

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

FINANCE COMMITTEE MEETING

November 17, 2021  
5:00 p.m.

MAYOR JOHN LICASTRO  
JOYCE BURKE-JONES, CHAIR  
TOM McDONALD

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

3

1 indicated at our last meeting. And other than  
2 finishing up the budget, I don't have anything  
3 additional. I will say that I will be offering  
4 reappropriations for the December meeting.  
17:01:15 5 MS. BURKE-JONES: So you were saying  
6 that our new group has not been able to give us  
7 an estimate of what we will be receiving next  
8 year yet?  
9 MAYOR LICASTRO: She's talking about  
17:01:29 10 RITA's estimates.  
11 MS. COOKS: They have, yes. I'm so  
12 sorry, yes, I did forget about that. To my  
13 surprise, they have offered 3.129 to 3.6.  
14 MAYOR LICASTRO: Yeah.  
17:01:50 15 MR. McDONALD: What was this year?  
16 MS. COOKS: Next year.  
17 MAYOR LICASTRO: Just shy of three  
18 million.  
19 MR. McDONALD: So it's a step up.  
17:01:59 20 MAYOR LICASTRO: What's exciting, if I  
21 may.  
22 MS. BURKE-JONES: Go ahead.  
23 MAYOR LICASTRO: What's exciting about  
24 this is I've had the opportunity to discuss this  
17:02:05 25 with both Diana and Brian. What's Brian last

2

1 MS. BURKE-JONES: Jim Puffenberger, our  
2 Finance Committee Chairperson, is going to be  
3 late to this meeting. He asked us to proceed  
4 without him and he will get here as soon as he  
17:00:03 5 can. So I will call the Finance Committee  
6 meeting to order. We currently have Tom McDonald  
7 and Joyce Burke-Jones in attendance. As I said,  
8 Mr. Puffenberger will be attending later on.  
9 We'll start out by approving the prior  
17:00:21 10 meeting minutes.  
11 MR. McDONALD: So move.  
12 MS. BURKE-JONES: You'll move to approve  
13 them?  
14 MR. McDONALD: I do. Do you second?  
17:00:31 15 MS. BURKE-JONES: Yes, I do. All those  
16 in favor? Great.  
17 MR. McDONALD: Aye.  
18 MS. BURKE-JONES: Yes, aye. So we  
19 approve the minutes. I did not receive any  
17:00:39 20 information from Jim saying he had any problem  
21 with those minutes.  
22 Then we'll move on then to the Fiscal  
23 Officer report.  
24 MS. COOKS: I actually have nothing new  
17:00:54 25 to report tonight. The audit is still going as I

4

1 name?  
2 MS. COOKS: Thunberg.  
3 MAYOR LICASTRO: Certainly when we crest  
4 three million, it's a pleasant surprise. We've  
17:02:18 5 never really done that before. The question is  
6 why and is it sustainable? So the fact that he's  
7 projecting that number going forward, if not  
8 more, means indeed it is sustainable and really  
9 bodes well for our finances going forward.  
17:02:34 10 Now, is it demographics? There's  
11 various factors. He and I talk sort of talk  
12 around that. We've had a lot of physicians move  
13 into the Village and they have a very stable  
14 income, whether or not they make free throws,  
17:02:48 15 where other people depend on how they perform on  
16 the court. But having done this since forever,  
17 to have that kind of a stable income tax -- by  
18 the way, some of it is people working from home.  
19 It's another factor to consider. But having that  
17:03:03 20 kind of a stable income tax revenue stream is  
21 huge. It makes things so much more, we're not --  
22 MR. McDONALD: Predictable.  
23 MAYOR LICASTRO: Right, predictable.  
24 And when you're estimating resources, it's really  
17:03:15 25 hard to predict anything, so that is certainly

1 great news. And Diana will attest to this, RITA  
2 has been a really wonderful partner. We never  
3 got this from CCA.

4 MR. TAYLOR: How many million again?

17:03:28 5 MS. COOKS: 3.186, I believe is the  
6 number is to -- actually, I have it here.

7 MAYOR LICASTRO: To about 3.6, I believe  
8 you said. Now, I'm not sure if -- Diana has yet  
9 to complete the CER. She's always very frugal

17:03:50 10 with the CER, but having that projection in hand  
11 makes the estimating a lot easier.

12 MS. BURKE-JONES: Definitely. One quick  
13 question, I know you talked about down in  
14 Columbus they're discussing this whole issue of

17:04:01 15 people working at home versus whatever.  
16 Obviously RITA is saying people are claiming  
17 already just in of themselves that they are  
18 working from home. So it has nothing to do with  
19 what's going on in Columbus.

17:04:15 20 MAYOR LICASTRO: Right. So what we  
21 anticipate as Mayors is a hybrid going forward.  
22 People might not work at home five days a week,  
23 they might work at home two days a week or three  
24 days a week. We think that's the new normal.

17:04:28 25 Certainly when that happens, a bedroom community  
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1 like Bratenahl benefits because we're not losing  
2 income as if we're Mayfield Village and other  
3 communities. Those associated with Progressive,  
4 Mayor Bodnar in Mayfield Village, they gave huge  
5 amounts of property tax abatement to build that  
6 facility figuring they'd make it up with income  
7 tax. Now they're losing millions in income tax  
8 and it's a difficult topic for her to broach.

17:04:45 9 But, we as a committee are looking to  
10 understand this revenue stream going forward;

11 looking to see if there should be a  
12 recommendation for consistency on rates, which  
13 there is not; consistency in credits, which there  
14 are not. And there's no solutions yet, but I

17:05:16 15 think part of our increased revenue is because of  
16 that circumstance. That's what Brian said. He  
17 can't really share a lot of detail with me, only  
18 with the income tax administrator. But  
19 projecting that kind of sustainability and  
17:05:32 20 consistency is going to make our lives a lot  
21 easier.

22 MS. BURKE-JONES: Again, what was our  
23 income this year, the revenues this year?

24 MS. COOKS: So far we're at 2.4 million,  
17:05:45 25 but it looks like we'll close out closer to 2.9.

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1 MS. BURKE-JONES: Okay. Wow.

2 MS. COOKS: The number that he gave, the  
3 estimation that he gave us was 3,190,000 to  
4 3,650,000.

17:06:04 5 MS. BURKE-JONES: Thank you.

6 MAYOR LICASTRO: When they say things  
7 are too good to be true, that sounds too good to  
8 be true, but the fact it comes from RITA is  
9 gratifying.

17:06:14 10 MS. COOKS: The fact that I have it in  
11 writing even makes it even better.

12 MAYOR LICASTRO: I told them if we're  
13 shortfall, RITA will make up the difference.  
14 (Laughter.)

17:06:22 15 MS. COOKS: Oh, really.

16 MS. BURKE-JONES: In our dreams.  
17 (Laughter.)

18 Let's go down to item 7, which is the  
19 pay claims. And Jim was saying he was going to  
17:06:37 20 try to get ahold of you.

21 MS. COOKS: We spoke.

22 MS. BURKE-JONES: Can you share the  
23 issues, the questions that you answered?

24 MS. COOKS: I can.

17:06:44 25 MS. BURKE-JONES: Thank you.  
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1 MS. COOKS: So he just asked for  
2 clarification under Public Safety. He asked for  
3 clarification about the Lidar.

17:07:04 4 CHIEF LOBELLO: It is two handheld laser  
5 units for traffic portion.

6 MS. COOKS: He also asked for clarity on  
7 micro carding, what the reimbursement was for and  
8 it's travel mileage reimbursement for the  
9 training that you see later on on pay claims,

17:07:22 10 North Coast Polytechnic Institute. And I believe  
11 that's all he had under Public Safety.

12 MAYOR LICASTRO: If I can add one thing,  
13 Chief, would you speak to the three-day Red Dot  
14 Pistol Instructor Training.

17:07:40 15 CHIEF LOBELLO: That's a three-day  
16 courses to be put on for -- it's a private  
17 course. The one-on-one instructor/student ratio  
18 for Sergeant Durand and me as the two range  
19 instructors for Bratenahl. As we know at the  
17:07:55 20 last Finance meeting we spoke about we're

21 transitioning weapons next year from our current  
22 weapons to new weapons. The new weapons that we  
23 are going to be getting are to be equipped with  
24 Red Dot technology.

