

**City of Cleveland Heights
Citizens Advisory Committee
October 20, 2015**

Executive Conference Room, Cleveland Heights City Hall

MEMBERS PRESENT

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| Jeffrey Bendix | Menachem Lubling |
| David Benson | Allison McCallum |
| Vetella Camper | Marian Morton |
| Kim DeNero-Ackroyd | Donalene Poduska |
| Douglas Dykes | Carol Roe |
| Cory Farmer | Amanda Shaffer |
| Jonathan Goldman | Steve Titchenal |
| Christine Henry | Meg Vanderbilt |

MEMBERS ABSENT

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| Kéba Sylla | George Witherspoon (exc.) |
| Sarah West (exc.) | Parker Zabell (exc.) |

GUESTS PRESENT

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| Martha Goble | Ralph Day |
| Sue Nigro | |

STAFF PRESENT

Nancy McLaughlin

CALL TO ORDER

Chairman Allison McCallum called the Public Hearing to order. Secretary Amanda Shaffer called the roll; a quorum was present. The new CAC members introduced themselves to the committee. Later in the evening, current members introduced themselves as well.

PRESENTATION

Martha Goble, Director of Heights Community Congress, introduced Ralph Day who investigated the school ratings or "educational redlining" that is taking place on the real estate website Zillow and others. HCC has started working with CWRU and organizations in other parts of the country who are also interested in this topic.

Ray's presentation showed how these ratings appear on the Zillow website. They use

red, yellow and green as well as a numerical rating of 1 to 10 to indicate the "quality" of schools in the area of houses being viewed. An organization named GreatSchools is the source of the ratings. It is felt that these ratings are defined and promoted in a way that misleads the public and may discourage home buyers from buying in certain communities. The parent company of GreatSchools is NewSchools, a nonprofit "venture philanthropy firm" which invests in charter and online schools and educational technology.

The ratings for Cleveland Heights and other first ring suburbs tend to be at the lower end of the rankings. GreatSchools ratings are widely believed and can cause harm to the first ring suburbs. The ratings are based on test scores but those tend to be flawed in that they ignore many important aspects of schools that are important to families. In addition, GreatSchools takes no responsibility for misleading and improper use of their data, but the information they provide can encourage disinvestment from moderate income, inner ring communities.

PUBLIC HEARING

Nancy McLaughlin shared the draft Annual Plan with CAC and informed them that it is out for a 30 day public comment period, ending November 18, 2015. She asked the committee members for any feedback during the comment period. The document is available on the City's website as well as at the main library and in the Planning Department. She noted that Council's final allocations for 2015 CDBG followed CAC's recommendations fairly closely. The final plan will not be submitted to HUD until the actual 2016 grant allocation is announced. Under the new electronic filing process, it is up to the County to submit all plans for the Consortium at that time.

The Public Hearing was closed.

MINUTES

Minutes of the September 1, 2015 and September 8, 2015 meetings were approved as amended.

STAFF REPORTS

Nancy McLaughlin reviewed the financial report and stated that there were no unusual expenditures last month. She explained that the City will not be able to meet the timeliness goal for 2015 due, in part, to the delay in the Blanche waterline replacement until 2016 as well as the large loan payoff received for the Commercial Loan for the renovation of the Melt building. This will not cause a financial issue for this year, but the City must be sure to meet the timeliness goal in 2016 to avoid any penalty which will result in a repayment of funds.

UNFINISHED BUSINESS

There was no unfinished business.

NEW BUSINESS

Allison McCallum shared her thoughts about the meeting at which the CAC report to Council was presented. She shared Council's gratitude for the hard work that committee members put into the grant process throughout the year.

Nancy McLaughlin shared with the committee the Minority Business Report for the six month period ending September 30, 2015. During this time period a total of \$292,165 was expended on contracts. Of this amount \$94,786 or 32% was awarded to minority business enterprises. This is above our historic goal of 27%.

Members were reminded to return their 2016 interest form to Nancy by November 1. She also shared a draft version of the CAC calendar for 2016 and asked for comments.

With no further business to discuss, the meeting was adjourned at 8:35.

Allison McCallum, Chairman

Amanda Shaffer, Secretary