

**ARCHITECTURAL REVIEW BOARD
MEETING MINUTES
Mayfield Village
April 22, 2010**

The Architectural Review Board met in regular session on Thursday, April 22, 2010 at 7:30 p.m. at the Mayfield Village Civic Center, Main Conference Room. Chairman Ron Dinardo presided.

ROLL CALL

Present: Mr. Ron Dinardo Chairman
Mr. Joshua Klein Pro Tem
Mr. Ivo Tombazzi
Mrs. Mary Ann Wervey
Mr. Carmen Miozzi

Also Present: Mr. John Marrelli Building Commissioner
Mr. Ron Wynne Finance Director
Ms. Deborah Garbo Secretary

CONSIDERATION OF MEETING MINUTES: Feb 25, 2010

Mr. Klein, seconded by Mr. Miozzi made a motion to approve the meeting minutes of Feb 25, 2010.

ROLL CALL

Ayes: All

Nays: None

Motion Carried.

Minutes Approved as Written.

PROPOSALS

- 1. Building & Monument Signage** **Beta Dr. Conference Center, LLC**
700 Beta Dr.
A-Sign Above
- 2. Income Tax Increase** **Presentation by Finance Director**
(Ballot Issue - May 4th Election)

OPEN PORTION

Signage
Beta Dr. Conference Center
700 Beta Dr.

Chairman Dinardo called the meeting to order asking Applicant to explain proposal.

Frank Mancine, General Manager Hilton Garden Inn introduced himself, and passed out revision dwg for signage package #1 (monument sign), background color change from blue to white to make it more visible. We're adding on a 900 person Conference Center that opens up in 3 weeks. We need to have more visibility for people to find us. Right now the building sits back. There are trees in front of us.

Chairman asked if the signage height and width meet the zoning code.

Mr. Marrelli replied they met the 6' limit and the size is under the 100 sq. ft.

Chairman asked about the existing sign.

Frank Mancine said the sign that's there now goes away. This goes in its place.

Chairman said for the record there are 3 signs for approval.

Sign #1 Monument Sign

Frank Mancine said on the last page there are 2 lights that match the canopy that's there now.

Chairman asked, how do you plan on constructing this? Is it a limestone cap on top of those piers?

Frank Mancine said we would continue the same brick that we have up right now, put the cap back on and put the light there.

Chairman asked if that brick is available. Frank said it is.

Chairman asked, the light feature at the top looks something similar to what you have over the canopy, but on a smaller scale? Frank said exactly.

Mr. Marrelli asked how big the columns are. Frank thinks probably 16" – 18" and the lights about 12".

Mr. Marrelli said the lights will need to be dimmed down because they're by the street. Frank said they'll be dimmed.

ARB mtg minutes

April 22, 2010

Pg #3

Mr. Miozzi asked about illumination. Frank said the white section on the sign will be illuminated. Board agrees white background will help visibility, is more uniform with other signage and looks better.

Mr. Miozzi asked what the 4 dots represent on the sign. Frank said it's part of our logo someone created. John asked if they represent each of the owners. Frank said no, there are actually 6 owners.

Mrs. Wervey asked if there's a planting plan. Frank replied there are beds around there now. We'll continue that with mulch & shrubbery.

DECISION

- **Sign #1**

Mr. Klein, seconded by Mr. Miozzi made a motion to approve the proposed monument sign for 700 Beta Drive.

ROLL CALL

Ayes: Mr. Dinardo, Mr. Klein, Mr. Tombazzi, Mrs. Wervey, Mr. Miozzi

Nays: None

Motion Carried.

Drawings Approved.

Sign #2 Directional Signage

Chairman said this fits right into the buildings steel beam. Does this meet code John?

Mr. Marrelli replied yes. It's like a directional sign because that's the main entrance to the Conference Center, but you would never know it. People are going to drive back to the Hotel looking for the Conference Center if you don't identify it.

Frank Mancine said it's going on the side facing Beta Dr.

Mr. Marrelli asked if there's a corresponding sign on the other side. Frank said there is not. This is just to find that entrance for people entering the property.

Frank Mancine said this is a white background, metal case black border, and about a 3" – 4" bandwidth. This is 18" high, lit with 12" tube fluorescents.

Chairman asked why not LED lighting? Cost factor? Frank said cost was the biggest reason.

