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## Reporters' Notebook; Behind the news with Crain's writers

**SECTION: THE INSIDER; Pg. 27**

Clinic's proposal to block artery doesn't get love

\* The Cleveland Clinic may have made a big tactical mistake in the way it unveiled a plan to spruce up its property by closing 20 blocks of the city's most illustrious boulevard to auto traffic.

In particular, it wasn't smart politics to let George Dixon, president of the board of the Greater Cleveland Regional Transit Authority, and neighborhood councilwoman Fanny Lewis find out about the plan in the newspaper.

The Clinic plan would close Euclid Avenue to auto traffic between East 86th and East 105th streets, where Clinic buildings dominate the landscape, so that the giant medical campus can create a grand, green entrance at East 93rd Street.

If adopted, the plan could throw off the RTA's \$200 million Silver Line bus rapid transit along the Euclid Corridor, which already is under construction.

RTA isn't playing the wounded neighbor, but it made it clear at last week's board meeting that it wasn't going to delay its construction or incur any additional costs to accommodate the Clinic.

Ms. Lewis, though, isn't being so polite. She told Mr. Dixon and his fellow board members that she and the people of Ward 7 had gathered the signatures of 3,000 Clinic neighbors who oppose the plan to present to the Clinic and Mayor Frank Jackson, who also is a plan opponent.

Mr. Dixon, a resident of Ms. Lewis' ward, and RTA general manager Joseph Calabrese didn't jump on Ms. Lewis' bandwagon, but they indicated that neither RTA nor its federal benefactor, the Federal Transit Administration, would spend a penny to help the Clinic with its proposal.

"FTA is interested in the Cleveland Clinic concept, as long as it doesn't impact the budget or schedule of the Euclid Corridor project," Mr. Calabrese told the board.

- Jay Miller

In the realty game, it's not just creativity for kicks

\* Realty pros usually talk about returns in sizing up their business. But Pat Finley, managing partner of Medina's Pride One Omni, recently described creativity as the "ultimate value in real estate" in a talk at the Urban Land Institute's Young Leaders Group.

The developer told the group of realty people age 35 and younger that valuable projects often stem from unusual approaches.

"Deals happen all the time because of broker creativity," he said.

Mr. Finley also distributed a worksheet on clarifying values, noting, "If you can't take failure, you should be in a subordinate position. Not the leader," though it's still possible to be a prized team member.

- Stan Bullard

The football film room gets a fresh look on the web

\* High school football coaches looking to check up on their opposition have received an assist from a Chagrin Falls company.

ProScout Video LLC offers coaches the ability to upload, share and watch game films on the company's web site, ProScoutVideo.com.

And the company has a big name behind it - 36-year-old CEO Dan Policy, son of former Cleveland Browns president Carmen Policy.

Coaches are able to upload and edit video for free, but the company will charge an \$85 annual subscription fee to players who want to access the site. Players will be able to create highlight packages of themselves to show to college recruiters, friends or parents, Mr. Policy said.

College coaches and recruiters will also be able to access the site for free, Mr. Policy said.

While there are no game films up on the site now, Mr. Policy is confident that'll change once football season starts. The company has sent the software to about 2,000 high schools and has heard back from more than 500, Mr. Policy said.

In the future, ProScout may move beyond football into other sports, according to Tom Barratt of the Tom Barratt Cos., which is advising ProScout.

``This is going to be the MySpace of high school athletics," he said.

- Brandon Glenn

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