City of Cleveland
Justin M. Bibb, Mayor

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FILE NO. 697-2024

RECEIVED by the Office of the City Clerk, Clerk of Council, City of Cleveland on JUNE 24, 2024

June 24, 2024

The Honorable Blaine Griffin
President, Cleveland City Council
601 Lakeside Avenue
Cleveland, OH 44114

The Honorable Joseph Jones
Chair, Mayor's Appointment Committee
601 Lakeside Avenue
Cleveland, OH 44114

Dear Council President Griffin & Chair Jones,

Per Cleveland Codified Ordinance Section 365.07(a), I am writing to reappoint Wyonette Cheairs and Scott Kroehle to the Cleveland Lead Safe Advisory Board for 4-year terms.

Ms. Cheairs was appointed to a 3-year term that must be reappointed. As the lead contact for the Lead Safe Cleveland Coalition and Program Director at Enterprise, she serves in the mandated role of a representative from the Lead Safe Cleveland Coalition or similar organization. Her participation on the Board since its creation has been an invaluable guiding force.

Mr. Kroehle was appointed to a 3-year term that also must be reappointed. Mr. Kroehle serves the Board in a mandated role of a current owner of residential rental property located in the City. His contributions and perspectives have provided the Board with helpful guidance since its inception.

I am pleased to nominate both individuals for reappointment. The candidates' CVs are attached. Any questions may be directed to Emily Collins, Senior Advisor to the Mayor for Major Projects, at (216) 664-3441 or via email at ecollins@clevelandohio.gov.

Thank you for your consideration.

Sincerely,

Justin M. Bibb
Mayor | City of Cleveland

Wyonette M. Cheairs

PROFESSIONAL EXPERIENCE

Enterprise Community Partners, Cleveland, Ohio **March 2019 - Present**
Program Director
Lead contact for the Lead Safe Cleveland Coalition (Coalition), a 500+ member, public-private partnership formed in 2019 to prevent lead poisoning in Cleveland, Ohio. Manage the Coalition and its first-of-its-kind, $111+M Lead Safe Home Fund, including budgeting, program development, contracting, and reporting.

- Oversee the day-to-day operational activities for the Coalition and help achieve its action plans
- Manage program budgets, track revenue, expenses, and budget performance
- Provide technical assistance and advocacy associated with City of Cleveland Lead Safe Certification and Lead Safety Boards and Commission
- Support Lead Safe Home Fund Administrators, including organizational onboarding, contract negotiation and management, and overall program design and iteration
- Launch new financial assistance products and programs to help families comply with the lead law, remediate lead hazards and live lead safe
- Assist on all programming including property owner and resident outreach, lead safe workforce development and training, lead education, communications, and marketing campaigns
- Cultivate relationships and fundraising opportunities and manage performance of staff and consultants assigned to Enterprise lead team

Fairfax Renaissance Development Corporation (FRDC), Cleveland, Ohio
Administrator, Greater Circle Living (GCL) **May 2008 - February 2019**
Leader of a $7.1M joint employer assisted housing program revitalizing Greater University Circle (GUC) neighborhoods. Responsible for program fundraising, development, administration, reporting, compliance and marketing and outreach planning.

- Secured funding, set priorities and created policy, governing and program documents and standard operating procedures
- Built homeownership base in GUC neighborhoods by providing $3.5M in down payment assistance, supporting over 150 home purchases
- Cultivated relationships with anchor institutions, developers, foundations, lenders, and other stakeholders to leverage investment
- Led committee and community meetings and represented the organization and program at conferences and workshops throughout the country
- Developed and launched a comprehensive marketing and outreach strategy and led the design and development of the database
- Negotiated contracts and hired construction contractors and consultants and managed over 50 home improvement projects
- Leveraged $34M through home purchase, home improvement and rental assistance programs
- Increased the population by 600 new residents with reported incomes of $38.2M, increasing tax base and trade for businesses

Housing & Program Specialist **May 2008 - December 2014**
Supported neighborhood development activities through strategic planning, community engagement, and marketing.

- Researched and acquired land/real property through donation and various public sales
- Developed and implemented a neighborhood identity survey leading to a neighborhood branding and outreach plan to retain and attract residents and businesses
- Hosted citywide housing fair and neighborhood festival. Secured venue, sponsorships, donations, presenters, vendors, and continuing education credits

- Prevented foreclosures in partnership with a HUD counseling agency, engaging at-risk owners via door-to-door outreach and community meetings

Housing & Program Specialist & Strategic Investment Initiative Manager **July 2003 - May 2008**
Advanced neighborhood rehabilitation goals through a comprehensive portfolio of programs including the City of Cleveland's Paint Refund Program.

