

Old Brooklyn Community Development Corporation
Board of Directors Meeting Minutes
December 20, 2022

Board Members Present: Dave Margolius, David Robinson, Adam Sauerwein, Katrina Homer, Marlon Brown, Harry Quinones, Kate Warren, Philena Seldon, Brendan Zak, Cherie Kaiser, Kathryn Clusman, Liz Kilroy Hernandez, Gordy Jones **Staff:** Lucas Reeve, Amber Jones, Darlene Glass, Alex Deliz, Charles Kennick, Jessica Timms, Connor Gail, Maria Sharp.

Meeting was called to order at 6:02pm. Marlon Brown made a motion to approve the November minutes, David Robinson seconded, minutes were approved. Treasurer Gordy Jones presented the November financial report, David Robinson motioned to approve, Brendan Zak seconded, financials were approved.

Lead Ambassador Program (Alex Deliz) Alex lays out OBCDC's plan to create a Lead Safe Ambassador program, clarifying the goal is not to make homes lead free, but to make them lead safe. Cleveland City Ordinance requires beginning March 1, 2021 all residential rental units constructed before January 1, 1978 must have lead safe certification from the Director of Building and Housing. All units must be certified by March 1, 2023. OBCDC intends to provide lead safe testing services to the neighborhood, aligned with its mission to create a healthy community and safe housing for all. Outlined in the plan are development steps that include, training/certification/licensure, testing inventory supply purchase, marketing and rollout of actual testing. Analysis of current market include cost between \$300-\$500 per unit, with OBCDC projecting to be \$300-\$350. OBCDC projects startup costs to be \$15,800, inclusive of all needs. Board requested more detail on the marketing plan, a better understanding of the opportunity in Old Brooklyn with number of units, an updated pricing model that incentivizes Old Brooklyn properties and further detail on payroll as it relates to the Ambassador program personnel cost budgeted for 2022-23. Dave Margolius asked to extend this lead discussion and put it on the agenda for the January meeting.

Memphis Pearl Project, RFP Submittal: (Lucas) Community feedback/analysis: Through a robust community engagement strategy, OBCDC sought input not only from neighborhood residents and business owners but also members of Pearl Road United Church, their Board of Trustees as well as church district and conference level representatives. They have been a key part in informing the process and analysis, as they're a critical part of the development potential for the corner. Chair Brendan Zak and the Neighborhood Development Committee have done a significant amount of work evaluating the proposals after a Developer Q&A session where both submitting groups had an opportunity to present their projects and take questions from OBCDC Board Members and Staff. OBCDC has had conversations with members of city council, city planning, residents and business owners, to get as much perspective as possible to inform the process.

From our online digital survey and in-person meeting, we had responses from 275 people. The priorities those surveyed identified in terms of what this development could bring, ranged from number one bringing in new businesses and activating the corridor, two adaptive re-use and three a significant amount of interest in the development of the corner being a signature feature, signaling change/investment and sparking more development/investment in the neighborhood. Different types of housing, including mixed income were also identified as optimal outcomes. The community, Board and the staff objectives seem very much aligned with the feedback from the surveys around the revitalization of the corner being the top priority. Overall – In comparing the two – Most felt they both addressed the needs of the neighborhood, but the biggest differentiator that pushed them towards excitement for the Desmone proposal was the community impact, vibrancy and transformative potential. The PRUMC Board of Trustees also weighed in, communicating they felt the Desmone proposal was most aligned with their vision, community impact potential and in creating an opportunity to support their long-term sustainability.

It's incredible that we have been able to secure two viable proposals from capable, talented development groups. One prioritizes saving the existing structures on the site, with a good financing plan. The Historic Pearl Team has backed their programming into building re-use, proposing 32 units and 8,000 sf commercial space. The Desmone Group plan prioritizes revitalization and transformative potential, with a very ambitious, creative proposal. They've demonstrated a commitment to engagement and in meeting community needs. Their plan contemplates 74 units and upwards of 10,000 sf of commercial space. Their financing plan is less developed, leaving room for the project to evolve, but also more risk.

Timing wise, we're well positioned to aggressively work to fill financing gaps, and expect a lot of heavy lifting in the first six months of 2023 regardless of which team is selected. Key to that effort will be the narrative of much needed investment into middle neighborhoods like Old Brooklyn, with projects that demonstrate a transformational potential. The OBCDC Staff are well positioned, poised and prepared to do the hard work necessary.

(Brendan Zak) The Neighborhood Development Committee met last week to look at the proposals. Two very strong proposals have been presented. One more focused on preservation, the other on neighborhood impact of a larger scale project. Unanimously, the Committee felt the Historic Pearl proposal the does not really have street presence the Desmone proposal would, adding 4 – 5 stories of residential on Memphis and more commercial space in downtown Old Brooklyn. It's a real signal of change and investment. Frankly its what the neighborhood deserves. After careful review and feedback from the committee, I believe the Desmone group proposal has more to offer.

Dave Margolius mentioned the significant discussion around both proposals throughout the month of December leading into the December Board meeting, including significant community engagement and analysis from all stakeholders, asking for a vote to select a developer for the Memphis & Pearl project. Brendan Zak made a motion to select Desmone Group as Developer, Kate Warren seconded, unanimous agreement from all Board member, motion passed.

Meeting adjourned at 6:55 pm.