

# South Euclid

Spring 2018

magazine

## Nathaniel Eaton *makes a splash in the toy industry*

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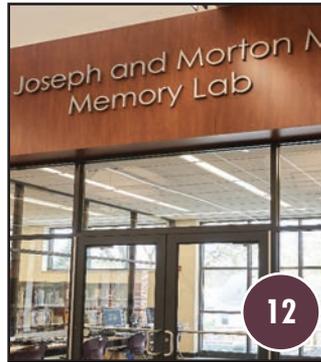
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**Mayor**

Georgine Welo

**2018 City Council**

Dennis Fiorelli, Council President, At-Large  
 Jason Russell, Council President Pro-Tem, At-Large  
 Sara Continenza, Ward 3  
 Joe Frank, Ward 2  
 Marty Gelfand, At-Large  
 Jane Goodman, Ward 4  
 Ruth Gray, Ward 1

**Editor**

Keith Ari Benjamin  
 Director of Community Services

South Euclid Magazine is a quarterly publication of the City of South Euclid. We are looking for interesting South Euclid people and places to profile in upcoming issues. If you have any story ideas, please share them with us by contacting Keith Benjamin at 216.691.4234 or kbenjamin@seuclid.com.

Special thanks to resident Jean Nadeau for her editing and proofreading expertise!  
 Thanks to South Euclid resident and journalist Dale Guidroz-Henderson for contributing the SE Chickeneers article!

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Mayor Georgine Welo  
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## Welcome to the spring edition of South Euclid Magazine!

### Congratulations Council Members!

Congratulations to City Councilmembers Ruth Gray (Ward One), Joe Frank (Ward Two) and Jane Goodman (Ward Four) on their re-election to City Council and welcome to new Council Member Sara Continenza, City Council's newest member representing Ward Three!

Also, thank you to Ed Icove for his 28 years of service as councilman for Ward 3. In total, Ed contributed 34 years of service to the community and retired from City Council at the end of 2017. All of your elected officials work hard to represent you and make decisions that keep South Euclid viable, safe and stable.

### Seeking Permanent Financial Stability

As we enter South Euclid's 101st year as a community, we continue our work to find a permanent solution to address financial challenges that are the result of the housing crisis, economic recession, and continuing cuts to local governments by the State of Ohio.

For the last two years, City Council has met on a monthly basis to review our finances and look at options and we have worked together to reduce costs, increase efficiencies and regionalize services to save taxpayer dollars, maintain and improve public services and implement creative solutions to provide important community services.

A great example is the regionalization of our Emergency 911 Dispatch Center. Last November, we closed our Dispatch Center at City Hall and opened a new Regional Emergency Dispatch & Communications Center with the cities of Shaker Heights, University Heights and Cleveland Heights. By the end of this year, we are working to regionalize our City Jail

in partnership with Cuyahoga County.

Since the national recession, we have worked hard to maintain critical health, safety and welfare services and invest in important quality-of-life initiatives that keep South Euclid attractive for prospective residents and businesses. But we can only do so much until we find a more permanent solution to our financial challenges.

Last year, City Council hosted a series of community meetings with residents from each ward to discuss the need to find a more permanent solution to our financial challenges. Most of our neighboring communities have already implemented permanent solutions to the financial crisis by enacting/implementing a reduction of the income tax credit, asking residents to increase the local income tax, or instituting a rubbish fee.

I was encouraged at the meetings about how much residents understand the challenges we face and willingness to consider how we can take a more permanent, long-term approach to ensure the stability of our great community.

### Why is Financial Stability so Important?

We have to prepare for our future. Our neighboring communities, whom we compete with for residents and businesses, have already taken the necessary steps to solidify their tax base and they have implemented programs to attract businesses, improve housing, reinvest in their streets, parks and public properties, and prepare for the long-term capital demands of their communities.

In South Euclid, in the next ten years, we will need to fund the resurfacing of South Green Road, South Belvoir Blvd and Mayfield Road. The Swimming Pool at Bexley Park will reach the end of its

projected lifespan and we are going to have to spend millions to make repairs to the Municipal Complex, Community Center and Service Department.

This does not include expenses to keep our community attractive, upgrade and fix playground equipment and recreation facilities, buy police cars and fire equipment, and keep our community vital and vibrant to keep residents and businesses and attract new ones to South Euclid.

We have to stop living in the never-ending "crisis mode cycle" that we have been living in for the last eight years and get back to the business of protecting the health, safety and welfare of our community, not just for today – but for the next generation of South Euclid residents.

### Celebrate South Euclid & Meet Your Neighbors!

We continue to have a lot to celebrate in South Euclid and I look forward to seeing you at our many community events this summer including the Memorial Day Parade on May 28, our 4th Annual Rock the Block Street Fair on June 23, and a series of band concerts and special events at Notre Dame College and Bexley Park. A complete calendar of events can be found on pages 14 & 15 of this magazine. We also invite you to participate in this year's 2nd Annual GardenWalk on June 9 & 10 (please read the article about this year's event on page 16).

### South Euclid Lyndhurst School District Planning Efforts

In 2013 our public schools adopted Destination 2018, a community-based strategic planning initiative that focused on teaching and learning, communications and partnerships,

facilities, and school community climate. These community efforts have helped strengthen our schools and increase student achievement. This year, the Board of Education and School District will update their community-based strategic plan and I encourage all South Euclid residents to attend their meetings and planning sessions to help keep our schools and community strong and our youth on a successful path to achievement and adulthood. Find out more by visiting their website at [www.sel.k12.oh.us](http://www.sel.k12.oh.us).

### Community Conversations

Over the last several years, the Mayor's Office has hosted a series of Community Conversations to discuss community issues and gain citizen input to assist us as we work on long-term planning efforts for the future of South Euclid.

These meetings play an important role in creating community action plans, identifying short and long-term priorities, and keeping South Euclid economically, socially and environmentally stable. This

fall, we will be hosting another series of Community Conversations throughout the City and dates will be published in the next issue of South Euclid Magazine.

We are indebted to all South Euclid residents for your hard work, dedication, enthusiasm, support and creativity. It is

because of you that South Euclid remains a great place where we can all come together and thrive. ✍

*With gratitude, Georgine.*






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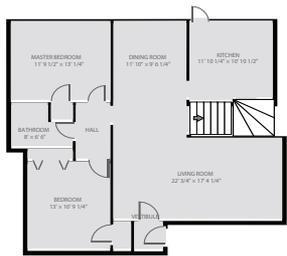
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SOUTH EUCLID MAGAZINE



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## Nathaniel Eaton makes a splash in the toy industry

South Euclid resident Nathaniel Eaton, 25, went from recent Hiram College graduate to Hollywood last fall when his toy invention, “The Hydrosshield Water Dodger” was chosen over 50 other inventions as the winner of the second season of ABC TV’s “Toy Box” Show. The reality competition show brings aspiring toy concepts to life with the winner receiving \$100,000 and a manufacturing deal with Mattel.

