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**Cleveland Restoration Society**

**BOARD OF TRUSTEES**

**Meeting Minutes**

Cleveland City Hall  
Council Caucus Meeting Room – 2<sup>nd</sup> Floor  
Cleveland, Ohio

January 28, 2013

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*All exhibits and attachments referenced herein are on file in the CRS office and are available upon request.*

**TRUSTEES IN ATTENDANCE**

Michael Cummins  
Kevin Dreyfuss-Wells  
Charles Farro  
Greg Frost  
Anthony Hiti

Douglas Hoffman  
Marjorie Kitchell  
Joseph Marinucci  
Gordon Priemer

Stephanie Ryberg-Webster  
Brian Stark

**STAFF IN ATTENDANCE**

Kathleen Crowther, President  
Tom Jorgensen, Chief Operating Officer  
Hope McGuan, Business and Finance Manager

**I. Chair's Report – Mike Cummins**

A. Approval of the November 13<sup>th</sup> Minutes

A motion to approve the minutes of the November 13<sup>th</sup> Board Meeting was moved, seconded and passed by the Board.

B. 40th Anniversary Party

Mr. Cummins described the 40<sup>th</sup> Anniversary Party for CRS taking place in City Hall after the end of the Trustees meeting giving particular credit to Kathleen Crowther and Councilperson Jeff Johnson for putting together the celebration and for arranging to have it in City Hall.

C. Report on Meeting with Ken Silliman regarding Skywalk into Public Hall

Mr. Cummins then reported on the meeting held January 10<sup>th</sup> between Ken Silliman, the Mayor's Chief of Staff, and a delegation composed of himself, Tony Hiti, Jonathan Sandvick, and Tom Jorgensen representing CRS. Mr. Cummins said that the CRS delegation had expressed three types of concerns about the proposed Skywalk from the Westin Hotel into Public Hall. The first concern related to the opinion of Mr. Sandvick that the construction of the Skywalk would prevent the future use of federal and state tax credits in any project

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to rehab and restore Public Hall so long as the City owned Public Hall. Mr. Silliman indicated that there was no chance that the City would sell Public Hall during Mayor Jackson's tenure.

The second level of concern of the CRS delegation was the adverse impact of the Skywalk on the views of City Hall down East 6<sup>th</sup> Street. This impact is contrary to the Mall Plan where City Hall presents a monumental anchor to East 6<sup>th</sup> Street and the Cuyahoga County Courthouse presents a similar monumental anchor to Ontario Street.

The third level of concern was that the Skywalk would not be used. The route to the Skywalk is circuitous and involves going to the second floor, going through a garage, and then back down to the 1<sup>st</sup> Floor. CRS believes that most people would rather take a direct route and cross the street at the 1<sup>st</sup> floor level.

Mr. Silliman responded that the administration agreed to the Skywalk at a time when it was uncertain if Westin would go into the St. Clair Avenue space. Westin has a business model that requires that their hotels connect to a nearby convention center. The city administration was told that an underground connector would cost \$10 Million which was cost prohibitive so the only option was a skywalk. He said that the decision was made on the information that was available at the time. Since CRS was bringing forth some new information relating to the impact on tax credits, he would present our information to the Mayor to see if he would like to change the administration's position on the Skywalk.

The CRS delegation asked Mr. Silliman if the cost estimate on an underground connector had been verified. He indicated that he would be willing to let CRS and its advisors look at that estimate.

Mr. Cummins also described how Mr. Silliman had asked the CRS delegation to walk to the West Side of City Hall to look at the ski-jump like upward extension of Mall B along Lakeside Avenue. He asked how CRS and the City could let that happen. The CRS delegation indicated that they thought that the drawings that were submitted had been misleading.

Mr. Hiti confirmed the report of Mr. Cummins and said that Mr. Silliman had indicated that his door was always open to CRS.

## **II. President's Report**

### **A. Review of 2012**

Kathleen Crowther reported on the results of 2012. She said she is always amazed at how much CRS is able to do with its small staff. She said that 2012 was a swing year for finances. From 2008 – 2011 revenues were adversely affected by the Great Recession. During 2012 CRS began to see an uptick in revenues and is hoping to see further increases in 2013. She said that 2012 was a year where CRS made more effort to be visible in the community and to use more marketing strategies.

