

Council Minutes
VILLAGE OF MADISON
Regular Council Meeting
January 22, 2013

RECORD OF PROCEEDINGS

Mayor Britton called the meeting to order at 7:30pm.

Mayor Britton invited all in attendance to join in the Pledge of Allegiance to the Flag. Mayor Britton requested that everyone observe a moment of silence. Council Members Mr. Bartlett, Mr. Cahill, Mr. Donaldson, Mr. Frager, Mr. Hamercheck, Mr. Takacs, and Mr. Vest were in attendance. Also in attendance were Law Director Joseph Szeman, Fiscal Officer Tony Long, Assistant Village Engineer Dan Gerson, and Administrator Alyson Moritz.

MINUTES

Mayor Britton announced two sets of minutes to be approved.

Re-organizational Meeting Minutes from January 7, 2013 to be approved. Motion made by Mr. Vest, seconded by Mr. Bartlett. Roll call on approval, 7 yeas, motion carried.

Questions/Discussions: None.

Regular Council Meeting Minutes from January 7, 2013 to be approved. Motion to accept made by Mr. Frager, seconded by Mr. Takacs.

Questions/Discussions: Mr. Frager noted that the adjournment time was incorrect. It should read 11:42PM.

Roll call on approval of corrected minutes, unanimous vote with 7 yeas, motion carried.

PAY ORDINANCE

Mayor Britton presented Pay Ordinance No. 2266: \$91,560.48 for payroll and \$213,392.35 for current and upcoming expenses, for a total of \$304,952.83.

Motion for approval made by Mr. Takacs, seconded by Mr. Donaldson.

Questions/Discussions: Mr. Vest questioned Warrant #9171 for Government Accounting Solutions. Mr. Long explained it was the annual maintenance support charge for our Utility Billing Software. Mr. Vest also questioned Warrant #9210 to Lake County Department of Utilities. He inquired if we are on target as far as our usage goes. Ms. Moritz stated she would prepare a spreadsheet detailing the year of usage for LCDU, and noted that the fiscal year for LCDU is September through August. She will have that available for Council's review at the next meeting. Mr. Frager asked if it would be for Workshop or Regular Meeting, and Ms. Moritz stated she could have it ready for the Workshop meeting. Mr. Frager also pointed out that the Overtime Detail spreadsheet seems to be totaled wrong. Mr. Long stated that it was a formula/calculation error on the spreadsheet and it would be corrected. Mr. Bartlett questioned the expense on the water tower lighting, and Ms. Moritz confirmed that there were indeed some lights that were out on the water tower and needed to be replaced. Mr. Long wanted to clarify that there was \$1,478.86 in Storm Water Management Fees included in Warrant #9246 to the County Auditor for property taxes. This was for the full year for all the Village's properties.

Roll call on approval of Pay Ordinance No. 2266, unanimous vote with 7 yeas. Motion carried.

COUNCIL COMMITTEE REPORTS

Ms. Moritz noted that she had passed out the Economic Development Advisory Group's latest update to everyone before the meeting (Attached to these minutes.)

Ms. Moritz also announced that the Utilities Committee would be meeting on Monday January 28th, 2013 at 5:30pm. She noted that Councilman Hamercheck and she had sat down to go over the revised MOU submitted by the County regarding the water line replacement to River Road. They have made a few revisions, and requested a meeting with LCDU. We are awaiting a response. Also, we still have the water leak under Route 90, and URS is working on the engineering for that.

Mayor Britton announced we have received a letter of support from the Ohio Patrolman's Benevolent Association for the proposed police levy, and Mayor Britton added he would still like to see one come from our own officers.

Mr. Frager requested that the Economic Development Tax Incentive Resolutions be added to the Workshop agenda for the 28th. Ms. Moritz also noted that the finalization of the budget needs to be addressed as well. Mr. Takacs inquired about the final numbers that were supposed to be coming from the administration end, and Ms. Moritz & Mr. Long confirmed they would have that by Thursday. Mayor Britton confirmed that he would meet with Ms. Moritz & Mr. Long to finalize the proposed numbers either tomorrow or Thursday.