17:08:05 25 And it's a little bit different than

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1 what we currently use, so we're going to experts  
 2 in the Red Dot technology and they're going to  
 3 give us a three-day training on not the use of  
 4 them, because we're familiar with the use on  
 17:08:18 5 them, but how to train our officers and  
 6 transition from A to B as a department. It's  
 7 actually going to be held at the South Euclid  
 8 range.  
 9 MAYOR LICASTRO: Basically when you look  
 17:08:31 10 through the sights, wherever that dot is, it can  
 11 be red or green, that's where the bullet goes.  
 12 MS. BURKE-JONES: Sounds good. Were  
 13 there any questions for the committee for this  
 14 safety? So let's continue on with the  
 17:08:46 15 administration.  
 16 MS. COOKS: Under administration, you  
 17 all may recall last month that I talked about a  
 18 name change from Ciro's Sewer Cleaning to Liquid  
 19 Environmental Solutions and you all had some  
 17:09:04 20 comment about that. But again, that company sent  
 21 invoices under the same name. I mean, under  
 22 Ciro's and also under Liquid Environmental. I  
 23 didn't note that. Mr. Puffenberger noticed that.  
 24 And so I have removed on the master copy of pay  
 17:09:28 25 claims that \$2,775. And I will at the time  
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1 appropriate give what the total for the new pay  
 2 claims is.  
 3 MS. BURKE-JONES: Okay. Good.  
 4 MR. McDONALD: It was a bad charge or it  
 17:09:47 5 was going to a different name?  
 6 MS. COOKS: No, I don't know what -- I  
 7 don't know why they're sending out the same  
 8 invoice under two different divisions of the  
 9 company, so I'm glad that was caught.  
 17:10:03 10 MAYOR LICASTRO: If you look at the  
 11 page, Tom, you've got one charge of 2,775 from  
 12 Ciro's Sewer Cleaning and the same charge from  
 13 Liquid Environmental Solutions. So obviously  
 14 only one of those is valid and we'll void the  
 17:10:16 15 other. It's the same company. They just changed  
 16 the name.  
 17 MR. McDONALD: I understand that. Are  
 18 you going to pay one and not the other?  
 19 MAYOR LICASTRO: Exactly right.  
 17:10:25 20 MS. COOKS: We're paying 2,775, yes.  
 21 MAYOR LICASTRO: We'll reduce pay claims  
 22 by the 2,775. We had to do some jetting of the  
 23 line between Corning and Bratenahl Road. There's  
 24 some blockage. That's what we did.  
 17:10:42 25 MR. BENJAMIN: We had this discussion  
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1 last month.  
 2 MAYOR LICASTRO: We did. Yeah.  
 3 MR. BENJAMIN: I was having déjà vu.  
 4 MS. COOKS: If there are any other  
 17:10:57 5 questions on administration, he did not have any.  
 6 MS. BURKE-JONES: Did you have any  
 7 questions on administration?  
 8 MR. McDONALD: No.  
 9 MS. BURKE-JONES: Thank you, Tom. How  
 17:11:04 10 about recreation then?  
 11 MS. COOKS: He did not have under  
 12 recreation. And he asked about the manlift. I  
 13 don't know for what project that was.  
 14 MAYOR LICASTRO: I do. So we rented a  
 17:11:22 15 lift so Joe could look at the Village Hall and  
 16 determine what needed to be done besides the  
 17 painting, which we hope to do ourselves in the  
 18 spring, but to see if there was wood that needed  
 19 replaced because it was rotted. He was surprised  
 17:11:36 20 he didn't see as much as he anticipated, but  
 21 that's why we rented the lift.  
 22 MS. BURKE-JONES: Right. Exactly. And  
 23 you explained that. That was what the delay was  
 24 in us going ahead and going ahead with the paint.  
 17:11:49 25 So you were saying something about we were doing  
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1 the painting. I thought we were going to approve  
 2 a paint contract.  
 3 MAYOR LICASTRO: Well, we're not quite  
 4 there yet. Joe does not bite off more than he  
 17:12:00 5 can chew. And we need to finalize that  
 6 discussion. It will be a springtime discussion.  
 7 There will be the time to grind it, but if we  
 8 have the manpower, I prefer to do it myself if we  
 9 don't put him in a bad situation with his other  
 17:12:13 10 responsibilities. Keith.  
 11 MR. BENJAMIN: When we have that  
 12 discussion, could we also talk about the back of  
 13 the Community Center? The doorway specifically  
 14 outside.  
 17:12:24 15 MAYOR LICASTRO: The soffit is looking  
 16 pretty bad. Certainly the company doing it would  
 17 have a lift. It would make sense to do both  
 18 simultaneously.  
 19 MS. BURKE-JONES: I know in Public  
 17:12:34 20 Improvements we did ask about painting on both  
 21 buildings.  
 22 MR. BENJAMIN: Whether it's done  
 23 in-house or by a contractor.  
 24 MS. BURKE-JONES: It just needs to be  
 17:12:42 25 done.  
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1 MR. BENJAMIN: Thank you.  
 2 MS. BURKE-JONES: Thank you. How about  
 3 moving on to service.  
 4 MS. COOKS: He did not have any -- well,  
 5 the rental, manlift.  
 6 MS. BURKE-JONES: I apologize.  
 7 MS. COOKS: That concludes questions  
 8 that he had.  
 9 MS. BURKE-JONES: And I had no questions  
 10 myself. Any from you, Tom? So I will entertain  
 11 a motion to --  
 12 MAYOR LICASTRO: One second, Diana,  
 13 could we come up with a new amount?  
 14 MS. COOKS: The new amount is  
 15 \$106,370.26.  
 16 MAYOR LICASTRO: That reflects the  
 17 removal.  
 18 MS. BURKE-JONES: \$370?  
 19 MS. COOKS: 26 cents.  
 20 MR. McDONALD: 370 or 307?  
 21 MS. COOKS: 370.  
 22 MS. BURKE-JONES: As I mentioned to  
 23 recommend approval of the pay claims this month  
 24 to the amount of \$106,370.26.  
 25 MS. COOKS: That's correct.  
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1 MR. McDONALD: So move.  
 2 MS. BURKE-JONES: Second. All those in  
 3 favor?  
 4 MR. McDONALD: Aye.  
 5 MS. BURKE-JONES: Aye. We both move  
 6 that recommendation to Council at the Council  
 7 meeting. So moving on to the proposed amendment  
 8 -- no, that's a Council of the Whole.  
 9 MAYOR LICASTRO: We have a budget, the  
 10 marketing presentation, Ms. Fernandes is here,  
 11 and the Fiscal Officer compensation.  
 12 MS. BURKE-JONES: Right. Exactly. So  
 13 let's go backward then. Fiscal Officer  
 14 compensation plan. I know that Jim was  
 15 wondering, our Fiscal Officer is the only one  
 16 that does not have a compensation plan for pay  
 17 increases and we were wondering if you're about  
 18 to do so.  
 19 MR. MATTY: May I interject, Mayor? If  
 20 we're going to talk about employee compensation,  
 21 my suggestion, at least initially out of courtesy  
 22 to the employee, is that someone call for an  
 23 executive session on this committee and the  
 24 discussion initially be had in executive session.  
 25 It is a permissible item under Ohio law to  
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1 discuss compensation of an employee privately if  
 2 you wish.  
 3 MAYOR LICASTRO: So, Joyce, may I  
 4 suggest if Jim indeed is able to come, I know  
 5 he's got some pending health issues.  
 6 MS. BURKE-JONES: Okay. We'll hold that  
 7 off then?  
 8 MAYOR LICASTRO: Yes. Ms. Fernandes is  
 9 here. She's had a long day. Can we move on with  
 10 your permission?  
 11 MS. BURKE-JONES: That will be just  
 12 fine. Thanks.  
 13 MAYOR LICASTRO: I think that's sort of  
 14 like Jim's thing.  
 15 MS. BURKE-JONES: Right. Exactly.  
 16 MAYOR LICASTRO: So may I broach the  
 17 next topic?  
 18 MS. BURKE-JONES: Please do so.  
 19 MAYOR LICASTRO: So last meeting last  
 20 week, we talked about creating a new position of  
 21 the Website Coordinator. We talked about some  
 22 specifics. I've given you an updated job  
 23 description at your places there. And Ms. Takacs  
 24 is here from Village Hall. She's the one that  
 25 would take on these additional duties of the new  
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1 job description.  
 2 I thought it would be wise to have her  
 3 here so she can talk about what we are expecting  
 4 from her and how she'll respond. If you look at  
 5 the job description, it would input content,  
 6 update and maintain the website for the Village.  
 7 It would include producing and updating web  
 8 content into the Village website, managing and  
 9 directing the activities and traffic on the  
 10 website.  
 11 The coordinator would work in close  
 12 contact with all Village departments and website  
 13 provider to meet all needs and specifications.  
 14 This includes page content input and  
 15 updating, online form creation and  
 16 implementation, calendar/agenda/minutes posting  
 17 and updates. That's a big thing. Maintaining,  
 18 updating individual pages for all departments,  
 19 troubleshooting, and have a 24-hour availability.  
 20 Also develop protocols and procedures for all  
 21 departments along with other Village entities to  
 22 add content, updates, changes to the website from  
 23 Council, from rec, et cetera. And, of course,  
 24 they'll be working under my direction.  
 25 Also social media, once we get a social  
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1 media policy in place, which we do not have yet.  
 2 I know Keith has some issues he wants to discuss  
 3 with Dave, so we cannot have a social media  
 4 platform until we have a social media policy.  
 17:17:21 5 Jim talked about the creativity that  
 6 goes with this position. The creativity is  
 7 really to come from us. We are to determine what  
 8 goes on the website, what goes on Twitter,  
 9 whatever it is we do. "We" being collectively  
 17:17:35 10 Council, administration, whatever we want to post  
 11 on the website. Then this Website Coordinator  
 12 would actually implement whatever it was we want  
 13 to put on the website to the website. They would  
 14 not be responsible for being creative, that's our  
 17:17:52 15 job.  
 16 (Whereupon, Mr. Puffenberger joined the  
 17 meeting.)  
 18 MAYOR LICASTRO: Hi Jim. And I know  
 19 there was some question about the website update.  
 17:18:03 20 Your timing is perfect.  
 21 Angela, would you walk us through where  
 22 we are to date?  
 23 MS. TAKACS: As to date, we're well on  
 24 the way. It's looking great. Moving ahead we're  
 17:18:24 25 looking for a spring launch. Right now we're at  
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1 the stage of design. We looked at it. It's  
 2 great. We did fine-tuning. Right now we're  
 3 going to do approval by the end of the year of  
 4 the design. And we're looking for a spring  
 17:18:43 5 launch. So content at this stage is important  
 6 for us to get our pages in line and up-to-date  
 7 with everything. Then we're going to meet with  
 8 departments and make sure everybody's page is  
 9 what they want it to be. What they're going to  
 17:18:56 10 do is implement the design on our existing page  
 11 content. So we're not doing it after, we're  
 12 doing it now.  
 13 MS. BURKE-JONES: Jim, I don't know --  
 14 MAYOR LICASTRO: One question, would you  
 17:19:19 15 talk about the delay you had with COVID with this  
 16 update?  
 17 MS. TAKACS: The COVID delay was they  
 18 weren't doing anything during COVID. They didn't  
 19 have anybody available.  
 17:19:37 20 MS. KREINER: Everybody's projects were  
 21 pushed back six months.  
 22 MS. TAKACS: Six months is huge. It's a  
 23 huge company. So we were in line at 100, move  
 24 back to like 500. They're all backed up. So  
 17:19:50 25 once they were back up to, I don't know, a good  
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1 speed, so to speak, then we started up ours.  
 2 We're not that bad. We just want to update the  
 3 look. We were more so trying to make it fresh,  
 4 make it new, get the content in order. So our  
 17:20:08 5 website was already pretty much established what  
 6 we wanted it to be. We just wanted to freshen it  
 7 up.  
 8 MS. KREINER: It's a redesign.  
 9 MS. TAKACS: It's a redesign. So we're  
 17:20:18 10 not starting from scratch.  
 11 MS. KREINER: It's a redesign. That's  
 12 what we paid for. It really comes down to they  
 13 have templates, kind of templates that you choose  
 14 from. You have so much to work with, but we've  
 17:20:32 15 taken the -- we gave them our branding guide and  
 16 we're moving forward with the branding guide and  
 17 it implemented those colors, logos.  
 18 MS. TAKACS: We updated. We used the  
 19 branding guide I was given to the Village. So  
 17:21:01 20 they took that color palette, the new logo and  
 21 everything and they just beautifully melted it  
 22 right into our existing website. So now it's  
 23 going to be fresh, new. It's an exciting  
 24 process.  
 17:21:16 25 MAYOR LICASTRO: I know we talked about  
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1 marketing. I know you said there's marketing  
 2 across the entire website. How is that  
 3 incorporated?  
 4 MS. TAKACS: The website itself is a  
 17:21:23 5 marketing tool. It's how we present the Village  
 6 on our pages. There's not going to be a  
 7 specifically marketing page, per se. It's more  
 8 so the look, what we offer, what the content.  
 9 Like you said, what we're given to put on the  
 17:21:36 10 website would be in and itself the marketing of  
 11 the website. So the more we get and we put on  
 12 there, the more we can sell it, so to speak.  
 13 It's all whatever you want to put on  
 14 there to push the website, push Bratenahl, market  
 17:21:51 15 Bratenahl, population, properties, et cetera, et  
 16 cetera, accessibility, you tell me, we'll put it  
 17 on. So it's really up to you. Yes.  
 18 MR. BENJAMIN: I'm sorry, I had step out  
 19 in this may have already been covered. I know  
 17:22:10 20 that we're doing a reskinning, a revision of the  
 21 website home page. Is it going to look fairly  
 22 similar or is it going to look completely  
 23 different?  
 24 MS. TAKACS: Yes, it's going to be a  
 17:22:25 25 completely different look. It's really exciting.  
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1 It's user friendly. It's beautiful.  
 2 MR. McDONALD: When does it go live?  
 3 MS. KREINER: It will be a while.  
 4 MS. TAKACS: We're aiming for spring,  
 5 but like I said, we're at the mercy of CivicPlus.  
 6 MR. BENJAMIN: So we'll be able to add  
 7 anything we want. We can do like if we want a  
 8 page or pages devoted to, you know, attract  
 9 people to live in Bratenahl, we can do that as  
 10 well.  
 11 MS. TAKACS: Absolutely.  
 12 MR. BENJAMIN: Great.  
 13 MAYOR LICASTRO: Basically, whatever we  
 14 create can be put on the website. That's the job  
 15 of the Website Coordinator. We have the latitude  
 16 with CivicPlus, not unlimited latitude, but we do  
 17 have latitude.  
 18 MR. BENJAMIN: Will CivicPlus design the  
 19 page for us so graphically it looks nice?  
 20 MS. KREINER: It's a template.  
 21 MS. TAKACS: It's pieces parts put  
 22 together. The widgets and the editing page,  
 23 right now I have no control over the actual  
 24 layout of the home page. They gave us ideas and  
 25 we just said we like this here, we like that