The Hydrosshield Water Dodger, inspired by superheroes like The Hulk and Captain America, includes a shield with a handle and a net, which can hold a variety of items including water balloons and foam balls. Eaton’s idea was to create something versatile and fun for kids that wasn’t gun-themed. “I wanted to take violence out of play,” said Eaton.

Eaton originally designed the water dodger concept in his dorm room at Hiram College and tested it on the streets of South Euclid, working with youth from his neighborhood to refine the prototype. By summer 2016, Eaton had created several handmade Water Dodger prototypes to test with his friends and South Euclid youth.

“I spent many summer days walking around South Euclid asking people, “Hello, is it ok if I speak to you for 10 seconds?” and I would always have my Water Dodger shield in my hand as if I was a Superhero. If I would get a “NO” I would always say ok, have a great day! If I got a “yes” I would give them a 10



second pitch and hand them a Water Dodger business card although I wasn’t even selling any products. My mindset was to educate as many people as possible about it.”

Eaton’s journey from student to entrepreneur/inventor has taught him a lot about the power of perseverance and not giving up on fulfilling your dreams. Learning these

lessons at such a young age has inspired Eaton to work with youth to help them achieve their career goals.

“The advice I would give a Brush High School student



Mayor Georgine Welo with Eaton's Hydroshield Water Dodger

today about following their dreams is to respect the experience of others, find mentors, be resourceful and don't compare yourself to others or develop tunnel vision," said Eaton. "If you don't know what career you want to pursue, I would advise students to take the time to think about what you are really passionate about or what you

want to achieve."

The Mattel Hydroshield Water Dodger had been sold exclusively at Toys "R" Us stores, but will soon be found on toy shelves throughout Northeast Ohio. While continuing to work on his next inspiration, Eaton has found a home with Northeast Ohio company Maximum Velocity, a full service marketing and

communications firm with a mission of serving others. The position affords Eaton the opportunity to utilize the skills he learned as a business management graduate and entrepreneur. and his passion for working with diverse clientele.

Eaton also strives to continue working with youth and young adults to help them

achieve their goals and pursue their dreams.

"Remember, the sooner you know what you want to pursue, the better odds you have at achieving your goals and dreams," said Eaton. "Use the Law of Attraction by reading books, watching videos and talking (learning the language) about your passion and dreams." ✍

# South Euclid's Chickeneers!

by Dale Ann Guidroz-Henderson

**P**et owners will often share amusing stories of their animals with others of similar interests.

The old phrase of “those who mind don’t matter, and those who matter don’t mind” is of particular truth, especially to the array of chicken owners in South Euclid.

Tales of poop, compost, brooding, feathers, mites, and predators abound as the combined population of urban poultry farmers share their joys, their defeats, and most importantly, their eggs.

Local chicken owners are so enthusiastic that an online Facebook group is devoted solely to this shared interest. Thanks to the advent of social media, the South Euclid Chickeneers were born.

Every member has their own reasons for urban poultry farming. Kimberly Svenson of South Euclid noted that she not only keeps chickens for the eggs, but “so our kids can experience responsibility and bonding with animals”.

Rarely will you hear of urban farmers’ pursuit of this activity due to an increased economy of home egg production. To the contrary, home grown eggs can be very expensive.

To begin the budgeting process as a first time urban chicken farmer, the initial phase is permitting fees and determination of the applicable ordinances. Typically, a conditional use permit and zoning permit will be required. This is accomplished by filling out an application and paying the associated fees (\$100 in South Euclid), preparation of site plans to show the location of the proposed chicken coop, and attending various public meetings allowing neighbors to express their opinions. City Officials will then make their determination and set conditions if necessary (see [www.cityofsoutheuclid.com/building-housing-images/Conditional\\_use\\_permit\\_guidelines\\_for\\_](http://www.cityofsoutheuclid.com/building-housing-images/Conditional_use_permit_guidelines_for_keeping_chickens.pdf)



South Euclid Resident Linda Curl and her girls! (Photo Credit: Linda Curl).

[keeping\\_chickens.pdf](#) for details).

Once approved, the potential urban farmer will need to purchase or construct a chicken coop that provides shelter and protection for the birds. Coops, in their purest form, are rainproof sheds with enough space for a nesting box (where they will lay their eggs) and a perch where they can sleep. The type of housing required depends on how many chickens you’re going to keep (note, roosters are virtually never allowed in an urban or suburban environment, due to their noise, and legendary snarky behavior). South Euclid’s city regulations require two square feet per chicken inside the henhouse, and 4 to 8 square feet per chicken of yard outside. Depending upon the complexity, coops can range from several hundred to several thousand dollars. Simple “A-Frame” shelters with runs underneath can make good use of a small yard. Different online sources, such

as Eglu.com, offer modular plastic shelters that are prebuilt, and average about \$600.

Mobile coops or “chicken tractors” have become very popular for urban lots as they keep chickens out of unwanted areas, such as flower beds. Lisa Curl and her husband Trevor use a mobile coop for their girls “because there are a lot of dogs on our block. When it’s nice out, we occasionally take them outside to range in the yard, but always with a chaperone.” Mobile coops work very well where predators are a problem, as its regular relocation will confuse the predator enough to look elsewhere.

Dr. Laurel Tree of South Euclid notes that “a vast majority of the time the chickens are confined to a protected run, but on nice days when I don’t mind my garden being destroyed between October through April, they are out and about! Once I plant my garden, I let them out but restrict access with a moveable fence”.

*Article continued on Page 10.*

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Henderson girls helping out in the compost bin!  
(Photo Credit: Jeff Henderson).



Custom designed South Euclid Coop with live roof (Photo credit: Jeff Henderson).

To begin a home population, many will purchase baby chicks, which average about \$1 to \$5 each. Whether they are hens or roosters at this age remains an unknown until they mature and become “pullets,” which can cost between \$7 and \$20 depending upon the breed. Like all youngsters, these girls will need to be kept warm with a brooder light, and because they are growing, will need to be fed often. Light placement can be tricky with young birds, because chicks can easily overheat and die, so a heat lamp needs to be placed away from where the food and water dishes are located. Food requirements for young birds typically include “starter feed.” Specific chicken waterers should be used that are designed to keep the water clean and free of droppings.

