

July 9th, 2025

To: Markiea Carter, Director, Department of Community & Economic Development

From: Katherine Keough-Jurs, FAICP, Director, Department of City Planning & Engagement

Subject: Community Engagement Meeting Summary – MadTree in Oakley TIF Request

On Monday, June 23rd, 2025, the Department of City Planning & Engagement (DCPE) hosted a community engagement meeting regarding the proposed use of Tax Increment Financing (TIF) funds for public parking lot improvements to MadTree in the Oakley neighborhood.

Mailed notices were sent to 34 property owners within 400 feet of the subject property and the respective Community Council which included a QR code to register for the meeting and a link to the DCPE website where additional information about the proposed project could be found: <https://www.cincinnati-oh.gov/planning/community-engagement/upcoming-community-engagement-meetings/>. Several social media posts were posted on DCPE's Facebook and Twitter accounts.

The meeting was conducted virtually on Zoom at 5:00 p.m. Staff from DCPE and the Department of Community & Economic Development (DCED) were present. The facilitation of the meeting was carried out by a Community Engagement Specialist in DCPE.

A total of two community members attended the meeting. All attendees had the opportunity to hear from the applicant team and learn about the TIF request and the next phase of the project. Attendees were also provided an opportunity to ask questions. For detailed questions and concerns raised during the meeting, please refer to Attachment 1, labeled as Additional Information. Additionally, you can find the PowerPoint presentation used during the meeting and items submitted by community members in Attachment 2.

Attachments:

- Attachment 1: Additional Information
- Attachment 2: PowerPoint Presentation and submitted materials from the community

Proposed Use of TIF Funds for MadTree Public Parking Lot Improvements in Oakley

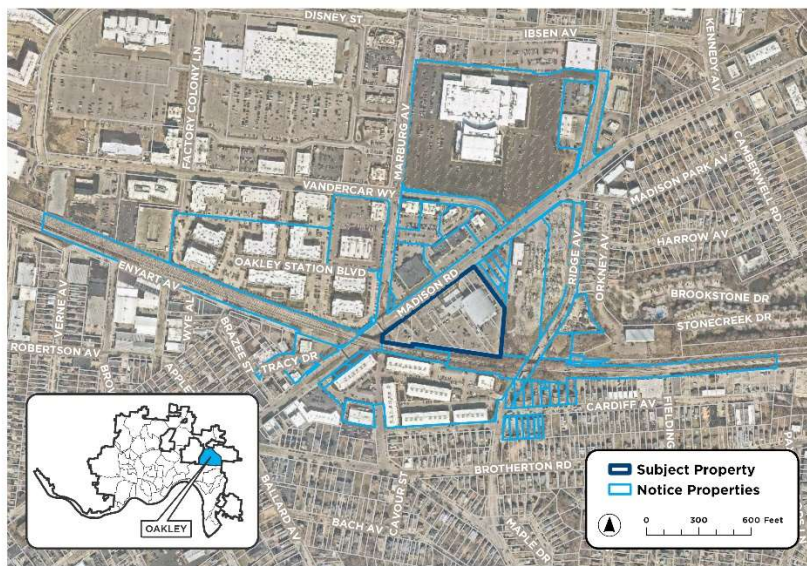
This document outlines information shared during the community engagement meeting on Monday, June 23rd 2025. This document is intended as a summary and not as meeting minutes.

Background

MadTree previously received \$1.25 M from the Oakley Tax Increment Financing (TIF) to acquire and construct a public parking lot on a portion of its site to serve its facility/customers, adjacent businesses and their customers, and the general public. In 2023, MadTree received a State Brownfield and Remediation Grant through the Ohio Department of Development for \$150,000 for the demolition of its on-site coal broiler. The demolition work is complete, and MadTree is now requesting \$145,000 of Oakley TIF funds to make improvements to the public parking lot to address the site changes that have occurred as a result of the demolition of the on-site coal broiler. The Department of Community & Economic Development (DCED) intends to approve the \$145,000 request from the Oakley TIF District to support the parking lot improvements. There is an estimated \$4,684,101 balance in the fund to fulfill the funding request. This TIF request is contingent on the approval of Cincinnati City Council.