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1 there, so it's a plug and play kind of deal,  
 2 which I think they did an excellent job.  
 3 But in terms of content, like you said,  
 4 if you want to have a page that you want to label  
 5 the Bratenahl, yeah, absolutely. Anything can be  
 6 added. We're not limited to how many pages we  
 7 can actually have.  
 8 MR. BENJAMIN: Okay.  
 9 MAYOR LICASTRO: That sort of creativity  
 10 would be generated by us, I speak collectively,  
 11 and will be implemented by the Website  
 12 Coordinator.  
 13 MR. PUFFENBERGER: Yeah, I think it  
 14 important that there be individuals who have been  
 15 involved in these sorts of things be part of the  
 16 process as well that put together websites in the  
 17 past from the creative standpoint and also the  
 18 content standpoint. So I think that's important  
 19 from day one.  
 20 Like you said, most websites are plug  
 21 and play. You just put on there whatever you  
 22 want to put on, it's already establish it. It's  
 23 not a difficult thing from a technical  
 24 standpoint. But I think it is important from day  
 25 one that we make sure that we have correct

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1 content that's consistent with what the marketing  
 2 committee has designated in terms of appearance  
 3 and that sort of thing. So perhaps maybe Keith  
 4 will be part of that.  
 5 MR. BENJAMIN: I'd be happy to. So  
 6 whenever you think it's best to get involved, if  
 7 you want to share a preview of how the site is  
 8 going to look or we can have some input into, you  
 9 know, what our vision is, what we want to see  
 10 additionally on the page, it probably would be  
 11 best to do it before it goes live, right?  
 12 MS. TAKACS: Well, that will be an  
 13 opportunity. We have to have the approval for  
 14 the design by the 17th of December.  
 15 MS. KREINER: For the template. So, I  
 16 guess, we have to clarify. Like I was saying,  
 17 it's a boilerplate kind of thing. They give us  
 18 the redesign and reskinning. As you pick out  
 19 those attributes that we want, like graphic  
 20 buttons, slideshow, what's the other thing  
 21 called, news flash, calendar, those things are  
 22 all like just the look of what you want.  
 23 MR. BENJAMIN: Right.  
 24 MS. KREINER: Because then it becomes in  
 25 -- like I said, we gave them the branding. They

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1 used the colors, the logo, watermarks. So they  
 2 use their design skills to incorporate that, but  
 3 again, as far as the functionality of it, as  
 4 Angela, like she said before, it is what it is.  
 5 You can add to that. In that respect, they're  
 6 only at that point where they showed us their  
 7 first go round, more color, more logo, more that,  
 8 and then they're going to come back and then the  
 9 functionality of the page is how it moves from  
 10 page to page, you know, just how you scroll down  
 11 and the logo still stays at the top. Those are  
 12 the type of things we just started to told them.  
 13 They show you examples, but this is the common  
 14 practice this, this is best.  
 15 MAYOR LICASTRO: I recommend once we  
 16 have a draft, if that's what we're calling it.  
 17 MS. KREINER: They showed it us to, I  
 18 think they're going to send us a file.  
 19 MS. TAKACS: I already have it.  
 20 MAYOR LICASTRO: Why don't you forward  
 21 that. Keith, why don't you take a look at that  
 22 and see what input you can add to make sure it  
 23 suits our needs and purpose and do whatever we  
 24 can to incorporate that and make sure that it's a  
 25 major part of what we do. So can you share that

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1 with him?

2 MS. KREINER: I think they're going to  
3 send it to us the next couple weeks of the input  
4 that we had, the first go round.

17:27:28 5 MR. BENJAMIN: Let's wait until you get  
6 sort of the next phase and then I think it would  
7 be appropriate I can look at it.

8 MS. KREINER: Is there a marketing  
9 committee?

17:27:38 10 MAYOR LICASTRO: Well, there was a  
11 marketing committee. It hasn't met for a couple  
12 years. We have the results and the  
13 recommendations we can incorporate into what  
14 we're discussing. Like, for example, we talked  
17:27:47 15 about monument signs. We're going to get some  
16 quotes on monument signs in the Village, better  
17 use of logo, stuff like that.

18 Keith was a key member of that  
19 committee. He can share with you what we need  
17:27:59 20 and what Council is concerned about to make sure  
21 marketing is highlighted. He's more than capable  
22 of doing that. Whenever you feel comfortable,  
23 whenever you're at the point where you can share  
24 it with Keith.

17:28:11 25 MR. McDONALD: Will it be shared with  
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1 the Council?

2 MAYOR LICASTRO: Yes, absolutely, but I  
3 think Keith offered to take the lead on that; is  
4 that correct?

17:28:18 5 MR. BENJAMIN: Sure, that's fine.

6 MAYOR LICASTRO: If not, we just  
7 volunteered him to do so.

8 MR. BENJAMIN: Whenever you get the next  
9 draft, whenever you feel it's ready to be shared,  
17:28:28 10 you know, my concern is just that we have an  
11 opportunity to have input and add whatever is not  
12 there before it goes live, update our Council  
13 pages, things like that.

14 MS. TAKACS: Because I did put out a  
17:28:41 15 questionnaire in April asking opinions about the  
16 website coming in, so I only got three back. So  
17 if you want to update anything, that's fine.

18 MAYOR LICASTRO: Angela, why don't you  
19 send that out again.

17:28:58 20 MR. BENJAMIN: It's easier when there's  
21 something to see, too. So now that you're  
22 looking at -- I mean, the whole website is being  
23 completely redesigned. It's a real opportunity  
24 for all of us, I think, to have input. This is  
17:29:18 25 great.

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1 MAYOR LICASTRO: I haven't seen the  
2 look, but the ones working on it are excited.  
3 It's a much better look. It will pop.

4 MS. KREINER: And it's very interactive.  
17:29:34 5 It's really cool how they used the logo in many  
6 places. You can't miss it. But I think we also  
7 took into account who's going to be looking at  
8 the website and how they're going to use the  
9 website. We know how people use the website now,  
17:29:52 10 so there's cool features.

11 MS. BURKE-JONES: I'm only asking, Jim,  
12 I don't know exactly when you came in. Did you  
13 hear when she started discussing about this page?

14 MR. PUFFENBERGER: I did not. I'll ask  
17:30:05 15 my questions at some point.

16 MS. BURKE-JONES: Okay. Because I know  
17 there's some issues of importance that you would  
18 probably like to discuss.

19 MR. PUFFENBERGER: Are there any you  
17:30:17 20 would like to point out to me?

21 MS. BURKE-JONES: I know you think  
22 social media is an important aspect of this.

23 MR. PUFFENBERGER: Oh, it certainly is.  
24 Social media is our basic outbound marketing  
17:30:28 25 format. I shouldn't say concern, but it's  
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1 certainly one of the aspects. It's very  
2 important to us. It's on a daily basis you push  
3 out information what that content is. That's  
4 something you do every single day, not just to  
17:30:45 5 provide information about what's going on in the  
6 Village, but also to respond to those who respond  
7 to us via social media. So that's pretty much an  
8 everyday all day sort of thing that occurs just  
9 as some people look at their Facebook pages every  
17:31:00 10 day. I don't, but just keep up with my nieces  
11 and nephews, that's the only reason for Facebook  
12 for me. But that is a really important part of  
13 that. And the time and creative stuff is the  
14 very gist of what we're trying to do here as a  
17:31:17 15 marketing format.

16 MR. McDONALD: Are we going to hire  
17 somebody to manage that for us?

18 MR. PUFFENBERGER: Well, that's my  
19 question. Do you have the bandwidth to do that?  
17:31:26 20 Because it's a pretty labor intensive thing to do  
21 and it's pretty much every day.

22 MS. TAKACS: Well, as I said in the  
23 beginning of the meeting, we're going to have to  
24 establish protocols and policy for social media,  
17:31:41 25 because it's social media, you know, who is going

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1 to reply? Who's going to be in charge of  
2 replying to people? It can't be me.

3 MR. PUFFENBERGER: That's what I'm  
4 getting at.

17:31:51 5 MR. BENJAMIN: Those are the questions.

