

COMMUNITY REDEVELOPMENT AGENCY BOARD

REGULAR MEETING

September 9, 2015

MINUTES

Present:

Frank B. Talerico, Chair
Tommy Ruzzano
Lesa Peerman
Joyce W. Bryan

Also Present:

Diane Colonna, Executive Director
Eugene M. Steinfeld, Board Attorney
Doug Smith, City Manager
Kim Vazquez, Project
Sarah Blake, Marketing Coordinator

Absent:

Joanne Simone, Vice Chair

The regular meeting of the Margate Community Redevelopment Agency having been properly noticed was called to order at 7:00 p.m., on Wednesday, September 9, 2016 by Chair Frank Talerico. There was a moment of silence followed by the Pledge of Allegiance. Roll call was taken.

1. **MINUTES FOR APPROVAL:** (8/18/2015)

After Eugene M. Steinfeld, Board Attorney, read the item title, Ms. Bryan made the following motion, seconded by Ms. Peerman:

MOTION: SO MOVE TO APPROVE

ROLL CALL: Mr. Ruzzano, Yes; Mrs. Bryan, Yes; Mrs. Peerman, Yes; Mr. Talerico, Aye. The motion passed 4-0.

2. **PUBLIC DISCUSSION**

Rich Popovic, 6060 Winfield Blvd, asked if there was an emergency CRA Board meeting to discuss the purchase of the Alzheimer building. He suggested the CRA move to one of the available office spaces in the CRA owned plazas.

3. **A RESOLUTION OF THE MARGATE COMMUNITY REDEVELOPMENT AGENCY APPROVING FISCAL YEAR 2015-16 ANNUAL BUDGET AND AUTHORIZING ANY FUNDS REMAINING FROM FISCAL YEAR 2014-2015 BUDGET WHICH ARE UNEMCUMBERED AND UNEXPENDED AS OF THE LAST DAY OF THE FISCAL YEAR SHALL BE RE-APPROPRIATED FOR THE SAME PURPOSE OR PROJECT REALLOCATED PURSUANT TO EXHIBIT "A".**

MOTION made by Ms. Peerman to approve Item #3. Seconded by Ms. Bryan.

Mr. Ruzzano commented on the vacant CRA owned parcel at the Sports Complex. He recommended the parcel as a place for food truck events, sports activities and Sounds of Sundown. He explained that the Parks Master Plan will have an impact on what happens on the vacant parcel. It can also be used for movie nights and other family oriented activities.

Ms. Peerman asked if funding for the vacant parcel starts in the new fiscal year. **Ms. Colonna** replied that in previous discussions with the Board it was decided that we would wait to see the outcome of the Parks

Master Plan to decide on which direction the CRA should take with the property. **Ms. Peerman** expressed concern regarding building something on the lot and then tearing it down in six months or a year. She suggested starting discussions for the use of the property and bringing in a consultant to discuss more ideas. **Ms. Colonna** noted that an enclosed structure could be expensive.

Mr. Talerico suggested a miniature golf course for the site. He commented it is something everyone can use and it's not limited to soccer, baseball or football. He suggested having someone to build and operate the site. **Ms. Peerman** suggested having a workshop to discuss ideas for the use of the property.

City Manager Doug Smith stated that Parks & Recreation Director, Mike Jones, indicated the Parks & Recreation master plan is tentatively scheduled to be presented to the Commission in October.

Ms. Bryan suggested having a brainstorming session to narrow down ideas for the site.

Mr. Ruzzano commented that soccer leagues are going to other cities because Margate doesn't have the fields to accommodate them. He noted an indoor field could accommodate many types of sporting events and would be an asset to the City. Additionally, he commented that the 22,000 square feet proposed for the community center at the City Center project isn't going to be large enough. **Ms. Colonna** responded she had met with the developers and the latest version of the plan has the community center at around 30,000 square feet. **Ms. Peerman** commented the community center square footage needs to increase by at least another 10,000 square feet. **Ms. Colonna** cautioned that increasing the size of the facility will increase the need for programming, cost and personnel.