ARB mtg minutes

April 22, 2010

Pg #4

Mr. Marrelli said this sign is about 350' or better back from the street. Driving by, it's not going to glare at you. If it's on the bright side, you'll have to tone it down because you're not trying to advertise from the street.

Frank Mancine said that's correct. You won't even see that sign until you get to the driveway. There are trees blocking it.

DECISION

- **Sign #2**

Mrs. Wervey, seconded by Mr. Miozzi made a motion to approve the proposed directional signage for 700 Beta Drive.

ROLL CALL

Ayes: Mr. Dinardo, Mr. Klein, Mr. Tombazzi, Mrs. Wervey, Mr. Miozzi

Nays: None

Motion Carried.

Drawings Approved.

Sign #3 North West Corner of the Bldg

Frank Mancine said we have an agreement with Preformed to use their parking on weekends; 140 spots, so we added an entrance to the Conference Center from that side. This is just another sign indicating they can enter there to get into building. This is facing the freeway, facing west. You might be able to see this from the freeway.

Mr. Marrelli said this is one of those directional signs if you would. There are so many different activities in this building that have to be identified. Board agrees directional signage is needed.

Chairman commented this is a pretty big sign. Frank agreed, 5' x 14', about 20' high to the roof, centered in the metal panels. These panels are about 13' high.

Mr. Marrelli asked Frank how they came up with the size on this.

Frank Mancine said something that would fit in there. It was bigger, 6' x 16' originally. We made it smaller.

Mr. Marrelli asked who they are trying to get to see this, just the people parking in the next door parking lot? Frank said that's the majority.

Chairman said you have 5 rows of fluorescent tubes running at 14'. This sign will be pretty bright. We may have to ask you to dim this once up.

ARB mtg minutes

April 22, 2010

Pg #5

Frank Mancine said after an event is over at midnight, we'll shut it off.

Mr. Marrelli refers to Section 1185.06 of the code. This sign will have to be on a timer.

1185.06 ILLUMINATION

(g) In all zone districts, illuminated signs shall be turned off no later than 11:00 p.m. or when the premises are closed for business, whichever is later.

Mr. Tombazzi asked if the shared parking is only for weekends. Frank said we have the shared parking agreement in place for during the week as well. The majority of it is for weekends. We have 49 or 50 spaces to use during the week.

DECISION

- **Sign #3**

Mr. Miozzi, seconded by Mr. Klein made a motion to approve the proposed directional signage North West Corner of building for 700 Beta Drive.

ROLL CALL

Ayes: Mr. Dinardo, Mr. Klein, Mr. Tombazzi, Mrs. Wervey, Mr. Miozzi

Nays: None

Motion Carried.

Drawings Approved.

Frank Mancine thanked the Board Members and stated that the carpeting comes next week. Our first event is the weekend of May 14th. We have 3 weddings coming up with every room booked. That'll help our weekend business for room bookings.

ORGANIZATIONAL

ELECTION OF CHAIRMAN

Ron Dinardo opened the nomination for 2010 Chairman of the Architectural Review Board.

Joshua Klein, seconded by Ivo Tombazzi made the motion to nominate Ron Dinardo.

There being no objections, the nominations were closed.

Ron Dinardo asked if there was any discussion. There was none. Ron asked for a Roll Call on the nomination.

ROLL CALL:

Ayes: All

Nays: None

Motion Carried.

Ron Dinardo to serve as 2010 Chairman.

ARB mtg minutes

April 22, 2010

Pg #6

ELECTION OF CHAIRMAN PRO-TEM

Ron Dinardo opened the nomination for 2010 Chairman Pro-Tem of the Architectural Review Board.

Mary Ann Wervey, seconded by Ron Dinardo made the motion to nominate Joshua Klein.

There being no objections, the nominations were closed.

Ron Dinardo asked if there was any discussion. There was none. Ron asked for a Roll Call on the nomination.

ROLL CALL:

Ayes: All

Nays: None

Motion Carried.

Joshua Klein to serve as 2010 Chairman Pro-Tem.

ELECTION OF SECRETARY

Ron Dinardo opened the nomination for 2010 Secretary of the Architectural Review Board.

Carmen Miozzi, seconded by Joshua Klein made the motion to nominate Deborah Garbo.

There being no objections, the nominations were closed.

Ron Dinardo asked if there was any discussion. There was none. Ron asked for a Roll Call on the nomination.

