



Kent Parks & Recreation Department

497 Middlebury Road Kent, Ohio 44240 (330) 673-8897 FAX: (330) 673-8898

TO: Dave Ruller, Hope Jones
FROM: John Idone
DATE: April 13, 2018
RE: Kent Parks & Recreation Donation

* M E S S A G E *

Kent Parks & Recreation Department has received donation totaling \$310.00 to support youth sports in memory of Joseph Cettomai. He coached youth softball for years with Kent Parks & Recreation. Donations received were as follows: Jay & April Porter \$100; James & Joan Ansley \$100; Kelly Lynn \$50; Christopher & Jennifer Collier \$ 35; Jack & Mary Neuzil \$25.

The checks and (\$25) cash have been forwarded to Budget and Finance and will be held until Council formally accepts the donation. Your attention to this matter is sincerely appreciated.

PC: Budget & Finance
Tara Grimm, Clerk of Council
Kent Parks & Recreation Board



City Of Kent Fire Department

320 S. Depeyster St.
Kent, Ohio 44240
330. 673.8814
330.676.7374 Fax

To: Kent City Council
Dave Ruller
Tara Grimm
Sandy Lance

From: John Tosko

Date: May 8, 2018

I am requesting council's acceptance of several donations made out to Kent Fire Department in honor of retired Fire Lieutenant Richard Workman. Mr. Workman was a long time member of the Kent Fire Department.

I would like the funds to be used for equipment for our Water Rescue Team.

Mrs. R. Irene Symns French, from Mount Dora, Florida:	\$100.00
Mrs. M.L. Kenneley, Kent, Ohio:	\$50.00
Jerome & Carol Fiala, Kent, Ohio:	\$75.00
Dared A Dream LLC, Kent, Ohio:	\$400.00
Total	\$625.00



Main Street Kent 2018 Q1 Progress Report

Marketing Committee – The Main Street Kent marketing team leads the way in promoting downtown Kent’s shops, restaurants, nightlife, arts, culture, events and unique character. Main Street Kent hosts many events year round, drawing people to the downtown district. This committee “gets the word out” about all we have to offer in Kent, promoting the businesses and features of downtown Kent through web, email, billboard, radio, print and social media. This committee is continually growing, with new people bringing their expertise to the table this year.

Committee members include: Pam Petrus (chairperson), owner of DIVERSA Advertising; Mike Beder, downtown business owner; Chris Hallahan, IdeaBase user experience designer; Bethany Hammond, Each + Every community manager; Cheryl Ann Lambert, Kent State University School of Journalism and Mass Communication assistant professor; Susan McGann, Ohio Small Business Development Center business advisor; Krista Rohe, The Davey Tree Expert Company senior project manager; Michelle Sahr, downtown business owner; Mike Salvi, Full Spectrum Marketing vice president of business development; Nancy Whitehead, Record Publishing corporate classified director.

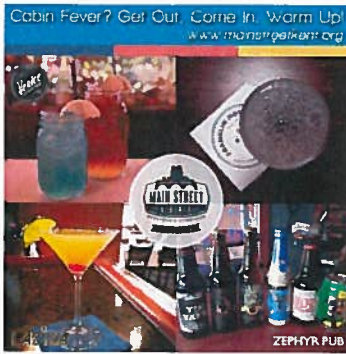
Marketing Plan – The Main Street Kent marketing committee works from a comprehensive marketing plan, with specific goals and objectives laid out to steer our yearlong efforts. We aim to increase the attendance and profitability of our events, strategically market to specific demographics/audiences, increase activity on our website and social media, collect email addresses/data from fans/followers/event attendees, and more. We use a wide mix of media when promoting our events and our downtown, since we’re trying to reach a wide variety of demographics.

Downtown Kent
The best place for unique shops, food, nightlife, live music and events!

