

**Cuyahoga Falls City Council
Minutes of the Community Development Committee**

June 6, 2016

Members: Adam Miller, Chair
Vic Pallotta
Paul Colavecchio

Mr. Miller called the meeting to order at 7:09 p.m. All members were present.

Legislation Discussed

Temp. Ord. A-45

Discussion:

Temp. Ord. A-45

An ordinance authorizing the Director of Community Development to amend the Community Reinvestment Area tax exemption agreement with Menard Incorporated, and declaring an emergency.

Ms. Diane Sheridan, Community Development Director, stated that Ordinance 81-2014 provides Menard's a 50-percent, 10-year tax abatement on the increase of the assessed value of the land associated with the new retail store. Menard Incorporated anticipates a \$20.1 million investment, 40 full-time and 80 part-time positions to be hired prior to store opening and \$2.25 million in annual payroll. The original application stated a construction start date of June 1st, 2015, and a completion date of April 15th, 2016. Menard Incorporated is here tonight to request an amendment of the original application. Menard has anticipated a construction start date of May 2017 with a completion date of May 2018. Mr. Tom O'Neil, of Menard Incorporated, is present to answer any specific questions. Ms. Sheridan respectfully requested that Temp. Ord. A-45 come out of committee with a favorable recommendation and thanked Council.

Ms. Nichols-Rhodes asked Ms. Sheridan if this CRA was recently reviewed at an annual review of CRA's. Ms. Sheridan stated that they did review it; however, the abatement is pending. They recommended it continue. Ms. Nichols-Rhodes thanked Ms. Sheridan.

Mr. Pallotta moved to bring out Temp. Ord. A-45 with a favorable recommendation, second by Mr. Colavecchio. Motion passed (3-0).

Mayor Walters stated that the City has a new website. On that website, there is the City Seal, which they have had forever. It is on the flag and is used for a lot of governmental purposes. The City does not truly have a logo, whether it be for the website, letterheads, business cards or anything else that it does. In speaking with Triad Communications, who helped with the website design, it was determined that the City needed a logo in order to define the City as a brand or a company. Mayor Walters stated that for the Administration to hire Triad Communications and have him pick a logo was not the way he operates. It was realized there should be a process. The first step in that process was to recruit five graphic art students from Cuyahoga Falls and Woodridge High School. Rick Krochka, from Triad Communications, agreed to mentor them.

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There were 15 people who came in for an hour, hour and a half, to give an overview on what Cuyahoga Falls meant to them. It was a cross section of people who have lived in the city for a while. All the students were there. Mr. Krochka oversaw the whole process. From that point, they went to work, and, with the guidance of Triad Communications as a mentor, they worked together and came up, eventually, through refinements, with eight different logos that they felt were appropriate.

As a second part of the process, a panel of people that are in the media business and advertising were brought in, along with a cross section of real estate agents, to form a panel of seven. Their task was to narrow the list down from eight to three. It took them quite a while and a lot of discussion. Mayor Walters stated that again, he was silent and did not say one word. With some further refinements, they narrowed it down to three that they thought were worthy of the symbolism of the City moving forward. Those three logos will be voted upon by the public. Any one of the 49,210 residents that live in Cuyahoga Falls are welcome to pick one of those logos and to vote for it. The winner will be the City's logo. Mayor Walters stated that he thinks they are all great logos, but, again, the design came from this large collaboration, which will become even larger figuring that almost 50,000 people will make that decision. Mayor Walters stated that the winner will be unveiled at the IROK concert July 1st. As of this afternoon, voting is available on the website. The press was gracious enough to come in. The ballots are being printed and will be available at the Mayor's office, utility billing and the library, Western Reserve Hospital, Chamber of Commerce office, DMV and the post office on State Road, among other places. Those can be checked by hand and either dropped off or mailed in to the City Building. It can also be done online. There will be an ad in the Falls News Press that will depict the three logos, as well. It can be clipped out and dropped off or mailed in; whatever is more convenient. That will be going on for the whole month of June.

Mayor Walters stated that people might wonder, with all the work and the refinements and ballots and all the people that were involved, what the cost of this project was. It cost nothing. There was a lot of in-kind things from different people. Triad Communications, Western Reserve Hospital, and other sponsors have donated a lot of the print costs and other things. It's bringing everyone together to help them define what Cuyahoga Falls is to them. He stated that he thinks the process is very important in this respect, because the logos that you get to vote on are a collaboration of all these people that have given input that has been refined. It wasn't just something taken off of clip art and right-clicked and saved off of Google images. It was actually a long process to get to this point. Mayor Walters stated he is proud of how they got here. The ballots are on the website and should be available at all the other locations tomorrow. Please vote.

Mrs. Pyke asked Mayor Walters if this logo is replacing the City Seal. Mayor Walters stated that it would not, and that the City Seal remains just as you see it on the front of Council desks. Mrs. Pyke asked if there will be a saying that would go along with this logo. Mayor Walters stated that there could be. That question was discussed during the selection process. He likes the tag line, "Life is Better Here," and the spin off, "Parks Are Better Here," "Police Are Better Here." That is not incorporated into the logo. The logo only says, "The City of Cuyahoga Falls;" however, the experts suggested that that tag line can be used with the logo, but does not necessarily have to be part of it. Mrs. Pyke asked if they will redo City flags with these logos. Mayor Walters stated that the flags have the City Seal on them and will not change. Mrs. Pyke asked if there will be an

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opportunity to meet these students on July 1st. Mayor Walters stated that they will meet the winner. All the students who participated will be invited to IROK. Mayor Walters stated that, to him, this is more than a logo. There are a lot of great things going on in the city and they wanted to symbolize that somehow. What better way than having the community actually pick what that looks like to them.

The meeting adjourned at 7:19 p.m.