Mr. Ruzzano mentioned a new LA Fitness in Pompano Beach and asked if anyone has reached out to them for a potential partnership with the community center. **Ms. Colonna** responded that the fitness aspects will include a gymnasium, basketball courts and dance studios in addition to the workout facility. As a public facility it may operate more affordably compared to a profit based company. **Mr. Ruzzano** asked if the CRA or the developer is paying for the facility. She responded it is a CRA expense.

Anthony Caggiano, 7856 NW 1st Street, Margate, referenced the background material in the proposed FY 2016 budget. He questioned the variation in design costs for various projects as a percentage of the overall project costs. He commented that it is not consistent, and too much money is being spent on design. **Ms. Colonna** explained that the variation is because some projects are already past the design phase (so there are no design costs in the proposed FY2016 budget), and others have construction costs that will occur over several years (i.e. full design costs may be occurring in FY 2016, but only partial construction costs). The cost of the Community Center is spread over two funding sources including the Capital Improvement fund and Loan Proceed Fund, so the project cost is greater than included in Mr. Caggiano's analysis.

Mr. Ruzzano explained that if a project were to cost one hundred million dollars for a downtown project, with permitting estimated at roughly five percent, permit fees would be \$5-6 million dollars? Are we charging the developer fees? **Ms. Colonna** replied the developer will pay the costs of residential and commercial buildings and any other buildings they build. For CRA projects the City does charge the CRA permit fees.

Ms. Peerman commented she thinks the design fees are astronomical. She hopes these are just estimates and may come out lower. **Ms. Colonna** said the costs that have been included in the budget are typical for the industry.

Mr. Ruzzano asked if the community center project will be a Design-Build contract. **Ms. Colonna** replied that may be an option. She has several examples of contracts and agreements such as Design-Build or CM (Construction Manager) at Risk that can be considered. **Mr. Ruzzano** asked who is financially responsible for the roadways in the project. **Ms. Colonna** replied that constructing the new roads would be the responsibility of the developer. Improvements to existing roads would be the responsibility of the CRA,

along with the amphitheater and public amenities. The developer is completing the surface lots but if we decide to go forward with a garage it would be a CRA expense. **Mr. Ruzzano** asked who pays for the amphitheater parking lot. **Ms. Colonna** stated it may be a point in the negotiations with the developer.

Mitch Pellechia, 6890 NW 9th Street, Margate, questioned the City Offsets line item. He noted the increase from \$363,000 in 2014 to \$600,000 in 2016. He commented that the CRA has been doing the best job it ever has at sending emails and event planning, however the \$100,000 for Marketing and Promotions in 2016 needs to be reviewed. Additionally, he noted that the cost of CRA Management Services has increased. He asked the CRA Board to ensure that the funds go back to the community where possible.

Rick Popovich, 6066 Winfield Blvd, Margate, asked if the funds for the Alzheimer's Center were included in the budget. From his understanding, any land acquisitions for City Center are the responsibility of the developer. He asked if the CRA will charge the developer for the property.

Ms. Colonna noted that the CRA had issued bonds for land acquisition and capital projects. There is approximately \$7 million remaining for land acquisition, which is more than the agency will likely use in the coming years. These were taxable bonds and she has verified with bond counsel that they can also be used for capital projects. There are no tax consequences for changing the use of the funds from land acquisitions to capital projects.

Ms. Peerman reiterated that the Alzheimer's building is located in the CRA district. **Mr. Ruzzano** commented that the property was appraised at close to \$500,000 and the CRA is acquiring it for approximately 40% less than its appraised value. He stated it is a good investment.

ROLL CALL: Mr. Ruzzano, Yes; Mrs. Bryan, Yes; Mrs. Peerman, Yes; Mr. Talerico, Aye. The motion passed 4-0.