- April 27 - American Route Music Festival
- June 2 - Art & Wine Festival
- July 13 - Blues Fest
- July 28 - Wickedly World of Kent
- Sept. 8 - Kent International Festival
- Sept. 14 - Round Town Music Festival
- Sept. 22 - Main Street Kent's Oktoberfest

www.mainstreetkent.org

Good Times Magazine – To the left is a ½ page ad featuring downtown Kent events and live music. Several signature events for summer and fall are highlighted, as well as our website and social media, so people know how to stay connected to what’s happening in downtown Kent. 139,800 copies of this publication will be distributed throughout Ohio, and the publication has a good shelf life.



Social Media – We continue to market the assets of Kent via social media, strengthening the Main Street Kent presence on Twitter, Instagram, Facebook and SnapChat.

Current followers: **Facebook – 12,674 (Rating: 4.8/5); Twitter – 2,968; Instagram – 3,331** and growing!

Ads like this one (left) are placed on a monthly basis, depending on the marketing theme for the month. Other content is delivered on a daily basis covering events, business specials, art features, volunteers, and more.

Leaderboard Ads – Each month, we place an ad on www.record-courier.com, and each ad receives a minimum of 35,000 impressions. A theme is chosen each month based on events, seasonal activity, shopping, dining, etc. We feature “Friends of Main Street Kent” (businesses supporting MSK with an annual \$150 donation) in these ads as an added benefit to supporting our organization. These ads drive traffic to our website as well. Examples:

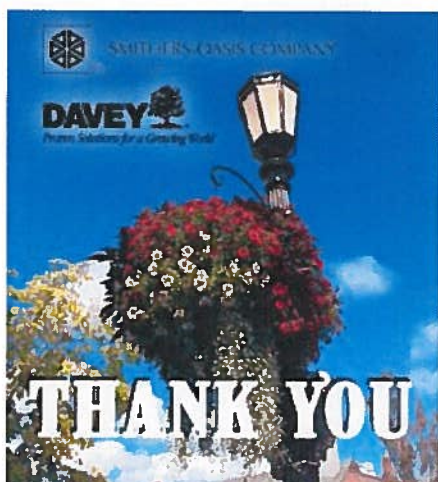


Women in Business – For the month of March, and in support of Women’s History Month, our focus was on Kent Women in Business. A special landing page was created on our website, and ads were placed on Facebook , Instagram and in the Record-Courier to showcase many of the amazing women-run businesses in our city. The landing page showed each woman’s answers to questions about how long she has been in business in Kent, why she chose to open a business in Kent, why she chose to go into business for herself in the first place, and what business achievement makes her most proud. This campaign generated a lot of conversation and interest!



Design Committee – The Design Committee is led by Julie Kenworthy, executive director for the Kent Historical Society & Museum. This committee is intended to be the “designing voice of the Kent community,” and is focused on the aesthetics of our downtown.

Committee members include: Dylan Ball, DS Architecture project designer; Alex Catanese, Each + Every design director; Kelly Dietrick, Troppus Projects owner; Annie Flaherty, Envisage Group vice president of technology service; Jennifer Fritz-Hunter, DS Architecture studio director; Doug Fuller, DS Architecture architect; Tom Hatch, Focus Curriculum president; Larrie King, Glyphix Studio/KSU assistant professor; Jen Mapes, KSU Department of Geography assistant professor; Elaine Mattern, The Davey Tree Expert Company brand manager; Lisa Morde, KSU Office of Experiential Education and Civic Engagement coordinator; Allan Orashan, Century 21 realtor; Heather Phile, City of Kent development planner; Dan Tillett, Troy Construction owner; Alan Walker, Each + Every vice president.



Adopt-A-Spot – Preparation for the 2018 Adopt-A-Spot season has begun, with some new sponsors and gardeners joining the program this year. K&M Gardens will continue to care for the hanging flower baskets and our partnership with Freedom Lawn Care will continue, as they prepare and care for the downtown flowerbeds. Planting day has been planned for May 26, and all beds should be planted in time for the June 2 Art & Wine Festival. We’re happy to have The Davey Tree Expert Company and Smithers-Oasis on board to fully support/fund the hanging flower baskets for 2018.



