

VOTE:

Tuesday, Nov. 6
General Election

Polls Open

6:30 a.m. to 7:30 p.m.

Some polling places
have changed!

See details on Page 4.

Broadview Heights Banner

A publication of the Joe Price for Mayor Campaign

Fall 2007

A Thank you recommitment from Joe

Fellow Broadview Heights residents,

THANK YOU. My volunteers and I were thrilled when 1,196 voters cast ballots for me in the Sept. 11 municipal primary. In examining the votes and their choices for both Mayor and Council, it's evident that our community wants changes at City Hall.

We **MUST change and improve** the way our city operates. Last month our City Council passed a new assessment – a storm water maintenance fee – that takes effect in January. **This will be the third “fee” – or tax – levied on homeowners in Broadview Heights over the past five years. Enough is enough.**

Before the primary, many residents expressed their support for me. Dozens of volunteers came out to help with literature drops. Hundreds came to coffees to learn about me. Endorsements from *The Sun Courier* and The Liberty Committee let residents know more about me.

Now everyone is joining the Price team. Dozens of elected officials, unions, and prominent Democrats, Republicans and Independents are supporting my candidacy. That's helpful and gratifying.

But as the campaign process continues, I'm recommitting myself to my main task of improving our city government, and making the lives of our city's nearly 20,000 residents better.

The single most important endorsement is your vote. Before you go to the polls on Tuesday, November 6,



I ask you to review my record and that of my opponent. Look at our career experience, and our ability to lead and make needed changes. My biography outlines a 30-year continuous management background with a time-line for you to follow throughout my career.

Nearly half of our city's property that is zoned commercial or office is VA-CANT LAND. If we wisely develop these properties – such as I-77 and Royalton Road, and Broadview and Royalton Roads – and use capital improvement tools such as Tax Increment Financing, we can gain badly needed revenues and **stop piling assessments and fees on residents.**

I've made commitments, and I'm keeping them. Here's one example: back in August I produced *The Price Plan* that describes how I would move our City forward if elected. You can view this, my past community newsletters, and considerably more information about our city, my vision, and my

candidacy at:

www.joepriceformayor.com.

I'm asking for your vote on November 6. Help me to put an end to all these fees and assessments, and to change and improve the way our City Hall serves you.

— Joe Price

Unsung heroines

Our city just dedicated a new, state-of-the-art \$100,000 playground for young children at City Hall. Without the perseverance and tireless work of two dedicated moms, Megan Sarfi (left) and Kim Lennox (photographed below), the playground would have never happened. See Page. 3 for details.



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Here's more about Joe Price

"Tell me more about you." That's one of the most-asked questions when Joe Price knocks on doors...and Joe's knocked on more than 6,000 doors so far in his campaign to become the next Mayor of Broadview Heights.

You can find much more information about Joe by reading details on his web site, www.joepriceformayor.com – a web site Joe began 12 months ago. But here are a few specifics:

Joe is a native of Cleveland.

He grew up in Brooklyn, and was attending Cuyahoga Community College when General Tire & Rubber Company offered him a position in its executive management program. Joe went to work for both General Tire and Firestone Tire and Rubber Company for 13+ years. In these capacities he mastered customer sales and service, management, administration, employee supervision, and many other aspects of business.

In 1987 Joe went into the automotive business for himself. He owned and operated fleet specialties, and then owned a construction remodeling business. In 1990 he opened Midwest Marathon at State and Snow Roads. Midwest Marathon was a new start-up company built on a vision Joe had. Through business planning and implementation **Joe built from scratch** a multi-million corporation that still operates today. His business has had annual sales of up to \$6.5 million (combined operations) and an average of 15 to 25 employees on his payroll, depending on seasonality.



Joe at age 5 in Brooklyn, Ohio

and the youngest is at Brecksville-Broadview Heights Middle School.

Joe and Denise worship at Cuyahoga Valley Church, where Joe has been a ministry leader and volunteer for many years. Joe is a Board member for a local non-profit organization, and has served as a trip leader on seven international mission teams. He's also served numerous times locally on relief trips in Northeast Ohio and throughout the U.S., including serving in disaster relief for Hurricane Katrina victims and for the economically poor in Appalachia. **Community, Church and Business... Joe is there and has been there all along!**

Get back issues of Joe's newsletters

Improving communication is one important task that the next Mayor of Broadview Heights must undertake. Going back to the establishment of a web site a year ago, Joe Price is committed to two-way communication.