OLD BUSINESS

ORDINANCE 28-2012 AN ORDINANCE AMENDING AND REVISING THE CODIFIED ZONING ORDINANCE OF THE VILLAGE OF MADISON, ARTICLE 9, WHICH ESTABLISHES REGULATIONS APPLICABLE TO SIGNS (previously tabled).

Motion made by Mr. Vest, seconded by Mr. Bartlett to remove this ordinance from the table. Roll call on motion, unanimous vote of 7 yeas. Motion carried.

Questions/Discussion: Ms. Moritz expressed that the sign code revisions have been posted on our website since January 8th. She has not received any complaints or concerns, other than one from Mr. Mackovjak.

Motion for approval made by Mr. Vest, seconded by Mr. Donaldson.

Visitor Comments: Mark Mackovjak (7533 S. Ridge Rd. Madison Township) - Mr. Mackovjak expressed concern with the allowance of "grandfathering" some of the existing signs. He feels that by allowing this, it defeats the purpose of the goals of the revisions. Can we modify it stating that if there is a change of ownership for a property, that they must now conform to the code? A non-conforming sign can last a lifetime, so this can become an issue. Ms. Moritz stated that these grandfathered signs in our Village are fairly minimal. Mr. Vest added that there was thought given to current business owners in that we (Planning & Zoning Commission) did not want to create any undue hardships for them during these times of economic instability. Making them conform to the new revisions might not be an expense that they cannot bear. Ms. Moritz also noted that most signs being grandfathered in will eventually fall into code once any changes or alterations for signage come forth for that particular property. They would be made to conform at that time. Mr. Mackovjak also expressed concern with who will be responsible for enforcement of the code. Ms. Moritz stated that she is the Zoning Inspector, but Mr. Mackovjak stated that he felt all members of Council should play a more active role in the enforcement policy. Ms. Moritz explained all members of Council and employees are able to call her and let her know of any violations or issues that arise. Mr. Mackovjak also inquired about "off-site" signage such as the Ferrante Winery sign at Routes 307 & 528. It does seem to obstruct view if you are in a higher vehicle, and although it is

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maintained and has been there for years: Who authorized it? Is it compliant? It just showed up one day several years ago. He had mentioned this to Ms. Moritz recently and would like to find out those answers. Lastly, Mr. Mackovjak inquired about the "half-house" that is not habitable on East Main and has been there for a couple of years. Why has it been allowed to stand in such condition? Ms. Moritz explained that she is in the process of applying for grant monies to assist in demolition of the structure. Roll call on approval of Ordinance 28-2012, 7 years. Motion carried.

RESOLUTION 1-2013 A RESOLUTION DECLARING IT NECESSARY TO PLACE AN ADDITIONAL 3.8 MILL TAX LEVY ON THE BALLOT FOR THE MAY 7, 2013 ELECTION FOR PURPOSES OF POLICE EQUIPMENT AND SERVICES AND NOTIFYING THE LAKE COUNTY BOARD OF ELECTIONS TO CAUSE NOTICE OF THE ELECTION (2nd Reading).

Questions/Discussion: Mr. Frager asked for clarification on the annual cost per \$100,000 home in the Village. Mayor Britton stated that since we received the certification from the County Auditor, we have found out that the levy will generate approximately \$240,000 and will cost the \$100,000 homeowner around \$133.00 per year. Mr. Frager inquired that since the total revenue is less than we anticipated, does that change our course of action. Mr. Takacs stated that this is all just estimated based on current collection trends, and that collections could possibly even increase next year, but there is no way to predict for sure what that figure will be. Our original target number for revenue was \$250,000. Since this revenue hasn't been earmarked for anything in particular, we will just make adjustments as the money is collected.

NEW BUSINESS

None.

