



Weekly Update to City Council from the City Manager June 27, 2010

Section 8 Discussion

A reminder that we will be meeting at 5:30 on Tuesday, June 29 to discuss the Section 8 program.

Sutphin Street Special Meeting

Set for 5:30 prior to the MPHA meeting. We will be asking for an additional appropriation of \$170,607.34 to repair the concrete work and get the project back on track. As I mentioned, in an effort to conserve funds, we planned on only spot replacing concrete work. Once we got into the project, we found that it was worse than anticipated. We will be requesting emergency legislation so that the contractor can resume working immediately.

Branding for the City of Middletown

As Council knows, we are rolling out a new logo and brand for the City of Middletown. While we have reviewed the branding information with City Council a couple of months ago, I thought it would be appropriate to also include information in the weekly update. By way of background, the City Economic Development Department budgeted a small amount of money a couple of years ago to focus on branding the Renaissance District East - east of I-75 and Renaissance District West – the Towne Mall area. The branding objective was to create regional awareness of the Renaissance District as a thriving, vital and quality destination for both business and consumer audiences. The branding effort would not only address marketing materials and signage, but also hardscape and landscape planning for a cohesive image.

As we began discussing the branding, it became clear that the Renaissance District is very much a part of Middletown; that we could not treat the area separately and disregard the rest of the community. We needed to freshen the image of the entire community. As such, the efforts were refocused to the community brand.

With the help of a group of community volunteers, we arrived at our new look. We believe the logo honors our rich history by acknowledging our past. More importantly, it presents the spark to signify our bright future.

Our new brand will have a soft rollout. Just as we have done in the past: as new needs arise, we'll use the new logo. This will minimize the cost of any changeover. The main logo colors are blue and black, but the logo can be used with various colors and backgrounds as needed.

Award Winning Local Companies

Three companies with locations in Middletown won awards from American Metal Market (AMM), a leading metal industry publication. The companies and awards are as follows:

Best Mergers and Acquisitions- Reliance Steel & Aluminum Co.: parent of two Middletown companies: Precision Strip (a metals processor) and Phoenix Metals (a metals distributor).

Best Turnaround of the Decade-AK Steel Corp.

Service Center of the Year- MISA Metals, Inc.

Steel Producer of the Year- AK Steel Corp.

Congratulations to the companies and their employees for representing the Middletown business community well!

Hamilton County, Ohio, In Need Of More Affordable Housing

The [Business Courier of Cincinnati](#) (6/23, May) states that a report by Cincinnati Affordable Housing Advocates says "Hamilton County faces an affordable housing crisis, with thousands of people spending far more on housing than they can reasonably afford." The report notes, "Cincinnati Metropolitan Housing Authority public housing is at full occupancy with waiting lists for most of its housing," and the "waiting list for Housing Choice Vouchers, or Section 8, has been closed since 2007. When it was last open for two days, more than 14,000 families sought applications." The County's foreclosure rate climbed by more than 200% during 2004-2008, with over 14,000 homes lost to foreclosure. Affordable housing advocate Elizabeth Brown says, "We have a real problem." Brown added that "communities must think about affordability as they look to reinvent themselves with new development and the rehabilitation of buildings." *(Note: Middletown has a great supply of affordable housing that will take us well into the future.)*

Several Cities Contemplate Reducing, Banning Bottled Water Purchases

The Atlanta Journal-Constitution (6/23, McWilliams) reported, "according to preliminary results of a survey by the US Conference of Mayors, 72 cities have considered eliminating or reducing bottled water purchases within city facilities and 44 either have formal bans in place or are actively encouraging city officials and departments to use tap water. Dozens cited promoting public water as the reason." The group passed a resolution two years ago that urges cities to "phase out government use of bottled water when feasible, and promote the importance of municipal water. As activists have argued that spending tax dollars on bottled water is wasteful and sends the wrong message about tap water." Already, agencies in Colorado, New York, Illinois, and Virginia "have been ordered to limit their purchases of bottled water." "Consumption of bottled water dropped by 2.5 percent last year, according to the International Bottled Water Association". (*Note: we encourage use of tap water; Middletown city water is high quality.*)

NCI Building Systems – new Company in Middletown

Great news! NCI closed on their building on Yankee Street. I thought you might enjoy reading their press release. Note the comment made by the CEO on the *high value, low cost asset*. I believe that this is one of the many great advantages of real estate in Middletown. Press Release Source: NCI Building Systems, Inc. On Thursday June 24, 2010, 4:01 pm EDT HOUSTON, TX--(Marketwire - 06/24/10) - NCI Building Systems, Inc. (NYSE:NCS - News) today announced that its wholly-owned subsidiary, NCI Group, Inc., has completed the purchase of a coating facility located in Middletown, Ohio. The agreement with MSC Pre Finish Metals (MT), Inc. ("MSC"), a subsidiary of Material Sciences Corporation, included MSC's Middletown, Ohio facility and substantially all of the related operating assets for \$4.9 million in cash. The purchase includes a 170,000 square foot coil coating plant that had been idled by MSC, situated on approximately 21 acres of land.