Once the hens are about eight weeks old, they’ll need to be slowly exposed to the outdoors (very much like hardening off your plants in the spring). As the girls mature they’ll forage for insects and grubs, but “laying mash” or “layer crumbles/pellets” will need to be provided each day as food. Scraps of fruits and

veggies are also a nice treat for the girls, and “scratch food” (a mix of whole grain and cracked corn) is a good way to get the girls to respond to calls by sprinkling it around the yard or to get them back into the henhouse. Mealworms are also a wonderful addition to their diet.

Because chickens do not “bathe”, as they detest getting wet, they engage in dust baths as a method of keeping parasites at bay. While ranging within the yard, they will likely make depressions in the soil where they flop and scratch as they work the dust up under their feathers. Including diatomaceous earth, either in the run area of your coop or even in a litter box, is a great wellness method during the winter when loose soil is not readily available.

Most poultry owners know that they should have at least two chickens to begin their flock, as chickens are social animals and will bond with their sister along with their human counterparts. Two hens will eventually produce just over a dozen eggs per week, one egg each day beginning at 24 to 32 weeks old. They will typically continue to do this

for a period of 8 to 9 months, when they slow down their production during the winter.

It’s important to protect the girls from wind drafts during the winter, which can be easily done by tarping the coop, especially the sleeping section. Keeping your coop clean by replacing bedding and removing droppings can reduce stuffiness resulting from the high nitrogen content of their poop. Many will dispute the necessity of heat lamps, but during subzero Cleveland winters, it’s not a bad idea to have one safely installed on the opposite side of the coop to raise the ambient temperature.

Contrary to popular belief chickens are actually more comfortable in colder weather than in hotter weather. During the summer months, ensure ample shade, either by plantings or a shade tarp and open all vents so the hens can stay cool. Incorporating a live roof, replete with hardy alpine and succulents, can drop the temperature in a warm coop by an average of 12 degrees or more.

Predators are a year round concern for urban farmers, as the influx of coyote, raccoons,

and even mink have become problematic. To help secure their safety, installing 1 x 2 welded wire mesh around openings, and a foot below grade can help keep predators who like to dig at bay. Note that the use of “chicken wire” was only designed to keep chickens in, not to keep predators out.

There is a lot of information available for future urban poultry farmers in South Euclid and in neighboring communities (University Heights is now considering it). Information is the power to success in any endeavor, so having a plan, a budget, and the support of the community and neighbors are integral steps to a more sustainable world imagined by Chickeneers everywhere who embrace this memorable quote:

“To dream of a better world where a chicken can cross the road without having her motives questioned.”

“Like” the South Euclid Chickeneers Facebook page for ongoing help and advice with your chickens. 🐔

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# South Euclid Library's 'Memory Lab' Preserves Your Family's History

The Jack, Joseph and Morton Mandel Memory Lab, located in the South Euclid-Lyndhurst branch of Cuyahoga County Public Library, is a unique public space dedicated to the preservation of photos, documents, films and audio recordings through modern technology.

It is the only space of its kind within the top-rated Cuyahoga County Public Library system, which is comprised of 27 branches that serve 47 communities.

Opened in April 2017, the Memory Lab was made possible by a generous \$250,000 gift from the Jack, Joseph and Morton Mandel Foundation in support of the preservation of cultural heritage. It is a space where county residents can learn how to digitize and share their memories and access a variety of equipment and software applications. The Memory Lab is open to adults ages 18 and over, at no charge. Use of the lab is on a first-come, first-served basis, seven days a week during regular library hours. Visitors must complete a free orientation session before they can use the lab. Orientations are typically held twice a week.

Features of the Memory Lab include photo and document scanners, a VHS-to-DVD converter, a cassette-to-MP3 converter, a turntable for digitizing records, a



Super 8 and 8 mm film-to-digital converter, computer workstations and software for photo and video editing. In addition, an audio recording studio adjacent to the Memory Lab provides a space for organizations and individuals to capture oral histories in digital format. The South Euclid-Lyndhurst branch staff assist visitors with using the equipment.

Genealogical and historical societies, community groups and individuals make use of the Memory Lab in unique and meaningful ways. Since the Memory Lab opened, visitors have completed more than 600 digitization projects, from preserving family memories for future generations to digitizing vinyl album collections to recording



South Euclid Resident David Wolfe using the Memory Lab

oral histories in conjunction with the City of South Euclid's centennial celebration last October. The Memory Lab has also hosted a variety of free public programs, including a visit by best-selling author and neurosurgeon Daniel Levitin and popular genealogy

research classes.

If you are interested in learning more about the Jack, Joseph and Morton Mandel Memory Lab, please visit [www.cuyahogalibrary.org/memorylab](http://www.cuyahogalibrary.org/memorylab) or call 216-382-4880. ✍

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## APRIL



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1:00pm / City Hall

Celebrating the lives of the deceased  
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South Euclid Community Services:

216-381-0400

South Euclid Community Center:

216-291-0771

South Euclid Economic Development:

216-381-0400

South Euclid Service Department:

216-381-0402

South Euclid Building & Housing:

216-381-0400

South Euclid Municipal Court:

216-381-2880

SELREC @ YMCA (Recreation):

216-691-2246

Community Partnership on Aging:

216-291-3902

South Euclid-Lyndhurst Branch County

Public Library:

216-382-4880

SE Juvenile Diversion Program:

216-691-4252

Regional Income Tax Agency (RITA):

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Cuyahoga County Fiscal Office:

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Cuyahoga County Board of Elections:

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## MAY



**Saturday May 5, 2018:**

**Spring Community Garage Sale**

9:00am-2:00pm / Community

Center

**Saturday May 5, 2018:**

**Community Clean-Up Day**

9:30am-11:30am

Meet at the Community Center

**Saturday May 19, 2018:**

**Community Shred Day (City Hall Back Parking Lot)**

9:00am-12:00pm



**Monday May 28, 2018:**

**Memorial Day Parade**

9:00am / South Green Road from

Notre Dame to the War Memorial

## JUNE

**Sat. June 9 - Sun. June 10, 2018:**

**South Euclid GardenWalk**

12:00pm-4:00pm each day

Community Center Open, Various Homes,  
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**Sunday June 10, 2018:**

**Community Band Concert (Band TBA)**

7:00pm / Notre Dame College

Lawn

**Mon. June 11 - July 20, 2018:**

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Contact: Keith Benjamin at

kbenjamin@seuclid.com for more  
information



**Tuesday June 12, 2018:**

**Bexley Park Concert Series Event #1**

4:00pm-10:30pm / Bexley Park

Farmer's Market, Food Trucks, Music,  
Movie



**Saturday June 23, 2018:**

**Rock the Block Mayfield Road Street Fair**

Mayfield Road from Sheffield to

Garden Drive

12:00pm-10:00pm

Live Music, Food, Beer Garden, Kids'

