

Opportunity Corridor – Kick-off Meeting Overview

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| <i>DATE</i> | May 15, 2009 |
| <i>TIME</i> | 8:00 - 9:30 am |
| <i>LOCATION</i> | Plain Dealer Plaza – 1801 Superior Avenue |

RE: Opportunity Corridor Steering Committee

The purpose of the meeting was to convene the newly appointed 19-member Steering Committee comprised of public, private and civic sector leaders committed to advancing the Opportunity Corridor project.

Planned as a three-mile boulevard extending I-490 east to University Circle, the Opportunity Corridor is envisioned to be a catalyst for reinvestment of adjacent areas that have suffered loss of industry and economic isolation. The project calls for investment of public infrastructure to address immediate transportation needs of alleviating traffic congestion and improving access to University Circle, the second largest employment area within the region while at the same time undertaking development plans for over 200 acres of currently underutilized land. It is estimated that projects in the “corridor area” will add nearly 15,000 jobs over the next 5 – 10 years.

Co-chaired by Terrance Egger, Publisher of The Plain Dealer and Jamie Ireland, Managing Partner of Early Stage Partners, the Steering Committee will monitor the project planning phase and advocate for community support and allocation of needed financial resources.

OVERVIEW

I. Members, Guest and Staff Arrive

II. Meeting Convened by Terry Egger, Co-Chair

A. Opening Remarks

1. Welcomed the Steering Committee members and guests to the Kick-off Meeting
2. Described the potential of the project to be transformative and to restore economic activity to the core city

B. Introduction of Members, Guests and Staff

III. Breakfast Buffet – Terry Egger

A. Table Discussion

IV. Remarks

A. GCP – Joe Roman, CEO

1. Importance of regionalism and infrastructure investment
2. Significance of having dedicated staff person
3. GCP's role in helping with the advocacy component of the project

B. City of Cleveland – Mayor Frank Jackson

1. Supportive of current proposed OC project because of expanded scope
2. An inclusive planning and community development process will be key to project's success

C. State of Ohio – Marvin Hayes, Director of Urban Development and Infrastructure

1. State strongly supports project
2. State believes project is about development – economic and community development
3. Project must be inclusive: "People/Community must benefit from project and be included in the process..."

D. Community Representative – Vickie Johnson, Fairfax Renaissance Development Corp.

1. Transportation investment is economic development and community development
2. Foresight – Steering Committee must think ahead and have foresight of what the community needs and what benefits the community overall
3. Partnership – Steering Committee's partnership with community development corporations is key; CDC's have well established relationships with their respective communities and are willing to engage communities

V. Presentation – Terri Hamilton Brown, Project Director

["Opportunity Corridor – A New Way to: Connect, Work, Live and Play"](#)

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| | A. Project History |
| | B. Current Status, Commitments and Timeline |
| | C. Role of Steering Committee |
| VI. | Discussion – Terri Hamilton Brown |
| | A. Committee Members and Guests Comments |
| | <ol style="list-style-type: none"> 1. <i>Councilman Tony Brancatelli, City of Cleveland</i> – Commented on critical need to make tough decisions. 2. <i>Ronald Richard, The Cleveland Foundation</i> – Shared belief that committee has to engage and attract businesses to the area. 3. <i>Councilwoman Mamie Mitchell, City of Cleveland</i> – Addressed the importance of having a comprehensive development plan that addresses business and community needs; Mitchell also stated that plan should address development opportunities around the corridor via beautification projects for existing streets. 4. <i>Chris Ronayne, University Circle Inc.</i> - Focused attention on the need for a corridor-wide land bank strategy stating a coordinated land acquisition strategy needs to be started very early. 5. <i>Harriet Applegate, North Shore AFL-CIO Federation of Labor</i> – Asked if any consideration had been given to alternative modes of transportation like rail. 6. <i>Councilwoman Phyllis Cleveland, City of Cleveland</i> – Acknowledged conversations are commencing about community engagement but shared concern regarding committee’s overall commitment to improve the community and provide real benefits to residents in the areas of education, employment and business opportunities. 7. <i>Joe Roman, Greater Cleveland Partnership</i> – Mentioned importance of Speaker of the House Armond Budish support of the project. 8. <i>Dr. CJ Matthews, Mt. Sinai Baptist Church</i> – Discussed the importance of managing expectations in relation to business opportunities and social needs; also stressed the importance of clearly defining our message, identifying what resources are needed and celebrating small victories along the way. |
| | B. Staff Members Comments |
| VII. | Next Steps – Terri Hamilton Brown |
| | A. Tour of Corridor Area |
| | June 9 th : 10 - 11:30 a.m. and 1:30 – 3:00 p.m. <u>(TO BE RESCHEDULED)</u> |
| | B. Next Committee Meeting |
| | June 25 th : 8 – 9:30 a.m., Location TBD <u>(TO BE RESCHEDULED)</u> |
| VIII. | Other Business and Closing Remarks – Terry Egger |