The purchase of this facility will extend NCI's coil coating operation into the upper Midwest and Northeast, where the Company's Buildings and Components groups consume and distribute significant tons of coated products and will also provide additional capacity to meet future demand from the Coatings segment's external customers. Once this facility is brought on-line, it will provide for increased productivity and capacity at a much lower cost than building a new plant and will create incremental external sales opportunities. The Company had been exploring additional coating line opportunities in the region for the past several years, and this acquisition provides the Company future scalability for increasing the Company's builder network and customer base as well as a possible location for the future manufacture of insulated panels to serve the Midwestern and Northeastern United States.

Norman C. Chambers, NCI's Chairman, President and Chief Executive Officer, commented, "This transaction demonstrates our strategy of making opportunistic investments that will optimally position NCI as the nonresidential construction market recovers. It is representative of opportunities to leverage our market leadership and strong financial position to achieve our expansion objectives through high-value, low-cost asset acquisitions."

"The expected benefits to be realized from this transaction reflect NCI's distinctive fully integrated business model and the importance of our Coatings segment to our business. Even in the distressed economic environment, our Coatings group has made significant gains in increasing line speeds at each of its facilities, improving productivity and quality, and expanding its end markets."

NCI Building Systems, Inc. is one of North America's largest integrated manufacturers of metal products for the nonresidential building industry. NCI is comprised of a family of companies operating manufacturing facilities across the United States and Mexico, with additional sales and distribution offices throughout the United States and Canada.

Census Information

The Census Helpline is 1.866.872.6868, select "2", then select "0" to speak directly to a Census helper. Although all mailing of forms has ceased, citizens are able to submit information to a Census employee at this number. The home interviews will continue through July 10 for the 2010 Census. Please encourage all to participate in the program.

Upcoming Events

- June 26 & 27 Middletown Arts Center 6th Annual Garden Tour 11:00 a.m. – 3:00 p.m.
- June 29 MPHA Meeting Council Chambers (LL) 5:30 p.m.
- June 30 Broadstreet Bash @ Governors Square 5:00 p.m. The Menu 6:00 p.m.
- July 1 Chamber Monthly Luncheon @ MASC at 3907 Central 11:45 a.m. – 1:00 p.m.
- July 2 First Friday Concert Series featuring Steel Drum Dave @ Manchester Inn in the Little Miami Ballroom 12:00 – 1:00 p.m.
- July 2 Farmers Market @ Governors Square 10:00 a.m. – 3:00 p.m.
- July 2 American Watercolor Society Exhibit and Opening Benefit @ Middletown Arts Center 6:00 – 8:00 p.m.
- July 3 Independence Day Parade Rosa Parks Elementary to Smith Park 10:00 a.m.
- July 4 Happy Independence Day
- July 5 CITY BUILDING CLOSED
- July 6 City Council meeting Council Chambers (LL) 5:30 p.m.
- July 6- Aug 15 MAC 143rd American Watercolor Society Exhibition" July 6- August 15, 2010.

July 9 Farmers Market @ Governors Square 10:00 a.m. – 3:00 p.m.
July 12 Golf Commission meeting Weatherwax Golf Course 6:00 p.m.
July 13 Board of Health meeting City Building Room 2C 7:30 a.m.
July 14 Planning Commission meeting Council Chambers (LL) 5:30 p.m.
July 15 Farmers Market @ Governors Square 10:00 a.m. – 3:00 p.m.
July 20 MPHA meeting Council Chambers (LL) 5:30 p.m.
July 20 City Council meeting Council Chambers (LL) 6:30 p.m.
July 21 Tree Commission meeting @ Rathman Building (Smith Park) 5:30 p.m.
August 5 Civil Service meeting @ City Building Conference Room 2B 8:00 a.m.

Links for additional information:

City Manager's Weekly Update: www.cityofmiddletown.org

Middletown Community Calendar: <http://www.calendarwiz.com/middletowncalendar> (copy
and paste in your web browser)

Pothole Patrol: www.cityofmiddletown.org or call 727-3691 (Option 2)

Have a great week! Judy