6 Before we settle on a social media policy, these  
7 are the kinds of questions that we need to have  
8 about who is the person that's going to be  
9 posting primarily. And then, you know, once you

17:32:03 10 post, for example, on Facebook or once you  
11 establish a Bratenahl Nextdoor site, you know,  
12 people are going to comment or ask questions.  
13 And there needs to be someone designated to look  
14 for them regularly and respond to them, respond  
17:32:20 15 to questions, respond to comments.

16 And so before we update or improve the  
17 social media policy, we've got to sort out, at  
18 least in my mind, we need to sort out who's  
19 responsible for that and who's going to be doing  
17:32:34 20 that.

21 MR. PUFFENBERGER: That's the gist of my  
22 question. We need to figure out who's going to  
23 do that. And we do need -- and I see there's an  
24 asterisk here. We do need a very clear social  
17:32:45 25 media policy. I know we had a template for one

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1 given to us. I believe it was Chagrin Valley  
2 Dispatch's social media policy. I think I made a  
3 comment once before in reading through that it  
4 seemed to apply more to internal communication  
17:32:58 5 than outbound communication. So that needs to be  
6 tightened up for what we can say outbound to  
7 people as opposed to just internal, because we're  
8 not going to be doing a lot of that in social  
9 media.

17:33:09 10 MS. KREINER: Right. I read a couple, I  
11 went on some government agency templates that  
12 they have. The one I saw was from California.  
13 And I think what you'll find is that it's

17:33:27 14 Facebook, what can internally people do to --  
15 what's on your wall? Who responds to it? Do you  
16 turn the comments off? Do you turn the comments  
17 on? So those social media policy determines  
18 regarding how we interact with social media that  
19 we put on the website.

17:33:41 20 MR. BENJAMIN: Exactly.

21 MR. PUFFENBERGER: That's why it's  
22 important.

23 MR. BENJAMIN: That's why we have to  
24 have these discussions before we actually do  
17:33:49 25 revise or implement a social media policy. And I

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1 can tell you that it's our policy, in at my day  
2 job, there are three or four people responsible  
3 for posting and responding to posts. And we  
4 allow comments. And because those comments are  
17:34:10 5 public record technically, they're not to be  
6 deleted or anything. They're there.

7 MS. TAKACS: There's legalities to it.

8 MAYOR LICASTRO: I think Dave has a  
9 comment. Dave?

17:34:21 10 MR. MATTY: Mr. Chairman, if I may,  
11 before you go too far down the line with the  
12 social media policy, this Village is not staffed  
13 like most communities. I have no idea, knowing  
14 our staff, who is going to have time to respond  
17:34:38 15 daily to posts. Unless staff tells me otherwise,  
16 I don't think we have such a person.

17 MR. McDONALD: That was where my  
18 question was borne.

17:34:51 19 MR. MATTY: Exactly. In my one  
20 community we have an entire IT department. And  
21 that IT department is charged with dealing with  
22 directors. The directors do not respond. The IT  
23 department responds for the directors, because  
24 those directors don't have time in their normal  
17:35:10 25 business day to be responding to social media

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1 posts.  
2 So if there is such a person, that's  
3 fine, but to create a social media policy ahead  
4 of knowing who's going to be responding will not  
17:35:24 5 work. You have to know who's going to be  
6 responding first and then create the social media  
7 policy.

8 MR. PUFFENBERGER: Yeah. Again, it's  
9 kind of the gist of my question and why I brought  
17:35:33 10 that up. It's really, really important we  
11 understand what is being put out there and who's  
12 putting it out there. Are they trained properly?  
13 Do they have the bandwidth to do it? It's a  
14 very, very time-consuming thing on multiple  
17:35:47 15 platforms to push information out and respond to  
16 posts.

17 MAYOR LICASTRO: Chief, who manages  
18 social media for the police department?

19 CHIEF LOBELLO: Sergeant O'Hare.

17:35:58 20 MAYOR LICASTRO: Is that something he  
21 does on a daily basis?

22 CHIEF LOBELLO: He's got the account set  
23 up to alert him when there are comments on his  
24 posts, so then he -- if it's a question that he  
17:36:07 25 can easily answer, he answers it. If not, he

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1 seeks guidance from me or the lieutenant as far  
2 as what goes out.

3 MAYOR LICASTRO: That's Facebook and  
4 Twitter; is that correct?

17:36:18 5 CHIEF LOBELLO: Yeah.

6 MS. TAKACS: There will be somebody in  
7 charge of the social media. Like a question or  
8 comment, I will bring it to you, say what do you  
9 want me to say? How do you want me to respond to

17:36:30 10 this? I don't anticipate it being this onslaught  
11 like we've got Kim Kardashian in here. We're not  
12 going have thousands of comment.

13 MAYOR LICASTRO: She moved.

17:36:49 14 MS. TAKACS: I don't foresee the traffic  
15 to be that much. I believe it's manageable. I  
16 don't think it's going to be too overwhelming. I  
17 mean, if Tim O'Hare can do it and he's a police  
18 officer.

17:37:08 19 MR. PUFFENBERGER: I would expect a  
20 whole lot more traffic than an individually  
21 focused one. And that's something to talk about  
22 as well. And you may not want this and that's  
23 fine. I bring it out here just for the purpose  
24 of discussion. Should we incorporate the police  
17:37:18 25 site with the remainder community site?

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1 MAYOR LICASTRO: The Chief is shaking  
2 his head.

3 MR. PUFFENBERGER: That's fine. I want  
4 to pose it as a question.

17:37:26 5 MR. MATTY: Angela, does the system  
6 allow you to keep everything that is coming in  
7 and going out?

8 MS. TAKACS: The actual Facebook  
9 account?

17:37:37 10 MR. MATTY: Yes.

11 MS. TAKACS: Yes.

12 MR. MATTY: So if there is a public  
13 record request, you can retrieve what was asked  
14 and what the response was?

17:37:45 15 MS. TAKACS: Yes.

16 MR. MATTY: Okay. Thank you.

17 MS. TAKACS: If there's a policy said no  
18 deletions can be made, then that's what it is,  
19 it's to remain on the web.

17:38:57 20 MR. BENJAMIN: There are also companies,  
21 by the way, that archive all -- there's a company  
22 called Archive Social that some communities use  
23 and there's other ones as well that archive all  
24 your social media, so it's there in case there's  
17:38:14 25 ever a request.

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1 MR. MATTY: The reason I ask, Mr.

2 Benjamin, that all has to be set up, including  
3 the personnel, before you, as Angela is saying,  
4 go live. That all has to be in place. How are

17:38:29 5 you how going to keep the records? How are you  
6 going to respond and who's going to respond?  
7 Then we can draft the social media policy.

8 MR. BENJAMIN: I agree.

17:38:37 9 MAYOR LICASTRO: Keith, the people that  
10 work in South Euclid for that purpose, do they  
11 work under admin? How is that structured?

12 MR. BENJAMIN: So they work under me or  
13 with me and I'm responsible for all of our social  
14 media. We're on Facebook, Instagram, Nextdoor,  
17:38:55 15 Twitter, we're on everything. There's websites  
16 out there where if you post on one, it will post  
17 on everything, which does make it easier. But if  
18 our events coordinator, if we're having a holiday  
19 lighting ceremony, the events coordinator is the  
17:39:12 20 person who has access and will post information  
21 or if there's any of that.

22 If there's a public meeting coming up or  
23 a public hearing that we're advertising, you  
24 know, I'll post that or our zoning administrator  
17:39:25 25 will post that to Facebook and social media. So

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1 there's four of us that have access to Facebook,  
2 for example, and will post.

3 MR. McDONALD: The people's input, does  
4 that go through a portal or somebody sees it and  
17:39:40 5 says yeah, that's the right language?

6 MR. BENJAMIN: Yes. Yeah, they're  
7 trained. We have a social media policy and  
8 they're trained to, you know, here are the dos  
9 and don'ts. Once you learn it and fairly trust  
17:39:56 10 them, I don't look at something before they post  
11 it. They know the rules and we've been doing  
12 this for several years now without any problems.

13 MAYOR LICASTRO: You said it's a staff  
14 of four?

17:40:08 15 MR. BENJAMIN: Well, there's four  
16 people, but it's not just one person's job. So  
17 our Community Center Director will post about  
18 events on Facebook, publicizing an event. And  
19 our Economic Development Director or Community  
17:40:28 20 Development Coordinator will post about a  
21 planning and zoning meeting or a public hearing  
22 or something like that. So it's shared so the  
23 purchased burden is not just on one person.

17:40:39 24 MAYOR LICASTRO: So do you think we  
25 could use existing department heads? Sue posts

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1 information on the website. I'm sure she could  
2 at least take on some of that. Could we do it  
3 with in-house personnel we have now?

17:40:54

4 MR. BENJAMIN: That's for you and your  
5 director to determine if you have the time and  
6 the capacity to do that. You know, if a road is  
7 closed for an emergency purpose and that's  
8 posted, who's going to post that? So do that or  
9 can somebody else do that?

17:41:11

10 MAYOR LICASTRO: Right now the police  
11 are posting information that pertains to access  
12 on I-90, which goes through the Twitter account.

13 CHIEF LOBELLO: Twitter and Facebook.

17:41:24

14 MR. BENJAMIN: And our Police  
15 Department, too, has a separate Facebook page as  
16 well, so it is separate. A lot of times it will  
17 just share. If they're doing a post, they'll  
18 share it with hashtag City of South Euclid and it  
19 will automatically show up on our page.

17:41:38

20 MAYOR LICASTRO: I think a lot of it is  
21 going to do with volume and amount of traffic.  
22 So let me discuss that with staff and see what we  
23 feel we can handle. We'll be honest with what we  
24 can't and determine how we go forward. Certainly  
25 if we're going to do it, we have to do it right.

17:41:51

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1 I think social media is a blessing and a curse.  
2 I won't go further than that, but we have to do  
3 it right. We have to make sure we have the  
4 people who can do it right. Otherwise, we're  
5 just wasting our time. Does that make sense?

17:42:05

6 MR. PUFFENBERGER: It does.

7 MS. BURKE-JONES: Excuse me, we've  
8 already taken care of pay claims, Jim. So I hand  
9 it over to you for any additional items.

17:42:19

10 MR. PUFFENBERGER: Say it again.

11 MS. BURKE-JONES: We already handled  
12 number seven, pay claims.

13 MAYOR LICASTRO: We've done everything  
14 but four and six.

17:42:28

15 MR. PUFFENBERGER: I thought you were  
16 referring to something on here.

17 MAYOR LICASTRO: We've done everything  
18 but four and six.

19 MR. PUFFENBERGER: Thank you.

17:42:35

20 MAYOR LICASTRO: So do we want to move  
21 forward with this new position of Website  
22 Coordinator as described in this sheet?

