



Meeting Minutes Community Redevelopment Agency

Tuesday, April 14, 2015

6:30 PM

Commission Chambers

Call To Order and Roll Call

The meeting was called to order on the above date by Chair Jean Robb at 6:30 p.m. in the City Commission Chambers, City Hall, Deerfield Beach, Florida.

Present: 5 - Gloria Battle
Joseph Miller
Richard Rosenzweig
Bill Ganz
Jean Robb

Also Present: 3 - Burgess Hanson
Andrew Maurodis
Heather Montemayor

Approval of Minutes

MOTION was made by Mr. Rosenzweig and seconded by Mr. Miller to approve the minutes as submitted. Voice Vote:

Yeas: 5 - Ms. Battle, Mr. Miller, Mr. Rosenzweig, Vice Chair Ganz and Chair Robb

Nays: 0

CRA - February 10, 2015

General Items

1. A Resolution of the Community Redevelopment Agency of the City of Deerfield Beach, Florida, confirming that Gloria J. Battle shall be a member of the Board of Directors of the Deerfield Beach Community Redevelopment Agency and serve a four year term as a Deerfield Beach CRA Board of Directors Member.

MOTION was made by Mr. Miller and seconded by Mr. Rosenzweig to approve Item 1, adopted CRA Resolution 2015/001. Voice Vote:

Yeas: 5 - Ms. Battle, Mr. Miller, Mr. Rosenzweig, Vice Chair Ganz and Chair Robb

Nays: 0

Enactment No: RES 2015/001

2. A Resolution of the Community Redevelopment Agency of the City of Deerfield Beach, Florida, confirming that Jean M. Robb shall be Chair and Bill Ganz shall be Vice Chair of the Board of the Deerfield Beach Community Redevelopment Agency.

MOTION was made by Mr. Miller and seconded by Mr. Rosenzweig to approve Item 2, adopted CRA Resolution 2015/002. Voice Vote:

Yeas: 5 - Ms. Battle, Mr. Miller, Mr. Rosenzweig, Vice Chair Ganz and Chair Robb

Nays: 0

Enactment No: RES 2015/002

3. Presentation regarding mid-year accomplishments.

Kris Mory, CRA Director, provided a PowerPoint presentation regarding the CRA's accomplishments over the past six (6) months.

FY15 CRA Budget Breakdown - Ms. Mory explained the budget, which was shown in a pie chart. The smaller portion of the pie chart shows the agency overhead and administration. Debt service is a fixed overhead cost and remains in the budget until the CRA sunsets. The 37% (Capital Projects) represents the amount of money budgeted this year from tax increment revenue for capital improvements; \$555,000 was budgeted for programs, to include the expanded program of public/private partnerships. She advised that this is the part of the budget funded by tax increment revenue; whereby, the tax increment revenue does not mix with the other funding sources. Further, she said the CRA is responsible for administering bond funds to pay for the Cove Gardens and Sullivan Park. Although those funds do not intermingle with tax increment revenue, they are added into the overall CRA budget, as the Board's responsibility. She said that the debt service will pay the bond revenues. With the inclusion of bond monies, the overall budget is expanded to 67%.

Continuing, Ms. Mory said so far this year the CRA has closed out their last capital improvements project, SW 15th Avenue Streetscape. She provided pictures of the completed project and outlined the improvements. Currently, the CRA is working on Sullivan Park and within the past 6 months, conceptual design has been developed and the site plan approval process has begun. The plan was approved unanimously by every board, including the CRA. The plan is at 100% design and is out for agency review. Comments have been made by the South Florida Water Management District (SFWMD), the Army Corp of Engineers, Broward County and Florida Power and Light (FP&L); the CRA is working with those agencies on approval. Further, Ms. Mory said that a big portion of this project will be funded by the Florida Inland Navigation District (FIND); whereas, on March 1st, the CRA submitted an application to FIND for funding in the amount of \$1.9 million, which the CRA would have to pay out the money and await reimbursement. She said the money would fund 50% of all of the park improvements that have to do with public access to the waterways.

