

BRATENAHL VILLAGE
10300 BRIGHTON ROAD
BRATENAHL, OHIO 44108
(216) 383-0468

FINANCE COMMITTEE MEETING

AUGUST 18, 2021
5:30 p.m.

MAYOR JOHN LICASTRO
JAMES PUFFENBERGER, CHAIR
JOYCE BURKE-JONES
TOM McDONALD

DAVID J. MATTY, ESQ.
NANCY L. MOLNAR, RPR, CLR

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1 still the case? It looked like it a couple weeks
2 ago.

3 MS. COOKS: For Finance?

4 MR. PUFFENBERGER: For a number of
5 committees, actually.

6 MS. COOKS: I'll check it out.

7 MR. PUFFENBERGER: Okay. It just
8 appeared that there are a number missing that
9 have already been approved, so I wanted to see if
10 there's anything going on there.

11 Okay. Next on the agenda is our Village
12 Fiscal Officer's report. Diana, you have the
13 floor.

14 MS. COOKS: Thank you. Good afternoon,
15 everyone. I'll be brief. Some good news. As
16 everyone may recall, we kind of were conservative
17 with what our income tax collection amount would
18 be. And I'm happy to report that to date we have
19 collected over \$2.2 million in income tax. And
20 that's about \$257,000 over what we budgeted. I
21 expect that roughly another 500,000 might come
22 in. I'm hopeful.

23 MR. PUFFENBERGER: Is some of that from
24 delinquencies?

25 MS. COOKS: Probably a lion's share of

2

1 MR. PUFFENBERGER: All right. I'll call
2 this regular Finance meeting to order this
3 evening. The record will reflect that all
4 members of Finance Committee are present. This
5 will be a bit of an abbreviated meeting, such as
6 it will be. We only have one piece of
7 legislation to address.

8 First order of business, though, is to
9 approve the prior meeting minutes. This is from
10 our regular meeting of July 21st. Are there any
11 additions, changes, et cetera, from our July 21st
12 minutes?

13 MR. McDONALD: Move approval.

14 MS. BURKE-JONES: Yes.

15 MR. PUFFENBERGER: Second?

16 MS. BURKE-JONES: Second, yes.

17 MR. PUFFENBERGER: All in favor?

18 MR. McDONALD: Aye.

19 MS. BURKE-JONES: Aye.

20 MR. PUFFENBERGER: Okay. So the July
21 21st meeting minutes are approved. Just as an
22 aside, it seems like there's at least a couple
23 weeks ago, I didn't look today, there are an
24 awful lot of minutes that had been approved that
25 have not been posted to the website. Is that

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1 it will be from delinquencies, yes.

2 Property tax is also trending higher at
3 around 67 percent. I mean, I'm sorry, it's
4 around 87 percent. And through August, it should
5 be about 67 percent, so that is also good news.
6 The auditors were on site last Wednesday. They
7 have found no issues at all with 2020. And 2019
8 issues are likely related to the prior audit
9 adjustments.

10 So it is also estimated that the audit
11 will end in late September. And all of the
12 adjustments and manager letters should be done by
13 the end of the year. So we'll be able to post
14 any adjustments that the auditors may find in
15 2021. That concludes my report.

16 MR. PUFFENBERGER: Thank you. That's a
17 lot of good news.

18 MAYOR LICASTRO: Jim, may I interject
19 something?

20 MR. PUFFENBERGER: Absolutely.

21 MAYOR LICASTRO: The volatility of
22 income tax, the unpredictability of it is
23 evidenced by what Ms. Cooks just reported.
24 Again, the Mayors are on a mission to discuss
25 this important revenue source to try to find

