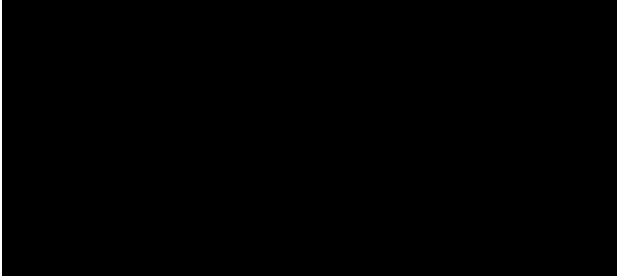


City Council Application

First Name	Michael
Last Name	Herschman
Phone Number	
Cell Phone Number	
Email Address	
Street Address	
Place of Employment	Self/ Former Chef Owner MOJO/Lopez
Position	Chef/Owner/Consultant
Length of residence in Cleveland Heights	33 years
Are you a registered Cleveland Heights voter?	Yes
What do you think would be your role as a member of City Council? What are your priorities 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?	<p>I think the pragmatic eyes and ears of this community as a former business owner, property owner, participant in the education and political cycle as well as a contributing member of the Heights Business community since 1995, as well as, a Heights grad and 3 generations of Heights Schools, temple membership and community services, my experience would be an asset to a thriving diverse municipality.</p> <p>Priorities for Cleveland Heights in my mind's eye are infrastructure, the physicality of our fine city needs to be immediately addressed, i.e. roads, sidewalks, traffic patterns, litter, storm drain stability, and most importantly, safety for our residents and visitors.</p> <p>Another priority is addressing the the increasing number of vacant commercial properties from the Noble/Oxford to Coventry to Cedar Lee District to</p>

Taylor Road. Cedar Hill's renaissance is a fine gateway into our community, yet the other commercial districts must thrive and fortify the commercial tax base to further afford projects to move the city forward.

My service on City Council would be an experienced business owner, both in Cleveland Heights, as well in the Tremont District.

Hands on with residents, hands on with government and hands on with the city's partners with our abutting communities to reach fiscal, development and community safety goals collaboratively and pragmatically within established budgets and moving forward to utilize the great community resources both from residential and commercial entities....

... The wealth of knowledge, experience and energy that lies within our community can help achieve the city's goals by having a Council Voice that is respectful, peripheral and willing to take that extra step to get Cleveland Heights back to commercial competitiveness, resulting profitability, resulting tax revenues and most importantly, a safe community brings folks into our fine city to see and experience what we really have to offer.

Having lived in the academic community in Providence, Rhode Island's East side on the campuses of Brown University, Rhode Island School of Design and Johnson & Wales University, where I attended, our community shares similar demographics and priorities. Using successful concepts, ideas and fundamental tactics to reach goals successfully, we can do that here by existing examples.

Living and working in California's Bay Area, the recognition of community participation in the cycle of government has been the example of success in revitalizing very challenging areas of a municipality, while being fiscally conservative with its approach to urban and suburban development.

The success of a municipality is when the Local government participates in the cycle of business with commercial property owners, The Commercial property owners have skin in the game with their tenants, and the commercial tenants serve the the community to which they contribute their wares and hire within the community.

This is what creates success in this city.
As communities around us ...

...use this philosophy, reflected in their successes, we too, can move upward sustainably using these tactics.

Michael

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

As a twice former business owner, in Cleveland Heights and and life long resident and homeowner, I have seen and experienced the cycles of government and policy that has been in our city, and recognize the success and non-successes executed.

I have relationships with local businesses, government representation, the education and religious community and live "The Heights" every day.

My knowledge of City Council is based in meeting attendance, BOZA meetings, the police community, services community, and members of council and administration relationships.

Face to face and hands on in a small yet not so small city is key to reaching goals and really seeing through the eyes of our residence.

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

As a college graduate in management and business, my experience from travel, business ownership, administrative and fiscal responsibility, as well as, business and property ownership, the day to day, month to month, year to year, priorities to maintain sustainable business practices and participating in the cycle of business in this community was and is a personal and professional priority.

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

Former Owner MOJO world eats and drink/ Lopez Southwest Restaurant on Lee Road. Homeowner on East Fairfax for over 25 years. Former owner Cena Copa Restaurant on Lee Road. Participant and member of Cedar Lee SID as well as former Cedar Lee Merchants Association. Too many fundraisers for education, non-profit, religious, and non religious events to list, always a duty to our community.