Location and Existing Site

**NOTICE PROPERTIES FOR COMMUNITY ENGAGEMENT MEETING:
3301 MADISON ROAD, MADTREE BREWING**



Notice

The Department of City Planning and Engagement (DCPE) sent out notices to 34 property owners within 400 feet of the subject properties and the Oakley Community Council.

Meeting Requests and Attendance

Two people requested the meeting link for the community engagement meeting with two community members in attendance. Demographic data was captured for the two attendees using an online QR code to request the meeting link.

Represented neighborhoods	Relationship with the City	Race/Ethnicity	Age Range
Oakley: 1 Other: 1	Work in the City: 1	White/Caucasian: 2	25-34: 1 45-54: 1

Meeting Comments and Questions:

- **Community Member:** Asked the applicant and Oakley Community Council president if there were plans to build a larger parking structure such as a garage. The community member noted a need for more parking.

Applicant Response: The applicant stated that at this time, there are no plans to build a parking garage. The applicant stated that their business explored constructing a parking garage in the past, but it was cost prohibitive. For this request, the most important part is the environmental cleanup, first and foremost, and the new parking spaces are an added benefit.

Community Council Response: The Oakley Community Council president stated that they continue to monitor pedestrian safety in the area and consider interventions that encourage people to take alternative transportation modes so that parking is in less demand.




Proposed Use of TIF Funds "MadTree" Public Parking Lot Improvements in Oakley

Community Engagement Meeting | June 23 2025


1

Welcome & Housekeeping

1. Welcome & Housekeeping
2. Brief presentation
3. Question & Answer
 - Please save all questions/comments until Q&A
 - Staff will unmute each participate one at a time
 - You may use "raise hand" function in the chat bar if you have a follow-up question



Eunique Avery- Community Engagement Specialist



2

Welcome & Housekeeping

- Please remain muted. City staff will unmute during the open feedback portion of the meeting.
- Chat Bar
 - Use the chat bar for tech-related issues or questions
 - Do not use the chat bar to ask project-specific questions

3

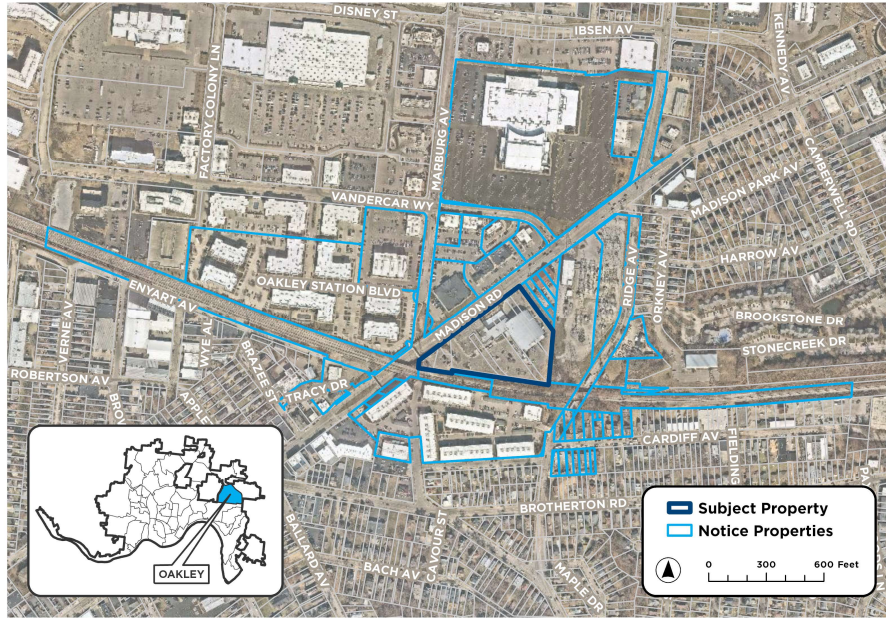
Purpose of Meeting

This is a public meeting to discuss the proposed use of TIF funds for the public parking lot improvements for MadTree in Oakley.