- Increased youth exposure to cultural arts through an education scholarship program at Karamu House and promoted neighborhood safety agenda, and organized a resident council and training
- Increased curb appeal through strategic exterior home improvement and green space development. Leveraged funds through in-kind donations and matching funds
- Led resident engagement and as fiscal agent, strengthened grassroots organizations community impact, through grant writing, and technical assistance for revitalization projects
- Improved residents' financial literacy and upward mobility by establishing an investment club in partnership with a financial institution. Served as Vice President and Interim President

Continued the responsibilities of the Community Development Intern

AmeriCorps Volunteer/Community Development Intern **November 2000 - July 2003**

- Taught lead poisoning prevention safety education, computer classes and advocacy techniques
- Led neighborhood beautification activities and managed corporate and community volunteers
- Expanded street club network and facilitated Street Club and Block Watch Training in partnership with the City of Cleveland's Community Policing Department
- Supported updating the Fairfax Master Plan and created and distributed monthly community newsletter

Cuyahoga Community College, Cleveland, Ohio
Disabled Student Services **September 1999 - May 2000**
Secretary/Proctor

- Proctored tests and assisted students with physical and learning disabilities in meeting education goals
- Managed confidential client information and performed general office duties

SKILLS

- Administration
- Coalition building
- Fundraising
- Program development + evaluation
- Problem solving

EDUCATION & TRAINING

Case Western Reserve University, Cleveland, Ohio
Master of Science in Social Administration (MSSA), May 2017

Cleveland State University, Maxine Goodman Levin College of Urban Affairs, Cleveland, Ohio
Bachelor of Arts, Urban Affairs, Urban Planning Focus, May 2006

Professional Development/Certificates/Affiliations

- City of Cleveland Lead Safe Advisory Board Member
- James H. Walker/Turner School of Construction Management
- McKinsey & Co. Black Leadership Academy: Management Accelerator
- Neighborhood Leadership Development Program
- Policy Bridge - Policy and Advocacy Training
- She's RISING: Cultivating Women Leaders
- YWCA Changemakers (Racial Equity + Inclusion)

Scott Kroehle

Cleveland, OH 44102 |

Profile

Dedicated housing professional and community leader recognized for significant contributions to Cleveland's affordable housing and community development. Leveraging years of experience in practice, advocacy, and research to contribute effectively to organizations and policy-makers committed to improving housing accessibility and affordability.

Professional Background and Service

FOUNDER & CEO | CLEVELAND HOUSING SOLUTIONS | 2011 TO PRESENT

- Founder of a Cleveland rental business which owns and manages over 35 units of mixed-income and affordable housing serving Cleveland's West side. Responsible for managing property operations and tenant relationships, developing responsible and legal leases, financial management, hiring and managing contractors and staff, and cross-sector community partnerships focused on improving outcomes for low-income or at-risk tenants.

STRATEGIC ADVISOR | NORTHWEST NEIGHBORHOODS CDC

- Providing pro-bono technical assistance and strategic guidance on affordable housing and LIHTC projects, designing new practices and protocols for in-house property management of over 350 units of affordable housing, and developing a new organizational Eviction Diversion initiative.

BOARD MEMBER | CLEVELAND LEAD SAFE ADVISORY BOARD | 2021 TO PRESENT

- Appointed by the Mayor to Cleveland's Lead Safe Advisory Board, overseeing the Lead Safe Cleveland initiative.

CANVASS DIRECTOR | CUYAHOGA DEMOCRATIC PARTY | 2010

- Helped to shape canvassing strategy on behalf of the Democratic ticket for state and local offices. Coordinated a growing field office, managed personnel and payroll issues, hired and managed staff and volunteers in a high-energy political environment.

CO-FOUNDER | URBAN DEFENSE PROJECT | 2010

- Co-founded and managed a summer internship program that drew 16 young professionals to the Detroit Shoreway neighborhood to canvass and gather data around Home Weatherization Assistance Programming (HWAP) and community gardening initiatives.

CANVASS DIRECTOR | GRASSROOTS CAMPAIGNS INC. & MOVEON | 2008

- Responsible for executing canvass strategy across the western half of Cuyahoga County and Lorain County. Managed personnel and payroll issues for a staff of 50, coordinated turf selection and transportation to sites, made strategic decisions in response to the rapidly changing dynamics of the national campaign.

Education

BACHELOR OF ARTS | 2005 | YALE UNIVERSITY

Training and Specializations

LEAD TRAINED REMODELER |
STATE OF OHIO RRP TRAINING

REGISTERED GENERAL CONTRACTOR |
CITY OF CLEVELAND