

(Mayor Potter)

CITY OF KIRTLAND

RESOLUTION NUMBER 21-R-45

A RESOLUTION HIRING EDWARD J. ECKART AND NORTH SHORE ASSOCIATES LLC TO PERFORM ECONOMIC DEVELOPMENT CONSULTING SERVICES FOR THE CITY OF KIRTLAND, AND DECLARING AN EMERGENCY.

WHEREAS, the Mayor and members of City Council have conducted a review of the economic development director position, including the necessary qualifications, salaries and benefits, and prospective duties; and

WHEREAS, North Shore Associates LLC has submitted a proposal for consulting services with the City of Kirtland, which is attached hereto and incorporated herein as Exhibit A; and

WHEREAS, the Mayor and members of City Council have reviewed said proposal and recommends the hiring of Edward J. Eckart and North Shore Associates LLC to serve as the City's Economic Development Director for consulting services.

NOW, THEREFORE, BE IT RESOLVED, by the Council of the City of Kirtland, Lake County, Ohio, that:

SECTION I: This Council hereby hires Edward J. Eckart of North Shore Associates LLC to serve as the City's Economic Development Director, a part time independent contractor, for the period commencing either October 1, 2021 or the effective date of this legislation, whichever is *later*, and ending on March 31, 2022.

SECTION II: The proposal, as identified in this Resolution as Exhibit A, is hereby accepted. Edward Eckart and the firm of North Shore Associates LLC shall be responsible for the performance of the duties as outlined therein. In exchange for said performance, North Shore Associates LLC shall be paid at the rate of \$2,700.00 per month.

SECTION III: In all cases, Edward J. Eckart and North Shore Associates LLC shall be considered independent contractors and shall be issued a 1099 tax form or equivalent reporting form as required by law. An independent contractor is not a public employee and shall not become a contributor to the retirement system in accordance with Ohio Administrative Code section 145-1-42(A)(2).

SECTION IV: The Director of Finance is authorized and instructed to issue such vouchers and expend all funds necessary to pay said wages and special fees on a monthly basis.

SECTION V:

(a) It is found and determined that all formal actions of this Council concerning and relating to the passage of this Resolution were passed in an open meeting of this Council, and that all deliberations of this Council and of any of its committees that resulted in such formal action were in meetings open to the public, in compliance with all legal requirements including Section 121.22 of the Ohio Revised Code.

(b) This Resolution is hereby declared to be an emergency measure necessary for the immediate preservation of the public peace, health and safety of the City, and for the further reason that it is necessary to provide for the needs of the municipality by and through the services of an economic development director; wherefore, this Resolution shall be in full force and effect immediately upon its passage by the affirmative vote of five (5) members of Council and approval by the Mayor, otherwise this Resolution shall be in effect from and after its adoption at the earliest period allowed by law.

First Reading: _____
Second Reading: _____
Third Reading: _____

DATE PASSED: _____

President of Council

Submitted to the Mayor for his
Approval on this _____ day of
_____, 2021.

ATTEST:

Approved by the Mayor, this ___ day of
_____, 2021.

Clerk of Council
North Shore Economic Development Dir.

Mayor Kevin F. Potter

Economic Development Consulting Services

Proposal from North Shore Associates to The City of Kirtland

Thank you for the opportunity to offer a proposal to the City of Kirtland for Economic Development consulting services. From my brief conversations with Mayor Potter and Councilman Lesnick, it appears that Kirtland stands at a moment in which the city can leverage its forthcoming planning efforts into a more comprehensive economic development strategy.

To an extent, this effort (and the job for which you're hiring) is about successful placemaking. Economic development is too often looked at purely as numbers of new jobs or businesses locating in an area. Building a sense of place, amplifying your identity, and setting yourself up for ongoing success are all critical steps in this effort as well, and I believe Kirtland has unique assets from which to build a bright future.

I believe a holistic approach can be implemented that quickly identifies community assets and challenges, sets forth a plan to achieve short-, medium-, and long-term objectives, and then leans into achieving those objectives. This approach would rely on three tenets:

Perspective on Development: its Relationship with Planning

With the recent completion of the survey and the forthcoming planning process, now is the perfect time for the city use these efforts to specifically define economic development objectives going forward. Tying specific, actionable objectives to the new city plan enables it to be a living document rather than get placed on the shelf as happens all too frequently.

Specific suggested roles: engage the community through public gatherings and individual stakeholder meetings. Serve as facilitator of planning discussion between the community and city. Assist the city in articulating the final plan to the community and relevant parties.

Leveraging Partner Entities and Furthering Relationships

Rare is it that a municipality has such significant stakeholders to help drive its identity, and in turn, its future plans for development. Lakeland, Metroparks, Holden Arboretum, and the Mormon community all have a strong role to play in Kirtland's path forward. Direct engagement of these entities will be critical to drive the implementation of large-vision objectives.

Specific suggested roles: establish/build upon existing relationships with each entity for specific, objective-driven purpose, including encouraging them to take a lead stakeholder role in planning conversations and shared effort on projects where appropriate. Pursue their financial contribution to, and staffing support of, defined projects. Collaborate with them on grant pursuits. Engage on development of their sites (determine incentive needs, articulate desired development objectives, aid in pursuing assistance packages, etc).

Blocking & Tackling

In addition to the above activities, the regular work of attracting and retaining business, working to ensure deals have the appropriate incentives and packages in place, helping businesses navigate permitting, among other things, remains. These efforts are the essential final step of creating and keeping the place we're seeking to make.

Specific suggested roles: pick up any ongoing discussions with businesses. Create a list of development-ready and available sites. Work to effectively ensure they are promoted to desired businesses/organizations.

In conversations with Mayor Potter and Councilman Lesnick, this position would contemplate 4-8 hours of work per week (Council meetings will not be factored into time consideration, and as discussed, this will be an objective-driven undertaking—the hour estimate is more a guideline than a hard and fast rule). In consideration for the time allotment and the above objectives, I propose a \$2,700/month fee and a six month starting contract to begin in October. I will provide monthly reports on my activity.

Specific objectives for these six months are as follows:

- Review existing inputs (the new survey, relevant data, city and stakeholder plans, etc) and determine an initial list of potential synergies with stakeholders.
- Seek data from key stakeholders to more clearly identify Kirtland's visitors and asset users
- Meet with primary stakeholders as an introduction and seek to establish a collaborative conversation around planning and development
- Meet with business owners and civically minded individuals to articulate the city's efforts going forward and engage them in the upcoming planning process.
- Review existing incentives to identify any potential opportunities
- Identify potential revenue streams (Bed tax, SIDs, etc) and develop a plan to bolster/leverage them
- Take on existing pending deals and address open items

The activities are designed to gather critical information and develop/augment key relationships so together we can begin to clearly define our plan and objectives for successful placemaking-based economic development. We are building the team at this point—once that is achieved and we've identified objectives that are shared priorities for the city, community, and stakeholders, we will begin the project-specific work. With that being said, I am certain there are actionable project items in play now that I can run with as well, and I am certain there will be some low hanging, immediately actionable items that come from my initial conversations.

I look forward to the prospect of working with you toward building Kirtland's future. Thank you very much for your consideration—I'll be happy to address any questions you may have.

Sincerely,

Eddy Eckart
North Shore Associates