- Eunique Avery is here to facilitate the meeting
- DCPE is here to capture notes/comments brought up during the meeting
- Darby Schozer from the Department of Community and Economic Development is here to answer any TIF related questions.
- Kenny McNutt from MadTree is here to answer any project related questions.
- **No decisions are being made at this meeting**

4

**NOTICE PROPERTIES FOR COMMUNITY ENGAGEMENT MEETING:
3301 MADISON ROAD, MADTREE BREWING**



5

Background

This project is being developed by MadTree who has operated its brewing house at 3301 Madison Road in the Oakley neighborhood since its founding in 2013.

MadTree received \$1.25 M from the Oakley Tax Increment Financing (TIF) to acquire and construct a public parking lot on a portion of its site to serve its facility/customers, adjacent businesses and their customers, and the general public. In 2023, MadTree received a State Brownfield and Remediation Grant through the Ohio Department of Development for \$150,000 for the demolition of its on-site coal broiler. The demolition work is complete, and MadTree is now requesting \$145,000 of Oakley TIF funds to make improvements to the public parking lot to address the site changes that have occurred as a result of demolition. The Department of Community & Economic Development (DCED) intends to offer \$145,000 grant from the Oakley TIF District to support the parking lot improvements. There is an estimated \$4,684,101 balance in the fund and it is able to comfortably absorb the funding request. This TIF request is contingent on the approval of Cincinnati City Council.

Location and Existing Site:

3301 Madison Road in the Oakley Neighborhood Business District

6

Presentation



MadTree Brewing

7

Q&A

Reminder

Everyone will be unmuted one-at-a-time. Due to the number of speakers, please limit your time to two (2) minutes. There will be time at the end for any questions/concerns that were not addressed

- Use “raise hand” function if you have a follow-up question following your initial question
- Do not use the chat bar for project-related questions (tech issues only)

8

Contact

Department of City Planning & Engagement

Eunique Avery, Community Engagement Specialist

eunique.avery@cincinnati-oh.gov

Written comment must be submitted by 5pm on Wednesday, June 25th 2025, for inclusion in the public engagement summary.



Thank you for coming!

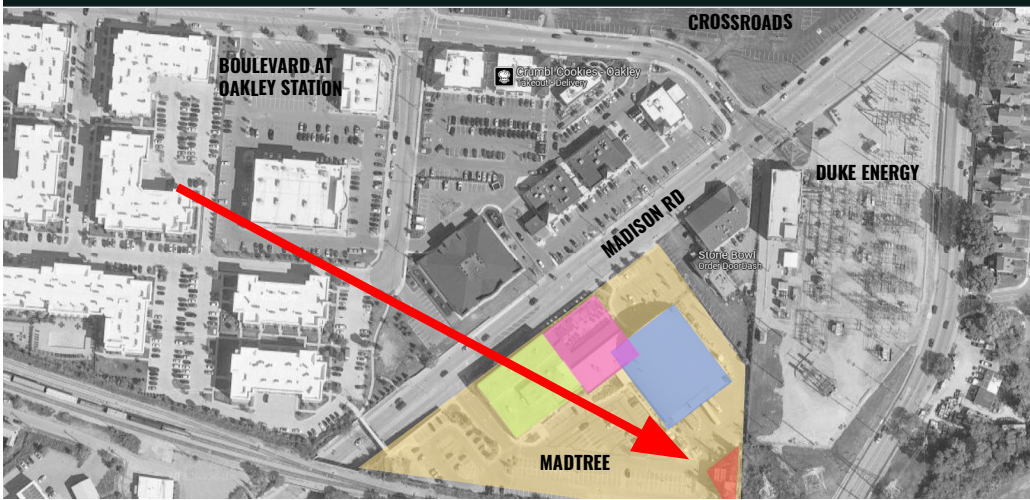


OPPORTUNITY STATEMENT

Removing the aging coal boiler will beautify Oakley's skyline, eliminate an environmental hazard, and provide much-needed parking spaces for residents.



