth not only as athletes and for three years in a row has provided academic study table, meals and motivational speaking session at the Police Mini station for all program participants. Dir Stephens is also working with the Euclid YMCA and Euclid Board of Education to see how we can collaborate on programming and facilities and exploring collaboration with the Euclid Public Library to develop a discount program for Recreation Programs for those children who participate in the summer reading program.



We also have many dedicated volunteers who help provide quality recreation programs such as Euclid Boys League, Euclid Youth Soccer, Euclid Youth Hockey, and Panther Swim Team – these dedicated volunteers provide wonderful programs for our residents and have further demonstrated their commitment through facility and field improvements. They also sponsor tournaments/ events that bring in visitors from outside Euclid to our fine facilities. We appreciate all those involved for their dedication to the youth and their commitment to quality programs in Euclid.

At the senior program, Manager Bob Payne has started and expanded many programs last year such as Game Days, Movie Days, Silver Sneakers and yoga, Balance class, Bingo and Music, Intergenerational activities, and more. He will begin a Senior Café each day from 9-11 at the center, and is looking forward to more evening programs, expanded day trips and activities, chair volleyball and much more. I was able to meet with many seniors last week at the center as part of a regular Muffins with the Mayor event. There were good questions and conversation and I look forward to visiting often with the seniors and staff.


Under the leadership of Councilwoman Madeline Scarniench and the Assets Committee we continue to make progress on preserving our community assets such as Shore Cultural Center, Euclid Historical Museum, Henn Mansion, Golf Course, and Animal Shelter. Each has seen continued improvements and continue to be places that enhance our community and offer opportunities to bring residents and community together. I would like to acknowledge the volunteers at each of these facilities who help make the improvement and operations possible.

Lakefront Development Waterfront saw progress in 2015 with the securing of \$4 million in funding from Cuyahoga County Casino revenue Fund. We appreciate the investment into this important project and the assistance and advocacy of our County Councilwoman Sunny Simon to make this happen. We are currently working with our State Senator Kenny Yuko and State Representative Kent Smith to request an allocation from future State Capital Budget. I thank these leaders for representing Euclid and advocating for our needs in Columbus. While continuing to raise the necessary funds, we are moving forward with final design and engineering phase with Smith Group JJR and working towards submitting permit applications to the State Regulatory agencies this summer. Our progress would not have been possible without the professionalism and dedication of Frank Pietravoia who provided staff support to the Lakefront Project as well as to the Steering Committee who provided oversight and direction to the project. Phase II of the Waterfront Improvement Plan is making progress and I pledge my continued commitment to making our lakefront more accessible, reclaiming our beaches, and redeveloping the shore line to further capitalize on one of our greatest assets.

As I look forward to 2016, there are a couple of initiatives I will introduce:

I would like to establish a commitment to keeping Euclid beautiful and clean. I have





begun to notice increased litter and neglect of properties. We all need to have pride in our community and help keep things clean. Through increased attention from city staff, litter pick up, neighborhood cleanups, the Adopt a Spot program, tree planting and beautification efforts we can help maintain high standards. We cannot do this alone, we need your assistance. Help us pick up litter when you see it, call us if you see graffiti or damage to public property, join us for cleanup efforts. We will be making these issues a priority and ask you to commit your assistance to making this happen.

I am working with Councilwoman Stephana Caviness and resident Willie Brown to establish a Community Relations Commission or Human Relations Commission that will bring citizens together to improve relationships among all people and advance the mission of bringing all of our community together in unity. Look forward to introduction of legislation in the near future and a full discussion in the newly formed Community Engagement Committee. I am also happy that Councilwoman Taneika Hill will be assisting in this effort as her focus and passion is with neighborhoods and creating cooperation and positive relationships with residents.

I am also planning a series of listening tours - to provide the opportunity for residents to share their ideas and concerns for our community. Look for a series of events throughout the community from May through August in a park, on a vacant lot, or porch new you.



Communication and sharing information will also be a priority. We will be reviewing E-Gov, Blackboard, website and social media to make sure we are utilizing these technologies to their fullest to help communicate with residents and businesses. I will utilize these technologies in addition to Government Access Channel, Observer, newsletters and media to better inform and engage with our residents.

Let me wrap up by saying that I have great hope for our future. In this first month, I have seen the dedication of my administrative team and City personnel. I have seen the commitment and dedication of members of City Council and Commissions. I have seen community members and residents who care about our community and want to help. I believe Euclid is a great community and that we can again be a first choice suburb – a place we all can be proud to live, work or visit. I look forward to working with each of you to make this vision a reality. I thank you for your involvement and your commitment a strong and vibrant future for Euclid.