23 MR. McDONALD: Yes.

17:42:46

24 MAYOR LICASTRO: Or do we want to figure  
25 out more on social media first?

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1 MR. McDONALD: The whole discussion was  
2 we have to have that.

17:42:52

3 MAYOR LICASTRO: Understand that a big  
4 portion --

5 MS. KREINER: Can I say something,  
6 Mayor?

7 MAYOR LICASTRO: Of course.

17:42:58

8 MS. KREINER: I think the social media  
9 aspect of the website kind of comes after we get  
10 the website. The tools are in there on the  
11 website. The links are already in. We've set it  
12 up for social media. So I mean, but the Website  
13 Coordinator, we kind of need that. And then we  
14 need -- then I think we figure out social media  
15 policy and which ones we're going to use, which  
16 ones we're not. That can come after it's  
17 incorporated when we talked about it. But I  
18 think the Website Coordinator is really the  
19 position we need to establish.

17:43:15

17:43:30

20 MAYOR LICASTRO: Yeah, I would agree,  
21 because when you look at this page, even though  
22 we understand social media is a huge part of what  
23 we do, there's a whole lot above it that needs to  
24 be done. And actually this is just an overview.  
25 So I mean, we wouldn't have presented this for

17:43:43

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1 discussion if we didn't think there was a need.

17:43:58

2 And although I understand social media  
3 is something we need to discuss further, I think  
4 the need is apparent. If we need to have Diana  
5 talk about how much time it takes to post agenda,  
6 minutes and all that, do you want to comment on  
7 that?

17:44:09

8 MS. COOKS: I think I discussed it last  
9 week at the special finance committee meeting,  
10 but I do not think it's an efficient use of my  
11 time to spend -- on Monday, I spent about six or  
12 seven hours doing that, which delayed my other  
13 work, which means that I was in the Village until  
14 6 or 7:00. I mean, if that is the way that my  
15 time is going to be used, then something else is  
16 going to have to suffer for that.

17:44:32

17 MAYOR LICASTRO: Mary Ranney spends a  
18 lot of time posting for Planning Commission and  
19 ARB. So I recommend we move forward with the  
20 position knowing the social media piece is still  
21 something that's in flux.

17:44:45

22 MS. BURKE-JONES: There's also,  
23 obviously, just -- not just, but there's a  
24 difference in time requirements for the web  
25 coordinator versus adding the social media issue

17:45:00

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1 to that. Obviously there's a lot less time used  
 2 for the meeting coordinator itself until we  
 3 determine what the social --  
 4 MR. PUFFENBERGER: As Julie said, we  
 5 need to do the website first. That absolutely  
 6 needs an update. There's absolutely no doubt  
 7 about that. That's very, very clear. Once it is  
 8 updated, once it's up and running, then there's  
 9 less to do, but that needs to be done first. And  
 10 we really need to have a very tight, as everyone  
 11 has said, including our counsel, S E L counsel,  
 12 we need to tighten that up to make sure that what  
 13 is being pushed out there in social media is  
 14 appropriate and it's consistent with our  
 15 messaging, because it's all about messaging.  
 16 Consistency, that's what all of this stuff in  
 17 marketing is about.  
 18 Let's do the website, because that  
 19 absolutely needs to be done and then work on  
 20 social media policy. We have perhaps a template  
 21 as something we're starting with. Perhaps there  
 22 are some other ones out there we can look at that  
 23 look at more outbound stuff this one that we got  
 24 from Chagrin Valley does not really cover, but  
 25 let's go. Let's get that thing done.

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1 MAYOR LICASTRO: So you're suggesting we  
 2 complete the redesign of the website before we  
 3 consider a Website Coordinator?  
 4 MR. PUFFENBERGER: No. I think we need  
 5 a Website Coordinator to complete the design of  
 6 the website.  
 7 MAYOR LICASTRO: I'm just looking for  
 8 clarity. I agree with you. I think we need the  
 9 Website Coordinator.  
 10 MR. PUFFENBERGER: I'm just saying we  
 11 need to do the website before we think about  
 12 social media, because they're tied so closely  
 13 together. And we really don't have a policy yet  
 14 and that will take a little while to congeal.  
 15 MAYOR LICASTRO: So do we move forward  
 16 with the Website Coordinator? I'm hearing yes.  
 17 MR. TAYLOR: Yes.  
 18 MR. PUFFENBERGER: Yes.  
 19 MAYOR LICASTRO: All right. So is there  
 20 a motion for us to create this position which  
 21 we'll put on the agenda for December?  
 22 MR. TAYLOR: So move.  
 23 MR. PUFFENBERGER: Second.  
 24 MR. BENJAMIN: It has to be in Finance.  
 25 MR. PUFFENBERGER: We're just making a

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1 recommendation. Obviously we're still in the  
 2 Finance Committee, so yeah. So we have a motion  
 3 and we have a second, correct?  
 4 MR. McDONALD: I'll second it.  
 5 MS. BURKE-JONES: So I have to second  
 6 that.  
 7 MR. BENJAMIN: Only you three can.  
 8 MR. McDONALD: So move.  
 9 MS. BURKE-JONES: I'll second.  
 10 MR. PUFFENBERGER: All in favor?  
 11 MS. BURKE-JONES: Aye.  
 12 MR. McDONALD: Aye.  
 13 MR. PUFFENBERGER: So Finance Committee  
 14 is recommending to Council that we move ahead  
 15 with that position.  
 16 MR. MATTY: May I ask is there going to  
 17 be any discussion of compensation for that  
 18 position, because we need to do a resolution for  
 19 the December meeting. Normally when we create a  
 20 position, we create the position, appoint the  
 21 individual and indicate what compensation is  
 22 being paid for that position.  
 23 MR. McDONALD: At this time we're  
 24 inventing a position.  
 25 MAYOR LICASTRO: We discussed

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1 compensation.  
 2 MR. BENJAMIN: We discussed this at the  
 3 last meeting.  
 4 MAYOR LICASTRO: 10,400.  
 5 MS. BURKE-JONES: But the compensation  
 6 also included social media.  
 7 MAYOR LICASTRO: Social media, that's  
 8 going to add -- I'm not sure -- we haven't  
 9 figured that out yet. I would leave that in  
 10 abeyance until we see the website, but I think  
 11 compensation for this we discussed \$10,400.  
 12 MR. PUFFENBERGER: We did. When the  
 13 question was posed does this include social  
 14 media, the answer is yes.  
 15 MS. BURKE-JONES: Exactly. Exactly.  
 16 MR. PUFFENBERGER: That does includes  
 17 social media.  
 18 MS. BURKE-JONES: Until it does, we  
 19 should compensate for what the work is being  
 20 done.  
 21 MR. PUFFENBERGER: This is the issue.  
 22 To finish the website will take some time. Once  
 23 the website is completed, there will be less time  
 24 spent on the website. That time will then be  
 25 spent on social media once we put that together.