GENERAL REQUESTS

1. \$23,700 to Preston Ford for purchase of a 2012 Chevy Colorado pickup truck for use by the Water and Sewer Departments (4x4, 2 door extended cab, white, brand new). Ms. Moritz explained that the current water truck (the Canyon) has 120,000 miles on it and will be kept for use by our water/sewer laborers. The current blue Explorer that is in service for them (170,000+ miles on it), will be sold at auction. The new truck will primarily be used by the Water Superintendent Dave Yankie. Mayor Britton explained that the old truck cap off of the Canyon will be going to auction as well, and we will be ordering a new truck cap for the Colorado for approximately \$900.00. Ms. Moritz explained that the Admin Explorer will also be going to auction. Maintaining the vehicle and paying for the insurance didn't seem to make sense since there was little to no use out of it. Ms. Moritz also added that we anticipate receiving approximately \$1,000 for the Sewer Dept Explorer and \$3,000 - \$4,000 for the Admin Explorer. Mr. Bartlett made a motion to approve the PO Request for this vehicle purchase, seconded by Mr. Hamercheck. Mayor Britton and Ms. Moritz wanted to note the diligence and hard work on Dave Yankie's part in working with the dealer and getting the price where it is. Without his input and communication on this purchase, the price may have likely been higher. Mayor Britton did add that we may need to add a leaf spring to the rear of the truck, which would be a minimal expense. Mr. Donaldson asked if the funds to purchase were all coming from Water/Sewer budget, and Ms. Moritz confirmed it would be coming from Water/Sewer Capital. Roll call on approval, 7 years. Motion carried.

Mr. Takacs inquired what the Police Chief and Administrator would do regarding transportation to/from work-related meetings or seminars. Ms. Moritz answered they would use their own personal vehicles or

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in Chief's situation, she could use one of the Police Cruisers. Mileage reimbursement could be claimed when personal vehicles are utilized for those occasions.

VISITORS COMMENTS

Trevor Behm (President, Madison CIC): Mr. Behm passed out a typed letter summarizing his comments for this evening (attached to these minutes). Thanked Village Council for the \$3500 Quality of Life Grant that was previously given to the MCIC. Mr. Behm noted that the Village Park has come to be the main, safe, gathering place for our community to utilize. This year the CIC's main fundraiser is the 70's Disco Night to be held on March 9th at DeRubertis Party Center & tickets will be \$25.00 each. All proceeds will be going to our Village Parks, with a focus on Village Square. The CIC would like to request the use of Village Square on Saturday, June 22nd from 10am – 4pm for the 2nd Annual Crafters on the Square event. They have contracted with a company to utilize the Euclid Beach Rocket Car to give rides. Mr. Behm also requested use of Village Square during the month of July 2013, for 4 consecutive Wednesday nights to provide the public with a "Movie Night". This would be a series of themed movies, all family oriented. The CIC hopes to purchase a projector to play these movies on a constructed screen in the pavilion. They are still working out all the details. Ms. Moritz stated that the newly-formed Cemetery, Parks, & Road Committee will be meeting within the next couple of weeks and a park usage policy will be one of their top priorities. She stated that she can have a more concrete answer for the requests of Park Usage for Mr. Behm sometime in late February or early March. Mr. Bartlett noted that July 3 (which is a Wednesday) is during the Ohio Chautauqua event so that may be a conflict with the first Movie Night in the Park request. Also, Mr. Bartlett inquired why Council has to approve park usage requests, and perhaps this is something that we should look at changing. Mr. Takacs agreed that this procedure should be something that gets addressed by the committee when they meet. Mr. Behm questioned if Council could at least consider the usage of the Park for the June 22nd event so the CIC can move forward with the planning of this particular event. Councilman Cahill made the motion to approve the usage of Village Square for the CIC's June 22nd Crafters on the Square event, seconded by Mr. Vest. Roll call on approval, 7 yeas. Motion carried. Mr. Behm welcomed ideas and suggestions from Council on how the MCIC can use their fundraising money to improve Madison Village and the needs of the community. Ms. Moritz expressed her thanks and appreciation to the CIC for all they have done, and intend to do.

