



Northeast Ohio City Council Association, Inc.  
P. O. Box 26266  
Fairview Park, Ohio 44126

Please visit our website at [www.noccassoc.org](http://www.noccassoc.org)

Summer 2014

## President's Page:

### **Benefits & Bargain of NOCCA Membership**

*Peggy Cleary, NOCCA President and Fairview Park Councilwoman*

As many members of municipal, village and township councils return from summer recess, they begin their review of the annual budget and plan for their 2015 budget.

In addition to establishing priorities and appropriating funds for the upcoming fiscal year, the budget review process provides an opportunity for council members to ensure that appropriated funds were well-spent and plan for the continued, effective and efficient delivery of services.

Membership in Northeast Ohio City Council Association (NOCCA) assists council members with these efforts by introducing best practices and local trends in local government, enhancing professional skills and effectiveness, and facilitating communication among communities.

As council members plan for their 2015 budget, they are encouraged to consider the benefit and bargain of NOCCA membership. The annual fee is \$400.00 for up to nine council members per city. Current members find NOCCA membership and topics presented at the quarterly forums to be a valued professional asset.

If your city, township or village is not a current member, we look forward to you and your city becoming members of NOCCA in the coming year.

For additional information about NOCCA, or to become a NOCCA member-city, please visit [www.noccassoc.org](http://www.noccassoc.org) or you may also contact any executive board member.

### **PLAN NOW TO ATTEND THE FALL FORUM**

**Please Note New Forum Location:**

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Thursday, September 18, 2014  
Doubletree by Hilton  
6200 Quarry Lane  
Independence, Ohio 44131

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### **Cuyahoga County Executive Forum: Their Plans for Our Future**

#### **Candidates:**

Armond Budish and Jack Schron

Registration	6:00 p.m.
Program	6:30 p.m.
Q&A	7:30 p.m.

Meet the candidates for Cuyahoga County Executive, Armond Budish and Jack Schron, as they give an overview and respond to specific questions regarding their plans for our region on economic development, competitiveness, regional collaboration and working closely and more effectively with local elected officials.

Contact Liz Westbrook at 717.982.7264 or via e-mail at [nocca@noccassoc.org](mailto:nocca@noccassoc.org) to make your reservation.

## Board News:

### **NOCCA Executive Board Opening!**



The NOCCA Executive Board would like to acknowledge and thank Richmond Heights Councilwoman, Eloise Cotton-Henry for her service on the NOCCA Executive Board. She was a valued friend and board member whose insights, ideas and laughter will be missed. Her recent resignation leaves an opening on the board that can be filled by an elected council member whose city, township or village is a current member of NOCCA.

The NOCCA Executive Board meetings are held from 9am-10:30am on the second Saturday of each month at the Garfield Heights County Library. Board members must be an elected official from a city, village or township that is a current member of NOCCA, and available to attend a majority of the scheduled board meetings. Only one elected official per city may serve on the board. If your city is not a current NOCCA member, once membership dues are paid, the elected official may serve on the board.

For additional information about the position, duties and responsibilities of serving on the NOCCA Executive Board, please contact Lloyd Anderson, NOCCA Vice-President at 216.392.5337.

## Municipal Topic:

### **Can a Costly iPad Reduce Costly Expenses?**

*Anthony Akins, Oakwood Councilman and former NOCCA Treasurer*

How many times have we heard the phrase, “Less is more”? This popular saying is especially true in our era, otherwise known as the digital age. Just take a look around. Pretty soon email usage will annihilate 90 percent of U.S. Postal Service functions. Also, the average American trades tangible, hand-held music albums for MP3 and iTunes purchases. Even DVDs are on the verge of becoming extinct, as technology gradually makes it easier to share and download digital copies of movies. Paper and material clutter are on the decrease in our physical world, as megabytes and gigabytes rapidly expand their territory in the virtual world.

But whether we like being part of the fast-growing digital age, we must accept technology’s ability to reduce material clutter, free up home and office space, and reduce costs...significantly. Who could possibly compete with that? Reducing costs and saving money has been a priority for municipalities since the beginning of time,

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## Municipal Topic: (continued)

and our country's recession has forced city leaders to make hard choices that have cost jobs, raised taxes, closed businesses, and limit beautification efforts. Cities are also cutting costs through paper reduction. Here's a scenario that explains the costly method of paper mail:

**Step One:** Clerk of Council spends hours printing large sums of paper correspondence that is soon to be hand delivered to councilpersons. Why the large sums of paper? Info such as Meeting Agendas, Mayoral Court Reports, Police and Fire Reports, and other affairs are included in the correspondence.

**Step Two:** Authorized city employee hand delivers the correspondence to the home of each councilperson. Factor in the cost to compensate this employee on a weekly basis, every year.

**Step Three:** The correspondence is received and reviewed by the councilperson. It is then placed in a workspace in his or her home and over time, additional correspondence dominates the workspace. True, the councilperson could take the time to regularly toss and shred old papers, but due to his or her demanding schedule, the likelihood is slim.

**Step Four:** When the workspace clutter becomes unbearable, huge amounts of paper are disposed. Waste Management arrives to retrieve what has been disposed, and delivers it to a general trash facility.