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1 perhaps a different method of producing revenue
 2 that is more fair, equitable. People that don't
 3 live here more than six months don't pay,
 4 townships don't pay. There's different rates
 17:34:23 5 across the county, there's different credits, but
 6 it's evidenced by what you saw from Diana, we're
 7 already at 2.2 and probably be at 2.7, or 2.8.
 8 When you have a \$4 million general fund budget,
 9 that difference is just -- you think what it is
 17:34:39 10 on the plus side, but it's volatility is
 11 problematic. So I'll keep you posted as to what
 12 we discuss as we go forward with the committee.
 13 Thank you.
 14 MR. PUFFENBERGER: Thank you. We have
 17:34:50 15 200 more people living here now than we did 10
 16 years ago, too.
 17 MAYOR LICASTRO: That's actually the
 18 largest increase in the county. Almost 20
 19 percent. 233 more people and that speaks well
 17:35:02 20 for the health of the Village.
 21 MR. PUFFENBERGER: Yes, it does. Thank
 22 you. Have we had any reports of -- this is from
 23 personal experience I had this experience. I
 24 make estimated income tax payments throughout the
 17:35:14 25 year, as many do. At least of those payments
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1 that was made to CCA last year RITA still has no
 2 record of. Has that happened on a widespread
 3 basis? Have we heard anything about that?
 4 MAYOR LICASTRO: It happened to me.
 17:35:28 5 MR. PUFFENBERGER: It happened to you,
 6 too?
 7 MAYOR LICASTRO: But I did get an
 8 additional bill from RITA asking for the money.
 9 MR. PUFFENBERGER: I did, too.
 17:35:35 10 MAYOR LICASTRO: The money did not
 11 transfer from one to the other.
 12 MR. PUFFENBERGER: I got an additional
 13 bill, too. That's why I asked the question.
 14 I've contacted them three or four times and
 17:35:45 15 they've never -- found that they've never been
 16 able to transfer those monies over. I'm thinking
 17 it's probably something that is fairly prevalent.
 18 MAYOR LICASTRO: So you've spoken to
 19 them without resolution?
 17:35:54 20 MR. PUFFENBERGER: Without resolution,
 21 yes.
 22 MAYOR LICASTRO: Let me give you the
 23 name of a person that you can talk to at RITA.
 24 She can help you with that.
 17:36:01 25 MR. PUFFENBERGER: Well, I have contacts
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1 there. My biggest concern isn't for my own
 2 situation, it's if we have that situation
 3 throughout the Village.
 4 MS. COOKS: I haven't heard that.
 17:36:10 5 MR. PUFFENBERGER: Okay.
 6 MAYOR LICASTRO: It's kind of funny it
 7 happened to you and me.
 8 MR. PUFFENBERGER: Yeah.
 9 MR. McDONALD: Justice. (Laughter.)
 17:36:15 10 MR. PUFFENBERGER: What does that mean?
 11 (Laughter.)
 12 MR. McDONALD: Strike that.
 13 MR. PUFFENBERGER: All right. If I find
 14 anything out about that, I'll let you know.
 17:36:30 15 All right. So we only had one piece of
 16 legislation here to consider. That's Ordinance
 17 4119, that is pay claims, how we pay our bills.
 18 Diana and I had a couple of tough days, so we
 19 kept missing each other and didn't have our usual
 17:36:46 20 pre-meeting meeting. Very honestly in reviewing
 21 this and making comparisons with previous pay
 22 claims legislation, as I normally do, I kind of
 23 compare numbers with previous months, I didn't
 24 see anything that was out of whack.
 17:37:00 25 Is there anything that I should be aware
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1 of, Diana, that's out of whack?
 2 MS. COOKS: No, not from my position,
 3 but I have learned that what I see as something
 4 that is pertinent is not the same as other
 17:37:17 5 people. I leave it open.
 6 MS. BURKE-JONES: I didn't see anything
 7 that I had a question about.
 8 MR. PUFFENBERGER: Okay. I know you
 9 were able to talk to Diana.
 17:37:27 10 MS. BURKE-JONES: Right. We talked on
 11 Monday. We talked about a bunch of things.
 12 MR. PUFFENBERGER: Does anyone else have
 13 any questions about anything on pay claims?
 14 MAYOR LICASTRO: I'm a little curious,
 17:37:39 15 if I may. Lieutenant, what is Red Dot training?
 16 I think I know what that is, but what is that?
 17 LT. LOBELLO: It's firearms training.
 18 It's advanced firearm training.
 19 MAYOR LICASTRO: Weapons that have a
 17:37:50 20 laser?
 21 LT. LOBELLO: Heads up optics, not a
 22 laser, but similar.
 23 MAYOR LICASTRO: Thank you.
 24 MR. PUFFENBERGER: My brother shoots
 17:37:59 25 every Wednesday night in Toledo. He uses Red
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1 Dot. That's the only reason I knew what that
2 was.

3 All right. Anything else? If not, then
4 I'll entertain a motion to approve pay claims,
5 which is Ordinance Number 4119.