STAFF REPORTS

Engineer (given by Dan Gerson): Received a letter from EPA/Marie Underwood dated January 14th stating that they accept our long term maintenance plan for the sanitary sewer system. (letter attached to minutes for reference). Moving forward, he stated he is working with AKE to schedule the Deerfield sewer line televising for the end of January/beginning of February depending on the weather. Ohio EPA has a storm water grant that we may want to look into. Some of the parameters are we must have a watershed action plan in place (Arcola Creek Watershed), do we have a project that would qualify, and are we ready to move forward with a project. The grant would allow for a 60/40 split (for example, in \$100,000 project, they would provide \$60,000 and we would match \$40,000.) If we choose to apply, Mr. Gerson estimated that it would cost us \$2,500 for URS to put the grant application packet together. Mr. Cahill expressed his support for this. Ms. Moritz stated we needed to evaluate how close we are to the approved Arcola Creek Watershed action plan before we invest time and money into the grant application. Mr. Gerson stated the deadline for this particular grant is March 29th. Ms. Moritz questioned how competitive the grant was, and Mr. Gerson stated there is really no way to tell how many other applicants there may be, and how many of those applications actually meet the parameters. Mr. Bartlett suggested that perhaps URS could work directly with Maureen Orendorf (Lake County

Sewer and Water District, who has been working on the Watershed Plan), and perhaps it could be beneficial to move things forward. Councilman Donaldson updated that the watershed action plan has actually been completed and it has been submitted to EPA. We are waiting for endorsement which may take up to a few months. Typically they approve the watershed plan in sections and issue "conditional approvals" and this is something that would be able to be outlined and stated in the grant application, as the watershed plans meets those conditional approvals. Mr. Vest questioned the time frame of the project completion should the grant be awarded. We need to consider the season/weather for any project. Mr. Gerson stated that he would have to look into the application for exact dates, but he is aware that the project would need to be completed within 18 months of receipt of the grant. Mr. Frager inquired if this is the first grant of the year, or is the first grant that Mr. Gerson feels would fit our needs/criteria? Mr. Gerson answered that due to the fact that we have already earmarked the \$50,000 for a Storm Water project, he thought this would fit into our budget since the grant maxes out at \$100,000. Mr. Gerson stated that of course if Council feels like this grant may not meet our parameters, we can always look into other available grants. Mr. Frager also asked if the application fee of the \$2,500 is a typical amount. Mr. Gerson stated that the more information and details provided in the application the better, and that the \$2,500 would provide a pretty detailed application. Mr. Gerson explained this is a charge that would be paid to URS to compile & submit the grant application. Resident, Kathy Lynn, asked for clarification regarding the \$50,000 that was budgeted for Storm Water projects. Is this money being used for grants, or is going to be used to actually get started on some projects? Mr. Gerson answered that if we have an opportunity to do \$150,000 in storm water projects, yet only spend \$50,000 of Village money, this would make the most sense. Mr. Frager questioned the phrase "\$50,000 has been put-aside".... Are we certain this money would be available when we need it? Mr. Bartlett stated that it has been cost-centered in the budget, and Mr. Long confirmed that the money would be available for this project as planned. Mr. Gerson then moved on to explain the next item on his Engineer's Report, the new water line going under I90 and tying in with the county. He stated that they are looking at doing 3 borings (one under the on ramp, one under the off ramp, and one under the freeway) as opposed to 1 large boring because it is more cost effective. They are looking at doing a 12" line. They are moving forward with plan profile including locations, and exact lengths of the borings, and hopes to have a preliminary one available at the next Utility meeting on January 28th, along with an update on the MOU with the County. Fire Chief Lutz had previously questioned Mr. Gerson about the pressure and capacity of the line. Going to the County is something we are trying to pursue. Mr. Bartlett stated that there had been an issue with URS providing the Fire Dept with all the necessary info requested regarding the construction at the new Fire Station. At the last Fire Board meeting there was some discussion that there was an issue with the timeliness of documentation being provided. Mr. Gerson stated that part of the hold-up is the MOU with the County. If we cannot come to an agreement with the County, we may have to look at a booster pump to get the pressure that is needed. The booster pump would be needed at the station, not on our line (one option). Another option would be a water tower, and the third option (which is the easiest) would be to tie-in with the County. Lengthy discussion was had regarding pressure & capacity. Will the lines be able to withstand the potential growth of that area? Residentially, there will not be issues. The issue may be the fire-suppression side of things. Mr. Takacs felt that the agreement was made before the fire station was started that if the Fire District were to build there, would the Village be able to provide the service needed, and the Village agreed. The Fire District did not budget for costs of booster pumps in the construction Mr. Hamercheck stated that some hurdles have been encountered with regards to the County, and we are working on solving these issues, and everyone should try to be patient & allow the opportunity to work through them in good faith. Mr. Gerson stated if we can get tied in with the County, the expense of the booster pumps is a non-issue. Mr. Long stated that

