



SHAKER HEIGHTS

**Finance and Administration Committee
Monday, March 18, 2019
7:30 A.M.
Conference Room B**

Members present: Council member Sean Malone, Chair
Council member Earl Williams
Council member Nancy Moore
Council member Rob Zimmerman
Citizen member Linda Lalley
Citizen member Tom Cicarella

Others present: Chief Administrative Officer Jeri Chaikin
Robert Baker, Finance Director
Patricia Speese, Director of Public Works
Victoria Blank, Director of Communications & Marketing Department
Julie Voyzey, Communications & Marketing Specialist
Monica Hayes, Senior Human Resource Analyst
Cheryl Arslanian, Assistant Finance Director

The meeting was called to order by Chair Sean Malone at 7:30 A.M.

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APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF FEBRUARY 19, 2019.

Chair Malone stated that the minutes of the February 19, 2019 meeting were approved as amended.

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The Finance and Administration Committee recommended accepting a proposal and authorizing a contract with Glaus, Pyle, Schomer, Burns & Dehavens, Inc. Dba GPD Group in the total estimated amount of \$63,311 for consulting services for the Huntington SSO (VA9) Project.

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AUTHORIZING A SOLE SOURCE CONTRACT WITH JACK DOHENY COMPANIES, WITHOUT COMPETITIVE BIDDING, FOR THE PURCHASE OF THE VACTOR TRUCK, IN THE TOTAL ESTIMATED AMOUNT OF \$20,750 FOR THE PUBLIC WORKS DEPARTMENT.

Director Speese stated that Public Works has rented a Vactor Trailer from Jack Doheny Companies since 2018. The Vactor Trailer uses high pressure water jetters to clean sewer mains and laterals and is towed behind a work truck making transportation less laborious. The Vactor Trailer has been pivotal in our cleaning and inspection for work performed in the northeast quadrant and various SSO projects. The rental cost of the Vactor Trailer has been offset with grants received by the Northeast Ohio Regional Sewer District and from capital funds for the northeast quadrant.

During review of the forecasted sewer work in 2019 and 2020, Public Works made the determination that it would be fiscally responsible to purchase the Vactor Trailer in lieu of renting the equipment on a month-to-month basis. This forecasted work includes, but is not limited, to our continuing efforts in the northeast quadrant I/I reduction program, cleaning and inspection of sewers on streets scheduled to be resurfaced and Huntington SSO. Jack Doheny agreed to our request and offered a purchase price of \$20,750.

The equipment was rented to the City for a total cost of \$57,500 and the Jack Doheny agreed to give a 50% credit of the rental costs or \$28,750 towards the purchase price.

In response to Council member Moore regarding new versus used, Director Speese stated the Vactor Trailer was new at time of rental nine months ago and this equipment has a three to five year term life.

Council member Zimmerman stated this is a lease purchase with option to buy used, which the quotes received from other vendors was for new equipment which is not exactly a fair comparison.

Director Speese stated that John Doheny is the sole provider for this particular unit which has a 1,000 gallon capacity.

In response to Chair Malone regarding cost per homes, Director Speese stated that the cost is \$2,400 per home with an estimated 50 homes per street, which does give the City a cost savings per house with this unit.

The Finance and Administration Committee recommended authorizing a sole source contract with Jack Doheny companies, without competitive bidding, for the purchase of the vactor truck in the total estimated amount of \$20,750 for the Public Works Department.

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AUTHORIZING AN AMENDMENT TO THE PERSONAL SERVICES CONTRACT WITH SHARK&MINNOW TO INCLUDE A SCOPE OF WORK TO PROMOTE MORELAND

INFILL HOUSING IN AN ADDITIONAL AMOUNT NOT TO EXCEED \$30,000 INCREASING THE AMOUNT OF CONTRACT TO \$165,000.

Victoria Blank, Director of Communications and Marketing, stated this request to amend a personal services contract with shark&minnow to include a scope of work to promote Moreland Infill Housing in an additional amount not to exceed \$30,000. The total contract would now be \$165,000. The term of the original contract is from January 1, 2019 through December 31, 2020.

The 2015 Housing and Neighborhood Plan goal was to “attract new residents to Shaker Heights, increase demand for houses, and increase property values.”

The 2016 Shaker Design Competition, a Moreland Rising initiative, led to a few of the competition winners entering into development and use agreements with the City to build new homes in the target southern Moreland neighborhood on vacant properties which have been granted 10 year tax abatement. These efforts have laid the groundwork to incentivize purchase by a new group of prospective residents. The amended contract with shark&minnow will develop a promotion and advertising campaign targeting this market. The effort addresses this specifically articulated goal of the Housing and Neighborhood Plan.