6 MS. BURKE-JONES: I so move.

7 MR. McDONALD: Second.

8 MR. PUFFENBERGER: All in favor?

9 MS. BURKE-JONES: Aye.

10 MR. McDONALD: Aye.

11 MR. PUFFENBERGER: That concludes all of
12 our legislation, everyone will be happy to know.

13 One additional item just very briefly. We
14 touched on this last meeting, but we really
15 didn't have too much of a discussion, other than
16 the fact that we thought that perhaps some of
17 this activity for marketing could be carried
18 forward by some interns, but it would be helpful
19 as we move into the season where we'll be looking

20 at what we're going to spend next year to
21 understand where we are at this point with
22 marketing.

23 I know, as we talked about last time,
24 you made some assignments to some of the staff
25 back in November. And it would be good if we had
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1 solar or however they're lit would be eligible as
2 a NOPEC expense. The design obviously would have
3 to -- we'd have to work on that. And we do have
4 some -- we had some initial renderings that were
5 done by Guide Studios a couple years ago. And
6 certainly we can start back there looking at
7 those and determine what the best way is to move
8 forward, get some cost estimates from three or
9 four, two or three sign companies, whatever it
10 is, and then we'll know how much it's going to
11 cost.

12 I think we're looking at entrance signs
13 at least on both sides of Lake Shore east and
14 west and probably want something at the entrance
15 at 105th and another one at Eddy. And then there
16 are different signs depending on space. Some can
17 be pole signs if there's not enough space to do a
18 monument sign. Certainly, I think, at the
19 entrances on Lake Shore Boulevard, I would hope
20 we can do a monument sign.

21 MAYOR LICASTRO: If I may, your Mayor is
22 prominent in NOPEC, George Welo.

23 MR. BENJAMIN: You're my Mayor.

24 MAYOR LICASTRO: Thank you, Keith.

25 MR. BENJAMIN: You're my Mayor. I live
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1 some sort of a report either from each of them
2 individually or from you or from someone that
3 basically said this is what they were assigned
4 and this is what they have actually done and what
5 needs to be done from that point forward, because
6 I'm happy to help each of them individually with
7 what they're doing, because it's kind of what I
8 do and have done, but I would like to know, at
9 least from a finance perspective, what might the
10 costs going forward were.

11 MAYOR LICASTRO: I do have an update for
12 you. We talked about monument signs at the
13 entrance to the Village. I'm intrigued by the
14 fact we have \$11,000 in NOPEC grants that's
15 pretty flexible. So I talked with a sign
16 company. If we buy solar-powered signs, I think
17 we can use at least a portion of the NOPEC monies
18 to offset the cost, which I think is intriguing.

19 MR. PUFFENBERGER: Solar-powered
20 entrance signs?

21 MAYOR LICASTRO: Yes, it would be lit by
22 solar power. Keith spoke about that.

23 MR. BENJAMIN: Yeah, it would be an
24 eligible expense. And certainly the purchase of
25 the signs and the associated lighting, you know,
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1 here.

2 MAYOR LICASTRO: Your other Mayor. Your
3 work Mayor, how is that? Your work Mayor, how's
4 that?

5 MR. BENJAMIN: Yes.

6 MAYOR LICASTRO: We got a document from
7 NOPEC saying they're initiating a grant for a
8 purpose that both Diana and I read and really
9 couldn't understand what it is they're talking
10 about. Are you familiar with that?

11 MR. BENJAMIN: What is it? Do you
12 remember.

13 MAYOR LICASTRO: It was so convoluted, I
14 gave it to her and she was as clueless as I.

15 MS. COOKS: I was not clueless.
16 (Laughter.)

17 MAYOR LICASTRO: Okay. I was clueless.

18 MS. BURKE-JONES: Questioning.

19 MAYOR LICASTRO: I'll forward it to you.

20 We need some insight, because I really don't know
21 what they're talking about.

22 MR. BENJAMIN: I'm happy to look at it.

23 MAYOR LICASTRO: Sorry, Jim.

24 MR. PUFFENBERGER: That's quite all
25 right. Does South Euclid have some experience
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1 with these kind of signs?
 2 MR. BENJAMIN: Oh, sure, absolutely.
 3 We've got about 10 of them, 10 or 11 signs that
 4 were designed. And it took us three or four
 5 years, they're about \$8,000 a piece, and so it
 6 took three or four years. We have so many
 7 different entrances, so it would be much easier
 8 here. You're probably looking at maybe four
 9 signs.

17:42:36

10 MAYOR LICASTRO: Are they brick and
 11 mortar?

17:42:50

12 MR. BENJAMIN: Some are. A few are
 13 monument signs on stone.

14 MR. TAYLOR: What do you mean by
 15 monument sign?

17:43:01

16 MR. BENJAMIN: Monument signs are signs
 17 that are built up off the ground versus a pole
 18 sign where there's not room. For example, in
 19 some places in South Euclid on Mayfield Road or
 20 on Green Road, you know, you would have an
 21 entrance sign that's created that's on a pole,
 22 mounted on a pole. They're a little bit smaller.

