



City of Cleveland Heights
40 Severance Circle
Cleveland Heights, Ohio 44118

CITY COUNCIL APPLICATION FORM

DATE RECEIVED: _____
(for official use)

Thank you for your interest and willingness to serve Cleveland Heights. To be considered for appointment to Cleveland Heights City Council, please answer all questions on this form. Attach your resume to your completed form. Please return the completed form to the City Manager's Office, Cleveland Heights City Hall, 40 Severance Circle, Cleveland Heights, Ohio 44118 or email this form and resume to councilapplication@clvhts.com.

Name: Craig S. Cobb

Address: ██████████ Berkshire Rd.

Place of Employment: Farmers Insurance Exchange

Position: Manager Cleveland Branch Legal Office

Length of residence in Cleveland Heights: 1979-86, 2000 to present.

Are you a registered Cleveland Heights voter? Yes.

What special qualities, abilities, skills, insights or perspectives do you possess which would be of value in serving on Cleveland Heights City Council?

I am a lifelong resident of the greater Heights area with 28 years in Cleveland Heights. I have served on a number of this City's Boards and Commissions over the years (faithfully attending and contributing to meetings), and briefly as a Council member during 2019. I have an understanding of this community and the social and economic pressures and challenges it faces moving forward as well as possible solutions to those challenges. I enjoy a reputation for integrity, honesty and thoughtfulness. I understand the role of being a public servant, and the responsibility that comes with that service. In my brief time on Council, I feel I earned the respect of most our citizens.

What educational training (formal or informal), employment and other life experiences have helped you develop the qualities, abilities, etc., described above?

My father never graduated from college but was one of the most educated persons I have known because he was a voracious reader who kept himself informed of community and local affairs. He valued being a better "listener" than a "talker." What he impressed upon me is more valuable than any formal education. I read and listen to others to stay informed about local government and our community. I try to learn something new every day.

Turning to my formal education, early in my legal career, I was an Assistant Law Director for the City of Cleveland gaining a background in municipal law and government. I have worked in both the private and public sector representing a variety of clients across all walks of life and socio economic backgrounds throughout this State.

From service on many boards and commissions over the years, I have learned how to be collaborative and understand the importance of consensus and compromise, while still being able to exercise independence when necessary.

Please list your recent community, professional or charitable involvements. List the most recent first.

Future Heights Board. Member; Cleveland Heights City Council; Charter Review Commission; Planning Commission; and Cleveland Metropolitan Bar Association.

What are your goals for our community and are there areas in which you believe the City needs improvement? How would your service on City Council help achieve those goals and improve the City?

I have attached at the end of this application, my response to this question from my Council application a little over a year ago. Those aspirational goals remain the same.

However, for the foreseeable future, the most compelling goal(s) for City Council will revolve around addressing the impact of COVID-19 on our community and City services. At this point I believe the City has done a very good job of maintaining services and keeping the residents informed of the City's response. It is safe to assume that there will be fiscal challenges and difficult budgetary decisions that will have to be made because of the anticipated loss of income tax revenue. We can also expect that some businesses crucial to the vibrancy of our commercial districts will not reopen.

Against these challenges, our form of government will be transitioning to an elected mayor and the transformational changes that will come with that.

I do not have the answers or solutions to what we face but I do have the work ethic, common sense, intelligence, background, experience and knowledge of our City Govt., and a prior working relationship with most members of City Council members to be ready immediately to handle a Council position, and exercise sound judgment in making difficult decisions.

Do you have other responsibilities which would prevent you from participating in City Council and Council Committee work during certain hours or on certain days?

No.

State any additional information you would like to have considered.

/s/ Craig S. Cobb

your signature

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Please return this form to:

City Manager's Office
City of Cleveland Heights
40 Severance Circle
Cleveland Heights, Ohio 44118
or email to councilapplication@clvhts.com

From 2019 Application for City Council

What are your goals for our community and are there areas in which you believe the City needs improvement? How would your service on City Council help achieve those goals and improve the City?

I fully support the goals set forth in the City's Master Plan and it is an excellent "road map" for our future. However, the successful implementation of that Plan requires the City to have the necessary financial resources.

The City's income tax provides the largest source of revenue for the City while our population is declining and our infrastructure needs increasing.

Federal aid continues to decrease while our governor and legislature have paid for income tax cuts at the expense of cities such as Cleveland Heights. Absent a dramatic shift in policies at the state and local level, we cannot count on any significant aid to help our City meet its ongoing operating needs, and also repair/maintain our aging infrastructure.

There are several challenges facing the City, but in my opinion, the greatest facing the City is not only keeping young families from moving out but increasing our tax revenue through local job growth (restaurants, entertainment, niche businesses, retail), and attracting new residents who contribute to our income tax base. Helping the City accomplish this should be a priority goal for anyone serving on our council, and would be one of mine.

Cleveland Clinic and University Hospitals are two of the area's largest employers. Health care is the largest growing industry in northeastern Ohio. Those hospitals along with the Veterans Administration Hospital are all located within a couple of miles of Cleveland Heights. Cleveland Heights should be the first choice for where their employees want to live, shop and play, along with the employees of all the other University Circle institutions.

TOP of the Hill is exactly the type of development that the City needs to attract new residents that want to live in a vibrant, walkable neighborhood. Developing Meadowbrook and Lee Road presents another great opportunity for the City and the Cedar Lee neighborhood.

We must improve the maintenance of our housing stock with code enforcement and work with moderate to low-income residents to secure the funds and financing needed to repair and renovate their homes.

We must work with the current owner of Severance Town Center to come up with a viable redevelopment plan for what is an eyesore and an embarrassment for the City. I do not know what the answer or solution is but would collaborate with other Council members and our City Manager to find one. While we have many other abandoned or under-utilized commercial properties throughout the City that need to be re-purposed or developed, the size of Severance compels that its redevelopment continue to be a priority.

City Government has become more transparent and is doing a better job of educating our residents about what "City Hall" is doing to meet the needs of our various neighborhoods. Nonetheless, there are still some neighborhoods that feel neglected and some work needs to be done to address that.

Education

Cleveland-Marshall College of Law, Cleveland State University J.D.
Cleveland, Ohio

Miami University, Oxford, Oh. B.A.
Bachelor of Arts Degree (Zoology)
Master of Arts Graduate Studies (American History)

Professional Memberships

Ohio State Bar Association, Cleveland Metropolitan Bar Association and Ohio Association of Civil Trial Attorneys.

Current Civic Activities

Future Heights. Member of board of directors responsible for providing direction and oversight to community organization serving Cleveland Heights and University Heights.

Past Civic Activities

City of Cleveland Heights City Council. Council member under council/manager form of government responsible for adopting the City's laws and policies, approving budget, appointment and oversight of City Manager, and acting as a liaison between the City and general public.

City of Cleveland Heights Planning Commission. Member of board responsible for granting conditional use permits and re-subdivision approvals, and recommendations to City Council on various topics including amendments to the zoning code and on general planning related issues.

City of Cleveland Heights Citizen's Advisory Committee. Member of board responsible for evaluating and making recommendations to City Council regarding Community Development Block Grant (CDBG) program

City of Cleveland Heights Fair Housing Board. Member of board responsible for reviewing complaints of housing discrimination.

State of Ohio Consumers' Counsel Governing Board. Member of board responsible for overseeing the activities of the Ohio Consumers' Counsel.

City of Cleveland Police Review Board: Member of civilian board responsible for reviewing complaints of police misconduct and the use of deadly force.

Friends of Shaker Square: Member of board responsible for providing direction and oversight to community development corporation serving Shaker Square neighborhood.