because the Fire District is not getting the answers they need from the Village/URS, they are not able to obtain the proper permits needed in the construction process. On an overall basis, it is holding up the whole project. Mr. Szeman summarized his thoughts on the MOU: the County has leverage on this issue, and wants to have a little more control over the extension. As far as annexation, they want to ensure that the Village isn't going to expand its service area for water. Ms. Moritz is waiting on the County to address a request for a meeting to get this MOU finalized. Mr. Bartlett asked if Ms. Moritz had gotten the answers to the WWTP Plan that had been discussed with Maureen Orendorf since the two were tied together. Ms. Moritz explained that there was a miscommunication, but it had been clarified in the last council meeting. Mr. Gerson asked if he could obtain a copy of the proposed Water Shed Action Plan, and Ms. Moritz stated that yes, she would get him a copy.

Police Chief (given by Dawn Shannon): Not in attendance.

Fiscal Officer (given by Tony Long): Announced we received some additional money from the Senior Levy, and it was decided to allocate it back to the Village and Township. Village's portion has been reduced by \$1,500 and the Township's was reduced by \$4,500. The Senior Levy money is no longer designated on how we can use it, and now we can use it any way we see fit. Village's total layout is \$11,500.

Administrator (given by Alyson Moritz): Ms. Moritz complimented our Road Crew on the great job being done to maintain our roads during the snow storms. The quality of work being provided by our small department is more than worth what we pay them. She also thanked our water department for coming in to monitor the water leak under I90. Ms. Moritz also expressed that she would like to visit the hiring of the part time office position in the office at the next Workshop meeting. She also stated that the water bills were estimated, and hopefully – weather permitting – we can do actual reads next month. This would depend on the weather conditions.

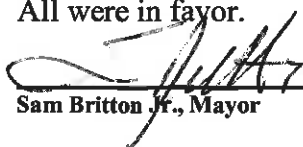
Miscellaneous Comments: Mr. Vest expressed thanks to our Administration, Engineers, and the Utilities Committee for their hard work on the long term maintenance plan accepted by the EPA. Mr. Bartlett also gave positive feedback to the Planning and Zoning and the Safety Committees for their hard work as well. "Team, well-done!".

Mayor's Report: Mayor Britton announced that the Car Cruise-ins will continue this year under the new direction of Art Mason, who also runs the Painesville Cruise-ins, which has been very successful. Mr. Mason is requesting the use of the Park from 5pm – 8pm starting April 16th through October 8th, 2013. There is a question regarding the insurance liability regarding the park usage, and follow-up needs done with Mr. Gehring. Also, Mayor Britton announced that we have some employees willing to step up at the WWTP and getting licensed/schooling.

Upcoming dates: Monday January 28th at 7:00pm is Council Workshop Meeting, Monday, February 4th, is the next Regular Council Meeting, and Monday, February 11th at 7:00PM is Planning and Zoning Commission Meeting.

Motion to adjourn made by Mr. Bartlett, seconded by Mr. Cahill at 9:27PM.

All were in favor.



Sam Britton Jr., Mayor



Tony Long, Fiscal Officer


DATE



John R. Kasich, Governor
Mary Taylor, Lt. Governor
Scott J. Nally, Director

January 14, 2013

RE: VILLAGE OF MADISON
LAKE COUNTY
NPDES PERMIT 3PB00030
SANITARY SEWER LONG TERM
MAINTENANCE PLAN

Ms. Alyson Moritz
Madison Village Administrator
126 W. Main Street
P.O. Box 7
Madison, Ohio 44057-0007

Dear Ms. Moritz:

On October 1, 2012, this office received the Sanitary Sewer Long Term Maintenance Plan for the Village of Madison. The Madison Village Sanitary Manhole Inspection Report and the Madison Village Sanitary Sewer Flow Monitoring Report, which supplement the Sanitary Sewer Long Term Maintenance Plan, were submitted to this office on December 28, 2012. The plan and reports were generated on behalf of the Village of Madison by URS Corporation. The Sanitary Sewer Long Term Maintenance Plan and supplemental reports were submitted to comply with the requirements of the National Pollutant Discharge Elimination System (NPDES) permit, Part I, C (2) (a). The goal of the plan is to minimize infiltration and inflow (I & I) which results in sanitary sewer overflows or excessive influent sewage flows at the treatment plant that causes plant bypasses and overloads. The plan is required to include specific information as outlined in Part I, C (2) (a) of the NPDES permit.