Furthermore, Ms. Mory said that the CRA also submitted a grant application for \$50,000 for public art with the Broward County Art of Community Grant, which was due in March as well. She said that

Ashlee Temple, CRA Administrative Coordinator, has been spearheading the public art effort, which has received great participation from the community. Ms. Mory explained that a PayPal account is set up for people to donate to the public art fund. If the CRA is successful in raising \$50,000 and receives the grant, \$50,000 will be turned into \$200,000. Ms. Mory said the public arts committee wants to target the fountain feature and incorporate mosaics. The mosaic would be designed with input from children from the schools throughout the City who would work with a professional artist. The children's ideas, as well as the public input will be incorporated into a mosaic, which will be laid into the fountain. Ms. Mory said that as of right now, it is a future redevelopment site; nevertheless, the next step is to implement policies and programs for the youth at the park. She is hopeful that the park will be permitted and under construction by December.

Continuing, Ms. Mory presented pictures of the old "Welcome to Deerfield Beach" sign previously on the berm. She said although the CRA had various problems throughout the project, everything was completed before turtle season. Thereafter, Ms. Mory displayed photographs of the new "Welcome to Deerfield Beach" sign. Further, Ms. Mory commented on other projects funded by the CRA, the Commercial Facade Program, which she presented before and after photographs, and the Holiday Celebration, which was moved from the Cove Shopping Center to Ocean Way. Additionally, Ms. Mory commented on the continuation of the community policing program, which focuses on SE 15th Avenue, A1A and the beach; whereby, the Board has flexibility and may make changes as the need arises.

Andrew Maurodis, City Attorney, left temporarily at 6:44 p.m.

Moreover, Ms. Mory commented on budget priorities for the upcoming fiscal year; whereas, the Board should start, properly scope and identify what resources are needed for implementation. Thereafter, Ms. Mory presented a chart outlining the CRA budget. She explained that if spending is not authorized for any other capital improvement projects, i.e. wayfinding or smaller projects, she anticipates that \$1,450,000 would be carried over, which is mainly the infrastructure and capital improvements line item. Previously discussed was the option of rolling that money over to next year just in case CRA does not receive the FIND Grant; however, if the CRA receives the money, \$1.45 million is available for other projects. Ms. Mory explained that next year, the tax base is anticipated to grow by 5% in the redevelopment area; which is a conservative figure. Thus, the new tax increment revenue would be slightly over \$2.5 million for an overall budget of just under \$4 million. She reiterated that the CRA does have debt service, which is fixed and agency operations; notwithstanding, there will be \$2.2 million in discretionary funding next year. From that fund are things traditionally funded in terms of programs, i.e. special events, community policing, commercial facade and now the public/private partnership line item. Ms. Mory said if the Board continues to fund those programs, the remaining balance will be slightly above \$1.6 million for new capital projects.

Mr. Maurodis returned at 6:46 p.m.

Continuing, Ms. Mory explained the CRA's potential liability with Blue Waters developer's agreement; whereby, if they fail to perform certain duties, the CRA would have to intercede and

pay for the boardwalk to go across that property. Nevertheless, she said she does not think it will be an issue, as they are moving forward.

Ms. Mory said the redevelopment of the north beach pavilion was previously discussed and although it is a costly project (\$1.65 million), the design or function has not been considered. Further, Ocean Way, except for the north beach pavilion, was successfully completed. Additionally, property acquisition (\$1.1 million) has been discussed, which is included in the Capital Improvement Plan. If the Board decides to move forward with property acquisition, additional funds are needed for rehabilitation. Although, several properties have been discussed, the Board has not identified a specific property.

With regard to the A1A improvements, Ms. Mory said she will likely address funding for sidewalk upgrades in the future. She explained that FDOT only installs their level of improved sidewalks, but Staff wants lit crosswalks and textured sidewalks, which offers much more protection for pedestrians. Another project being considered is the wayfinding/banner program.

Ms. Mory stated that in the backup there is a Capital Improvements Plan, which is updated and improved upon every year, concurrent with the budget. She explained that these are projects that have been identified in the past and are in the CRA plan, which make them all fundable. She recommended that discretionary funds be considered for these potential projects. Lastly, in the event that the Board decides to pursue projects not on the Capital Plan or CRA plan, a plan amendment would be required.

Chair Robb said the CRA has \$1,655,000 left for the discretionary spending and asked if funds can be used for property acquisition, i.e. the hotel.

Ms. Mory replied yes; the debt service balance is \$1.1 million.

