



## Message from the President

**A**re we having fun yet?! Summer is here, yet I find it difficult staying dry and warm. How about you? Many councils take a hiatus from their routine meeting schedule during the summer months. I fervently hope our attendance for the upcoming forum is all that it should be because the topic is relevant and deadlines loom for all of our municipalities to have their plans and actions steps in place. With the funding implications of those plans, we need all the help we can get to understand what is ahead. Certainly our soggy spring and unhappy residents with flooded basements should be impetus enough for us to make certain every member city, and even those who are not members, is well represented at this important dinner forum. Spread the word, bring someone with you.

Your Board remains committed to developing new opportunities to keep you informed and provide additional venues for the networking experiences which seem to help us as much as our informational efforts do. With both of those concepts in mind, we have undertaken two new ideas.

We are underway in developing a NOCCA website. Under the expert guidance of Pamela Bobst, Council President of Rocky River and NOCCA Board member in charge of Marketing and PR, RFP's (Request for Proposals) have been mailed to providers suggested by board members and others. Pam's diligence and thoroughness in this effort have been exemplary. We will keep the membership advised of our progress and look forward to the added value a website will provide our members and the wider community.

In keeping with the current plan of holding the four forums per year in two central locations, Independence and downtown Cleveland, the Board is considering a plan to hold informal gatherings for our members to be held in the months other than our four forum meetings. The interim months considered are February, March, May, June, August, and September, with no plans to include November or December, due to the holidays.

The events would be low or no cost, speakerless, topic-du-jour, efforts to keep us in touch and provide opportunities to discuss a wider variety of ad hoc topics. The proposed format would be an "after business hours, before dinner" coffee klatch, which could be held in a variety of settings and allow us to visit member cities on a rotating basis; one time east, one time west, one time south, and of course, the first ring cities. Places to be considered are large malls with food courts, city halls, recreation centers, outdoor covered park pavilions, educational facilities, or any number of venues that facilitate gathering and a coffee pot. You may think of others. Cookies will be optional!

Other than notification, which we are hoping to accomplish via e-mail, website, and faxing our clerks, costs should be quite manageable. The success would depend on the buy-in of our member cities and their desire to invite and host us. The host city can brag and shine, provide glimpses of its informational pieces, showcase its directors, staff, Chiefs, and if it chooses, give an overview of the demographics of its community.

As NOCCA grows, so grows the need for us to know one another better, to dialogue around common issues better, to seek mutual solutions better, and lastly, to make a difference for all of Northeast Ohio, together. Please let a board member know how you feel about the direction we are going, and then, help us get there.

**Kathryn E. Gambatese**  
President, N.O.C.C.A., Inc.

## PLAN TO ATTEND THE JULY FORUM

**THURSDAY,  
July 22, 2004**  
**Embassy Suites Cleveland**  
**5800 Rockside Woods Blvd.**  
**Independence**

**"Stormwater Management  
Phase II: What Are The  
Regional Implications &  
Opportunities?"**

### GUEST SPEAKER:

**ANDREW J. REESE, VICE  
PRESIDENT, AMEC EARTH &  
ENVIRONMENTAL**

Registration, Meet & Greet	6:00 pm
Welcome & Pledge of Allegiance	6:45 pm
Buffet Dinner	7:00 pm
Program followed by Q & A's	7:50 pm

Dinner Forum is FREE OF CHARGE for paid members. Member guests are \$35. Non-members and non-member guests are \$45 each. Individuals unable to attend who fail to give a 24-hour notice of cancellation will be billed.

Please make your reservations by  
Monday, July 19, 2004  
to Cheryl McNulty

Phone: 216-382-3456 Fax: 216-382-5105

### **ABOUT MR. ANDREW REESE...**

*Andrew J. Reese, Vice President of AMEC Earth & Environmental, has over 25 years experience in a variety of consulting services related to storm water management, water resources, hydraulic and hydrologic engineering and management roles. His responsibilities have included management of large and complex municipal storm water program developments. He has been involved in managing or directing the course of over 30 storm water utility projects.*

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## **APRIL FORUM HIGHLIGHTS: "BACK TO THE FUTURE: A PLAN FOR CUYAHOGA COUNTY GOVERNMENT - DO WE NEED THE CHANGE?"**

Rocky River Mayor Bill Knoble welcomed guests to his city and encouraged the organization to build its membership to make it one of the premiere organizations in the region. NOCCA Vice President Donald Saunders then gave a brief overview on the history of the night's topic and introduced the first speaker.



