

THE CITY OF SOUTH EUCLID



**Business Advisory Board Meeting
South Euclid City Hall Community Room
Wednesday October 27, 2010
9:00 a.m.
MEETING SYNOPSIS**

I. Welcome & Introductions

- A. Those in attendance introduced themselves and the Meeting began.

II. Ideas for Promoting City Businesses

- A. Creating a Professional Business Directory
1. The City would like to create a Professional Business Directory which goes beyond the Excel Version currently on the Website.
 2. Business Representatives were shown a variety of example directories and asked to provide their opinion on which would be best for South Euclid.
 3. After discussion, it was determined that the City should create an on-line Business Directory available on the City Website. It was also suggested that a limited number of paper copies should also be printed and placed at strategic locations and at businesses to be passed out to customers.
 4. The City will also explore a partnership with the Heights-Hillcrest Regional Chamber of Commerce to develop a Business Directory covering the six member communities.
 5. Discussion also involved the possibility of the City working with SE-L Schools on the Town Planner Calendar, beginning with 2012, to find a way to incorporate a Business Directory into the Calendar. The City will explore this partnership as well.

III. Employment Connection Services Presentation

- A. Michael Daly from Employment Connection presented on the new Business Plan of Employment Connection as well as the new services available to assist businesses.
- B. For additional information regarding Employment Connection, please visit their website, www.employmentconnection.us.

IV. Update on Economic Development Initiatives & Programs

- A.** City Businesses are now able to list their Employment Opportunities on the City Website by e-mailing them to Michael Love at mlove@seuclid.com. A box promoting this feature has been added to the Website Home Page and it has since become the Site's most viewed page.
- B.** The City continues the "College Town for All Ages" Vision and this will play a major role in developing the "South Euclid 2020" Comprehensive Plan.
 - 1.** City Businesses will play a pivotal role in developing the "South Euclid 2020" Plan over the coming year, and this will be a topic addressed at the next Business Advisory Meeting in Early 2011.
 - 2.** In conjunction with the "College Town for All Ages" Vision, the City is also working to transform Mayfield and Green into "Falcon Corner" which will feature Notre Dame Themed Signs and Flags.
- C.** An update was provided on the Cedar Center Project. More information can be found by visiting the Cedar Center Information Page on the City Website, www.cityofsoutheuclid.com.
- D.** The City is also in the process of establishing a non-profit Community Development Corporation which will allow for access to additional grant funds to be invested in improving the Commercial Districts. Details regarding this initiative will be discussed at a future Business Advisory Meeting.
- E.** The Storefront Renovation Program has ended for 2010. Thanks to all businesses who participated. Look for the 2011 Program to begin in March or April. Visit the City Website for details.

V. Question & Answer Session

- A.** Attendees were reminded to spread the word to other members of the business community about the Business Advisory Board and to ask them to consider participating in future meetings.
- B.** All Businesses which have provided the City with an e-mail address will soon begin receiving the City's E-Mail Newsletter.
- C.** The next Meeting of the Business Advisory Board will likely be in February of 2011. Check your e-mail for details.