Based upon the flow monitoring analysis performed by URS Corporation, the Madison Village Sanitary Sewer Flow Monitoring Report recommends that the Village focus on reducing infiltration in Sewersheds 4, 5 and 7. The prioritization of the infiltration reduction is as follows:

<u>Priority</u>	<u>Sewershed</u>	<u>Description</u>
1	4	Deerfield Subdivision
2	7	Hyder Development
3	5	Downtown Area

The recommendations of the Madison Village Sanitary Manhole Inspection Report is to continue to evaluate the manhole inspection forms and prioritize the rehabilitation based on the type of work that is required. At a minimum, it is recommended that the most severe sources be rehabilitated prior to any extensive work involving a full rehabilitation.

As stated in the Sanitary Sewer Long Term Maintenance Plan, the Village will meet with the Ohio EPA on a yearly basis coinciding with the effective date (i.e. July 1, 2011) of the permit to discuss the progress and status of the sanitary sewer system. *This office will require a written*

summary of the street location of work performed/completed each year and the street location of work anticipated to be performed for the following year. Be advised that all requirements of the NPDES permit must be met. Pursuant to the NPDES permit Part I, C Schedule of Compliance, Item 2 viii requires completion of the work within 45 months of the effective date of the permit.

This office accepts the Village of Madison Sanitary Sewer Long Term Maintenance Plan and its supplemental Manhole Inspection Report and Sewer Flow Monitoring Report.

Should you have questions regarding this letter, please contact the undersigned at (330)963-1183.

Sincerely,



Marie Underwood, P.E.
Environmental Engineer
Division of Surface Water

MU/cs

cc: Mr. David G. McCallops, P.E., URS Consultants
Mr. Dan Gerson, P.E., URS Consultants



EDAG FOR MADISON VILLAGE

Meeting Title:	Regular Economic Development Advisory Group				
Date:	01/10/13	Time:	7:30am	Location:	Madison Village Hall
Leader:		Facilitator:	Vest & Frager	Scribe:	Duane Frager
In Attendance:	Mayor <input type="checkbox"/>	Lynn <input type="checkbox"/>	Frager <input checked="" type="checkbox"/>		
	Administrator <input checked="" type="checkbox"/>	Girdler <input checked="" type="checkbox"/>	Grafton <input checked="" type="checkbox"/>		
	Fiscal Officer <input type="checkbox"/>	Vest <input checked="" type="checkbox"/>	Open <input type="checkbox"/>		

Special Guest: Chad Ely, Joe Acerra & Co

Meeting Objective: Review of progress of the marketing initiative house cleaning issues & new legislation

Agenda Topic	Responsible	Time / Time Allotted
1. Video updates	Chad Ely	50%
2. New Membership Update	Duane	10%
3. Village Website Update	Krissy	15%
4. RW Sidley & Jenks Update	Mark	10%
5. Fire Station Update	Mark	5%
6. Legislation Update	Duane	10%