*Rocky River Mayor Bill Knoble welcomes members and guests to the April Forum held at Rocky River's Don Umerely Civic Center Memorial Hall.*

Steve Kaufman spoke on how the Cleveland Clinic has done a great job moving forward and posed the question of how the region should re-engineer itself to also move forward. He stated that now is the time for the bar association to reach out to the community in civic undertakings and added that the bar association is conducting a study to look at a county reform with regional cooperation. The plan includes joining other entities in the project. Mr. Kaufman identified the central problem is the deteriorating economy. He then said we need to ask if the county government is being responsible and accountable. He talked about the fact that there has been extensive research for alternative models in other cities, and there needs to be a cooperative effort, not to change the structure, but to work more efficiently together as a region. Mr. Kaufman concluded that the core city needs to be stronger so that it can reach out to the surrounding communities.

Mark Rosentrab opened his presentation talking about the possibility of the mayors and managers working with city councils to turn the region around and bring people back to the area. He stated that our political power continues to decline and that change does not mean abolishing cities. He also stated that there are ways to have economic development without getting rid of local government. As an older county we face common problems of getting money to rebuild the entire county and not just single cities. He pointed out that \$500 million dollars are needed to rebuild the county and the wave of decline is now reaching suburbs, which will bring down not only the city but the entire region. Mark highlighted model cities, such as Los Angeles, where they are successfully redeveloping the region. He stated that a redevelopment authority or an investment bank is needed for future growth. Mark pointed out that property taxes are killing our region because of duplication of services and little cooperation between cities and too much infrastructure. Our current property taxes are too high for businesses to relocate to our region, there is no intra-local government agreements, and not enough growth to support the current form of local governing, according to Mark. He closed by saying that if we do not act now, we are being professionally irresponsible and Cuyahoga County will face the most serious trouble in the upcoming decades.

Mike Thomas opened with a quote about how the county is in financial trouble and then went on to say that the misconceptions about county reform and regionalism are hurting the area. There is a problem of political clout being threatened when talk of regionalism surfaces. He explained that the county needs to be expanded to serve as a tool to help solve local city issues. He said the current structure of county government does not support, and is not representative of the region, and it has a lack of checks and balances. Mike stated that there needs to be a tangible proposal to move forward, and he suggests that instead of commissioners, we should move to consolidate under one legislative authority which will provide clear and precise leadership. He emphasized that one person who is put in charge and held accountable is the best solution. Mike pointed out that African-Americans are under represented, which is not reflective of the region, and a regional form of government will better allow them the opportunity to be elected. He also pointed out that we can do things better with a home rule charter, and there is a base for reforming government. He concluded by asking for help in getting the required 38,000 signatures required to put the issue on the November ballot to change the current form of government.

The panel of speakers continued with questions and discussions and stated that leadership needs to be held accountable for the region as a whole and strive to find better ways for us to survive with a central objective of economic growth for the entire region. They also stated that there needs to be a bi-partisan initiative to get this on the ballot and the focus should be on: would the new form of government be better than what we currently have. For further information on this topic, the audience was directed to visit [www.reformcuyahoga.com](http://www.reformcuyahoga.com).

*Submitted by  
Danita Love  
Village of Highland Hills*



*April Forum Panel Speakers (from left): Steven Kaufman, Thompson Hine LLP and President, Cleveland Bar Association; Mark S. Rosentrab, Professor and Dean, Maxine Goodman Levin College of Urban Affairs, Cleveland State University; and Michael J. Thomas, Citizen's League of Greater Cleveland.*

## ATTENTION NOCCA, INC. MEMBERS

The Board is using the newsletter as the broadest method of communication to make our membership aware of a member city's initiative. Please indicate your interest in this topic via contact with Vice President & Program Chair Donald Saunders at 440-439-6364 or email at [Saundersward6@sbcglobal.net](mailto:Saundersward6@sbcglobal.net).

*CITY OF*  
*Beachwood*

MAYOR  
MERLE S. GORDEN

2700 RICHMOND ROAD • BEACHWOOD, OHIO 44122

6-16-04

### LEGISLATIVE NEWS

Beachwood City Council is currently studying proposed legislation to strengthen the city's non-smoking ordinance. It would probably be modeled after the American Cancer Society's prototype ordinance, and would effectively ban smoking in public areas within the city, much as New York City, California, Maine, and others have done. They are discussing the effects of this new ordinance with business owners in Beachwood, under the guidance of The Beachwood Chamber of Commerce. It would be hoped that the cities represented by NOCCA would follow their lead, so that a large area of our northeastern Ohio would be blanketed by this type of legislation. Questions regarding this matter can be addressed to Council President Kenneth Kleinman, or Committee Chairman Martin Arsham. It is strongly urged that this matter be put up for discussion by NOCCA.

*Martin D. Arsham*

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216-781-3030 Office  
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### ABOUT MR. ANDREW REESE...