LOCATION



BEFORE



WORK TO DATE

- Boiler Abated for Asbestos, etc
- Boiler Demoed
- Site Cleaned



AFTER



SOURCES & USES

Use of Funds

What	Amount
Abatement	\$75,000
Demolition	\$125,000
Environmental Oversight	\$1,800
MSD Flume, etc	\$30,700
Fence	\$15,000
Paving, etc	\$58,540
City Admin Costs	\$15,000
Contingency	\$30,760
TOTAL	\$351,800

Source of Funds

Who	Amount
ODOD Grant	\$150,000
MadTree Capital	\$56,800
City TIF	\$145,000
TOTAL	\$351,800



Motion to Oakley Community Council

“Oakley Community Council supports the use of \$145,000 Tax Increment Financing (TIF) for the MadTree Coal Boiler Remediation and Demolition Project on Madison Road”



Partners



MADTREE

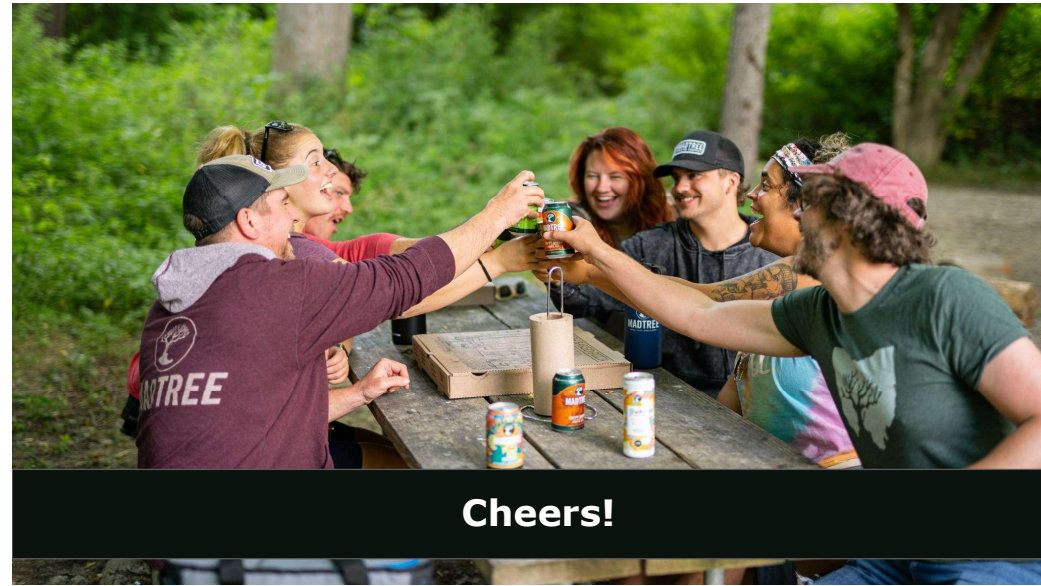


Ohio

Department of
Development



Port of Greater Cincinnati
DEVELOPMENT AUTHORITY



Cheers!



Re: [External Email] Zoom Call on Monday for MadTree Brewery

From Schozer, Darby <darby.Schozer@cincinnati-oh.gov>

Date Wed 6/25/2025 12:25 PM

To diffusedgas@embarqmail.com <diffusedgas@embarqmail.com>; Avery, Eunique <eunique.avery@cincinnati-oh.gov>

Cc Urbancsik, Jesse <jesse.urbancsik@cincinnati-oh.gov>

Hi, Steve,

We understand your concern and will note it for official comment in the record that Eunique prepares.

Thanks again for reaching out!

Darby

From: diffusedgas@embarqmail.com <diffusedgas@embarqmail.com>

Sent: Wednesday, June 25, 2025 11:49 AM

To: Avery, Eunique <eunique.avery@cincinnati-oh.gov>; Schozer, Darby <darby.Schozer@cincinnati-oh.gov>

Cc: Urbancsik, Jesse <jesse.urbancsik@cincinnati-oh.gov>

Subject: RE: [External Email] Zoom Call on Monday for MadTree Brewery

Ms. Avery,

Thank you for the overview link with an outline of what is being requested.