Historic Facades of Kent Project – Main Street Kent continues to work with an intern from the KSU College of Architecture and Environmental Design to develop this program in partnership with DS Architecture and the Kent Historical Society. The project includes the historic documentation of downtown building facades from original to current, highlighting major changes over time, including photos and descriptions of building use, occupants, and original architectural styles. The final product will serve as a resource for the community and a guide for the design committee to use in promoting redevelopment of historic facades to owners of historic buildings, helping to reduce the upfront cost of façade renovation, and fulfilling a requirement on the application for the downtown loan/grant façade program. The goal is to eventually prepare 2D drawings of possible façades for consideration, promoting redevelopment of historical buildings in the city of Kent.

Business Enhancement Committee – This committee is led by Tom Wilke, economic development director for the City of Kent. The committee’s focus is to drive traffic through the doors of older business as well as newer ones. In addition, the committee searches out opportunities for the businesses to work together, whether on an event, a promotion, or otherwise.

Committee members include: Mike Beder, downtown business owner; Mike Finley, Hall-Green Agency owner; Todd Kamenash, KSU assistant dean of students; Patrick Madonio, Brimfield Insurance owner; Maggie McKendry, KSU assistant athletic director; Josh Rider, KSU Center for Adult and Veteran Services director.

Chocolate Walk – Feb. 10, 2018. Due to the incredible popularity of this event, the MSK website crashed two days in a row with thousands of people trying to get tickets! The event generated great profits for Main Street Kent and heavy foot traffic for participating businesses during a particularly slow time of year. Three hundred tickets were sold at \$25 each. Business owners met many new customers and had great sales during the event. This year, the Kent State Hotel & Conference Center donated an overnight stay, dinner, and breakfast for two as a grand prize package in which all attendees were entered to win. Guests came from cities all around us for this event where people love getting out of the house to enjoy a chocolate adventure in downtown Kent.



Kent Mardi Crawl – A first-time event for Main Street Kent, we partnered with Magic Hat and Labatt Brewing to bring the Kent Mardi Crawl to downtown Kent. Complete with Mardi Gras beads and masks, giveaways, a prize drawing and costume contest, this event drew over 300 people from cities all around to downtown Kent. The event encouraged guests to explore venues they don't typically visit, and bar owners reported meeting lots of new customers. Main Street Kent donated a portion of the proceeds to Freedom House, a transitional housing facility for homeless veterans, in support of their kitchen renovation. We feel great about giving back to our community!



Operations Committee – Our Executive Team is focused on the overall sustainability of our organization, including succession planning for our Board of Directors and fundraising. Leadership for MSK is based in our **Executive Committee:**

- **President** – Regan Gettens, Fairmount Properties/College Town Kent
- **Vice President** – Eric Decker, Portage Community Bank
- **Treasurer** – Mike Lewis, Hometown Bank
- **Secretary** – Joan Conaway, Joan Conaway Interior Designs

Board of Directors – Dylan Ball, Mike Beder, Mike Finley, Chris Hallahan, Tom Hatch, Todd Kamenash, Julie Kenworthy, Maggie McKendry, Pam Petrus

Board of Governors - Ron Burbick, Michelle Sahr, Tom Wilke





Annual Accreditation – Heritage Ohio visited Kent on February 10 for our official annual evaluation. After a meeting with city manager Dave Ruller, MSK committee reports, and a thorough assessment of our program’s 2017 achievements, Main Street Kent received official certification for the year 2017. This certification reflects the strength of our board, staff, and volunteers, as well as the breadth of our relationships with other organizations, businesses and the city of Kent.

Revitalization Series Training – Kent was host to the Promotions and Marketing quarterly training offered by Heritage Ohio on Feb. 15. Speakers included area marketing experts Alan Walker of Each + Every, Mike Salvi of Full Spectrum Marketing, and Maureen Harper of Falls Communications. The program took place at the Kent Free Library, followed by a tour of the LN Gross building and happy hour hosted by DS Architecture. Over sixty visitors attended the sessions, and many were impressed with the continued progress of our city.