Vice Chair Ganz said there is a line item for the purchase of Deerfield Beach Island entryway, NE 1st Street properties, at \$1.1 million.

Ms. Mory said it is coincidental that they are the exact same figure.

Vice Chair Ganz asked if they could combine that figure with the \$1.6 million.

Ms. Mory explained that as of October 1st, she anticipates that the CRA will have \$4 million, but overhead expenses, \$2.2 million will be left over. If the Board decides to continue with the programs, \$1.6 million will be left over; from that \$1.6 million you can choose any project that is on the list.

Chair Robb suggested the hotel on the beach.

Mr. Miller said he has spoken to many people regarding the hotel, i.e. potential developers, etc. and the suggested developers are saying the owner continues to raise the price; therefore, it should not be on the list. Mr. Miller agreed with the pavilion project and suggested Staff contact the Chamber of Commerce regarding acquisition and improving that building. He further stated that he would like to make a second story on the pavilion so people can see the ocean from there.

Nevertheless, Mr. Miller said he would like to acquire the hotel, but would not do so at an unfair price.

Chair Robb asked Mr. Maurodis if the Board could use eminent domain on those and make it a park.

Mr. Maurodis said it still deals with the fair market value because the owner is going to submit appraisals.

Vice Chair Ganz said he does agree that the first priority should be the hotel; however, with the budget it is not feasible. Unfortunately, since this is a public discussion, the price will continue to increase, as the CRA does not have the benefit of private negotiation. Further, he express concerns with eminent domain; it is a tough precedent to set to obtain someone's private property; even with the intent to improve it, it can be tricky. With that being said, Vice Chair Ganz said that his second choice would certainly be the north beach pavilion.

Ms. Mory said she did not discuss the public/private partnership monies because she has not reached a successful agreement; notwithstanding, she has met with at least three (3) different entities about packaging a development in that area. She said she is constantly following up, but again as Mr. Miller pointed out, the asking price is far in excess of market value that even a private developer, with a subsidy incentive from the CRA is having a hard time.

Chair Robb suggested not spending any money at all.

Mr. Maurodis explained that in October the Board will have to budget, as they are required to spend all the money.

In light of that, Chair Robb encouraged the private enterprise idea.

Ms. Mory said that she has ran figures from three (3) different groups and is trying to put something together.

Public Input

There were no comments from the public.

Board/Administration Comments

Vice Chair Ganz said he understands that the color of the cones (buoys) in the Cove were supposed to coincide with the Key West colors; however, he disagreed with using every single color at once. He said one color should be used as an accent color, i.e. white or something neutral, and should match the theme. Further, in regards to the beach area, he suggested an ambassador program, wherein, the City would provide employees or volunteers in the beach area to give instructions, directions, etc. If the City does decide to make it a City position, eventually the CRA will sunset and they would have to lay people off. Lastly, he commended Staff

for the new welcome sign at the beach, as it is a tourist attraction.

Mr. Miller suggested using the portion of the pier that was supposed to be used as a welcome center for the ambassador program. He asked if CRA would be able to help fund for an ambassador.

Chair Robb suggested volunteers for the program.

Burgess Hanson, City Manager, said he has met with Larry Deville, Chamber of Commerce President, and David Mirantz, former Chamber of Commerce President and they are aware of the desire to enter into a partnership. Further, Mr. Hanson said in the City's current budget year, the City expanded the Sanitation Division's role and they will handle maintenance at the beach. He suggested using some of the employee since they would be working thru the evening.

In response to Mr. Miller's question, Mr. Hanson replied that it will be a joint partnership with the Chamber; however, the City would control it because it is a City owned facility.

Ms. Battle agreed with Vice Chair Ganz on the ambassador program. She stated that she has seen it work very well at airports and other cities she has visited. Further, she wants to make sure that any ambassadors are inclusive of the entire city and not just one sector and agreed that they should not get paid, as they are usually volunteers.

Mr. Rosenzweig said he believes that Melvin Nass, Navigation Committee (s/b Marine Advisory Board) Member, approached him and volunteered his services for this type program.

Adjournment

There being no further business, the meeting adjourned at 7:02 p.m.

JEAN M. ROBB, CRA CHAIR

ATTEST:

Samantha Gillyard, CMC, City Clerk