



SHAKER HEIGHTS

Administration Committee Agenda Via Video Conference Tuesday, February 9, 2021, 8:00 AM

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1. Approval of the November 10, 2020 meeting minutes

Documents:

[ADMINMIN111020 DRAFT.PDF](#)

2. NEOGOV Learning Management System Demonstration
- Vincent VanAuker, Sr. Enterprise Account Executive/Sales

Documents:

[NEOGOV LEARNINGMNGTSYSTDEMO.PDF](#)

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DRAFT

**Administration Committee
Tuesday, November 10, 2020
8:00 A.M.
Via Teleconference - Zoom**

Members Present: Carmella Williams, Chairperson, Council Member
Rob Zimmerman, Council Member
Kim Bixenstine, Resident Member
James Brady, Resident Member

Others Present: David E. Weiss, Mayor
Jeri Chaikin, CAO
Bill Gruber, Law Director
Sandra Middleton, Human Resources Director
Frank Miozzi, Information Technology Director
Julie Voyzey, Communications & Marketing Director

The meeting was called to order by Chairperson Carmella Williams at 8:02 a.m.

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Approval of the October 13, 2020 Meeting Minutes

Chair Williams asked if there were any changes or comments to the minutes of the October 13, 2020 meeting.

It was moved by Member Kim Bixenstine and seconded by Council Member Rob Zimmerman that the minutes be approved as submitted.

Minutes of the October 13, 2020 meeting were approved as submitted.

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Lease with ECEC for the Shaker Family Center Building for 2021 thru 2022

Chief Administrative Officer Jeri informed the committee that Family Connections, the current tenant at the Shaker Family Center building, is moving to Cleveland at the end of the year in order to expand their service area and will no longer be the managing tenant of the building. Early Childhood Enrichment Center (ECEC), a long time preschool tenant, has asked to take over the lease and the sublease with Carol Nursery School. However, they requested the City continue to subsidize management and maintenance of the building, particularly in 2021, due to COVID.

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Therefore, in lieu of an empty building, the City is recommending a new lease with the ECEC for 2021-2022 with rent payment of \$1. The City would notify ECEC of lease renewal no later than April 1, 2022. The City's subsidy for management and maintenance of the building is approximately \$104,000, which is about \$26,000 less the City's payment to Family Connections. The City would also pay for capital maintenance repairs exceeding \$1,000. However, we are recommending no capital improvements in the 2021 budget.

The City will maintain grounds, except for the learning garden and playgrounds installed by the tenant, provide subsidy of city services and dollars in 2021, but no guarantee of a subsidy in 2022, which is open for discussion. ECEC is requesting the subsidy due to COVID-19, which has affected operations with less occupancy, staff pay cuts, and an increase in tuition costs. Although the Forward Together discussions between the City, schools and library continue regarding future use of City buildings, this lease will keep continuity in the building for now. Without tenants, the City cost would still be about \$67,000 a year to maintain boilers, security systems, etc. Having ECEC and Carol Nursery School will cost about \$153,000.

Mayor Weiss added the proposal is a bridge arrangement until the City continues dialogue regarding potential use of the building as part of the Forward Together matter. Although the City was aware Family Connections did not plan to review their lease, the pandemic was a surprise and had an impact on the tenants. This interim agreement makes sense and is the right thing to do during these challenging times. The subsidy is only for one year and we should keep in mind the families that rely on these services.

It was moved by Member Kim Bixenstine and seconded by Council Member Rob Zimmerman that the Committee recommend approval of the lease with ECEC.

The Committee unanimously recommended the approval and the item will be presented to the Finance Committee.

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Contract with Cuyahoga County Board of Health for 2021

Chief Administrative Officer Jeri said state law requires municipalities to either provide their own health department or contract with the County Board of Health. Until 2017, the City had its own health department, at which time state legislature required health departments become accredited, a costly undertaking the City decided against once they compared costs and services. Therefore, the City began contracting with the Cuyahoga County Board of Health in 2018 at a cost of \$117,000 per year or \$4.12 per person. Rates increased in 2019 to \$4.74 and \$5.45 in 2020. There is no cost increase for 2021 and the total cost will be \$155,000.

