

April 4, 2016

CC-2016-6

BEACHWOOD CITY COUNCIL COMMUNICATIONS COMMITTEE MEETING HELD ON MONDAY, APRIL 4, 2016 AT 6:00 P.M. AT BEACHWOOD CITY HALL, CONFERENCE ROOM A, 25325 FAIRMOUNT BOULEVARD, BEACHWOOD, OHIO 44122.

The meeting was called to order at 6:00 P.M. by Chairwoman Barbara Bellin Janovitz

ROLL CALL: Present: M.S. Horwitz, B.B. Janovitz, J. Pasch
 Absent: None.
 Also Present: M.S. Gorden, B.A. Reali,
 J. Berns, A. Isaacson, B. Linick, M.M. Jacobs,
 J. Doutt, T. Turick, N. Lesic

1. Discussion regarding Beachwood Marketing and Beautification Effort.

Mr. Doutt stated this meeting was called to discuss funding for the Beachwood Marketing and Beautification Effort. Mr. Doutt stated this also happens to coincide with the Republican National Convention being held July 18th through July 21st. Mr. Doutt stated that the Master Plan from the Cuyahoga County Planning Commission has also indicated some of these items as improvements to the City.

Mr. Doutt stated that the planning participants include Mayor Gorden, Mrs. Turick, Ms. Lesic, Mrs. Carmen, Ms. McHugh, Mr. Doutt, Mrs. Deitrick, Mr. Griswold, Mr. Pekarek, Mr. Pfaff and the Beachwood Convention and Visitor's Bureau.

Mr. Doutt stated that there are currently eight hotels in the City of Beachwood with 1,500 rooms available.

Mr. Doutt explained the marketing materials and giveaways such as a Z-fold marketing brochure highlighting services, hotels, restaurants, salons, and shopping. These Z-fold marketing brochures would be placed in hotel rooms and elsewhere. Mr. Doutt stated that the Z-fold will have a long shelf life beyond the RNC. The information on the Z-fold will also be listed on the City's website.

Mr. Doutt explained the marketing materials and giveaways and RNC guests who are staying at Beachwood hotels would receive a tote bag, hand sanitizer, travel mug, and button. Mr. Doutt stated that this is conceptual and he welcomes ideas from City Council.

Mr. Doutt stated that the City Beautification includes freeway landscaping and freeway entrance ramp signs. Mr. Doutt stated that Mr. Pekarek is working with the Ohio Department of Transportation for approval. Mr. Doutt stated that the City is working with CEI for vertical banners and American Flags to be placed along Cedar/Richmond/Chagrin alternating Welcome to Beachwood banners and American Flags.

Mayor Gorden stated that he is not sure yet if the flag project will move forward.

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Mrs. Turick stated that the City has to see the poles and visual for spacing.

Mr. Pasch asked if there is a rendering of a City flag?

Mrs. Turick stated that the flag would read: "When in Beachwood, you have arrived".

Mr. Pasch stated that there is a difference between ads in print stating "When in Beachwood, you have arrived" and is of the opinion that "Welcome to Beachwood" is sufficient.

Mr. Doutt stated there will be a splash page on the website devoted to the same topics as highlighted in the marketing handouts.

Mr. Doutt stated that the proposed budget is \$55,000.00.

Mr. Berns asked if the landscaping would be similar to the corner of Fairmount and Green.

Mr. Doutt stated that yes it would be like that brick wall.

Mayor Gorden stated that the administration is requesting financial approval from Council.

Ms. Lesic stated that the giveaways would be placed in the hotel rooms within the City of Beachwood.

Mrs. Janovitz stated that she does not think the giveaways are a good idea.

Mr. Berns stated the City should ask the Beachwood Mall to contribute.

Mr. Jacobs asked if there is a deadline.

Mrs. Turick stated that the City would like an approval this evening.

Mr. Pasch asked what the timing is for the landscaping project.

Mr. Doutt stated that he is waiting on the Ohio Department of Transportation for approval.

Mr. Horwitz stated that he agrees with the proposal except for the giveaways. Mr. Horwitz stated that the RNC will be handing out bags, buttons, and a full color magazine which will be no competition for the City of Beachwood.

Mr. Isaacson asked if candidates will be handing out things, he thinks the tote bags are reasonable.

Ms. Lesic stated that feedback from Council is important.

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Mr. Isaacson stated that the City could benefit from a short term gain but this might not be effective in the future.

Mr. Pasch stated that the marketing materials are important to have at the hotels.

Mr. Doutt stated that the Beachwood Convention and Visitor's Bureau are doing a very good job working with the hotels.

Mr. Pasch stated that hotels will not kick in money.

Ms. Lesic stated that buttons could be given to restaurant and hotel employees.

Mr. Pasch asked what the website enhancements and miscellaneous were for.

Mr. Doutt stated that it was to cover contingencies.

Mrs. Janovitz suggested reducing the amount from \$55,000.00 to \$45,000.00

Mr. Reali stated that the Ordinance will be amended on the floor.

ADJOURNMENT

Moved by M.S. Horwitz, seconded by J. Pasch, at 6:32 P.M., to adjourn this meeting to the next regularly scheduled Council Meeting.

ROLL CALL:	Yes:	M.S. Horwitz, B.B. Janovitz, J. Pasch
	Abstain:	None.
	No:	None.
	Not Voting:	None.

MOTION ADOPTED

Approved:

Merle S. Gorden, Mayor

Karen M. Navolanic, Clerk of Council

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