



North Royalton Chamber of Commerce

October 2016

"We're Minding Our Business"

www.nroyaltonchamber.com

Sup't. Gurka addresses Chamber members on school bond issue

The September meeting of the North Royalton Chamber of Commerce was held on September 21. North Royalton School Superintendent, Greg Gurka, addressed the group on the upcoming school bond issue, which supports a facilities plan and maintenance.

The total cost of the project will be \$94,837,207, with \$4,536,267 being supplied by the State of Ohio Facilities Construction Commission and \$1,400,940 being supplied through local funding. The thirty-year bond issue would first be collected in January, 2017 and would be inclusive of the remaining bond issue that is presently being collected for the Middle School.

"As you are aware, the North Royalton City School District has a bond issue on the November 8th ballot and it is Issue 116," said Gurka. "However, different from other bond issues that may have appeared on the ballot, this bond issue is not about facilities, it is about education. You see, education has changed a lot in the last several years."

Gurka talked about the "elephant (in the room), named "Myopia" who lives in our classrooms. Myopia is able to see very clearly things that are right in front of him, but has trouble seeing things off into the distance. Myopia is a stickler for rules and tradition ...and resists change." He added that most love and hate change, citing the example of cell phones and other computer technology. When first introduced, many were skeptical, but today most people not only own many forms of it, but cannot imagine working without it. He added though, that in order for change to be accepted, it must bring benefits.

"So let's talk about the what and why change needs to happen and how it impacts the future of education in our community," said Gurka. "The reality is, that if we want North Royalton and Broadview Heights to be able to attract new families and new businesses, we need schools that meet the students' needs of today and tomorrow, not our

yesterdays." To that end, he discussed the comprehensive buildings plan, that includes the a new, centrally located elementary school to be located at the southwest corner of State Road and Valley Parkway; the updating of the Middle School and the renovation/demolition/construction of the High School. This plan, as well as a .5 mill maintenance levy have been combined to become Issue 116.

"In order to accomplish this, we believe we have created a financing plan that will minimize that cost to our homeowners," said Gurka. "We have made a commitment that the monthly cost on a \$200,000 home will not be more than \$18.08 per month. It may be less but not more. Fortunately, we can accomplish this commitment due to several factors, which include our bond structure, the current low interest rates and the market demand for school district bonds. In addition, our high credit rating and most importantly, the expiring middle school bonds in 2018."

With the middle school bonds set to expire in 2018, the new bond issue would continue the middle school bond support and add an additional 3.1 mills, which includes a .5 mill continuing permanent improvement maintenance fund. This is a 30-year, 4.9 mill bond issue, but when the 1.8 mill currently being assessed by the middle school bond is subtracted after 2018, the net increase is 3.1 mills. If passed, the cost of the bond issue will be \$18.08 per month, for a \$200,000 home value.

"This plan has been researched, well thought out and carefully examined by numerous residents and experts," said Gurka. "The plan addresses the educational and facility needs of all students preschool through grade 12. All learning spaces, will be addressed to allow for continuity for student-centered learning opportunities. This single solution also addresses our facility needs for generations, including a long-term plan for the maintenance of those facilities which will protect our property values." Gurka then

talked about neighboring districts, who have either recently passed bond issues, or are also on the November ballot. "Strongsville City Schools \$81 million bond issue included a new middle school that just opened last month. Berea has a bond issue for \$113 million, Euclid has a bond issue for \$96 million.

Detailed Information is available on the school district website, www.northroyalsd.org, <http://www.northroyaltonsd.org>, then click on the link "Bond Issue Facts."

New Chamber Members

Welcome!

**Gary Williams
Instrument Service &
Equipment, Inc.**

10100 Royalton Road
North Royalton OH 44133
440.237.3200

gary@iseinc.com
www.iseinc.com
Business

**Georgia Viehbeck
Welcome Wagon**
7481 Berkeley Lane
North Royalton OH 44133
440.773.4509

www.welcomewagon.com
Marketing

We are pleased to introduce our new members. Please support our existing and new Chamber members, welcome them and remember them when you have a need for the products or services that they provide.

October Chamber Breakfast

Wednesday, October 19, noon, at Carrie Cerino's
Speaker: Roman Yako - Social Media Marketing

Would you like to learn how to improve your social media marketing skills? Then attend our October 19th luncheon. Our speaker, Roman Yako, developed Kinshipology, based on principles that work.

Kinshipology is based on the three principles of marketing that actually work.

1. Psychology is the key to connecting with customers; 2. Good marketing is strategic and not tactical; 3. You can't fix what you don't measure.

Roman's expertise and no-nonsense approach to business has saved failing com-

panies, sold businesses at a premium, and increased revenues while doubling profits.

He received his MBA in Finance, Marketing and Business Strategy from the Carnegie Mellon Tepper School of Business which is regularly ranked as one of the top 20 business schools in the country.

