



Communications & Marketing Committee

Thursday, February 14, 2019

6:30 P.M.

Shaker Heights City Hall, Conference Room B

Members Present: Earl Williams Jr., Chairperson, Council Member
Tres Roeder, Council Member
Timeka Rashid, Resident Member
Courtney Ricchetti, Resident Member

Others Present: David E. Weiss, Mayor
Jeri Chaikin, Chief Administrative Officer
Vicki Blank, Communications and Marketing Director

The meeting was called to order by Chairperson Earl Williams at 6:35 p.m.

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Approval of the January 17, 2019 Meeting Minutes

Chair Williams asked if there were any changes to the minutes of the January 17, 2019 meeting. It was moved by Council Member Tres Roeder and seconded by Resident Member Courtney Ricchetti to approve the minutes as submitted.

Minutes of the January 17, 2019 meeting were approved as submitted.

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Approval of Amendment to shark&minnow contract for 2019-2020

Communications and Marketing Director Vicki Blank reminded the committee that when the contract with shark&minnow was presented last fall, it included language that identified the potential need for an additional scope of work, specifically for the Moreland Infill Project. The committee would be asked to recommend approval of an amendment to the contract specific to the Moreland Infill Project.

Director Blank indicated that one goal of the Housing and Neighborhood Plan, developed in 2015, was to attract new residents and increase property values through modernization of available or new properties, offering energy efficiency and accessibility upgrades, and leveraging City-owned assets such as vacant lots. Winners of the 2016 Shaker Design Competition entered into development and use agreements with the City to build properties that would deliver on this goal. The first, Knez, is ready to begin construction.

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The amended contract with shark&minnow will develop a marketing campaign to target a market of prospective residents interested in this infill housing project. It will focus specifically on attracting people to the Moreland neighborhood. The amendment becomes part of the shark&minnow two-year contract that began in January adding an additional not-to-exceed amount of \$30,000, bringing the total contract to \$165,000 for the two-year period.

The \$30,000 has already been appropriated to the Neighborhood Revitalization Department budget. The Communications and Marketing Department will manage the project as part of its overall attract and retain campaign. The Director asked for the committee's recommendation to approve the contract and proceed to the Finance and Administration Committee and on to Council.

Member Roeder asked whether consideration was given to seeking proposals from other companies for the \$30,000 contract. Director Blank explained the importance of the Moreland component as a piece of an overall campaign. While the campaign will address this particular neighborhood, it will do so in the context of the same qualities of life that distinguish the City of Shaker Heights as a whole. While there are other talented marketing firms, the campaigns must have a uniform look and feel with linked marketing and branding messages.

In response to a question about using public funds to promote a private development, the committee discussed other examples of providing support to private investors such as the Van Aken District and the Townhomes of Van Aken. CAO Chaikin indicated that Moreland was selected for this work because it was the neighborhood hardest hit by predatory lending, had the most foreclosures, and a unique income demographic. The project goes beyond marketing for a private developer building on a vacant lot to using infill marketing as a tool to attract a new population to Moreland.

The committee briefly discussed the support of the Moreland neighbors for the project as a way to see their community revitalized. A member referenced the Moreland community Facebook page, which posted a video that speaks to the diversity and intergenerational relationships within it.

The Mayor mentioned his focus on making sure the City is leveraging multiple objectives at the same time. Although this marketing is concentrated on the infill housing initiative, it takes into account the whole area, aligning with economic development along Lee Road. A selling point for Moreland and Lomond is the ability to walk to adjacent businesses. All these efforts go hand-in-hand: a cross marketing of living, working, and redevelopment. This campaign is an aspect of the overall marketing of the City, of which Lee Road is a critical component.

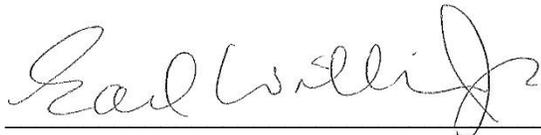
Director Blank responded to an inquiry regarding the connections between the schools, City, and the real estate community by explaining how closely they work together. She further explained that the schools meet regularly with the realty community, a group who also relies heavily on the City for marketing support in their efforts. Knez will be choosing a Shaker realtor to help sell these houses. The marketing plan will connect prospective buyers with Knez.

Resident Member Courtney Ricchetti moved and Resident Member Timeka Rashid seconded recommendation for approval of the amendment to the contract with shark&minnow and advancement to the Finance committee.

Committee members voted to recommend approval of the amendment to the contract with shark&minnow in an additional amount of \$30,000 for a two-year period, for a total contract of \$165,000.

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There being no further business, it was moved by Resident Member Courtney Ricchetti, and seconded by Resident Member Timeka Rashid, that the meeting be adjourned. The meeting was adjourned at 6:56 p.m.



Earl Williams Jr., Council Member, Chair
Communications & Marketing Committee