ROLL CALL:

Ayes: All

Nays: None

Motion Carried

Deborah Garbo to serve as 2010 Secretary.

Income Tax Increase
May 4, 2010 Ballot Issue
Presentation by Ron Wynne, Finance Director

Ron Wynne introduced himself to everyone. I've been trying to get around to all the committee meetings starting last week up and through Election Day to get everybody updated on our efforts to increase the Income Tax Rate. More importantly, to be here to see if you folks as residents have any questions about the Income Tax hike, Village Finances or anything else that might be on your mind. What we've done so far to promote the information, all of you should have received this flier in the mail last month. It provided as an introduction to the fact that we were going to have the Issue on the ballot and addressing some of the more important points. Earlier this week, you should have received this other flier. This one is a follow up addressing some of the items that come up during the first few Town Hall meetings we had with residents and some of the questions they had. We provided some of that factual information, their questions and the answers to those questions.

ARB mtg minutes

April 22, 2010

Pg #7

Ron Wynne said we've had three Town Hall meetings so far. We have one scheduled for this Mon, 4/26 @ 7:00 p.m. at Civic Hall. The attendance has been very light and disappointing to say the least. We've had no more than 10 or 15 residents at any Town Hall meeting. We really don't know if that's a reflection of lack of interest or lack of knowledge or their mind is made up and there's no reason to attend. If you have the opportunity Monday to attend it'll be worth your while. We have a 45 minute presentation about the Village's Financial history on how well the Village has done, where it's come from and where it is today. It'll include some of the steps we've taken to offset the reduction of revenue we've been experiencing.

Ron Wynne said all the businesses in the area have been contacted. They received a letter from me explaining that this Issue is on the Ballot and if passed how it would impact them and their employees. We offered our assistance to go out and meet with them and their employees if need be. I'm speaking with Progressive about the increase so that they're constantly in the loop on what's going on. To this point unless somebody tells me something differently, we've heard no negative feedback from the businesses in the community which is a good sign. May 4th is Election Day. We're reminding people of that, to please go out and vote, whether in favor or against it. Every vote is important. Talk to your neighbors, remind them and encourage them to vote also. We really want to get a pulse on how the residents feel on what it is we're asking. At this point I'd be happy to answer any questions.

Example: Joshua said I work in Brook Park and pay 2 points there. All you're doing is recapturing the money from Brook Park. Ron Wynne said actually the Village gives you 100% credit. Joshua asked, you'll get it from the guy that works here & lives someplace else? Ron said correct, it stays in the community where you work. Joshua commented, I knew I wasn't going to be affected by it and knew the Village would be helped by it, so I felt it was a positive thing.

Example: Joshua said if somebody works at Progressive and lives in Cleve Hts, they're paying 1 ½ points to Mayfield Village and they owe the other ½ point to Cleve Hts. But if it was 2 & 2, we'd get the full 2% and the other ½ point would never go to Cleve Hts.

Example: Ron Wynne said me personally, I live in Mentor. I pay 1 ½ here and ½ to Mentor in quarterly estimates. If the tax passes here, I'll pay 2% here in my paycheck and I stop writing that check quarterly to Mentor. It doesn't cost me anything personally. It's going to cost Mentor.

Ron Wynne said most cities have a 2% tax rate already. Depending on where you live, it could cost you nothing, ¼%, or ½%. Of the \$3 million of revenue it'll generate, about \$150,000 of that will come from residents. A lot of it comes from employees that work in the community but go home somewhere else.

Mr. Klein asked about the affect on businesses.

Ron Wynne replied it depends how the business is set up. If it's a partnership, those revenues generally flow through the individual taxpayers' returns, so it depends on where they live. If

ARB mtg minutes

April 22, 2010

Pg #8

it's a Corporation, i.e. Mayfran, QED, (Progressive is exempt because they're an Ins Co.), they pay 1 ½ % of their corporate profits as a tax also. Last year we got \$9 ½ million of income tax revenue, \$9.2 million of that was from employee withholding and the other \$300,000 was from businesses profits.

ADJOURNMENT

There being no further business, Mr. Miozzi, seconded by Mr. Klein made a motion to adjourn the meeting.

ROLL CALL

Ayes: All

Nays: None

Motion Carried.

Meeting adjourned at 8:15 p.m.

Chairman

Secretary