Activities, Entertainment, and more

## JULY

**Sunday July 1, 2018:**  
**Community Band Concert (Band TBA)**  
 7:00pm / Notre Dame College  
 Lawn



**Tuesday July 10, 2018:**  
**Bexley Park Concert Series Event #2**  
 4:00pm-10:30pm / Bexley Park  
 Farmer's Market, Food Trucks, Music,  
 Movie



**Thursday July 26, 2018:**  
**Taste of Cedar Center (SE Commission on Aging Fundraiser)**  
 5:00pm-7:00pm / Cedar Center  
 North

**Saturday July 28, 2018:**  
**City Hall Open House**  
 11am-2pm



**Find us online:**

**Web:** [cityofsoutheuclid.com](http://cityofsoutheuclid.com)

**Facebook:** [facebook.com/southeuclid](https://facebook.com/southeuclid)

**Twitter:** [twitter.com/southeuclidLIVE](https://twitter.com/southeuclidLIVE)



## Kick off summer with a Splash!

### SUMMER POOL PASS INFORMATION

With summer just a few months away, it's time to once again think about getting your pool pass!

#### When can I buy my season pass?

Pool passes will be on sale beginning Tuesday, May 1, 2018 at the South Euclid Community Center.

#### What days and times can I buy a pass?

Pool passes will be available at the South Euclid Community Center, 1370 Victory Drive (behind Giant Eagle). Sales will take place Monday – Friday from 9 am – 4:30 pm and every Tuesday until 7 pm.

#### How much are passes?

Season passes for South Euclid residents are \$55, with a maximum cost of \$150 per family (each Family Pass allows for up to four family member entrances).

#### Are there discounts for Seniors?

Yes! Seniors 60 years and over are entitled to a FREE pool pass for the season.

#### Can I use my pool pass at the Quarry Splash Park?

Yes. The pass is valid at both the

Bexley Pool and the Quarry Splash Park. Residents who wish to only utilize the Splash Park may purchase a season pass for \$35.

#### What information do I need to bring when I buy my Season Pass?

Two forms of residency are required to be presented. A valid driver's license or State ID is required, along with other proof of residency: a current utility bill, current bank statement or lease agreement. (We cannot accept mortgage bills/books, cell phone bills, car loan statements or other documents/personal mail as proof of residency).

#### What if I have questions or need more information?

Call the South Euclid Community Center at 216.291.0771.

#### When are the pools opening for the summer?

Weather permitting, we hope to open the Bexley Pool and Quarry Splash Park Memorial Day Weekend. However, please check the City's website at [www.cityofsoutheuclid.com](http://www.cityofsoutheuclid.com) for more information as we near the summer season.

# South Euclid GardenWalk Springs into Summer June 9-10

This year's South Euclid GardenWalk will take place on Saturday June 9 and Sunday June 10, from noon to 4 p.m. each day.

The GardenWalk began last year as part of South Euclid's Centennial Celebration. It will now become an annual event celebrating the unique horticultural beauty of our thriving community. You can stroll, bike, or drive along the free, self-guided tour, discovering a 21 acre nature reserve, a 9 mile long wetland, perennial, rain, rock, and vegetable gardens, community gardens, and neighborhood parks. You'll discover shops, delightful restaurants, green spaces and lovely gathering places in our community.

Last year's GardenWalk had over 200 visitors, some from as far away as Erie, Pennsylvania, Smithville, Dublin, and Columbus, Ohio. Forty-six private and

fifteen public gardens were toured.

Modeled on GardenWalk Buffalo and GardenWalk Cleveland, the GardenWalk South Euclid encourages beautification, rejuvenating and reenergizing neighborhoods. Nurturing our community spirit and encouraging civic pride throughout the city of South Euclid not only enhance the quality of our lives, but can also bring about increased property values, and a recognition of all that South Euclid has to offer new and existing residents. After all, each garden is unique, a living form of self-expression. So let's show our welcoming community spirit.

All South Euclid residents are invited to consider becoming part of this year's GardenWalk. If you've just installed a pond, or planted a flower or vegetable garden, why not share it? You decide what part of your yard will be on the walk: back, front,

side, or the entire garden. So it doesn't matter if you have a new or mature garden, large or small, simple or extravagant. All styles and types of gardens are welcome. Why not share your ideas, flair or personal style? Ask your neighbors to open their gardens too - the more the merrier!

If you are interested in opening your garden, and/or in volunteering your time to help make this year's GardenWalk even better than last, or you simply have questions, please email your contact information to [contact@gardenwalksoutheuclid.com](mailto:contact@gardenwalksoutheuclid.com), subject line GardenWalk, or call 216-291-2774. The deadline for placing your garden on the Walk is April 13, so the earlier the better.

Come one, come all, the GardenWalk South Euclid is open to all residents!

**For more information visit [gardenwalksoutheuclid.com](http://gardenwalksoutheuclid.com).**

## SOUTH EUCLID TREE COMMISSION

# Taking care of our urban forest, one tree at a time

South Euclid is a Tree City USA community, meaning we appreciate the urban forest that is the only part of our city's infrastructure that increases in value each year, and increases the value of our homes as well.

Our trees absorb stormwater and give us clean air. They provide shade that reduces our energy costs, and add color and beauty to our neighborhoods.

Since its creation in 1992, the Tree Commission has made stewardship of the city's public tree canopy its mission, overseeing the city's tree plan, supporting the city arborist in carrying out the plan, and raising awareness about tree care, the value of our public trees, and trees in general.

Since the Commission deals only with the trees on public land and tree lawns, it needs your help to improve and maintain the whole urban forest, including those trees on private property.

As spring leaves will soon turn the city green, the South Euclid Tree Commission hopes that you'll take a moment to take care of your part of the city forest that makes our lives better in so many ways.

### What should you be doing for your yard trees?

- While the trees are dormant (asleep, before the leaves come out) prune away any dead branches.
- Mulch your trees properly. Do not let the mulch touch the bark of your tree! Use a 2"-3" thick layer of decomposed leaf compost or humus. Avoid hardwood blends and those that are dyed.
- Examine the bark for insect damage or disease. Signs are leaves with irregular patterns, or holes in the bark. If you see these, call an arborist.
- If you're planting a new tree (and we hope you will), make sure that any wire or burlap is removed from the ball or container. Remove any soil to expose

the base of the topmost roots and make sure none have wrapped themselves around the base of the tree. Plant so that the point where the root flares out is level with the surrounding ground. Water well, and often.