This edition of the Broadview Heights BANNER is our third since spring. If you want to obtain back issues of the newsletter, or read a copy of *The Price Plan* produced in August, you can obtain them at Joe's campaign web site:

www.joepriceformayor.com

Endorsements just

With the general election less than one month away, more and more elected officials and unions are endorsing Joe Price as Broadview Heights' next mayor. The *Sun Courier* and the Liberty Committee endorsed Joe before the September 11 primary, as did former Broadview Heights Mayor Edna Deffler.

Since the primary, those backing Joe include: County Treasurer Jim Rokakis, Parma Auditor Dennis Kish, Parma Mayor Dean DiPiero, Parma Heights Mayor Martin Zanotti, and Brooklyn Mayor Ken Patton

Locally, in addition to Mayor Deffler, those backing Joe include: Helen Dunlap, Broadview Hts. Council President Pro Tem; Chris Berwald, Council At Large; Former Councilman (for 16 years) Bill Navratil, Council At Large Candidate; and Former Councilman (for 28 years) Bill Sidoti, Council At Large Candidate.

Here are some quotes and excerpts:

"Those who advocate change in city government should back Price."

Sun Courier Endorsement,
Thursday, September 6, 2007

Good Mayors all....

Tom Perciak in Strongsville, Ken Patton in Brooklyn, James Smith in Avon Lake, and Don Kuchta in Macedonia are considered to be some of Northeast Ohio's better mayors. All four have one thing in common with Joe Price – they never held office before being elected Mayor.

There is a fifth Mayor who didn't hold elected office before becoming mayor, but who is now regarded as one of the area's finest municipal executives. It's Jerry Hruby, Mayor of neighboring Brecksville.

Joe Price

Uniting the Community by Restoring Trust with a Professional Business Approach to Municipal Government, Residential needs and Economic Growth

keep on coming

"Joe Price will make an outstanding Mayor. His business experience, honesty and integrity, and leadership ability make him the ideal person to direct the many needs of the growing suburb of Broadview Heights."

Jim Rokakis

Cuyahoga County Treasurer

UNION ENDORSEMENTS INCLUDE:
International Brotherhood of Electrical Workers Local 38
Plumbers Local 55
Teamsters Local 407

The Sheet Metal Worker's Local #33 is pleased to endorse your candidacy for Mayor of Broadview Hts... we feel you are the best choice for the position of Mayor of Broadview Hts. We look forward to working with you in the future. Respectfully,

Michael Coleman,
COPE 33 Chairman

"My family has known Joe Price for twenty years. Not only does he have the experience needed in dealing with people to be Mayor, he's a hands-on leader who knows how to bring people together to get things done."

City of Parma **Mayor Dean DePiero**

QUOTABLE QUOTE

*"I plan to implement a **Mayor's Listening Night** one day a month when I'll have open office hours, and residents can come and discuss anything about Broadview Heights that's on their minds We have some of the best and brightest people in Northeast Ohio living in our community. Let's harness all of our best ideas and thoughts together, move our city forward, and do it in a way that – five years from now – EVERY-ONE will proudly say 'I live in Broadview Heights.'" -- Joe Price*

Preschool moms make playground a reality

Megan Sarfi and Kim Lennox became friends through our city's Preschool Moms Club in 2004. Both noted the city's lack of quality playground equipment for their youngsters.

Rather than just complain, Kim and Megan decided to take action. The two began a fund raising committee and held their first event, "Magic of Christmas" in 2005. Next they formed a non-profit organization.

"I wanted to stay active and I needed a project," Kim recalls. "The need for the playground was huge, and Megan and I wanted to help make it a reality."

With help from many others, especially attorney Janet Beck and accountant Kevin Jones, the two moms went to work. They organized other volunteers and began holding fund raisers to make the playground a reality.

Kim and Megan knew early on that it would be a large-scale project. "The city already had a proposal years back...and we knew we'd need to raise about \$100,000," Megan recalls. "Fortunately the community was up to the task."

Now the group, which is organized *See PLAYGROUND on Page Four*



Broadview Hts.' new playground is open, thanks to the hard work of Kim Lennox, Megan Sarfi, volunteers, and the Broadview Heights Boosters.

City's legal fees are still climbing...

Representatives of the Broadview Heights BANNER obtained about 3,000 pages of documents from the City of Broadview Heights, examining how the City spends its funds for legal services.

Here are some facts about the City's legal expenses:

- The City's general legal fees **increased by more than 32%** between 2005, when the City spent \$42,750 for its general legal work, and 2006, when Broadview Hts. spent more than \$56,600 for legal services.
- The City's fees for legal services in 2007 are 9% higher than in 2006.
- The City's labor negotiations firm charges the City **\$185 per hour** for its services, more than some other communities pay for similar services.
- Bills for labor negotiations have **increased more than 70%** from 2005 to 2006. At the mid-way point in 2007, bills for labor negotiations had risen another 35% compared to 2006.
- The City routinely has **two legal representatives at City Council meetings** and work sessions. Most adjacent suburbs have only one legal professional at their meetings.

