

## Economic Development Committee

A Meeting of the **Economic Development Committee** of the Council of the Village of Brooklyn Heights, Ohio was held on **April 01, 2014** at **6:30 P.M.** with Committee Chair Matt Walsh presiding.

Present:	Councilmen:	Black, N. Hatgas, Selig, Foote, Walsh
	Mayor:	Procuk
	Clerk/Treasurer:	Clymer
	Com Service:	Guilfoyle
	Audience:	Ken Perry, Jen Presot, Geis Co., Jim Doyle and Rico Petro

Councilman Walsh called the Economic Development meeting to order and Ken Perry would be speaking about the Geis Co. properties.

Mr. Perry wanted to bring Village Council up to date with Geis, Co. and the Property at Tuxedo and Granger Road. They have had that property close to 2.5 years. There was one opportunity that unfortunately moved out to Euclid as opposed to the Village.

Jim Doyle mentioned that since they bought the land 2.5 years ago they have been marketing it and trying to identify a resource that would take it. There has been a host of others but have not been as desirable as they would like to put on that sight. A Hotel operator was very interested but it wasn't a high end hotel. They are being patient waiting for the right source to come along.

The Handros College was interested and would have been a great resource but chose to take over the former University of Phoenix space on Rockside Road it was retooled second generation space and they were able to walk in with about a ton of improvements.

Councilman Walsh stated that those schools have to have public transportation. There has to be a RTA bus stop there. The vast majority of the students are poor to middle class and they don't have transportation so there needs to be public transportation. Mr. Doyle stated that they have been able to leverage RTA in some occasions to get additional stop space upon demand, but it is around the 100 person threshold.

Councilman John Black asked looking forward what plans or ideas are in place to market it and to the word out to attract businesses. Mr. Doyle stated that companies that are looking to expand are generally looking in a certain geographical area.

Councilwoman Hatgas asked if there has been a common or reoccurring negative that is being heard from people like if it is too big, too small or is the access not good that may be ongoing issues. Mr. Doyle stated that retailers get concerned that there are not two exits going both directions. Most office users look at real state as predominately commodity driven and if there is not inventory in the market then they consider new construction.

Geis and Cresco are co-marketing the property so the village is getting the best of two worlds. It is focused as a featured property on the websites. It's highlighted on a flat screen in their office. The property is on a broker blast of 300-400 brokers that do work in the 18 counties.

It really that first deal you have to get in to the site then triggers and so on. We need to be as open as we can to get the first company in as long as it is a quality user that isn't going to rasterized the rest of the site. If we can find the right player we need to do all we can do get that first one so we can jump start the development of that site.

04-01-2014

The site has some topography and fill, manageable but will take dollars and cents. You need to create the value before you can justify spending the money on the balance of the site.

Mayor Procuk stated that that end of the property was going to be expensive to develop from the start. Is there any advantage to maybe returning that end to the property to a natural state or are there credits that you can pick up? Mr. Doyle stated yes at the right point and time that is something they need to look into. It may be economically not feasible and gifting it back to city and making it a park might be an option they are not opposed to that.

Mayor Procuk stated that there was some talk that All Erection Crane would store cranes and we weren't interested in that. There are residents living behind and surly the residents would not like that.

Mayor Procuk wanted to confirm the incentive tools that council passed back in October is that helpful to make a deal maker or breaker. Mr. DoYLES stated that having a program ahead of time rather than behind.

Councilman Foote stated that he hears a lot of statements complaint and there was one that mentioned the trailer trucks. He asked is it essential for the trucks to be there. No, but nice because they are part of the marketing effort. If the city was sensitive to them they could be removed. Mayor state that people have forgotten how deplorable the property was prior to Geis owning the property. The mayor wants to know if it is a marketable piece of property the way it sits.

Mr. Petro stated that if you are looking for a site and you see a trailer they think something is going to happen. That is why Cresco has the same trailer in Independence. They understand it is not as attractive as lush landscaping but when it comes to construction if it is a green site and there are 20 year old trees and not landscape those types of things give the impression to people that are in development that it's a ready build site. The more ground cover that is on the site, they may feel there are restrictions. The trailer only means there are opportunity with demand and that a shovel can go in to ground.

Mayor Procuk stated that Geis's landscapers have done a pretty fair job when they come, but the Mayor doesn't want another summer of making calls to the landscapers to come cut the property.

When it comes to retail everybody wants clusters and conservative in their approach and the want to be by neighbors people shop at. Geis feels they have a special piece of property luckily the pool of owners of the owners of the property have been able to hold and haven't been afforded the opportunity to be pushed in to a bad decision in the long run the village is going end up with something that is successful.

Mr. Doyle mentioned that they are busy with a quarter of billion dollar project downtown yes, we have our necks out on the line but we are going to deliver it and make it happen in downtown Cleveland and it will be a splendid development. That has not negated their ability or desire to get the job done here. The reason for lack of success is more market driven than lack of focus time and energy.

Mr. Petro stated that the key is to find the right fit.

Councilman Foote stated just keep Council informed of anything that the Village could do to help make something happen and we are open to whatever it is going to take to make it happen. Hopefully this will be the year.

Ken Perry stated that he had Mr. Doyle talk to one of the engineering firms to see if there was any funding available from the county.

Matt Walsh  
Economic Development Committee Chairwoman