- Protect young trees from deer damage either by wrapping the trunk or surrounding it with chicken wire.
- Work with landscapers that have an ISA Certified Arborist on staff or are members of the Tree Care Industry Association. To verify a credential go to [www.isa-arbor.com](http://www.isa-arbor.com).

Questions? Attend the free "Ask the Arborist" workshop to be held Sunday April 29 at the South Euclid Library. Go to [www.treesaregood.org](http://www.treesaregood.org) for more resources, or contact the city arborist at 216-381-0402.

### Join us for Arbor Day! April 27, 1:00 p.m., City Hall

Every year, the Tree Commission presents Arbor Day in South Euclid, planting trees in memory of residents who made significant contributions to our community during their lives. This year, at 1pm on April 27, we'll be planting dogwood trees at City Hall in honor of K-9 officers Rex, Recon, and Octane, and Pam O'Toole, who devoted so much of her life to our K9 Corps.



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HRCC members receive a **15% discount** on their ads in Lyndhurst Life and South Euclid Magazines.

Book your ads by contacting Sherry Tilson at 216-342-5204 or [stilson@cjn.org](mailto:stilson@cjn.org).

**Exhibit space is still available - selling fast!**

# HRCC BUSINESS EXPO

More info: [hrcc.org/expo](http://hrcc.org/expo)

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# Nonprofit 'One South Euclid' Promotes a More Caring Community



One South Euclid is a nonprofit Community Development Corporation that was founded in 2009 by community and business leaders. Since its founding, One South Euclid has served residents and business owners by supporting programs and initiatives that strengthen the South Euclid community.

South Euclid is home to many thoughtful, engaged residents and businesses that are truly dedicated to improving the community. One South Euclid provides the framework for bringing these community leaders together to move the city forward. Through the efforts of its volunteer board of directors, committee members, community volunteers, and city staff, One South Euclid has grown into a dynamic and vital organization that works to keep South Euclid a vibrant and thriving place to live, work and play!

## Growing Great Neighborhoods!

The primary focus for the last several years has been the "Build, Grow & Thrive" Residential Resale Program. Now in its fifth year, the program works with the City Housing Department to ensure previously vacant homes and lots are restored to productive use. Through the tax foreclosure process, deed-in-lieu of tax foreclosure, a partnership with the Cuyahoga Land Bank, and donations from various entities, properties are transferred to the City of South Euclid Land Bank, as well as directly to One South Euclid. For those properties in the City Land Bank, City Council grants One South Euclid the option to purchase, then sell, these properties.

## Giving Back to the Community

Proceeds from the sale of these properties are returned directly to the community in the form of grants to help residents make repairs to their homes, hold block parties and provide funding for the sponsorship of various community events.

### • Neighborhood Grant Program:

Established in 2016, the Neighborhood Grant Program has awarded 132 grants to residents and community organizations. In



2017 the program was expanded to include funding for Senior Citizen Grass Cutting & Snowplowing Services. New this year is a Storefront Renovation Program developed in partnership with the city's Economic Development Department to help revitalize our business districts. *See the Neighborhood Grant Program article on page 19 for more about this program.*

• **Community Events:** One South Euclid also provides funding for many community programs and annual events throughout the year including Rock the Block, Harvest Festival, Pumpkins in the Park, the Holiday Lighting ceremony, and 2017's Centennial Celebration events.

• **Community Places:** Since 2012, OSE has worked closely with the city on managing the community gardens. During this time, the program has diversified to include Victory Garden (serving our refugee community), eight community gardens, and three neighborhood pocket parks (Argonne, Winston, and Colony/Halsey).

Community Gardens include: Colony, Eastway, Hinsdale, Warrendale, Quarry Park, NDC Grows, Greenfield, and the newest garden at Bexley Park.

An annual lottery awards over 100 plots to residents each year. Each garden has its

own volunteer manager and hosts special programs and events throughout the season.

The success of the community gardens in building stronger neighborhood connections has led to One South Euclid serving as the fiscal sponsor for other community based activities, such as Eastside Cycles and the Bexley Park Pump Track (the only public outdoor pump track in Northeast Ohio), the Quarry Dog Park, the Playground of Possibilities and Legacy Tree Fund. It also led to the creation of Pumpkins in the Park, an annual fall event held around Halloween each year at Bexley Park and Harvest Fest at Quarry Park held each September.

**AS ONE SOUTH EUCLID ENTERS 2018,** the organization continues to grow! Under current economic conditions, the organization is a valuable resource for the City of South Euclid as a viable method to implement flexible solutions to community challenges, and serves as a model for other first ring suburbs throughout Greater Cleveland.

If you would like to find out more about One South Euclid, are looking to become more involved or to find grant applications, please visit us at [onesoutheuclid.org](http://onesoutheuclid.org). By working together we will continue to make South Euclid a great place to Come Together and Thrive! ✍

# 2018 Neighborhood Grant Program

Your community development corporation, One South Euclid, works to serve the South Euclid community. Working in close cooperation with city officials, the volunteer board of One South Euclid has another year of programming and events planned. This includes the third year of the Neighborhood Grant Program as well as the new Storefront Renovation Program.

## Neighborhood Grant Program Recap

Unveiled in May of 2016, the One South Euclid Neighborhood Grant Program allows community members/organizations to apply for grants ranging from \$100-\$2,000 in five different categories. The purpose of the grant program is to assist in neighborhood revitalization, community beautification, and community awareness/engagement. Over the past two years, a total of \$95,000 has been provided for the grant program, which includes funds from One South Euclid, Cuyahoga County, and the Legacy Village Lyndhurst Community Fund.

Over the past two years, 132 grants have been awarded. Grants have been awarded in the following categories, which continue to be available in 2018:

- Owner Occupied Exterior Repair
- Rental Property Exterior Repair
- Community Events
- Community Beautification Projects
- Senior Citizen Grass Cutting & Snowplowing Services

This year, \$90,000 in funding is available to award as follows:

## Senior Citizen Grass Cutting and Snow Plowing Service Grant

- Must be a homeowner or head of household and reside in South Euclid;
- Must be over the age of 60;
- Must be on a fixed income and be able to prove with documentation, including most recent tax return;
- Must complete one-page application and attach all required materials;

- One South Euclid will hire contractors to perform these services and the funding will last through one grass cutting and snowplowing season.
- **APPLICATION DEADLINE DATE: TUESDAY APRIL 3, 2018**

## Owner-Occupied Exterior Repair Grant

- Can apply for up to \$2,000 for exterior home repairs;
- Must be a South Euclid resident;
- Must be current on property taxes;
- Must complete one-page application and attach all required materials;
- Must include a copy of most recent federal tax return and a statement of financial need;
- Must include at least two contractor quotes.
- **APPLICATION DEADLINE: TUESDAY JULY 3, 2018.**