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1 So I think one moves into the other. But these  
 2 two projects are not mutually exclusive. As we  
 3 put together the website, we will be putting  
 4 together, or someone will if I'm not around  
 17:49:08 5 anymore if this gets done after I'm gone, someone  
 6 will be putting together our social media policy.  
 7 Those things, like I said, are not mutually  
 8 exclusive. They should be done in parallel.  
 9 MAYOR LICASTRO: So we suggested 10,400  
 17:49:23 10 for the year. Is that acceptable compensation?  
 11 MR. McDONALD: It's a good placeholder.  
 12 MR. MATTY: Diana, if you would, if you  
 13 would send me an e-mail, I know the position,  
 14 full name of the coordinator and compensation per  
 17:49:42 15 year. And I'm assuming that it will also include  
 16 the normal OPERS benefit. And if there's any  
 17 other benefits that I'm to know of, please let us  
 18 know and we'll have the resolution done for the  
 19 December meeting.  
 17:49:54 20 MAYOR LICASTRO: We can talk about it  
 21 then. Thank you.  
 22 MR. PUFFENBERGER: Any further  
 23 discussion on that topic?  
 24 So you have already approved pay claims;  
 17:50:04 25 is that correct.  
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1 MS. BURKE-JONES: Yes, we have. We  
 2 discussed the items you already talked to Diana  
 3 about.  
 4 MR. PUFFENBERGER: Diana and I talked  
 17:50:10 5 earlier today about some of those items.  
 6 MS. BURKE-JONES: Exactly. We talked  
 7 about those items.  
 8 MR. PUFFENBERGER: And you brought those  
 9 up?  
 17:50:14 10 MS. COOKS: Yes.  
 11 MR. PUFFENBERGER: And they're aware  
 12 that the pay claims were amended?  
 13 MAYOR LICASTRO: Yes. As a matter of  
 14 fact, Jim, the new amount, do you have it, Diana?  
 17:50:22 15 MS. COOKS: I gave it to him.  
 16 MAYOR LICASTRO: It reduced it by that  
 17 double payment.  
 18 MR. PUFFENBERGER: 2,775, that's what we  
 19 talked about this afternoon, because there was a  
 17:50:30 20 duplicate. So that's been settled. Let's see  
 21 you've done your report, I assume.  
 22 MS. COOKS: I did. What you missed is  
 23 we got an estimate from Brian Thunberg at RITA.  
 24 And he has estimated 2022 income to be between  
 17:50:55 25 3.19 and 3.65.  
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1 MR. PUFFENBERGER: Oh, is that right?  
 2 MS. COOKS: Yes.  
 3 MR. PUFFENBERGER: Okay. Can you send  
 4 us --  
 17:51:02 5 MAYOR LICASTRO: You didn't say hooray.  
 6 We all did.  
 7 MR. PUFFENBERGER: Well, I'm thinking  
 8 that. I'm certainly thinking that. Can you send  
 9 us that information and his work basically? Like  
 17:51:16 10 in grade school, show me the work.  
 11 MS. COOKS: He did not give me his data,  
 12 but I do have it in writing.  
 13 MR. PUFFENBERGER: I'd really like to  
 14 see how they do that. I know some of the things  
 17:51:25 15 they do in my early discussions with him are  
 16 proprietary. They have proprietary algorithm in  
 17 terms of these things community by community, but  
 18 as much as he can provide us on how he determined  
 19 that I'd sure like to see.  
 17:51:39 20 MAYOR LICASTRO: I had a conversation  
 21 with him. I mentioned this earlier. A lot of it  
 22 is we have a lot of physicians moving into  
 23 Bratenahl that have a much more stable source of  
 24 income as opposed to athletes, et cetera. A lot  
 17:51:52 25 of it is the hybrid model of people working from  
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1 home. He thinks that will really benefit  
 2 Bratenahl as well. He didn't give me more data  
 3 than that because he can't, but that's really the  
 4 crux of what he's looking at for these really  
 17:52:06 5 rosy projections.  
 6 MR. PUFFENBERGER: They are. Maybe I  
 7 didn't, maybe I didn't, I don't remember what I  
 8 said at the last meeting, but when I first talked  
 9 to these guys about making the conversion from  
 17:52:15 10 CCA, that was one of the things that really  
 11 attracted me is to be able to put together a good  
 12 projection, because we really haven't had that  
 13 over the years. And they had a really good  
 14 process they described to me that they can do.  
 17:52:28 15 And apparently they have come through with that.  
 16 MAYOR LICASTRO: We didn't get anything  
 17 like this from CCA.  
 18 MR. PUFFENBERGER: No, CCA was not  
 19 capable of doing this sort of thing, but RITA  
 17:52:41 20 was. Again, that was one of the criteria that I  
 21 evaluated when we were looking at conversion.  
 22 MAYOR LICASTRO: To ask Diana to do this  
 23 working on her own was really unfair. Thankfully  
 24 we have a partner.  
 17:52:52 25 MR. PUFFENBERGER: And I'm assuming you  
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1 approved minutes as well.  
 2 MS. BURKE-JONES: Yes.  
 3 MR. PUFFENBERGER: So the only thing  
 4 left on the agenda is Fiscal Officer compensation  
 17:53:00 5 plan. I put this on there. Diana and I talked  
 6 about this six weeks ago, something like that,  
 7 maybe longer. I put together a compensation plan  
 8 for every employee in this Village over time and  
 9 we agreed to them over time. This one has a  
 17:53:16 10 salary. Excuse me if I'm impersonal about this.  
 11 We're talking about a position as opposed to a  
 12 person and you are the person --  
 13 MS. COOKS: I understand.  
 14 MR. PUFFENBERGER: -- but this is how we  
 17:53:25 15 have to talk about it, the position versus the  
 16 person. This one doesn't have one. It was  
 17 approved simply as a salary without any kind of a  
 18 compensation plan. By compensation plan, I mean  
 19 various echelons of raises based on years of  
 17:53:44 20 service, because that's what I put together for  
 21 every employee in this Village over time as they  
 22 all know and this one doesn't have one. So when  
 23 we received the legislation for this position,  
 24 and it is a new position, all it had was a  
 17:53:57 25 salary. And we approved it that way simply to  
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1 from you.  
 2 MAYOR LICASTRO: Perhaps you should have  
 3 called me for an update.  
 4 MR. PUFFENBERGER: I did twice.  
 17:55:04 5 MAYOR LICASTRO: Okay. Thank you. To  
 6 discuss them off the cuff without knowing the  
 7 specifics, if you share the specifics with me,  
 8 I'd be glad to comment.  
 9 MR. PUFFENBERGER: I have hard copies  
 17:55:14 10 here, but they don't do you much good, because as  
 11 you know I embedded formulas in all the  
 12 spreadsheets. You'll need to look at those and I  
 13 can give you the date they were sent or something  
 14 of that nature.  
 17:55:25 15 MAYOR LICASTRO: Jim, I'm not doubting  
 16 you. It's just a lot going on. So why don't you  
 17 send them to me again and I'll be glad to look at  
 18 them. I'm not sure how much time you want to  
 19 spend on these last two topics today. We're  
 17:55:37 20 coming up on 6:00.  
 21 MR. PUFFENBERGER: This is the last  
 22 topic as far as I can see here.  
 23 MAYOR LICASTRO: You have the budget  
 24 appropriation discussion.  
 17:55:46 25 MR. PUFFENBERGER: Yeah, we do. We're  
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1 get it done.  
 2 Now, I prefaced my further remarks by  
 3 saying it would not have made any difference for  
 4 Diana at this point if it is set up the way that  
 17:54:11 5 I've set it up for all the other employees,  
 6 because you would have another year and a half or  
 7 so before anything would take effect, so it  
 8 wouldn't have affected you to this point.  
 9 But what I told Diana is before I ride  
 17:54:25 10 off into the sunset, I want to correct this,  
 11 because I think it's an error to have this  
 12 position the only one without that kind of a  
 13 compensation plan, I think, is not a good thing.  
 14 So about a year ago I sent off to John,  
 17:54:40 15 the Mayor, sorry, about three possible scenarios  
 16 for this position. And perhaps I mean, you  
 17 wanted to be involved in this compensation plan.  
 18 Perhaps you can make a recommendation based on  
 19 some of those possible scenarios that I sent off  
 17:54:54 20 to you.  
 21 MAYOR LICASTRO: A year ago?  
 22 MR. PUFFENBERGER: Yes.  
 23 MAYOR LICASTRO: I don't really recall  
 24 them.  
 17:54:58 25 MR. PUFFENBERGER: I didn't hear back  
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1 not going to get to a lot of that this evening.  
 2 There's a few things I want to get through here.  
 3 But I just wanted to bring this up preliminarily  
 4 so we can get this done. I wanted to get it done  
 17:55:55 5 before December so it's accomplished. I will  
 6 send you those scenarios just to get your input,  
 7 if you want to give input. I mean, if you want  
 8 to do that.  
 9 MAYOR LICASTRO: Sure.  
 17:56:06 10 MR. PUFFENBERGER: If you want to be  
 11 involved in this then we can do that. And  
 12 perhaps in December we can finalize what I think  
 13 is righting a wrong here. Okay?  
 14 MAYOR LICASTRO: Forward it to me, put a  
 17:56:17 15 red flag. If I don't respond in a day, call me.  
 16 MR. PUFFENBERGER: I will do that.  
 17 MAYOR LICASTRO: Thank you.  
 18 MR. PUFFENBERGER: So let's talk very  
 19 quickly talk about the budget. We're not going  
 17:56:27 20 to go get through everything tonight, but Diana  
 21 and I talked a little bit about just simply  
 22 getting started on some of the details and maybe  
 23 answering some of the questions posed at our last  
 24 meeting.  
 17:56:43 25 One of the things that I did want to  
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1 clarify, though, is at the last meeting I asked  
 2 what determined this proposed two and a half  
 3 percent COLA. And the response from whoever  
 4 responded, I'm not sure. Was it you that  
 17:57:02 5 responded?  
 6 MS. COOKS: It was me.  
 7 MR. PUFFENBERGER: Was that it was based  
 8 on last years. We have to consider that it has  
 9 to be based on legislation, the legislation that  
 17:57:11 10 we passed in midyear 2017, unless we want to  
 11 change that legislation. And there are tests  
 12 involved based on income levels,  
 13 decrease/increase in income, expense levels,  
 14 increase/decrease and all those sorts of things  
 17:57:26 15 come into play. We have to do that as  
 16 legislation.  
 17 I know I made a joke that I wrote that  
 18 legislation while I was sitting on the beach in  
 19 Florida, and that's actually true, but it's still  
 17:57:36 20 in effect and it still governs what we do. So we  
 21 will need before we finalize that those tests to  
 22 make sure that we understand those tests have all  
 23 been met. I think there were four of them as I  
 24 wrote in the legislation.  
 17:57:52 25 But the fact is we're basing this on  
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1 Consumer Price Index. And the Consumer Price  
 2 Index is increasing almost exponentially. Two  
 3 and a half percent doesn't seem that bad compared  
 4 to what things are rising.  
 17:58:09 5 MAYOR LICASTRO: Doesn't the ordinance  
 6 have a cap the way it was written?  
 7 MR. PUFFENBERGER: Two and a half  
 8 percent.  
 9 MAYOR LICASTRO: Two and a half percent.  
 17:58:15 10 That's why we plugged in the two and a half  
 11 percent. If we go above that, we have to change  
 12 the legislation.  
 13 MR. PUFFENBERGER: We have to change the  
 14 legislation.  
 17:58:23 15 MR. McDONALD: There's no emergency  
 16 around that, because we're talking about six and  
 17 a half.  
 18 MR. PUFFENBERGER: Yeah, there isn't  
 19 anything built into the legislation. That would  
 17:58:30 20 be something we'd have to change by legislation.  
 21 MS. BURKE-JONES: But it would be nice  
 22 to see the other criterias as well, how it meets  
 23 each criteria before we move forward.  
 24 MR. PUFFENBERGER: Yeah. I'm pretty  
 17:58:42 25 confident we did the right thing at that time  
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1 with basic tests and criteria to determine this.  
 2 Obviously if the Village is in trouble  
 3 financially, that has an impact and that's why I  
 4 put all those tests in there. But it is capped  
 17:58:57 5 in current legislation at two and a half percent  
 6 and that is likely. I just wanted to correct  
 7 that. It can't be based on what we did before.  
 8 It has to be based on legislation.  
 9 MAYOR LICASTRO: To amend, so we plugged  
 17:59:09 10 in two and a half percent for discussion in  
 11 Finance on compensation. What you're asking is  
 12 to perhaps amend the ordinance?  
 13 MR. PUFFENBERGER: I am not. What I'm  
 14 asking is that we gets the results of those four  
 17:59:22 15 tests.  
 16 MAYOR LICASTRO: I see.  
 17 MR. PUFFENBERGER: The criteria that  
 18 determines whether we give a COLA at all.  
 19 MAYOR LICASTRO: Okay.  
 17:59:31 20 MR. PUFFENBERGER: And I'm confident  
 21 given what we just heard about revenue  
 22 projections that we will, but by legislation, I  
 23 mean, we have to have that in order to approve it  
 24 because that's what their legislation says.  
 17:59:43 25 MR. McDONALD: Is that formula, that  
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1 mechanism, somewhere that everybody can access?  
 2 MR. PUFFENBERGER: I have a copy of it  
 3 right here if you want a copy of it.  
 4 MAYOR LICASTRO: I think it's in the  
 17:59:54 5 ordinance.  
 6 MR. PUFFENBERGER: Yeah, I named the  
 7 ordinance last time. I can name it again. I  
 8 think I have a copy here with me. I thought I  
 9 brought one along. Not in that file. It's in my  
 18:00:07 10 budget file back there, but I'll send it out to  
 11 everybody so you can look it up.  
 12 MR. BENJAMIN: Thank you.  
 13 MR. PUFFENBERGER: That's not a problem.  
 14 And so that's one of the things I wanted to  
 18:00:17 15 clarify. We just simply need that. I  
 16 highlighted just a few things. We'll zip through  
 17 them real quickly, because I know we're under  
 18 time constraints here.  
 19 One of the items we brought up under the  
 18:00:27 20 police budget was training. There was a  
 21 reduction recommended by the administration of  
 22 \$2,500 for training. And I just what about to  
 23 clarify this to make sure this is enough. And  
 24 usually I'm not asking whether it's enough. I'm  
 18:00:44 25 usually asking about the other direction.  
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1 Because some training was put off last  
 2 year, training was cancelled, that sort of thing,  
 3 and I think I'm asking the question a little bit  
 4 different way than I did last week, but will  
 18:00:59 5 there be additional training and is that \$15,000  
 6 amount budgeted going to be enough?  
 7 CHIEF LOBELLO: There's no simple answer  
 8 to that. We will make work whatever number you  
 9 give us, obviously, but we would prefer the  
 18:01:13 10 number be closer to a 25 than 15 to make up for,  
 11 as you said, the training that was put off due to  
 12 COVID.  
 13 MR. PUFFENBERGER: Some training is  
 14 required; is it not?  
 18:01:26 15 CHIEF LOBELLO: Correct. The State of  
 16 Ohio is reinstating their mandated continuing  
 17 public training or CPTs for '22. They put it on  
 18 hiatus for 2021, because of COVID, but they are  
 19 reimplementing the mandates for 2022. I believe  
 18:01:47 20 it's going to be 12 hours of continuing education  
 21 for every sworn officer in the state. Don't quot  
 22 me on that. I also believe it's an unfunded  
 23 mandate.  
 24 MR. PUFFENBERGER: Typically that's the  
 18:02:00 25 case.  
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1 MAYOR LICASTRO: Jim, I'm going to make  
 2 a comment. When we drafted this, we did not have  
 3 the projection from RITA. Certainly it doesn't  
 4 mean we're a kid in the candy store. We were  
 18:02:10 5 trying to keep it lean knowing how other years  
 6 have been. Given the information what we got  
 7 back from RITA, I think it gives us latitude we  
 8 didn't think we otherwise would have.  
 9 MR. PUFFENBERGER: If there's anything  
 18:02:21 10 in here that I would want to increase, it would  
 11 certainly be that. And I think it's worth  
 12 consideration. Does anybody else on the  
 13 committee have comments on that?  
 14 MR. McDONALD: Is that a locked down you  
 18:02:34 15 cannot increase beyond two and a half or can we  
 16 say, you know, this time only because this is  
 17 such a good person, we want to go three.  
 18 MAYOR LICASTRO: We're talking training  
 19 now.  
 18:02:45 20 MR. PUFFENBERGER: If they need to spend  
 21 more than that, what we would have to do is  
 22 reappropriate at some point during the year  
 23 funds.  
 24 MAYOR LICASTRO: Making this 25, that's  
 18:02:54 25 a number the Chief and I have talked about going  
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1 forward. I'm fine with that. I think you are as  
 2 well. So I would think ask the committee to  
 3 consider that, Jim.  
 4 MR. PUFFENBERGER: I certainly would.  
 18:03:04 5 That's why I brought it up. That's one thing we  
 6 don't want to shortchange in my view.  
 7 CHIEF LOBELLO: I appreciate that. For  
 8 clarification and semantics, but you had  
 9 mentioned the administration had trimmed off the  
 18:03:15 10 budget. It was a consensus. We sat down.  
 11 MR. PUFFENBERGER: It wasn't meant to be  
 12 accusatory.  
 13 CHIEF LOBELLO: No, it's just for  
 14 clarification. Thank you.  
 18:03:24 15 MR. PUFFENBERGER: Yes, please.  
 16 MS. BURKE-JONES: And as was mentioned  
 17 in our last special Finance Committee, you had  
 18 mentioned, Keith asked the question about  
 19 training. And obviously any free training you're  
 18:03:37 20 pursuing anyway.  
 21 CHIEF LOBELLO: Absolutely.  
 22 MS. BURKE-JONES: But given that, we are  
 23 sure that you need more training dollars than  
 24 you've got there.  
 18:03:47 25 CHIEF LOBELLO: Yes, ma'am.  
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1 MR. PUFFENBERGER: We don't want to go  
 2 crazy with any additional changes, because as I  
 3 mentioned already without that inclusion, we're  
 4 looking at a general fund increase of year over  
 18:03:57 5 year of 5.4 percent in the general fund and 10.4  
 6 percent overall from the original recommendation.  
 7 So obviously we want to be careful even with  
 8 those nice recommendations. That represents  
 9 636,000 and change higher than what we  
 18:04:17 10 appropriated last year, so just so everybody has  
 11 that baseline.  
 12 MAYOR LICASTRO: So I made a line item  
 13 change to make that 25,000; is that correct?  
 14 MR. PUFFENBERGER: Yes. Do we need a  
 18:04:27 15 motion to change that?  
 16 MAYOR LICASTRO: This is really an  
 17 informal discussion. The legislation will be  
 18 formalized hopefully in December, but I don't  
 19 think we need a motion to do that. I just made a  
 18:04:38 20 change.  
 21 MR. PUFFENBERGER: Stepping back a  
 22 moment. The ordinance that I talked about that  
 23 governs how we do COLAs is Ordinance Number 3947.  
 24 And that was approved on December 20, 2017, so  
 18:04:54 25 everyone can have that. I don't know that I have  
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1 an electronic copy, but you can certainly find  
2 that online, 3947.  
3 MAYOR LICASTRO: We can scan it and send  
4 it.