The current contract with shark&minnow, which Council approved in October, anticipated the potential for exactly this sort of marketing support to the Moreland Rising initiative. The amended contract provides that additional support.

The Communications and Marketing Committee reviewed the amendment and recommended its approval.

Funds sufficient to cover the cost of these additional services have been allocated in the Neighborhood Revitalization budget for 2019 and the Communications and Marketing Department will be responsible for managing the contract

In regard to Chair Malone regarding the present status of the building projects, CAO Chaikin stated that the City is in the process of transferring the first land to Knez Builders.

Council member Moore stated that Knez Builders was awarded the winner of the 2016 Shaker Design Competition and will be the first to build a home.

Citizen member Lalley asked if this would be a traditional promotion versus a rebate proposal kind of program.

Director Blank stated that the overall campaign includes print advertising, radio ads, and social media which is traditional. This campaign will borrow some of that messaging, but will not include print advertising. The City is working closely with the Knez marketing staff and providing information that hopefully they can use. Director Blank further explained the relationship among the City, Schools, and realtor community to support the marketing work efforts of the infill housing project in the Moreland neighborhood.

The Finance and Administration Committee recommended authorizing an amendment to the personal services contract with shark&minnow to include a scope of work to promote Moreland Infill Housing in an additional amount not to exceed \$30,000 increasing the amount of contract to \$165,000.

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AUTHORIZING AN APPROPRIATION IN THE AMOUNT OF \$1,995.17 OF A REIMBURSEMENT FROM MEDICAL MUTUAL WELLNESS FOR VARIOUS WELLNESS ITEMS AND EVENTS.

Monica Hayes, Senior Human Resources Analyst, stated that Medical Mutual of Ohio (MMO) administers the City’s self-insured healthcare plans. Along with processing medical, dental and prescription claims, MMO also assists the City with wellness initiatives.

For 2018, MMO agreed to provide the City up to \$5,000 in reimbursement for various wellness items and events. The City has submitted documentation totaling \$1,995.17 for Lunch & Learn events that centered on information and activities that promoted wellness: fire safety, nutrition, yoga and our Browns Trivia event, which included outdoor activities.

MMO has sent a reimbursement check for the \$1,995.17 and it has been deposited in the General Fund.

The Finance and Administration Committee recommended authorizing an appropriation in the amount of \$1,995.17 of a reimbursement from Medical Mutual Wellness for various wellness items and events.

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AUTHORIZING A CONTRACT WITH COVENTRY LAND COMPANY LLC IN THE AMOUNT NOT-TO-EXCEED \$50,000 FOR SUSTAINABILITY CONSULTING SERVICES FOR THE PERIOD MARCH 1, 2019 THROUGH FEBRUARY 28, 2020.

Jeri Chaikin, Chief Administrative Officer, stated that the City’s Sustainable Shaker Task Force was formed in response to the extraordinary rainfall incident of July 2014, which resulted in mass flooding. Recognizing the many green initiatives, energy efficiency work, and emergency planning the City had accomplished over time, the Task Force agreed early in its process to focus its efforts on the concept of “resiliency,” which combines both sustainability efforts and readiness preparations.

In order to formalize sustainable policies and priorities within the City, a formal Council Sustainability Committee has been established. Council included funding in the 2019 General Fund budget for a Sustainability Coordinator to support the Sustainability Committee and provide assistance in making recommendations for, and implementing, energy-efficiency and cost-saving initiatives, and to research and recommend best practices for City-wide sustainability.

In the fall of 2018, the City sought proposals for a consulting firm or individuals with expertise in environmental sustainability, municipal operations, and organizational best practices to support the Sustainability Committee. Only one firm, Coventry Land Company LLC, submitted a proposal. At the suggestion of the Council members who sit on the Sustainability Committee, we drafted an Independent Contractor position description for the Sustainability Consultant and posted it on the City's website in November 2018. Six applications were received in response to this posting.