She said that 2012 was a transformational year for the Heritage Home Program. New policies were solidified using a conservation approach. The interest rate on Heritage Home loans was reduced from 3.5% to 1.4% in Cleveland and 2.0% outside of Cleveland. We began a mass mailing approach in our participating wards and cities which had wonderful results. In the course of 2012, the number of participating wards and cities doubled. For 2012, the Heritage Home Program set records for the number of inquiries, the number of technical assists, the number of site visits, and the number of loan applications.

Looking ahead to 2013, CRS expects that more cities will join the Program and that we will set up a partnership with a preservation group, such as Downtown Mansfield Inc., to offer the Program in an area that is too far away for us to adequately service it alone. This will be a prototype for how we can offer the

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Program statewide. The Program will also be adding a second lender, First Federal of Lakewood, that will offer a 1.4% rate loan anywhere in Cuyahoga County. In addition, CRS expects 2013 to be another record setting year for the Program.

Ms. Crowther also reported that CRS has increased its presence in Cleveland City Hall by attending every Landmark Commission meeting and many other committee meetings. We did our first mitigation agreement relating to the Wolfe Music Store on Euclid Avenue which will be demolished by CSU for a new Center For Innovations in Health Professions. The mitigation agreement included provisions for saving parts of the façade, the establishment of a new degree in historic preservation at the University, and a symposium on historic preservation. Now that a mitigation agreement has proved to be so effective, Ms. Crowther indicates that future preservation fights may end with similar mitigation agreements.

Ms. Crowther also indicated that CRS was expecting to receive several new contracts with the City of Cleveland to provide Preservation Services. She also cited CRS's cultivation of young professionals who are interested in saving landmark buildings. We have assisted the group in forming an organization known as City Beautiful which now has a studio in the Arcade.

Ms. Crowther mentioned that CRS's presence on FaceBook was important in courting the young professional group. There ensued a discussion of further utilization of FaceBook and similar social media.

Ms. Crowther further mentioned that Preservation Services is expanding. We are currently engaged to perform two surveys and are expected to be asked to perform more.

### B. 40<sup>th</sup> Anniversary Legacy Project

Finally, Ms. Crowther described CRS's 40<sup>th</sup> Anniversary Legacy Project – cataloguing African American heritage sites in the City of Cleveland. She described the progress CRS has made and what is expected in the future. She asked all the Trustees to attend the February 24<sup>th</sup> event at Karamu House featuring Dr. Clement Price of Rutgers University talking about historic preservation and the African American experience.

## III. Finance Report

### A. 2012 Results

Hope McGuan presented the Finance Report to the Board. First she presented the unaudited results for 2012. She indicated that after deducting depreciation, as has been CRS's past practice, 2012 was a breakeven year.

### B. 2013 Budget

Ms. McGuan then presented the 2013 Budget for consideration by the Board. The Budget has already been approved by the Finance Committee. It reflects a significant increase in revenues related to the Heritage Home Program. The increased revenues reflect the expectation that more cities will join the Program and that fee revenues will increase because of increased loan activity. The budget also includes a projected increase in revenues from Preservation Services due to increased survey work and some special contracts from the City of Cleveland.

On the expense side, Ms. McGuan indicated that direct costs including advertising and direct mailings were high reflecting a continuation of the marketing approach taken in 2012.

After discussion, upon a motion by made by Marjorie Kitchell and seconded by Chuck Farro, the Board approved the 2013 Budget as presented.

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**IV. 2013 Events Calendar**

Ms. Crowther then presented to the Trustees the proposed events calendar for 2013. She noted this was the first time the Board had been presented with a similar calendar this early in a year. The Calendar includes many of the usual events such as the Celebration of Preservation, Beer and Brats, and Snoops. There are, however, some changes from past years. First, a Mothers' Day tour of sacred landmarks was included – this is an event which has been done in the past and was very popular. Second, in order to get on a new schedule where our major events are roughly four months apart, there would not be a Community Luncheon until January, 2014 and the CRS Benefit will be held in September instead of July. She also noted that the CRS Benefit will be held at the ASM International Headquarters, a recipient of a National Trust Preservation Award.

**V. Old Business**

None

**VI. New Business**

None

**VII. Adjournment**

Meeting adjourned at 6:12 pm. Minutes respectfully submitted by Thomas A. Jorgensen, Chief Operating Officer.

**Next Board Meeting: Tuesday, March 18, 2013 at the Sarah Benedict House.**