Volunteers – Volunteers are the driving force behind the success of Main Street Kent. This includes our Board of Directors, committee members, volunteer gardeners, event staff, and all of the great people who dedicate their valuable time to various Main Street Kent projects.

For the first quarter of 2018, volunteers have donated 374 hours of their time and expertise to Main Street Kent!

We appreciate the ongoing support of the City of Kent! We look forward to continuing our partnership with all of the organizations (<http://www.mainstreetkent.org/our-supporters>) that help us continue our mission: ***Working to strengthen and beautify downtown Kent while fostering economic development, historic preservation, and a sense of community.***



Main Street Kent

2018 INCOME ELIGIBLE FOR CITY MATCH

January - March, 2018

	TOTAL
Income	
4030 Corporate Sponsors & Foundations	2,290.70
Total Income	\$2,290.70
GROSS PROFIT	\$2,290.70
Expenses	
Total Expenses	
NET OPERATING INCOME	\$2,290.70
Other Income	
4065 Fundraising Events	
4310 Art & Wine Festival	5,697.52
4320 Potterfest	19,880.36
4330 Oktoberfest	1,000.00
4340 Chocolate Walk	5,660.50
4360 Seven Courses	1,500.00
4380 Progressive events	3,873.27
Total 4065 Fundraising Events	37,611.65
Total Other Income	\$37,611.65
NET OTHER INCOME	\$37,611.65
NET INCOME	\$39,902.35



CITY OF KENT, OHIO

DEPARTMENT OF COMMUNITY DEVELOPMENT

DATE: May 8, 2018
TO: Dave Ruller, City Manager
FROM: Dan Morganti, Grants & Neighborhood Programs Coordinator
RE: 2018 Social Service Funding Recommendations

The Community Development Department has completed its review of the grant applications it received from organizations seeking 2018 Social Service grant funding from the City. The recommended grant funding awards for each project are listed on the attached table and an outline of each project is also enclosed. The City received applications from eight (8) different nonprofit organizations seeking support for twelve (12) different programs or activities totaling \$84,193. The total amount of funding available for these projects is \$75,000. The recommended projects provide a myriad of needed supportive services for Kent residents, including counseling, programs for the homeless, free legal assistance and minor home improvements for low income seniors.

Staff will draft 2018 Social Service agreements and submit any that require Board of Control approval under separate cover.

If you have any questions concerning the 2018 Social Service grant funding allocation amounts or need additional information about any of the programs, please let me know.

Cc: David Coffee, Director of Budget and Finance (via e-mail)
Bridget Susel, Community Development Director (via e-mail)

2018 Social Service Program Funding

Agency	Program	2018 Amount Requested	2018 Funding Amount Recommended	2017 Grant Award
CAC of Portage County	Kent TRADE	\$5,000	\$4,000	\$4,000
Coleman Professional Services	Eviction Prevention/Housing Start-Ups	\$8,000	\$8,000	\$11,000
Coleman Professional Services	Parenting & Pregnancy Support	\$3,000	\$3,000	-
Community Legal Aid	Legal Assistance for Kent Residents	\$5,000	\$4,000	\$3,000
Family & Community Services	Housing and Emergency Support Services	\$10,000	\$10,000	\$8,000
Family & Community Services	Portage Area Recovery	\$5,000	\$4,500	\$3,500
Family & Community Services	Safer Futures	\$5,500	\$5,000	\$4,500
Lovelight, Inc.	Building Community, Building Futures - Youth Component	\$12,393	\$7,500	\$6,500
PMHA	Good Neighbor Program	\$7,500	\$6,500	\$5,000
Rebuilding Together	Senior Home Repairs/Modifications & Senior Service Day	\$10,000	\$10,000	\$9,000
Townhall II	Addiction Treatment & Counseling Services	\$8,000	\$8,000	\$6,000
Townhall II	Helpline	\$4,800	\$4,500	\$4,500
Totals		\$84,193	\$75,000	\$65,000

2018 Social Service Program -- Outline of Proposals

Applicant: CAC of Portage County
Program: Kent TRADE

- Amount Recommended: \$4,000
- The program provides training and work experience in various computer applications for minority, economically disadvantaged and/or disenfranchised, unemployed or underemployed Kent residents. Services are provided through the CAC's Community Technology Learning Center. Training includes: hands-on work experience, classroom instruction, testing, certification and work placement.

