

Shaker Square Area Development Corporation Elects William Beard as New President

March 16, 2016

As William Beard Gets situated with all the duties involved in his new position as president of Shaker Square Area Development Corporation, his eye is firmly set on one immediate goal.

"My job is to be alert to all the ups and downs of a community development corporation (CDC) and, right now, to try and increase membership. We now have 300 members," he said of the businesses and individuals who make up the CDC. "We'd like to get as many more as we can. We'd like 3,000!"

One way Beard plans to go about getting the attention of prospective new members is to have a presence at the Saturday North Union Farmers Market on Shaker Square and engage with the community.

Membership in the organization starts at \$35. More information is available at shad.org.

Beard, who took over from former president George Palda in early March, said that getting people to pay attention is what Shaker Square Area Development Corporation is all about.

The organization exists, according to its mission statement, to provide the Shaker Square area with the leadership and action needed to reimagine and foster diverse and vibrant neighborhoods.

"We've worked to get two condemned apartment buildings that were eyesores torn down, we work to make businesses and the neighborhood secure, and in the past we've done renovations that have helped buildings and homes back into the market.

"We work with community groups in the Shaker Square area and in Cleveland's Buckeye area."

An example of a building that the organizations has worked to bring back to life is the Robbins Shaker-West Professional Building and 11811 Shaker Boulevard. The office building, at 50,000 square feet, serves as the organization's home, and that of other businesses. It was recently the subject of a \$1.7 million renovation project and now stands as a testament to the potential of such older buildings.



SHAKER SQUARE AREA

DEVELOPMENT CORPORATION

Bear, 61, is no stranger to Shaker Square Area Development Corporation, having served as its board's first vice president. His career experience is in the retail clothing business, and industry in which he worked for 40 years.

A Ludlow resident, Beard and wife Kelley Robinson, are parents to two sons, ages 16 and 25.

Eager to do the work that will bring about a better community development corporation, Beard was asked when he would like others to say about the Shaker Square Area Development Corporation when he serves his last day as president.

"I would like people to say that the organization is still around and growing in leadership, and that we've become an invaluable part of the City of Cleveland's Shaker Square Area."