## Rental Property Exterior Repair Grant

- Can apply for up to \$1,000 for exterior home repairs (100% match required);
- Must live in the City of South Euclid or the rental property must have been your residence prior to moving;
- Must be current on property taxes for the rental property;
- Must complete one-page application and attach all required materials;
- Must include a copy of most recent federal tax return and a statement of financial need;
- Must include at least two contractor quotes.
- **APPLICATION DEADLINE: TUESDAY JULY 3, 2018.**

## Community Beautification Grant

- Can apply for up to \$1,000 for community beautification projects;
- Must be led by a South Euclid resident;
- Cannot be used to improve landscaping on an individual

- property, public roads, or sidewalks;
- Must complete one-page application and attach all required materials.
- **APPLICATION DEADLINE: Applications accepted on a rolling basis until funding is exhausted.**

## Neighborhood Event/Community Engagement Grant

- Can apply for up to \$500 for events such as block parties, other neighborhood events, mailers geared toward letting the community know about your neighborhood organization, and other creative ideas;
- Must be led by a South Euclid resident;
- Must complete one-page application and attach all required materials;
- **APPLICATION DEADLINE: Applications accepted on a rolling basis until funding is exhausted.**

Overall, the application process and requirements have remained the same as last year, as applications will be evaluated by a committee of One South Euclid volunteer board members on a monthly basis and grants will be awarded based on financial need, project scope, and amount of private money leveraged.

To learn more about the Grant Program and to access an application, visit [www.onesoutheuclid.org](http://www.onesoutheuclid.org) and click on the Neighborhood Grant Program link. Paper application copies are also available at City Hall and the Community Center.

If you have any further questions please contact Kevin McCarthy at 216-691-4272 or [grants@onesoutheuclid.org](mailto:grants@onesoutheuclid.org)

New this year, One South Euclid has also launched a Storefront Renovation Program. \$30,000 of funding has been allocated to help improve the exterior of commercial properties. More information on the properties selected for this year's Storefront Renovation Program will be made available soon. ✍

# Community Planning Helps Shape Mayfield Road's Future

If you drive, walk, bike or take RTA on Mayfield Road, we need your help!

The City of South Euclid is working with the cities of Mayfield Heights, Lyndhurst and Cleveland Heights to study the future of the Mayfield Road Corridor from Little Italy all the way up to I-271!

Last year, the City of South Euclid applied for a \$60,000 grant from the Northeast Ohio Area Coordinating Agency to begin a planning process that includes both short-term and long-term strategies to provide better vehicular access, as well as safer travel for pedestrians, cyclists, and transit riders.

On February 27, residents from South Euclid joined with their neighbors for a public workshop to provide input into the creation of safe, vital and vibrant streets and business districts.

The project proposes to study the utilization of travel options on Mayfield Road – a vital east-west axis serving Northeast Ohio – through creative approaches, including the use of complete streets, placemaking principles and context solutions to study creative practices that serve to beautify the corridor, increase user safety, provide better pedestrian and alternative transportation accessibility, and improve public health and strengthen community livability.

By taking a regional approach to the study, we will be able to propose the integration of principles that increase accessibility, improve the environment and provide for a safer and more reliable and effective transportation network throughout the corridor that enhances and



Cleveland Heights Councilwoman Mary Dunbar, South Euclid Mayor Georgine Welo, and South Euclid Councilwoman Jane Goodman

improves our quality of life.

**We still need your input and vision. Please go to the City's homepage at [cityofsoutheuclid.com](http://cityofsoutheuclid.com) and click on "Mayfield Road Corridor Project" to learn**

**more about the planning study and take a short survey to provide input! Feel free to direct any questions or comments to Keith Benjamin at [kbenjamin@seuclid.com](mailto:kbenjamin@seuclid.com).**





# Sign Up NOW for Spring 2018 Soccer!

**FIRST GAME SATURDAY, APRIL 14TH**

Recreational Soccer Leagues for Children 3 years and older  
**Registration Fee:**

- U4 and U5 is \$60 per player for Spring 2018 Recreation
- U6 – U14 is \$80 per player for Spring 2018 Recreation
- \$125 per player for Youth Development

\$5 discount for using Fall uniform shirt

\$10 discount for Volunteer Coach

\$10 discount for 2nd child in the same household (\$20 for 3rd child)

(Youth Development is for U8 players and includes more Force Soccer Academy training and weekly training with our travel soccer team)

Register online at [SELSC.org](http://SELSC.org)

- Game Days: Saturdays 4/14; 4/21; 4/28; 5/5; 5/12; 5/19; 5/26; 6/2
- Practices: One per week - scheduled by coach
- Training: FORCE professional training every Saturday prior to games
- Equipment: Required: shin guards, soccer ball.  
 Recommended: soccer cleats (no baseball or metal cleats due to safety reasons); "Under Armour" style clothing, hats & mittens necessary for cold and rainy days. Games are only canceled if harmful to players (lightning or below 20 degrees).

Contact: Kristen Rutzler, Club Admin SELSC, Inc. at [recsoccer@selsc.org](mailto:recsoccer@selsc.org). SELSC is not affiliated with SE-L Schools.



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South Euclid-Lyndhurst  
Schools: 216-691-2000

## SEL SCHOOLS: Where THE ARTS Flourish and Students Grow!

The South Euclid Lyndhurst Schools provide many opportunities for students in **The Arts and Arts Education** that allow our children to share experiences that will only help them in the future.

At just about every grade level, students are exposed to a long



Linda N. Reid

list of courses in both performing arts or visual and the creative arts. The commitment that the district has for the arts is important, because the skills that can be created through such activities will continue with students through their post-SEL Schools days.

The Arts are promoted in the SEL Schools so that students can develop lifelong characteristics such as leadership, expression, creativity, teamwork, communications and routine-building:

all traits that will serve our students well in the future. Whether students paint, sketch, draw or develop digital design on cutting-edge computer software, or, sing, play an instrument, act or help with vital behind-the-scenes tasks for the performing arts, the SEL Schools finds value in providing these opportunities to students.

Success stories featuring SEL Students in the arts can be found throughout the district, in our newsletters, website and social media. More than two dozen art students from Brush High School recently had their artwork on display at the Cleveland Institute of Art. Our High School Orchestra recently finished in first place in a statewide competition, while our performing arts vocalists routinely entertain

senior citizens for intergenerational learning opportunities. At the Middle School level, Memorial students are creating artwork through digital design courses, undoubtedly preparing them for future college and workforce experiences. Elementary students participate in visual arts classes, routinely host guests from the Cleveland Play House or our very own High School performing arts, students and take part in a robust vocal program.