17:43:14

23 MAYOR LICASTRO: And cheaper.

24 MR. BENJAMIN: And cheaper, yeah.

25 MS. BURKE-JONES: Eddy Road is
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17:43:27

1 social media policy you wanted to forward to Dave
 2 for him to review; is that correct?

17:44:41

3 MR. BENJAMIN: I think I was just going
 4 to look at it to review. I was going to compare
 5 it with some other social media policies I've
 6 seen and that was it. I still need to do that.

7 MR. PUFFENBERGER: I actually brought
 8 that issue up at the last meeting. I thought
 9 that it was -- and very honestly, my fault I
 10 didn't review it in detail before this meeting,

17:44:55

11 but my issue is that I felt that it dealt more
 12 with intern communication than outbound
 13 communication. Perhaps there was something we
 14 needed to add from outbound communication,
 15 because from a marketing perspective that's the
 16 main purpose.

17:45:11

17 MR. BENJAMIN: A lot of it has to do --
 18 and I know that our Village Law Director has
 19 looked at this, making sure that whatever is
 20 posted on social media is community based, not
 21 political, not opinion, you know, those kinds of
 22 policies.

17:45:23

23 MR. PUFFENBERGER: I'll look at it
 24 again, too. Okay. So when we get that
 25 information, it will be helpful as we go forward.

17:45:38

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1 problematic if we're going to put it on the -- I
 2 would imagine the police could mention how many
 3 times we've had cars jumping the median strip.

17:43:42

4 MR. BENJAMIN: I would imagine that most
 5 likely Eddy Road would be a pole sign.

6 LT. LOBELLO: Just imagine the brick
 7 pillars at Bratenahl Place that are hit several
 8 times a year.

9 MS. BURKE-JONES: That we no longer
 10 have.

17:43:56

11 MAYOR LICASTRO: Bratenahl Place is not
 12 going to replace that pillar. It's been hit so
 13 many times, they're not going to replace it.
 14 Like two weeks ago?

15 MS. BURKE-JONES: Right.

17:44:05

16 MR. PUFFENBERGER: Okay. Well, that is
 17 one step in the marketing program. There are
 18 quite a few of those, including social media and
 19 that sort of thing. We need to understand how
 20 that's going to move forward. So as we get into
 21 the budget season, I think we're going to have to
 22 understand where they are and put that together
 23 by individuals.

17:44:15

24 MAYOR LICASTRO: I do have a question
 25 for Keith. You said you had some changes in the

17:44:25

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1 And amazingly enough, I'm sure that everyone is
 2 very happy about that, that concludes my agenda.
 3 (Applause.)

17:45:56

4 That is the shortest Finance meeting
 5 I've had. (Laughter.)

6 MS. BURKE-JONES: That is.

7 MR. TAYLOR: Nancy, write that down.

8 MR. PUFFENBERGER: I assure you the next
 9 four meetings I probably cannot repeat that, but
 10 I will try.

17:46:08

11 So are there any questions from anybody
 12 on Council concerning any Finance matters or
 13 anything on the agenda? Anything from the
 14 audience? Remarkable.

15 I will entertain a motion to adjourn the
 16 Finance meeting.

17:46:23

17 MR. McDONALD: So move.

18 MS. BURKE-JONES: Second.

19 MR. PUFFENBERGER: All in favor?

20 MS. BURKE-JONES: Aye.

17:46:29

21 MR. McDONALD: Aye.

22 MR. PUFFENBERGER: We are adjourned.
 23 Thank you.

24 MAYOR LICASTRO: We have to wait 15
 25 minutes before we can start the next meeting.

17:46:34

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1 Let me say that as long as we're still
2 on the record that Diana and I will work to have
3 the recommendation for appropriations for Finance
4 to consider including she's working on a
5 narrative as well. Look for that, as we start
6 the process.

17:46:52

7 Be aware we have to be careful of Jewish
8 holidays. Just for the record, we're moving the
9 September meeting for Council to the 22nd,
10 because the 15th is Yom Kippur.

17:47:09

11 MR. BENJAMIN: Thank you.
12 MAYOR LICASTRO: No problem.
13 (Meeting adjourned at 5:47 p.m.)
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Nancy L. Molnar, Notary Public
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My commission expires July 15, 2023.

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