Applicant: Coleman Professional Services
Program: Eviction Prevention/Housing Start-ups

- Amount Recommended: \$8,000
- The Eviction Prevention/Housing Start-up program provides direct assistance (for rent, utility payments or security deposits) for persons with a severe and persistent mental illness to obtain housing or to avoid being evicted from housing. Once housing is obtained or stabilized, these individuals receive ongoing supportive services to maintain housing.

Applicant: Coleman Professional Services
Program: Parenting & Pregnancy Support

- Amount Recommended: \$3,000
- As part of the Coleman Pregnancy Center, this activity offers resources and education to non-TANF eligible low-income families. The goal of the activity is ensuring stabilization of the family during and after pregnancy and better outcomes for children.

Applicant: Community Legal Aid Services, Inc.
Program: Legal Assistance for Kent Residents

- Amount Recommended: \$4,000
- This program administers legal counsel/representation for low-income clients who cannot afford private legal counsel. Many types of legal assistance are available including legal matters relating to: social security, housing, consumer matters, domestic violence, child abuse and general advice to avoid legal problems.

Applicant: Family & Community Services
Program: Housing and Emergency Support Services (HESS)

- Amount Recommended: \$10,000
- The HESS program supplies direct assistance (rent arrears or deposits) to obtain housing or to avoid being evicted from housing. If needed, once housing is obtained or stabilized, individuals may receive ongoing supportive services/case management to maintain housing.

Applicant: Family & Community Services

Program: Portage Area Recovery Center

- Amount Recommended: \$4,500
- This program will reimburse costs associated with provision of supportive services and overall case management for women who are recovering from addiction.

Applicant: Family & Community Services

Program: Safer Futures

- Amount Recommended: \$5,000
- Safer Futures is a domestic violence shelter that assists women and children who are victims of domestic violence, including safe shelter and taking measures to meet the basic needs of its residents. Shelter staff coordinates client intakes; provides support services, case management, goal planning, advocacy and connections for legal help.

Applicant: Lovelight, Inc.

Program: Building Community, Building Futures – Youth Component

- Amount Recommended: \$7,500
- Provides activities and programming for youth as part of the summer lunch program. It includes activities that promotes youth engagement with each other and the larger community, activities oriented towards the arts, healthy eating, drug awareness and personal development.

Applicant: Portage Metropolitan Housing Authority

Program: Good Neighbor Program

- Amount Recommended: \$6,500
- The program encourages public housing residents to be observant in their neighborhoods and report criminal, nuisance or maintenance issues; there is coordination and outreach with the KPD public info officer related to crime and reporting. Plans also include a PMHA coordinator helping residents plan, plant, harvest and maintain a community garden.

Applicant: Rebuilding Together, Inc.

Program: Senior Home Modifications/Senior Service Day

- Amount Recommended: \$10,000
- This program includes the provision of home modifications, accessibility improvements and/or micro-repairs for low-to-moderate income elderly and/or disabled homeowners. It also holds a yearly Senior Service Day in the fall that includes home repairs and yard clean-ups for seniors. Examples of repairs includes: installation of handrails, grab bars or stair tread; minor plumbing, electrical, or carpentry work.

Applicant: Townhall II

Program: Outpatient Substance Abuse/Addiction Counseling Services

- Amount Recommended: \$8,000
- Counseling is available to clients with addiction or substance abuse problems related to alcohol or drugs. The service provides client specific servicing including: assessment, individual counseling, intensive outpatient treatment, integrated dual disorder treatment, family services, crisis intervention and case management.

Applicant: Townhall II

Program: Helpline

- Amount Recommended: \$4,500
- The helpline is a 24-hour crisis intervention, information and referral resource for persons in situational distress. This service addresses priority needs such as: drug and alcohol abuse prevention, emergency assistance, housing assistance and behavioral health.