18:05:05 5 MR. PUFFENBERGER: Okay. So there's  
6 that. All right. Those are two I thought  
7 critical items to think about. All right. Let's  
8 move down here a little bit to some of the  
9 highlighted items. We did talk about this in a  
10 little bit of detail, HR related items. We  
11 agreed that \$5,000 wasn't anywhere near what we  
12 needed simply doing an employee manual. The one  
13 quote that we have is 6,000 on its own. And we  
14 know that we're going to need more than that. So

18:05:34 15 we don't have the quotes from any other vendors  
16 yet, do we?

17 MAYOR LICASTRO: No.

18 MR. PUFFENBERGER: Do we know when we're  
19 going to get those?

18:05:43 20 MAYOR LICASTRO: No. Hopefully before  
21 December.

22 MR. PUFFENBERGER: We'll have them  
23 before we finalize the budget; will we not?

18:05:50 24 MAYOR LICASTRO: I hope so. I have not  
25 had a chance to do it this last week.

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1 MR. PUFFENBERGER: It can be many times  
2 this depending on what we do, so there is that.  
3 We just talked about marketing budget. And  
4 \$5,000 is what's in there. I would anticipate  
18:06:05 5 we're going to spend more there, too. And when  
6 this was calculated, did that include the new  
7 position? Obviously not. It's only \$5,000.

8 MAYOR LICASTRO: No.

18:06:19 9 MR. PUFFENBERGER: So where does that  
10 fall in the original projections, the new  
11 position?

12 MAYOR LICASTRO: You have to ask Diana  
13 that question.

14 MS. COOKS: It's in admin salaries.

18:06:27 15 MR. PUFFENBERGER: It's included under  
16 the admin.

17 MS. COOKS: The admin salaries section.

18 MR. PUFFENBERGER: So it's included in  
19 that part.

18:06:35 20 MS. COOKS: Yes. As point of reference,  
21 it does not include a COLA on that position.

22 MR. PUFFENBERGER: Okay.

23 MS. COOKS: For clarity.

18:06:46 24 MR. PUFFENBERGER: All right. So once  
25 we get the additional information about what

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1 we're going to need to do with HR, we can plug in  
2 whatever that number will be, but we know it's  
3 going to be higher than 5,000.

18:07:03 4 All right. Under Fund 725, other  
5 contractual services IT, \$33,000. Is that just  
6 IT? Is there anything else included in there.

7 MAYOR LICASTRO: That's TAC, CivicPlus  
8 and Spectrum Internet.

18:07:17 9 MR. PUFFENBERGER: Okay. And the same  
10 is true last year so we can have the comparison,  
11 33,000.

12 MAYOR LICASTRO: That's correct.

18:07:27 13 MR. PUFFENBERGER: And we also talked  
14 about is it enough? And boy, I hate to keep  
15 saying is it enough, but we know natural gas

16 prices are going up and they're continuing to  
17 rise. We only put in a \$1,000 delta from last

18 year for that. This is for administration. Is  
19 that enough? Do we really think that's enough or

18:07:43 20 do we want to wait and see if we need to  
21 reappropriate at some point next year?

22 MS. COOKS: Yes.

18:07:51 23 MAYOR LICASTRO: We just got the NOPEC  
24 letter. And the rates they have are reasonable  
25 and we're a NOPEC member community. But, Diana.

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1 MS. COOKS: So it's always advisable to  
2 appropriate lower and ask for reappropriation to  
3 make sure that we keep our rating higher. So I  
4 would prefer that we appropriate at least what we  
18:08:15 5 needed for this year and then reappropriate later  
6 in the year, if necessary.

7 MR. PUFFENBERGER: Okay. I think it's  
8 appropriate. I think it's fine. I had to ask  
9 the question.

18:08:26 10 All right. Under 790, salaries for  
11 contractors, that includes Building Commissioner,  
12 engineering retainer and prosecutor retainer. Is  
13 there anything else that goes into that \$87,000,  
14 or is that it?

18:08:36 15 MS. COOKS: No.

16 MR. PUFFENBERGER: Same as last year.

17 MS. COOKS: Right.

18 MR. PUFFENBERGER: We don't anticipate  
19 any rise in those retainers.

18:08:42 20 MS. COOKS: Those are by legislation.

21 MR. PUFFENBERGER: All right. And we  
22 talked about \$60,000 that was in last year and  
23 not this year for our building and land. We know  
24 what that was for. I know I keep asking about

18:08:59 25 the transfer. When was that actually submitted?

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1 Somebody asked me that. When was it actually  
 2 submitted?  
 3 MS. COOKS: So after the September  
 4 meeting.  
 5 MR. PUFFENBERGER: After the September  
 6 meeting.  
 7 MS. COOKS: Yeah. The paperwork was  
 8 already prepared.  
 9 MR. PUFFENBERGER: Okay.  
 10 MAYOR LICASTRO: Are we talking about  
 11 the tax administrator?  
 12 MR. PUFFENBERGER: No, talking about the  
 13 transfer of funds from the rec fund to the  
 14 general fund.  
 15 MAYOR LICASTRO: Yeah, that's the tax  
 16 administrator. We're talking about the same  
 17 thing. We need permission from him to do so.  
 18 That's what we're waiting for.  
 19 MR. PUFFENBERGER: I know, but I was  
 20 asking when that was actually submitted to the  
 21 tax administrator.  
 22 MS. COOKS: This is the amount of time  
 23 it took before we did put a little pressure on  
 24 him last time, but this is about the same amount  
 25 of time.