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? Please note, having a full time job will not disqualify any applicant, and Council works hard to accommodate all members schedules when scheduling meetings.

My availability is open to the priorities of council and the city.

State any additional information you would like to have considered.

The eyes and ears of the community are it's residence and the relationship with government

representation helps codify the priorities of that community. The people need a voice and not a conflictive agenda. Government monies are only worth what programs and initiatives they execute successfully.

Government is not a business but a service of community stability.

Responsible spending and planning are the moral imperative for a communities success. Repeating the same tactics that do not work, does not reflect the community as a whole, and unitedly council members, whether in disagreement with tactics and priorities, must work together with businesses and members of the community to move the city forward.

Cleveland Heights has always been a national example of a melting of diversity, the arts, academia, small business development, the medical community, architecture and sustainable living.

Let's maintain and raise the standards in place and elevate our community through sensible fiscal decisions, listening to the constituency and working with a keen sense of urgency to meet our goals of this fine recognizable community.

Please upload your CV or Resume (5 MB Limit)

Do you agree to electronically sign this form?

Yes

Signature

Michael Herschman

Michael Herschman

Executive Chef

- Creation, Construction, Implementation & Effective Administration of Award Winning Restaurants
- Staff & Policy Development, Training, Scheduling, Implementation For 40+ Restaurant Staff
- Management of Purchasing, Cost of Goods & Production of Food & Beverage Programs
- Fiscal Management of Cost of Goods & Labor Through Effective Purchasing & Staff Training
- Kitchen & Dining Room Design, Equipment Purchasing, Installation & Maintenance
- Independent & Corporate Restaurant Menu Development, Recipe & Cost Control Policies
- Supervision, Training & Evaluation of Kitchen Staff
- Implementation of Business Policies to Reach Fiscal Goals & Maintain Cost of Goods & Labor
- Beverage Program, Front of House Staff Training, Cost Control & Purchasing Policy Maintenance
- Payroll, Bookkeeping, Marketing, Public Relations & Client Building
- Effective Execution & Utilization of Back-Office, Point of Sale & Accounting Software
- Development, Training & Execution of Purchasing, Recipe, Menu, Inventory & Cost Control Programs
- Kitchen & Front of The House Equipment Installation & Repair
- Recipe & Menu Creation, Standardization & Execution
- Extensive Experience in Grill, Sauté, Garde Manger, Butchery, Pastry Arts & Expediting
- Proficiency in Classical, Global, European, Traditional & Modern American Cuisines
- Banquet & Private Dining Coordination & Execution of Events up to 550 Guests
- Creation & Execution of Local & Nationally Recognized Signature Dishes
- Career Management Training & Specialty Culinary Instruction

EDUCATION

BA, Hotel-Restaurant Management

Johnson & Wales
University
Providence, Rhode
Island
01/1989

AOS, Culinary Arts

Johnson & Wales
University
Providence, Rhode
Island
01/1988

WORK EXPERIENCE

Chef/Owner

**MOJO world eats & drink · Cleveland Heights, Ohio ·
01/2019 - 01/2023**

Chef/Owner

**Lopez Southwest Kitchen · Cleveland Heights, Ohio ·
01/2017 - 01/2019**

Chef/Owner

Mojo Bar.Musicafe · Cleveland, Ohio · 01/1999 - 01/2003
Restaurateur

**Cena Copa Restaurant Bar · Cleveland Heights, Ohio ·
01/1995 - 01/1999**

Restaurateur

Other Related Experience

menu6 · Cleveland, Ohio
Executive Chef

Metropolitan Café · Cleveland, Ohio
Executive Chef

Mario's International Spas · Aurora, Ohio
Executive Chef

Vivo Restaurant Bar · Cleveland, Ohio
Executive Chef/General Manager

Player's on Larchmere · Cleveland, Ohio
Executive Chef

Postrio · San Francisco
Line Chef

ICASI/Loretta Paganini Culinary School · Chesterland, Ohio
Instructing Chef

CERTIFICATIONS

Servsafe Manager in Charge Certification

AWARDS & SCHOLARSHIPS

Sold Out Multicourse Dinner · 01/2006
James Beard House

PUBLICATIONS

Nationally Published Recipes & Menu Items