A dedication to the arts is made possible and promoted by a devoted staff that fosters many opportunities within The Arts in our school district. Various advisors, art education instructors, and music teachers are strategically placed at each grade level to give students a full offering of arts-related opportunities. These staff members are true professionals who are passionate about their craft. They infuse students with a similar enjoyment of creativity and self-expression. Many of these staff members participate in the arts and arts-related activities outside of their profession in their own personal time, further demonstrating the love they have for their craft. The SEL Schools is proud to have an Award-Winning team of professionals passing on the skills needed for success with the arts.

In all, The Arts are not only strongly promoted in the SEL Schools but are widely popular among students of all ages. As the district continues to find ways to offer new arts opportunities, we will continue to share with the community. ✍

Linda N. Reid  
Superintendent of Schools

## South Euclid Mycom is looking for young leaders to serve on the South Euclid Youth Council

The City of South Euclid is looking for young leaders to provide direction for Out of School Time Programs in the community.

Youth Grades 7-12 will meet with the City to help establish programs and improve academic, recreation, cultural arts, career and college preparatory opportunities for all South Euclid youth and young adults.

### What is MyCom?

The MyCom Network connects Greater Cleveland youth to their neighborhoods and futures while helping them become self-sufficient adults who give back to the community.

### Youth Development is Community Development.

In South Euclid we are working to identify neighborhood values and set goals around youth development. Together, we share a commitment to engage youth as active members in the community and agree to listen to and value the youth voice in developing programs, and partnering to make them a reality.

For more information contact Keith Benjamin, South Euclid Director of Community Services at [kbenjamin@seuclid.com](mailto:kbenjamin@seuclid.com) or 216.381.0400 ext. 234. ✍

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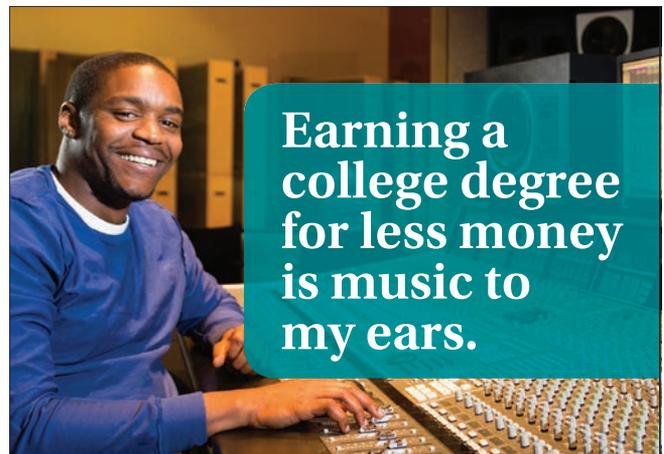
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# News from Community Partnership On Aging

Spring at CPA means new programs, exciting events and more: First, our annual Senior Movie Day and Lunch is May 30. Thanks to the generosity of Atlas Cinemas Eastgate, we will watch the movie "Charade" on the big screen, preceded by a delicious lunch. A new exercise class starts this spring on May 15 on Tuesdays at the Lyndhurst Community Center. Our instructor, Carl Harmon, is a Certified Senior Strength and Conditioning Specialist and promises to improve your balance and strength in a fun way. Spring means summer is not too far behind and so are our Summer Home Repair Projects, completed by skilled volunteers. If you need help with interior or exterior painting, carpentry, or landscaping assistance, please call us to request an application. Applications are due by April 16. CPA can also help make your home safer thanks to the generous support of the South Euclid Commission on Aging, which provides funds for our Safe-At-Home program.

Did you know that CPA serves over 9,000 meals a year? This includes our daily group meals plus special lunches such as our monthly Cafe Lunch with live entertainment, Lunch N' Movie and more. We are excited to announce that we have a new



COMMUNITY PARTNERSHIP ON AGING

caterer for our group meals. Don't worry – Chef Warren is still cooking for all our special lunches and events, but the Greater Cleveland Foodbank is now providing lunches at our congregate meal sites. Early comments are very positive – so why don't you join us for lunch and check it out?

Spring also reminds us to take good care of ourselves by eating better. CPA can help you add a lot more vegetables and fruit to your diet – we distribute over 20,000 pounds of food a year to eligible residents over the age of 60. If you know of a friend or neighbor that may be interested in participating in our Produce Plus program, please encourage them to come over to the South Euclid Community Center on the third Thursday each month to fill a bag (or two) with delicious fresh vegetables, fruit and more. More information about these programs and much more can be found in our monthly newsletter that is distributed around South Euclid, including City Hall, the South Euclid Lyndhurst branch of the Cuyahoga County Public Library and the Giant Eagle on Mayfield Road. You can also check out our website [communitypartnershiponaging.org](http://communitypartnershiponaging.org) or give us a call at 216-291-3902. ✍

**South Euclid-Lyndhurst**

**SCHOOLS**  
The CORE of the COMMUNITY

**Teachers Association**

**South Euclid-Lyndhurst Teachers Association Congratulates the Graduating Class of 2018.**





## Councilwoman Ruth Gray: Ward 1

The Ward One meeting will be held Thursday, April 26, in the First Baptist Church, 835 Trebisky Rd. South Euclid, Ohio 44143, at 6:30pm. Come learn more about what's happening in South Euclid and around town.



Ruth Gray

Youth Opportunities Unlimited is accepting registration for summer employment opportunities. Everyone must complete the online registration at <https://www.jobs.youthopportunities.org>. Teens ages 14 years and older can register. To register you will need an email address, your social security number and your emergency contact information (person's name and phone number). If you have questions, please call 216-776-3900.

Local businesses looking to work with teens by providing them with a quality work environment during the summer can also register. The Y.O.U. program will provide the wages and the business/ employer provides the worksite. The program can serve as a great asset to our youth, families and local business. Please register before the deadline. Teens who know how to swim can also become certified as a lifeguard to work at our pools during the summer. For more information, please call Pete Titus, South Euclid Pool Director at 216-381-0400.

During the upcoming months, the Recreation Committee will conduct various focus groups to gather more information from you about what you want to have in our outdoor spaces. This information is a vital part of developing a strategic plan to improve the quality of our parks, playgrounds and recreational facilities. Your participation in these discussions is vital, so make plans to attend.

Neighborhood Housing Services Home Repair Loan Program is available to help homeowners with rehab projects up to \$30,000. For more information call 216-458-4663. Smaller grants are available through One South Euclid. For more information, call 216-381-0400. Have a great Spring!