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1 MR. PUFFENBERGER: Okay. That's good.  
 2 And lastly we need to discuss what we're going to  
 3 do with our tax load. We have this 2,060,000.  
 4 Are we going to include plans to pay it down in  
 5 this year's budget?  
 6 MAYOR LICASTRO: Are you asking that  
 7 question?  
 8 MR. PUFFENBERGER: Yes. I'm asking what  
 9 anybody's opinion might be. Anyone who might  
 10 want to answer.  
 11 MAYOR LICASTRO: May I?  
 12 MR. PUFFENBERGER: Yes, please.  
 13 MAYOR LICASTRO: I think because  
 14 interest rates at least for now are still low, we  
 15 should just roll it over and worry about paydown  
 16 when we come up against the firewall in '23.  
 17 That would be my recommendation.  
 18 MR. PUFFENBERGER: Okay.  
 19 MAYOR LICASTRO: Now, if collections are  
 20 as predicted by RITA, that might change, but I  
 21 think at this point in time that's the  
 22 appropriate way.  
 23 MR. PUFFENBERGER: I think it is, too.  
 24 I had to ask the question of what any plans might  
 25 have been or what anybody's opinions might be.

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1 Interest rates are so low that rolling this over  
 2 one more time we can do that, but eventually  
 3 we're going to have to convert to bonds and  
 4 that's coming up in 2023. We have to convert to  
 5 bonds.  
 6 MR. McDONALD: I didn't understand what  
 7 we were talking about here. I think what is it  
 8 now?  
 9 MR. PUFFENBERGER: Well, we have  
 10 \$2 million in notes --  
 11 MR. McDONALD: And notes are the notes  
 12 are very --  
 13 MR. PUFFENBERGER: -- based on the  
 14 service garage.  
 15 MR. McDONALD: -- short-term and at some  
 16 point in time they have to be converted to bonds.  
 17 MR. PUFFENBERGER: Yes.  
 18 MS. BURKE-JONES: Five years.  
 19 MR. BENJAMIN: Total of five.  
 20 MAYOR LICASTRO: Two more years, '21 and  
 21 '22. Last time we rolled this, I think the basis  
 22 points were actually negative. What was the  
 23 actual interest rate?  
 24 MS. COOKS: .008 or something.  
 25 MAYOR LICASTRO: It was so low, it was

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1 almost free money, which is why unless that  
 2 changes, my recommendation is to roll it over  
 3 again.  
 4 MR. PUFFENBERGER: We had this  
 5 conversation at length with our bond counselors.  
 6 They weren't recommending that we go to bonds  
 7 this year because there's no reason to. We have  
 8 this money sitting there. We don't really have  
 9 to pay it down, but there is some -- interest  
 10 rates are bound to rises at some point.  
 11 MR. McDONALD: Interest rates are  
 12 influenced by inflation and inflation is being  
 13 talked about now, so I think we need to keep a  
 14 sharp eye on that.  
 15 MAYOR LICASTRO: We don't roll this  
 16 until October?  
 17 MS. COOKS: August.  
 18 MAYOR LICASTRO: We do it in August of  
 19 next year, so I think that gives us time to see  
 20 what interest rates are doing.  
 21 MR. PUFFENBERGER: You listed this as  
 22 appropriation in July of 2022. That's 2.4  
 23 million actually.  
 24 MS. COOKS: This is the service garage  
 25 and Lake Shore Boulevard project.

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1 MR. PUFFENBERGER: Those two are 2.4  
2 million.

3 MS. COOKS: Correct.

4 MR. PUFFENBERGER: There's, of course,  
5 the interest. And you have it listed last year  
6 at \$60,000, which is reasonable for that. Okay.

7 So if, in fact -- and I agree we need to keep a  
8 sharp eye on that, because there very well may be  
9 a steep rise in interest rates and that can hurt  
10 us. And if we do get a large bolus of funds  
11 based on that projection or LeBron James moves  
12 into Bratenahl or something, then we may want to  
13 think about paying that down a little bit.

14 MS. BURKE-JONES: Yes. I think that we  
15 don't necessarily have to spend it though. I  
16 believe whatever sum that might have been that we  
17 owe, we could save, not spend it toward -- just  
18 because we don't have to pay it down yet, I think  
19 there's no point in spending it. There's lots of  
20 things that need to be --

21 MR. PUFFENBERGER: I agree. I'm not  
22 suggesting we use that for even additional debt  
23 or having to use that for some other projects.  
24 It was determined for a street project and for  
25 the service garage, mostly for the service

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1 because we still need information on that. We  
2 still need information on marketing in order to  
3 plug that in. And I wanted to get that out there  
4 and out of the way.

5 Are there any particular line items you  
6 want to look at right now?

7 MS. BURKE-JONES: I think there's still  
8 the question of our facilities. What we do with  
9 our facilities, so that is an issue. Not only  
10 just 60,000 that we're talking about, but what  
11 dollars can we identify toward our Village Hall  
12 and our Community Center while we're still  
13 utilizing them. Even if we were not to utilize  
14 them, we're going to be having them for quite a  
15 few years to come and we need to continue to  
16 maintain them.

17 MR. PUFFENBERGER: I would agree. I  
18 think that's one very important item. I think  
19 it's 6:15. And unfortunately, and I apologize to  
20 everyone for my arriving late, I had to deal with  
21 something that couldn't be avoided. But I think  
22 that we will probably require one more meeting to  
23 finalize budget once we receive the initial  
24 information or the additional information I just  
25 said that we're just talking about here. And

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1 garage. That's what it's for. And it's still  
2 sitting there. It's looming out there. At some  
3 point we need to pay this.

4 MS. BURKE-JONES: But again, I think  
5 that whatever we would have paid, it would be  
6 nice to save that amount.

7 MR. PUFFENBERGER: Okay. Well, you guys  
8 next year when I'm not around will keep a good  
9 eye on that. Okay. And those are my highlighted  
10 items. I wanted to zip through that really quick  
11 to make sure we had clarification on any of these  
12 things and make changes.

13 Anybody else on the committee have  
14 anything else that they want to discuss  
15 individually? I know I ran through that fairly  
16 quickly.

17 MS. BURKE-JONES: I thought we were  
18 going to go line item by line item.

19 MAYOR LICASTRO: Not tonight.

20 MR. PUFFENBERGER: I didn't do that this  
21 evening because of time constraints. We will  
22 eventually have to do that, but I wanted to  
23 highlight those items that really stood out and  
24 had a major impact and things that we may have to  
25 get questions answered on like the test for COLA,

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1 that would be front and center of our discussion,  
2 because that's a really important one.

3 Okay. Any other comments or questions?

4 MS. BURKE-JONES: And just one last  
5 thing. There were a few items we talked about in  
6 our last meeting that I'm assuming we don't have  
7 to repeat again.

8 MR. PUFFENBERGER: Yeah. Of course, I  
9 skipped over a lot of items because they are  
10 formulaic. There are some things like medical  
11 insurance and such that we really don't have  
12 control over, so I skipped over those items. I  
13 touched on them basically said that last time,  
14 but the ones that are formulaic that we don't  
15 control and can't change, certainly I didn't want  
16 to go through those.

17 MS. BURKE-JONES: Are we expecting to  
18 have an update of this? I know there were things  
19 like there was an omission on your --

20 MR. PUFFENBERGER: Training budget.

21 MS. BURKE-JONES: Yes. There was  
22 something -- EDGE, the EDGE program wasn't  
23 included. I mean, there are some items that we  
24 identified that didn't show up on here. I didn't  
25 know if you were going to update the sheet.

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1 MAYOR LICASTRO: We did receive \$1,000  
 2 donation from two individuals in the Village. We  
 3 have earmarked for the additional 4,000 the Chief  
 4 would like to see go to EDGE for the new vehicle,  
 18:17:11 5 so we have a portion of that. I think there's  
 6 other details here as well. But I think for  
 7 tonight we need to sort of close this meeting.  
 8 MR. PUFFENBERGER: Yeah, I think we need  
 9 to close this up. I apologize again. And we'll  
 18:17:27 10 keep those in mind. I would like to see an  
 11 update that includes those things that we just  
 12 did so I don't have to go over them again.  
 13 MS. BURKE-JONES: That's all I'm asking.  
 14 MAYOR LICASTRO: We'll give you as much  
 18:17:37 15 as we can.  
 16 MR. PUFFENBERGER: Update what we  
 17 discussed this evening and last week. And with  
 18 that I'll ask are there any other questions or  
 19 issues from the committee? Any from Council?  
 18:17:44 20 Any in the audience? Pat.  
 21 MS. MEADE: Just to clarify, when Joyce  
 22 says facilities, is that the same thing as  
 23 capital improvements or is that two different  
 24 line items?  
 18:17:55 25 MAYOR LICASTRO: It could be capital, it  
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1 CERTIFICATE  
 2  
 3  
 4 I, Nancy L. Molnar, do hereby certify that  
 5 as such Reporter I took down in Stenotypy all of  
 6 the proceedings had in the foregoing transcript;  
 7 that I have transcribed my said Stenotype notes  
 8 into typewritten form as appears in the foregoing  
 9 transcript; that said transcript is the complete  
 10 form of the proceedings had in said cause and  
 11 constitutes a true and correct transcript therein.  
 12  
 13  
 14  
 15 Nancy L. Molnar  
 16 Nancy L. Molnar, Notary Public  
 17 within and for the State of Ohio  
 18  
 19 My commission expires July 15, 2023.  
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1 could be otherwise.  
 2 MS. BURKE-JONES: Right. Both are  
 3 included in that topic.  
 4 MS. MEADE: Thank you. That's it.  
 18:18:01 5 MR. PUFFENBERGER: With that, I'll  
 6 entertain a motion to adjourn.  
 7 MR. McDONALD: So move.  
 8 MS. BURKE-JONES: Yes.  
 9 MR. PUFFENBERGER: Second?  
 18:18:10 10 MS. BURKE-JONES: Second.  
 11 MR. PUFFENBERGER: All in favor?  
 12 MR. McDONALD: Aye.  
 13 MS. BURKE-JONES: Aye.  
 14 MR. PUFFENBERGER: We are adjourned.  
 15 Thank you, everyone.  
 16 (Meeting adjourned at 6:18 p.m.)  
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