In over 20 years he has owned several small businesses and worked at Fortune 500 companies; including Kodak and Alcoa.

He is also the host of the top rated Behavior Marketing Podcast that you can find on iTunes and Stitcher.

Cost of the breakfast is \$15 for Chamber members and \$18 for non-members. To RSVP, email NRoyChamber@aol.com or call 440.237.6180 by Monday, Sept. 19. If you make a reservation and find you cannot attend, please be sure to call and cancel. No-shows will be billed.

Calendar of Events

October 19 - Membership Meeting
 November 3 - Directors Meeting
 November 16 - Membership Meeting
 December 7 - Holiday Luncheon

* Subject to Change

Additional events may be added throughout the year that will be announced in this newsletter.

Nominations for 2016 Chamber Election

Ballots for the 2016 Chamber of Commerce Election will be mailed to members in early November. If you are interested in becoming a director of the North Royalton Chamber of Commerce and wish to place your name in nomination, please do so in writing by October 21, 2016. Send your request to the Chamber of Commerce office at 13737 State Road, North Royalton OH 44133. Election results will become effective January 1, 2017.

2016 CHAMBER OFFICERS

Kathy Gibbons, President
 Third Federal S & L
Kevin Lynch, Vice President
 A T & T

Dan Holben, Treasurer
 Walthall CPAs
Maria Magnelli
 Executive Director

BOARD MEMBERS

Jeanne Cilenti
 North Royalton Branch Library
Dr. Paul M. Dowd
 Doctors of Optometry
Aldo Filippelli
 North Royalton License Bureau
Erna Nardi Malave
 NCC Solutions, Inc.

This newsletter is an official publication of the North Royalton Chamber of Commerce

North Royalton Chamber of Commerce
 13737 State Road
 North Royalton, Ohio 44133
 440-237-6180 • FAX 237-6181

E-mail info@nroyaltonchamber.com

Royalton Recorder

Now celebrating our 75th anniversary!

Why choose the Royalton Recorder for your advertising?

- Voted the #1 Community Newspaper in Northeast Ohio three years in a row
- It is the only newspaper delivered to Every Home and Business in North Royalton, plus a portion of Broadview Heights.
- Advertising in the Recorder brings response, results and image penetration.

We'll work with our advertisers to get the most out of your advertising dollars. Our readers love their Recorder, and it works!
It's the Heart of Our Hometown!

Have You Seen Our New Website? Facebook Page?
royaltonrecorder.com [facebook.com/RoyaltonRecorder](https://www.facebook.com/RoyaltonRecorder)

Like us on Facebook or Submit Your Name on Our Website and you will be entered to win a Recorder Goody Bag!

13737 State Road
 North Royalton OH 44133
 440-237-6180 • Fax 440-237-6181
 Email: rrnews@aol.com
 Website: royaltonrecorder.com

Good Luck!

Winner will be chosen 10/31/16



Goody Bag will be filled with Gifts from our Hometown Advertisers!

Winner will be notified by email or messenger!

Royalton Recorder

2017 Business Directory

Order Form

Looking for
Businesses to Anchor our 2017
Business Directory.

Anchors will have a full-page ad on
Back Cover, Inside Covers or strategic pages.

- Back Cover - \$340*
- Inside Covers - \$300*
- Full Page Ad - \$250*

* Also includes a business card
listing in Directory!

Call today to reserve your spot
as a featured ad!



Royalton Recorder Business Directory Order Form

The Royalton Recorder is in the process of compiling the 2017 Business Directory that will be mailed later this fall to EVERY residence and business in North Royalton PLUS a portion of Broadview Hts. (Circulation is 16,000). It will also be on our website for one full year, giving your card great visibility. In these challenging economic times, it is important to keep our businesses in the public eye.

Your Business Cards will be placed according to category of business. It will be in similar order as a Yellow Pages directory, but will include only full page feature ads and business cards. Residents use the directory often when searching for services or want to hire a local company. The directory also includes some very useful information and a 2017 calendar. The directory fills up quickly so positions will be taken on a first-come, first-served basis.

If you would like to be included in our Business Directory, please fill in this form and return it to the Royalton Recorder by November 15, 2016. For only \$55 per listing, as a Chamber Member your name will be close at hand when a resident needs the service you provide. Non-member rate is \$70 per card.

Please Return Bottom Portion With Order - Enclose two (2) business cards, along with payment of \$55 (Non-members pay \$70).

Name _____ Daytime Phone _____ Email _____

Check No. _____ Date _____ Amount Enclosed or Charged to credit card _____

Credit Card # _____ 3-Digit CVV Code _____ Expiration Date _____

Credit Card Billing Address _____ Zip Code _____

Your Signature _____

Under which Category would you like to be listed? _____

13737 State Road • North Royalton, Ohio 44133 • 440-237-6180 • Fax 440-237-6181

Email rnews@aol.com • Chamber website nroyaltonchamber.com • Recorder website royaltonrecorder.com