**Ward 1 Council Ruth Gray: 216-926-4960**

## Councilwoman Sara Continenza: Ward 3

Hello! I am honored to introduce myself as your new Ward 3 Councilwoman! I have lived in the South Euclid community since 2011, and am excited to serve my neighbors! My goal



Sara Continenza

is to inform residents about community and governmental affairs, to promote legislation that makes our community safe, comfortable, and fair for all, and to bring people together through community events, block groups, and technological platforms. I am working with the City to assist a number of community residents and youth to bring a summer concert series to Bexley Park. I also aim to support block clubs and block watches, and to continue to build the NextDoor.com platform and

other social media platforms. NextDoor.com is for neighbors to connect and communicate. What is most important to me is to engage our community, especially our youth, in building an even safer community with access to a wide range of activities and opportunities for residents of all ages. If you haven't already, sign up today - it's free!

If you would like to be a part of my email list, if you have any questions or concerns, and/or if you desire to participate in the planning of the Bexley Concert Series, please email me at [FriendsOfSaraC@gmail.com](mailto:FriendsOfSaraC@gmail.com), or call me at 216-272-2046.

**Ward 3 Council Sara Continenza: 216-570-9382**

## Councilman Joe Frank: Ward 2

The new year has brought a new Council member as well as new assignments for our Council committees.



Joe Frank

First, welcome Sara Continenza, Councilperson for Ward 3.

Councilperson Continenza takes over for Ed Icove, the longest serving official in the city's history.

Secondly, new council committee assignments have been announced and I am proud to serve as the City's Finance Committee Chairman. The City continues to face challenges as new commercial development and improving home values have not been able to cover the declining revenues caused by many factors, many beyond our control. We face shrinking revenue from the State, the phasing out of certain taxes and rising costs to provide the services to residents. We had open

meetings last year to discuss both the expense management and revenue enhancement avenues. The 2018 budget faces a deficit that needs to be addressed. The Finance Committee meets the second Monday of every month (except August) at 7 p.m. to discuss the city's budget and finances. These meetings are open to the public and I encourage you to attend and participate in the budgeting and financial review.

Third, I am proud to announce that I am now part of the Service Committee! This committee addresses the services provided by the city to you and impacts what, how and when the services you receive are delivered and addressed. Please reach out to me if you have questions or ideas.

Finally, if you would like to receive updates on what is going on in our city, please email me at [jfrank@seuclid.com](mailto:jfrank@seuclid.com) and I will add you to the email distribution for updates and announcements.

**Ward 2 Council Joe Frank: 216-246-5614**

## Councilwoman Jane Goodman: Ward 4

Welcome, spring! I hope that everyone's getting over cabin fever and ready to be outside, taking care of spring cleaning, sprucing up, and fixing up. We can all do some simple things to make our neighborhoods better and our neighbors happier, and they're all covered in our city's codes.



Jane Goodman

Meanwhile, here are some reminders:

- Trash cans, or any garbage, can't be put on the curb before 6pm the night before pickup, and must be removed within 12 hours after pickup.

- Memorial Day and July 4 are garbage and recycling holidays, so pickup will be delayed one day.

- Put any leftover leaves in paper yard waste bags, not in piles. We don't vacuum them up in spring.

- You can drop off hazardous waste (except latex paint) at the service garage.

- **PLASTIC RECYCLING HAS CHANGED:** The ONLY plastic containers that can be recycled are bottles or jugs with caps on, or soft plastic tubs. We can no longer take brittle plastic like Solo cups, or takeout or bakery or produce containers. It's not about the number on the container any more.

- Use the Simple Recycling orange bags to recycle all kinds of soft goods, toys, or household items. See the Service Department website to see what they take.

Planning a garage sale? It's a terrific way to meet the neighbors and clear out stuff that's taking up space. Get the permit form at the city website or stop by city hall. There is no charge for three sales in a year. And be a garage sale shopper. As we like to say, shop local!

**Ward 4 Council Jane Goodman: 216-291-0442**

# SOUTH EUCLID LYNDHURST SCHOOLS

## Important Arts Events- Mark Your Calendars!

- Art Show Reception: Thursday, April 19, 2018, 5:30 – 7 p.m., Brush High
- Brush Musical: Friday, April 27, 2018, 7:30p.m., Brush High
- Brush Musical: Saturday, April 28, 2018, 7:30 p.m., Brush High
- Brush Musical: Sunday, April 29, 2018, 2:30 p.m., Brush High
- Memorial Band Concert, Monday, April 30, 2018, 7 p.m. – 8 p.m., Memorial JH
- Spring Pops Concert, Tuesday, May 1, 2018, 7 p.m. – 9:30 p.m., Brush High
- Spring Choral Concert, Thursday, May 3, 2018, 7 p.m. – 9:30 p.m., Brush High
- Spring Orchestra Concert, Tuesday, May 8, 2018, 7 p.m. – 8:30 p.m., Brush High
- Memorial Spring Choral Concert, Thursday, May 10, 2018, 7 p.m., Brush High
- Greenview 5th and 6th Grade Band Concert, Wednesday, May 16, 2018, 7 p.m. -8:30 p.m., Greenview



**The SEL Schools firmly believes that the arts and creative expression will build confidence, character and equip students with lifelong skills.**



*Brush High School's Show Choir performers put their skills on display for SEL Elementary students.*



*Students at Rowland are exposed to new and exciting opportunities in the performing arts as they are given the opportunity to learn instruments at a young age!*



*Members of the Brush High School Orchestra, performing at Kent State University.*



*Students from Greenview Elementary School attend a performance at Severance Hall in University Circle, with the intent that exposing students to the arts at a young age will promote a lifelong connection.*



*The SEL Schools is proud to have award-winning teachers who promote and encourage a love and passion for the arts among students at all grade levels.*



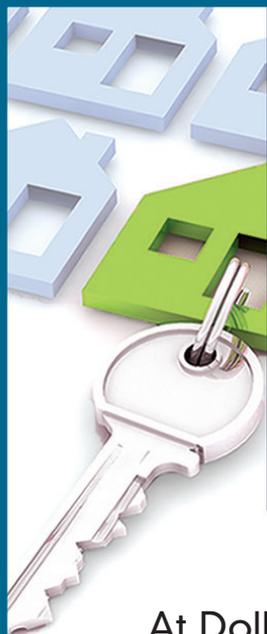
*Art projects take on a collaborative and community scope when our very own art students share the joy of craft-making with our residents at civic locations.*



*Members from the Cleveland Playhouse attend an event at our elementary schools to demonstrate performing arts and the skill of acting.*



*Memorial Junior High School offers a comprehensive range of opportunities for students in the Arts. In these pictures, performing arts, creative arts and even digital design arts are all widely popular forms of express for our Middle School students.*



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