The Cuyahoga County Board of Health has been very responsive to the City, providing services on a day-to-day basis such as lead hazards in rental properties and sanitarians in restaurants, as well as

invaluable services during the pandemic such as an emergency operations center. Therefore, we are recommending the City contract with the Cuyahoga County Board of Health for 2021.

It was moved by Member James Brady and seconded by Member Kim Bixenstine that the Committee recommend approval of the contract with the Cuyahoga County Board of Health for 2021.

The Committee unanimously recommended the approval and the item will be presented to the Finance Committee.

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Shark & Minnow Public Relations/Marketing 2021-2022 Contract Recommendation

Communications and Marketing Director Julie Voyzey stated as a follow up to last month’s marketing presentation by shark & minnow, the department is requesting the Committee recommend approval of a new two-year personal services contract with shark & minnow, a certified WBE and SBE, to continue the Shaker365 campaign. There is no increase from the previous contract with a cost of \$67,500 per year for a total of \$135,000 for the period January 1, 2021 through December 31, 2022.

This multi-year cohesive campaign not only reflects the diversity and amenities of Shaker it is key to remaining competitive by placing Shaker at the top of mind as people look to relocate. This is especially important when considering the threats to our economy and tax base due to the pandemic as it enhances our efforts to attract and retain residents. A new contract will build on the momentum of this campaign and expand emphasis on the attract messaging.

Personal services contracts, especially those focused on creative work, necessitate a continued relationship with a team once a creative direction is established and is critical to building on the momentum of the campaign. It takes years to establish a relationship with a creative team so they can work seamlessly as an extension of the department as a successful campaign requires they have a deep understanding of the dynamics of the community and the ability to reflect it authentically. The shark & minnow team has consistently demonstrated a commitment and willingness to go beyond, especially since several team members are Shaker residents and are dedicated to the future of the City.

The Communications and Marketing Department requests the committee recommend approval of a new two-year contract, in the amount of \$135,000, for the period January 1, 2021 through December 31, 2022. The department’s operating budget has allocated sufficient funds.

The committee discussed the requirements of a personal services contract, particularly without a Request for Proposals (RFP). The initial contract was the result of an RFP in 2017 under the previous director for marketing of the Van Aken District and evolved into marketing of the City. Law Director Gruber added this type of personal services contract does not require formal,

competitive bidding under the City's charter and ordinances. The City's purchasing policy usually requires proposals, however since proposals were previously obtained, and the director provided sufficient reasons for continuing with the same contractor, this contract meets city policy and ordinances. A member commented that starting over with another contractor would result in a loss of momentum in the marketing campaign.

It was moved by Council Member Rob Zimmerman and seconded by Member James Brady that the Committee recommend approval of the two-year contract with shark & minnow in the amount of \$135,000 for the period of January 1, 2021 through December 31, 2022.

The Committee unanimously recommended the approval and the item will be presented to the Finance Committee.

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There being no further business, the meeting was adjourned at 8:28 a.m.

Carmella Williams, Council Member, Chair
Administration Committee



Memorandum

To: Members of Administration Committee
From: Sandra Middleton, Director of Human Resources
cc: Mayor David E. Weiss
Chief Administrative Officer Jeri E. Chaikin
Date: February 9, 2021
Re: NEOGOV Learning Management System Demonstration

Preparing the workforce now and for the future will require changing the platform for delivering training. Currently, the primary platforms used to deliver group training are webinars and in-person, instructor-led programs. The City sponsors employees to attend the Diversity Center of Northeast Ohio's LeadDiversity Program and Cleveland State University's Leadership Academy.

Having an ongoing and active training platform improves the quality of our workforce, increases job satisfaction and makes Shaker a more desirable place to work. Having a centralized program increases efficiencies by allowing employees and their supervisor to work collaboratively in identifying and managing their training needs.

NEOGOVS offers a Learning Management System (LMS) that builds resilience in the workforce and changes the culture of managing talent. NEOGOVS offers a library of over 1200 courses and opportunities to customize additional training. The LMS tracks registrations, completions and overdue assignments. The LMS includes many regulatory-required courses.

During the meeting, I am asking the Administration Committee to preview a 15 -minute demonstration of NEOGOVS Learning Management System. After the presentation, the Administration Committee is asked to discuss strategies to address training needs to ensure that the City attracts and retains highly-trained employees and prepares them for future advancement.