4A. STRATEGIC MARKETING PLAN OVERVIEW AND UPDATE

Sarah Blake, RMA Marketing Coordinator, presented an overview of the marketing plan. The focus areas included:

- Creating an Identify & Brand
- Business Attraction, Retention & Communications
- Directional & Wayfinding Signage
- Signage and Advertising.

Ms. Blake noted that the CRA was awarded 1st place for the Promotional Poster category at the Florida Festivals & Events Association in 2015. Thirty-nine pole banners were installed in the City Center and a new Margate CRA Facebook page was created which now has over 1000 fans. She gave an update on Margate events including Margate Under the Moon, Sounds of Sundown and the Executive Business Seminar. Ms. Blake also provided an overview of the ICSC conference feedback. Lastly, she reviewed the upcoming Strategic Plan for the new fiscal year.

MOTION made by Ms. Peerman to approve Item #4A. Seconded by Ms. Bryan.

ROLL CALL: Mr. Ruzzano, Yes; Ms. Bryan, Yes; Ms. Peerman, Yes; Mr. Talerico, Aye. The motion passed 4-0.

5. EXECUTIVE DIRECTOR'S REPORT

A. MCRA WORKPLAN

Diane Colonna gave a review of the monthly report. She noted the Coconut Creek Parkway project is continuing under construction. There were rain delays and staff may submit a request to the Board for a time extension. Also, the cost to repaint the light poles on Margate Boulevard and 58th Avenue is estimated at \$8,000. **Ms. Colonna** distributed a picture of the Kaye Stevens statue and noted that Kim Vazquez, Project Manager had visited the artist's studio to evaluate the progress. The agreement for the pedestal is also being drafted. Lastly, she explained that she has met with New Urban Communities to continue revising certain aspects of the City Center Plan. **Ms. Colonna** announced that the developer will give a presentation on the project at the Margate Chamber of Commerce Breakfast on September 24th. The CRA is sponsoring the event.

Mr. Ruzzano asked for an update on the two applicants for the Façade Improvement Grant Program. **Ms. Colonna** responded that one applicant is current in the process of meeting reimbursement requirements. The second applicant has not started the work.

B. FLORIDA REDEVELOPMENT ASSOCIATION

Ms. Colonna announced that the FRA Conference will be held on October 21-23rd in Orlando, Florida. The estimated cost per attendee is \$1,400. Commissioner Bryan and Peerman expressed interest in attending. **Ms. Peerman** announced that Ms. Colonna will be installed as the new President of the Florida Redevelopment Association at this year's conference.

C. TENANT UPDATES

No comments

6. BOARD MEMBER COMMENTS

Ms. Peerman spoke on her experience at the ICSC Conference in Tampa, Florida. She was able to speak with three grocers; Whole Foods 365, Sprouts Farms and Winn Dixie about their interest in expanding to South Florida and Margate. Additionally, Smash Burger and an Italian Ice shop expressed interest in moving within the Margate Educational Corridor where they can provide services to students and families in the area.

Ms. Bryan commented that the new Margate logo is impressive and was well received at a conference she recently attended. She invited everyone the Patriot Day celebration at Fire Fighters Park at 9 a.m. on Friday, September 11, 2015.

Mr. Ruzzano congratulated Ms. Colonna on her appointment as President of the Florida Redevelopment Association. Additionally, he said he recently met with the owner of the new Applebee's in Margate and requested staff to follow-up with the owner to discuss other opportunities, Lastly, he requested staff to follow-up on the issue of the maintenance of the grass on CRA owned lots.

Mr. Talerico thanked the marketing team for their presentation. He congratulated Ms. Colonna on her new appointment. He asked Ms. Colonna to give a status regarding the median upgrades with the CRA. She replied that an RFP was issued for Landscaping and Irrigation Service, and the selection committee ranked Landscape Service Professionals. The contract will be submitted to the Board for approval at the next CRA

Board meeting. Lastly, he commented that good things are happening in Margate and the CRA is moving forward.

There being no additional business, the meeting adjourned at 8:05 p.m.

Respectfully submitted,

Transcribed by Courtney Easley

Frank B. Talerico, Chair

DRAFT