Meeting Notes and Discussion

- The first action was to agree on a **regular meeting schedule** for the EDAG. It was suggested to go with the second Wednesday of the month. For the months of February and March this will be the 13th @ 7:30am for each month. The rest of the schedule will be (unless other provisions are made) April 10th, May 8th, June 12th, July 10th, Aug 14th, Sept 11th, Oct 9th, Nov 13th, Dec 11th. All times will be 7:30am unless otherwise scheduled.
- It was shared that Kathy Lynn was appointed as a **new member** to the EDAG by Mayor Britton to replace Trevor Behm. The resignation of Roy Blalock opened up another new seat for the sub-group. A list of seven names were brought up and discussed. These potential new members include S. Schaffer, S. Hamercheck, N. Kustla, S. Collins, R. Smart, K Mears and Mr. Sidley. After further discussions a priority list was created and an **AI** (action item) for **Alyson** was to reach out to the first agreed choice to gage the interest of joining. Alyson was to report back to the group during the week of the 21st.
- The idea was suggested to create an **advisory board** that would allow the EDAG to tap into the knowledge of business owners and people even though they are not officially on the EDAG. We would reach out to the MCIC and other key businesses in the Village to periodically source ideas and reactions to various issues and initiatives that the EDAG is considering or prosecuting. The **AI** would be to formulate a communication that would go out to specific people and organizations inviting them to be a part of "the process". This was assigned to **Duane** since it was his suggestion in the first place
- The final 2pcs of **legislation for a TID template** was introduced, one for Water Tower Drive and one for Edwards street. Duane promised to e-mail copies for review. **Mark & Duane AI** will begin "selling" this concept to the rest of council. Passage of these resolutions would complete the legislative side of the marketing plan until a specific opportunity has been identified.
- There are no real updates for **Sidley** or the **Jenks property**. **Mark** has agreed **AI** to follow up with Sidley to get census information from them and to gage if there is real interest in moving some of their assets into the hands of potential new businesses. Mark will report back at the next scheduled EDAG meeting. On a related note, Alyson reported that we will be seeing steel coming up from the ground for the new Fire Station this week. There are a lot of questions as to will the lines be ready when they are supposed to be.
- The Balance of the meeting was dedicated to the **marketing effort initiated in 2012**. **Alyson** was scheduled to **AI** meet with Arlene O'Brien during the week of the 14th to review the current Chamber literature and modify it to fit the desire to specifically highlight Madison Village. Alyson should be reporting back to the group ASAP to the results of her planning meeting with Arlene.
- Chad shared excerpts from **multiple interviews already conducted** with the group. He also took videos of the Christmas in the Village Park event in 2012. He still has several more interviews to conduct. Alyson promised to **AI** forward to Chad the contact information of Dr. Goudy & Cindy Lindberg before the week is out. In addition, Alyson was to forward to Chad the dates for Concerts in the Park, The Community Social and the car shows in the park. Chad explained that he wants to keep the video between 3-1/2 to 7 minutes tops. To begin to spark some interest, during the week of the 21st, Chad will begin releasing "video shorts" on U-Tube and forwarding the stream to Krissy and Alyson so they can put those links on the Village web site and the Facebook Page. The videos will be 720HD & 724HP format for maximum resolution. The group has to **AI** develop a list of key areas we want to make sure are part of the panning shots throughout the area. This will be due by the next EDAG meeting
- A **targeted completion date** for this project will be June 30th of 2013.
- There is some questions still about **HNK**. Duane committed to **AI** follow up with the schools for clarification to see if a P.U.D. (planned urban development) could be looked into
- Alyson **AI** to distribute the **Inventory list** of vacant lots and buildings in the Village to the EDAG electronically as well as the **welcome packet** created by Grafton and Crockett. All of this will lead to amendments on the Website EDAG section.