Joe Price is committed to controlling the City's legal fees, so more funds will be available to provide important services to residents.

COMMUNITY CALENDAR

IMPORTANT ZONING BOARD OF APPEALS MEETING:

If you are interested in the developments at the corner of Broadview and Royalton Roads, the Zoning Board of Appeals is holding a PUBLIC HEARING about the area on Tuesday, October 16, beginning at 7:30 p.m. at City Hall.

Brecksville Broadview Heights School Superintendent Dr. Thomas Diring will lead a *State of the Schools* talk on Wednesday, Oct. 17, beginning at 7 p.m. in the BBH High School Auditorium. Dr. Diring will be joined by other administrators from the school district. The presentation is a way of increasing communication between the district and residents.

The Recreation Dept. and Broadview Hts. SPOTLIGHTS are presenting *The Enchanted Hollow* on Oct. 20-21, 1 to 4 p.m. at City Hall. Attendees can watch live skits featuring fairy tale characters as they walk along a meandering nature trail. There will also be a hay bale maze, camp fire, refreshments, hay-ride shuttle, pumpkin patch, and more. Admission is \$7 for children, \$5 for adults. Contact Annette at 440/526-3651 for more information.

Nationally-acclaimed psychologist, best-selling author, and speaker **Dr. Sylvia Rimm** will be in Broadview Heights for *Parenting in the 21st Century* on Tuesday, October 23, beginning at 7 p.m. in the BBH Auditorium. Advanced reservations for Dr. Rimm's talk are \$5, or \$7 at the door. The presentation is part of The Partnership For A Health Community – make checks payable to The Partnership For A Healthy Community, 6638 Mill Road, Brecksville. Visit the Brecksville-Broadview Heights Schools Web Site for details.

The Broadview Heights **BANNER** is paid for by Friends of Joe Price, Elena Golsch, Treasurer, 2740 Timberwood Dr., Broadview Hts., OH 44147

TALK OF THE TOWN, Cox Cable (Ch. 45) is presenting a Mayoral candidates' forum. Watch for the show on on your local cable television.

Note that there is **NO SCHOOL** in the North Royalton School District on Election Day, Tuesday, November 6. Also, October 18 is an early release day for the North Royalton Schools.

VOTING REMINDER

On Election Day, polls are open from 6:30 a.m to 7:30 p.m. Be advised that due to changes in the City's Wards and other factors, **SOME POLLING PLACES MAY BE DIFFERENT THAN WHEN YOU LAST VOTED.** In the southern part of the city, voters are casting ballots at Al Koran Shrine, 1000 E. Edgerton Road. In the northern part of the city, voters are casting ballots at Triune Lutheran Church, 4810 West Mill Road. Also be advised that traffic is usually heavy at the St. Michael's voting location on East Mill Road in the late afternoon hours.



Educators are backing Joe Price

Many professionals living in Broadview Heights, including teachers, are backing Joe Price. These teachers are among them: (L to R): David Milosevic, Michelle Milosevic, Sprucedale Drive; Laurie Clugh, Wright Road; Joe Price (who lives on Cherry Hill Dr.); Kim Frey, Akins Road; and John Kerezy, Oakes Road. Many educators who teach in Brecksville- Broadview Hts., North Royalton, and numerous other schools districts and colleges are also backing Joe for Mayor.



JOIN US FOR MORE FUN ON OCTOBER 29

Haven't met Joe yet? Come to our campaign's **FALL FUN NIGHT** on Monday, October 29, beginning at 6 to 8 p.m. at St. Michael Woodside Party Center, 5025 East Mill Road. This is a **FREE** event (Friends of Joe Price will accept contributions at the door). We will have pizza and beverages, music from the Sunshine Committee (a barber-shop quartet), and a brief talk from Joe about implementing his plan and vision if elected. Join us!

You can also visit with Joe at one of many **COFFEES** coming up in October. Visit joepriceformayor.com for details. Joe will also be attending the School Issues Committee's Pancake Breakfast at the BBH High School on Sunday, Oct. 21. Joe's campaign is also exhibiting at the **GO SHOW**, October 13-14

PLAYGROUND

Continued from Page 3

as the Broadview Heights Boosters, has another goal -- to raise funds and erect a pavilion next to the playground.

If you can help, the Broadview Heights Boosters are offering an opportunity to purchase a commemorative brick and help raise additional funds for the group. Bricks are \$60 and \$120. Visit the web site for details: <http://www.broadviewheightsboosters.org/>