Michael Peters of Coventry Land Company LLC was determined to be the most qualified to provide the desired consulting services. Mr. Peters, a Shaker Heights resident, was a member of the original Sustainable Shaker Task Force. As a commercial and investment banker for 20 years he understands that any project must be structured so that it is able to be financed. Coventry Land Company which Mr. Peters started in 2010, serves community development corporations, local governments, institutional clients and individuals to achieve neighborhood and real estate sustainability goals. Mr. Peters secured the donation of an electronic vehicle (EV) charger for The Dealership. Mr. Peters' vision of sustainability for Shaker is as an "attract and retain" tool. He understands that we need to show tangible results of our sustainability efforts amid short, medium, and long term goals, and that public outreach and feedback is important in addition to the input of those who serve directly on the Sustainability Committee. He has established relationships with many community partners, including both the Cuyahoga County and City of Cleveland offices of sustainability, and has overall knowledge of and experience in the City of Shaker Heights.

This recommendation was discussed by the Sustainability Committee at its February 7, 2019 meeting. The consultant will have a unique role working with the Administration, Council and our residents. They felt that Mr. Peters has both the technical and practical experience for this consultant work and will bring continuity to the role, having been a member of the original Sustainable Shaker Task Force. The Committee voted unanimously to approve the recommendation for a contract with Coventry land LLC.

Citizen member Cicarella requested an explanation of what this item actually does for the residents of Shaker Heights.

Chair Malone stated that this committee aims to maintain the conditions in which nature and humans can survive by appropriately utilizing the natural components of the environment with energy efficient renovations in buildings and explore solar panels on roofs of City properties. The City needs to be proactive in addressing and promoting sustainability as part of attracting and retaining residents. Sustainability initiatives can reduce costs to the City via energy-efficiency measures. One of the initiatives of this task force is to give residents an opportunity to learn how they can save money and be more sustainable in their personal life.

Council member Moore stated that an Energy Audit was performed three years ago producing several recommendations. The City made several attempts to implement changes, but was not at that time in a financial position nor had the personnel to make it happen.

Citizen member Lalley stated her support for this effort and that the City needs to be proactive in taking control of its messaging.

Council member Williams stated his concern about this effort being macro instead of micro in terms of its benefits to all the residents. Since this effort is funded by grant money the City should continue this effort by educating the residents that sustainability is here to stay locally and nationally.

The Finance and Administration Committee recommended authorizing a contract with Coventry Land Company LLC in the amount not-to-exceed \$50,000 for sustainability consulting services for the period March 1, 2019 through February 28, 2020.

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AUTHORIZING THE EXECUTION OF CERTIFICATES BY THE DIRECTOR OF FINANCE AND THE PAYMENT OF AMOUNTS DUE UPON CERTAIN CONTRACTS FOR WHICH THE FINANCE DIRECTOR HAS ISSUED THEN AND NOW CERTIFICATES IN CONNECTION WITH CERTAIN EXPENDITURES.

Robert Baker, Finance Director, stated that there are three transactions this month that exceeded the \$3,000 cost, which was invoiced prior to the funds being encumbered.

The Finance and Administration Committee recommended authorizing the execution of certificates by the Director of Finance and the payment of amounts due upon certain contracts for which the Finance Director has issued Then and Now certificates in connection with certain expenditures.

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RECOMMENDATION TO ENTER INTO A CONTRACT WITH DISE & COMPANY FOR PROFESSIONAL CONSULTING SERVICES FOR THE RECRUITMENT OF ECONOMIC DEVELOPMENT DIRECTOR CANDIDATES FOR THE CITY OF SHAKER HEIGHTS.

CAO Chaikin, stated the City's Director of Economic Development position has been vacant since March 2018. The City advertised the position and interviewed a number of candidates but has not found the ideal person for the job. At this time the administration feels our best option is to hire a human resources consulting firm with experience in successful, diverse, mission critical executive searches.

In 2016, the city issued a Request for Qualifications (RFQ) for an executive search firm to fill our then-vacant Finance Director position. Three proposals were received. The City's former Finance Director Robert Baker returned to the position shortly after RFQ's were received, so we did not engage a search firm at that time.

Council member Moore stated the City has exhausted all efforts on finding the right person for this position and is giving her support for moving in this direction to make sure the right person is hired for this important position.

Citizen member Cicarella stated with all the applicants interviewed, it is hard to understand that no one meet the criteria.

CAO Chaikin stated most presently work for a City that attracting businesses is not an issue. The candidates had not faced the challenge of redeveloping a built out suburb or many candidates were only at assistants' level trying for a promotion to ED Director.

The Finance and Administration Committee recommendation to enter into a contract with Dise & Company for professional consulting services for the recruitment of Economic Development Director candidates for the City of Shaker Heights.

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There being no further business, the meeting was adjourned at 8:59 a.m. The next meeting will be March 19, 2019.

Respectfully submitted,

Robert H. Baker, Finance Director
Finance and Administration Committee