EDAG FOR MADISON VILLAGE

Action Items				
<i>Assign ownership to the action items along with the commitment date for completion.</i>				
Action Item Review - Legislation	Responsible Person	Updates	Due Date	Completed
Official repeal of the current CRA for the I90 corridor – Alyson will bring this forward at the next council meeting to finally put this to bed and eliminate any confusion	Alyson M	Szeman to help	Feb 2012	100%
P&Z zoning text will be completed prior to June 1 st . This will help to allow for some control over what type of business might go into these areas to take advantage of the TAP	Mark V	Szeman to help	June 2012	100%
Mark has committed that the P&Z zoning text will be completed prior to June 1 st . This will help to allow for some control over what type of business might go into these areas to take advantage of the TAP	Mark V	Szeman to help	June 2012	75%
Work on revising the Madison Incentive Grant Guidelines based on the template that was presented by Joe Szeman from the city of Mentor.	Duane F	Szeman to help	Oct 2012	100%
A new Tax Incentive Review Council needs to be established per the guidance of the law director Joe Szeman.	The Mayor	Szeman to help	Dec 2013	0%
Appointment changed to include resident and/or business owner of the village	Mark V & Duane F	Mayor	Feb 2012	100%
Does it make sense to add a position to include the Chamber of Commerce to the Madison Village EDAG permanently? Further discussion seemed to move in this direction as it was some time ago.	Mark V & Duane F	The Mayor and Alyson M to help	March 2012	100%
Need to fill final seat on the EDAG Sub-Group. Target list of 7 people put together. Reaching out to the 1st couple	ALL	Mayor	March 2013	50%
I90 need to have its own separate TIP set up and put in place this includes the staff report	Mark V & Duane F	Szeman & Gerson to help	Feb 2013	75%
Edwards street need to have its own separate TIP set up and put in place this includes the staff report	Mark V & Duane F	Szeman & Gerson to help	Feb 2013	75%
Action Item Review – Marketing				
Duane also included that he will distribute the marketing research already conducted by Cindy G. from the Chamber as soon as possible for the rest of the sub group to review.	Duane F	Cindy G to help	April 2012	100%
A "TOPO Map" needs to be established for the I90 corridor to have on file	Alyson M	URS to Help	Dec 2013	0%
Coordinate the recording of all the "opportunities" in Madison Village for the purpose of having a readily available list when new companies want to explore this area.	Alyson M	Mike K to help	July 2012	95%
Need to sit with Eileen O'Brien to review the literature currently made for the Chamber and update it specifically Madison Village for distribution. Set for the week of the 14th	Alyson M	Arlene O'Brien	March 2013	50%
Need to sit with Chad Ely to review the new Video for Madison Village for distribution	ALL	Chad Ely	June 2013	25%
Action Item Review – House Cleaning / Other				
The EDAG would like to use the "Welcome Packet" that was developed by Krissy Grafton and Kristie Crockett on the website after it has had a little more information added to it. This packet, once completed, will also be used as part of the presentation that will go to any new potential prospect	Alyson M	Grafton to help	Feb 2013	10%
Funding –follow up with Council to see if they would be willing to allow the EDAG in processing of this venture of creating a Marketing package by funding it for \$3500	Mark V & Duane F	Council & Mayor	Nov 2012	100%
HNK building and land future with the schools. Initial conversation with Dr, Goudy looking to follow up in April	Duane F		Dec 2013	25%
GBSA/ GBGI relocation opportunity	Duane F	EDAG	Jan 2013	100%

Madison Village Council Meeting January 22, 2013

The 2008 Master Plan described the downtown business district and the village park as a Third Place. A village were residents live, work, and come together for social events. The Madison CIC has committed 2013 to enhance these principals.

#1 Thank you for generously providing \$3500 through the quality of life grant to help us further these objectives. As you know the fundraiser this year, a 70's Disco Night, will be held on March 9th at DeRubertis Party Center. Tickets for this event are \$25 each which will provide guests with dinner and live entertainment. One of the best silent auctions around will have items from an autographed football from the Cleveland Browns to a Park Hopper pass for 4 people at Walt Disney World in Orlando Florida. Proceeds from this event will go towards enhancing our parks with a focus on Village Square. We will be working with Administrator Moritz and Road Forman Mike Kranik to discover priorities where this money will be best utilized. I hope that all of you will help us get the word out and maybe even purchase a table to enjoy this event with your closest friends.

#2 We are discovering new ways to bring people to the village since Old Fashioned Days will no longer be a part of the village. I would like to request the use of the park for our second annual craft fair on Saturday, June 22nd from 10 to 4pm. This year we hope to fill the park with over 75 crafters. We have also hired a company to provide rides through the village on the Euclid Beach Rocket Car. We will need help working the Chief of Police to possibly shut down Park Street.

#3 We would like to explore the opportunity to reserve up to 4 consecutive Wednesday Nights in July to provide the public with a movie night. This would be a series of themed movies, all family oriented, that might range from a Disney movie to a screening of Casa Blanca. We hope to be able to purchase a movie projector to play on a constructed screen in the gazebo. There are obvious costs that need to be explored for the equipment used and the licensing costs of these movies but we hope to have your blessing to work together creating a schedule, addressing park security, and helping with advertisement.



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