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*Mr. Reese has been a popular speaker at conferences and meetings across the country including the keynote address at STORMCON storm water national conference, and a number of state organizations. He has taught short courses across the United States on Municipal Storm Water Management and Storm Water Utility Development, including invited courses for the National League of Cities, Association of Floodplain Managers, and over 25 regional conferences.*

*He has published over 50 articles and papers nationally and internationally on subjects such as storm water utilities, public awareness, hydraulic research, urban storm water management and storm water quality. He has also co-authored an authoritative and best-selling textbook on Municipal Storm Water Management. It contains detailed chapters on storm water*

*utilities and conducting public awareness programs and risk communications. He also teaches a nationally popular short course on storm water utility development.*

*He has special skills and experience in the assessment of municipal storm water programs, development of program growth and improvement strategies, costs of service analyses, facilitation of citizen groups, and development and implementation of public education and involvement programs.*

*He is adept at public speaking, dealing with the press, handling public and stakeholder meetings, and making technical concepts easy to understand by the layman. He is also a noted expert in the development of storm water quality programs, ordinances, design guidance, and master planning.*

*He recently led efforts in development of a comprehensive design and policy guide for*

*the whole state of Georgia and a similar effort for the whole Dallas-Ft. Worth metro area.*

*Mr. Reese holds a M.S. in Business Administration from Boston University; a M.S. in Hydraulic Engineering from Colorado State University; and a B.S. in Civil Engineering from Cornell University.*

**NOCCA, INC. LOOKS  
FORWARD TO  
WELCOMING MR.  
ANDREW REESE AS THE  
GUEST SPEAKER AT THE  
JULY 22ND DINNER  
FORUM.**

**SUMMER 2004:  
STORMWATER REGULATION PHASE II  
IMPLEMENTATION REVISITED**



Experiencing one of the rainiest Mays on record and a June that seems destined to follow the same trend, the affects of spring rain storm related damage, water run off, flooding and flood related back up, both outdoors and indoors have been hot topics around many council chambers recently. While increasing storm sewer capacity, keeping storm sewer openings clear of debris and practicing storm sewer preventive maintenance will curb near term future residential and commercial property flooding; storm water runoff control and purification will preserve our greatest natural resource and water supply from continual pollutants every time it rains hard. To that end, in March 2003, the Clean Water Act of 1972, along with its amendments went into effect in cities with a population of less than 50,000. It was called Storm Water Regulation Phase II implementation.

To meet EPA storm water runoff Phase II requirements of the 1972 Clean Water Act, the Northeast Ohio Coordinating Agency (NOACA) formed the Regional Storm Water Task Force on which many of the area's City Engineers have served. Its recommendations urged that each community do the following:

1. *Develop and implement construction site storm water control ordinances and procedures to prevent, detect and eliminate illicit discharges.*
2. *Develop and implement post construction site ordinances and procedures to detect and prevent storm water runoff pollution.*
3. *Develop and implement a Public Involvement and Public Education (PIPE) program to make residents aware of their role in controlling non-point source pollution such as minimizing the use of herbicides and lawn fertilizers.*
4. *Develop a policy and training program for city personnel to implement non-point source pollution prevention technique training from city use of lawn herbicides to truck maintenance as well as install storm water pollution control devices such as oil separators in shop, police and fire garages, and station floor drains.*

The first three recommendations should have been enacted and in place in 2003. The fourth recommendation should be fully implemented by 2008.

This rainy spring tested individual city plans. For example, in your city, were there muddy streams running off construction sites during the storms? Were there any public education forums or newsletters about pesticide use? In short, in spite of the heavy spring rains, did our collective effort since March 2003 lessen the non point source pollution discharge into our greatest

natural resource and source of fresh water, Lake Erie? While contemplating your answer, are you aware that the U.S. EPA is currently working on more Clean Water Act implementation. For instance, will there be a storm water clean-up and/or stream maintenance tax in the near future? What will it be based on? Will storm water purification sites be required before storm water flows into Lake Erie?



To find out what may be coming in regard to further storm water runoff regulation, its importance to our health and recreation, and how you can effectively have your input and thought taken into consideration regarding such regulation, come to the Northeast Ohio City Council Association, Inc. forum on July 22, 2004. **The featured speaker will be the writer of those new U.S. EPA storm water runoff regulations.**

If you have questions or comments about this article, email Councilman Bennett at [sdblue@sbcglobal.net](mailto:sdblue@sbcglobal.net).

*Submitted by  
Steven Bennett  
City of University Heights*

**SEE YOU AT THE  
JULY 22ND  
DINNER FORUM!**

**NOCCA NEWS**

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Northeast Ohio  
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P.O. Box 241246  
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*Compiled By  
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Strongsville*

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