The constant, growing buildup of paper material at a waste management plant can eventually lead to hazardous effects on our environment. In an effort to reduce paper mail and usage, the Village of Oakwood decided to investigate methods neighboring cities used. It was discovered that some cities switched to the paperless route through the use of Apple iPads, and as a result, Oakwood Village chose the same path. Today, its councilpersons are each assigned a single iPad which connects to a "cloud" service known as "Dropbox." Using the Dropbox method, the Clerk of Council scans and saves agendas and other documents to a shared folder. Instantly, the information becomes available to the entire Council. Dropbox helps eliminate the need for hand-delivered, weekly, paper correspondence (in most cases). The dramatic cost reduction in paper communication and postage is expected to greatly outweigh the initial monetary investment of the iPads.

Our iPads are useful in handling local issues a variety of ways. For example, the iPad enables councilpersons to take notes, keep a database of concerns, and take pictures when meeting with residents at their homes. Long gone are the days of trying to remember pertinent details that took place in past conversations. WiFi or a mobile data plan permits councilpersons to immediately connect to our codified ordinances and pull up relevant legislation. We are then able to determine how closely that particular legislation pertains to a resident's concern. Furthermore, our iPads make it easy to schedule appointments through the use of "Siri," which is a digital assistant that comes standard with recent iPads and iPhones. Simply say, "Siri, schedule an appointment with me and Mr. Jones on Friday at 2pm" and Siri will create a calendar entry and reminder on your iPad so you never have to miss an appointment again. You can even purchase a keyboard case with your iPad for those who may not care to type on a touch screen.

So basically, the use of an iPad has allowed our village to save money, reduce paper mail, and work more efficiently as we serve our community. Is an Apple iPad right for your city? I highly recommend you start the research and see for yourself whether going paperless is right for you.

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# Membership Matters:

## 2014 New Member Cities

**The NOCCA Executive Board would like to extend a warm welcome to the following cities that joined NOCCA this year: Bay Village, Bentleyville, Bratenahl, Brooklyn, Cuyahoga Heights, Glenwillow, Newburgh Heights, Parma Heights, and Twinsburg.**

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## Benefits of Being a NOCCA Member

*Tony D'Amico, NOCCA At-Large Member and Brook Park Councilman*

Northeast Ohio City Council Association (NOCCA), formerly Greater Cleveland Suburban Council Association (GCSCA), was formed in 1989 as a voluntary membership organization dedicated to the preservation of the values and integrity of local government and democracy. The organization continues to grow with its ongoing leadership and dedicated board members. The membership today is approximately 300 members representing 40 cities across Northeast Ohio.

Being elected to City Council is exciting, belonging to NOCCA makes it even more exciting. As a member of NOCCA, especially a member who is new to city council, can give you the shot in the arm you're looking for, to be that standout Councilperson.

Membership gives you the ability to learn and share ideas with other Council members from all over the county, bouncing ideas off one another. It enables you to serve the residents in your city with even more information, and bring to the table at city council meetings, innovative ideas. It will enhance the growth in your role as a city Councilperson. Other Council members will perhaps share their experience about ideas you may want to try. This can be either examples of how to be more successful, or how it may meet with some resistance, and how to overcome that.

Membership is also as good a networking tool as social media is today. NOCCA can help the cities you represent with better communication between Councils. NOCCA presents three-four forums per year, which are absolutely free as a member. These forums are very informative and address the best practice for local problems and regional issues alike. So far this year NOCCA has held two forums. The first dealt with the merging of local city dispatch offices to increase service, help with communication, and response time (the pros and cons and how to deal with it). The second was the management of the deer population in and around our communities (how to deal with a particularly sensitive topic with a positive outcome). This helps with strategies to limit the controversy of wildlife management.

As you may see, being a part of NOCCA is a step in the right direction, whether you are just entering the world of representing the community you live in, or have been doing it for a long time. You will either take away a great learning experience, or help mentor others to be a great representative of their city, just as you are.

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# Forum Wrap-Up:

## How to Manage Deer and Wildlife in Your City – While Limiting Controversy

*Peggy Cleary, NOCCA President and Fairview Park Councilwoman*

While many enjoy the presence of deer and other forms of wildlife, they often become controversial when they cause damage to private property and other publicly-owned land. When there is repeated damage to property, residents frequently contact their municipal, village or township council member to request that action be taken to address the abundant deer population.

Our guest speaker at the April forum, Geoff Westerfield, Wildlife Management Supervisor for the Ohio Department of Natural Resources, Division of Wildlife provided valuable information and resources to NOCCA members which included an 8-step process for addressing deer issues in a city; such as deer management assessment tools, a survey that offers pros and cons of various actions residents can take to deter deer from their property, and deer management plans that can be implemented via legislative action.

Mr. Westerfield reported that he is available to meet with members of council, or attend a town hall meeting, to discuss and address the issue of deer management within your city, township or village. He can be reached at 330-644-2293.

To request a copy of the above mentioned resources, please email Liz at [nocca@noccassoc.org](mailto:nocca@noccassoc.org).

### NOCCA E-NEWS

Summer 2014

#### 2014 NOCCA EXECUTIVE BOARD

President:	Peggy Cleary	Fairview Park	At-Large:	Tony D'Amico	Brook Park
Vice President:	Lloyd Anderson	Bedford Hts.		Nicole Dailey Jones	North Olmsted
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Past President:	Danita Love	Highland Hills		Eloise Hardin	Oakwood
				Adele Zucker	University Hts.

This e-newsletter is published by the Northeast Ohio City Council Association, Inc.  
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