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In the overview from the zoom call on 6/23 it notes that this request was *“subject to city council approval”*. I guess it should be noted that these funds were already approved on 6/16 and 6/18 respectively by city council

Budget & Finance Committee and city council as a whole in the final meeting prior to the summer recess. As you can see the timeline of action is a bit backwards.

That leaves the question what was the purpose of having the zoom call *“for additional community input”* when the approval of the funds was already in place. This doesn't exactly strike a blow in the name of citizen input and governmental transparency which was the stated purpose of the zoom call originally.

Steve Deiters
4203 34th Ave.
Oakley

From: Avery, Eunique <eunique.avery@cincinnati-oh.gov>
Sent: Wednesday, June 25, 2025 8:58 AM
To: Schozer, Darby <darby.Schozer@cincinnati-oh.gov>; diffusedgas@embarqmail.com
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Hello Steve,

I hope this email finds you well. I am finalizing the summary from this week's engagement meeting and will be sure to send to you once it has been approved by our leadership team. In the meantime, I have attached a copy of the presentation that was shared during the meeting.

Thank you,

Eunique Avery, MPA (She/Her/Hers) | Community Engagement Specialist
City of Cincinnati | Department of City Planning and Engagement
Two Centennial Plaza | 805 Central Avenue, Suite 720 | Cincinnati, OH 45202
Phone: 513.713.8982 | | [Website](#) | [Twitter](#) | [Plan Cincinnati](#)



 [Book time to meet with me](#)

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Hi, Steve,

I'm working with Planning to inquire about the accessibility to the meeting, whether it's a recording or notes. We'll let you know soon!

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Thanks again for reaching out - we'll get the record of the meeting to you soon!

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Some people who received this message don't often get email from diffusedgas@embarqmail.com. [Learn why this is important](#)

Darby,

Thanks for getting back to me albeit a day after the zoom call. Is this zoom call video available as a podcast? If so, can you provide a link? I would like to see it.

Is this different than the item that was voted on by the council Budget & Finance Committee on 6.16.2025-Item #202501219? It appears to be the same. I assume this has already been voted on and approved by city council. This item was on the full council agenda and was voted on and approved on 6.18.2025. I watched the meeting and I don't recall it being voted down. If you could provide some clarification it would be appreciated.

If you have any questions feel free to call me at my office.

Steve Deiters
4203 34th Ave.
Cincinnati, Ohio
45209
Tel: 513-934-4418

From: Schozer, Darby <darby.Schozer@cincinnati-oh.gov>
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The engagement meeting actually occurred yesterday, but you are still able to share questions and comments until the end of the day tomorrow (Wed., June 25 by 5:00 PM). I am copying Eunique Avery as well, as she was the Planning staff representative that facilitated the meeting yesterday. She will receive and record your questions/comments for the record.

Do you have any specific comments that you'd like to share at this time?

Thanks again for engaging!

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Hi Steve,

I'm looping you into our Neighborhoods Division - with Darby Schozer. She'll get back to you next week!

Have a great weekend.

Jesse Urbancsik | Senior City Planner

Two Centennial Plaza | 805 Central Avenue, Suite 720 | Cincinnati, OH 45202

jesse.urbancsik@cincinnati-oh.gov

513-352-4843 | [Facebook](#) | [Twitter](#) | [Website](#) | [Plan Cincinnati](#) | [LinkedIn](#)

Pronouns: he/him/his



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Upcoming OOO | None

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Can you send me a link with particulars to the request and information on zoom call participation? If this is not being run through this department can you direct me to the correct people to be in contact with?

If you have any questions I can be reached at my office-513-934-4418.

Many thanks in advance.

Steve Deiters

4230 34th Ave.

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[Tel:513-934-4418](tel:513-934-4418)

Cell: 513-292-4499

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Pronouns: he/him/his



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Upcoming OOO | None

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