

COMMUNITY REDEVELOPMENT AGENCY BOARD

REGULAR MEETING MARCH 12, 2014

MINUTES

Present:

Tommy Ruzzano
Brian Donahue
Lesa Peerman
Joanne Simone, Vice Chair
Frank B. Talerico, Chair

Also Present:

Jerry A. Blough, Executive Director
Eugene M. Steinfeld, Board Attorney
Rachel Bach, Assistant Director, CRA
Adriane Esteban, Project Manager, CRA
Sharon McCormick, RMA
John Longo, Lawn Wizard USA
Michael Smith, The Landscape Company
William Stecklow, Hartzell Painting Contractors

The regular meeting of the Margate Community Redevelopment Agency having been properly noticed was called to order at 7:00 p.m., on Wednesday, March 12, 2014, by Chair Frank Talerico. There was a moment of silence followed by the Pledge of Allegiance. Roll call was taken.

1. MINUTES FOR APPROVAL: (1/8/14, 2/12/14)

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

MOTION: SO MOVE TO APPROVE

There was no discussion.

ROLL CALL: Mr. Ruzzano, Yes; Mr. Donahue, Yes; Ms. Peerman, Yes; Ms. Simone, Yes;
Mr. Talerico, Aye. The motion passed 5-0.

2. PUBLIC DISCUSSION

Rich Popovic, 6066 Winfield Blvd., asked whether the City would be responsible for taking care of the bus shelters when the CRA ended

Rachel Bach, Assistant Director, advised that the City would be responsible only for the bus shelters that were constructed by the CRA.

Mr. Popovic stated that he was not aware that the CRA allocated monies for the bus shelters; he said the shelters along State Road 7 were built by the Metropolitan Planning Organization (MPO) at a cost of \$40,000 each. Ms. Bach explained that they were built through a partnership with Broward County, MPO, and other cities along State Road 7 through grant funds. As part of the agreement, the cities not using the County's bus shelter design were responsible for the maintenance of the shelters.

3. PRESENTATION: City Center Design Concepts presented by Redevelopment Management Associates.

Eugene M. Steinfeld, Board Attorney read the item title.

Sharon McCormick, Marketing Director, Redevelopment Management Associates (RMA), explained that she would be providing an overview of a strategic marketing plan; she referenced a handout of a draft of the tactic detail, and she said a full marketing plan would be forthcoming. She proceeded with a PowerPoint presentation. Ms. McCormick explained the definition of a marketing plan and how the strategies and tactics

in a plan were based on lots of research. She explained the process: situation analysis; identification of problems and opportunities and creation of measurable goals; development of strategies and tactics, and a budget; and evaluation to see if the marketing worked. Ms. McCormick said the areas of focus would be: positioning the District and creating an identity and brand for the downtown area; business attraction, retention, and communications; directional and wayfinding signs; and increasing the customer base, doing cross promotions, and advertising and events.

Ms. McCormick explained that branding was how people felt when they were in a certain place; it was how other people talked about you. She showed an example of the City's and the CRA's marketing collateral and pointed out the different design patterns used and how it was not easily identifiable that they were all Margate related. She showed examples of Oakland Park's and Dania Beach's branding and explained that RMA's plan was to develop a comprehensive theme so that anyone could identify and automatically know it was Margate.

Ms. McCormick showed examples of wayfinding signs used in Miami Beach. She explained how wayfinding had to be planned and the process.

Rachel Bach, Assistant Director, commented on the importance of brand identification as it related to neighborhood signage and how wayfinding also reinforced the brand.

Ms. McCormick shared some inspirational images that she said could be used for branding Margate. She pointed out how that the Margate community was intergenerational with people who were health conscious, active, and liked to have fun. She said these elements would be part of the branding message.

Ms. McCormick spoke about an intercept survey that was done at a recent Sound at Sundown event. For the question that asked how locals would describe Margate to someone who had never been to Margate, of the 41 responses received, she said there were only 3 responses that were neutral or negative. A high percentage commented that it was a family place and that it was so nice.

Ms. McCormick showed a slide that reflected the estimated budget of \$54,400 for brand and collateral development, plus an additional \$5,000 for wayfinding. She spoke about doing demonstration wayfinding in the City Center area to promote events or the upcoming development while working on the city-wide wayfinding system.

Ms. McCormick spoke about business attraction, retention and communications and she showed examples of collateral used in another city for business attraction and cross promotional advertising campaigns. She showed an estimated budget for business attraction/retention/communications and spoke about the importance of having a display booth at the ICSC conference and advertising in the trade publications to reach the development community. Also included in the budget was cooperative advertising for a business retention program, quarterly merchant/property owner meetings with business building seminars, and a Merchant Assistance Program. She mentioned doing a business survey which would help identify the topics for the business seminars. The estimated budget for this segment was \$24,500.

Ms. McCormick said RMA would like to focus on branding, expanding, and enhancing the Sounds at Sundown events because they were great events that were well attended. She spoke about building a database through register to win programs to capture emails and information about attendees. She spoke about developing opportunities to cross promote existing businesses and incubate new businesses at events. She commented on the importance of maintaining consistency and always promoting the opportunities in Margate. She showed the estimated budget for this segment which included two direct mail

campaigns to drive people to social media sites, as well as six expanded Sounds at Sundown events. The estimated budget for this segment was \$65,000.

Ms. Peerman asked for clarification on the expansion of the Sounds at Sundown. Ms. McCormick said the Sounds at Sundown would start in January and run through May, and in June there would be a season close-out event.

Mr. Donahue commented about businesses having kiosks prior to opening a store. Ms. McCormick said when RMA put together event strategies there was always an underlying theme of economic development and finding ways to turn an ordinary event into an opportunity to incubate businesses. Mr. Donahue commented about having something more appealing than tables set up for the businesses, such as kiosks. He also asked whether the cross promotional package would be for CRA businesses or open to all businesses in Margate. Ms. Bach said it would be a targeted city-wide opportunity. She said their vision was to grow the local economy with the local businesses and to help those businesses become part of the bigger plan.

Mr. Ruzzano asked whether development would be held up until the branding was done. Ms. Bach said the branding was related to the way the City Center opportunities and development would be promoted. The branding being proposed was for an 18-month strategy. She said their goal was to get the branding efforts underway so that new marketing materials could be put together to promote the redevelopment of the City Center at the ICSC conference in Orlando. Mr. Ruzzano asked who would execute the plan. Ms. Bach said all the items were contracted through different entities or were hard costs associated with the items. She mentioned that the current budget included a marketing coordinator position and RMA was planning on that person being hired or the CRA could hire RMA to coordinate the activities. Mr. Ruzzano said he thought the items presented were already included in the agreement with RMA. He asked what was happening with the City Center. Ms. Bach explained that the marketing plan presented was for the City of Margate, not the City Center. She said that in order for the City Center to happen, there was a certain image that needed to be projected. She said the CRA had not had much success in attracting developers or promoting Margate as a location for a city center. She said the CRA was currently in negotiations with a developer but it could end up being a small portion of what gets developed at City Center. There was back and forth discussion about the benefits of branding and Ms. Bach shared examples of what other cities had done and spent to attract developers. She said it was because of the branding campaign in Oakland Park that things started to happen locally and nationally. There was additional discussion about RMS's role, and Ms. Bach explained that RMA was hired as Margate's redevelopment agency's administration, not as a marketing firm.

Ms. Simone said she liked the branding idea. She said she thought the marketing plan would help make the good things the City had even better. She said she would like to see more events including arts and craft festivals and a dog expo.

Chair Talerico said he was tired of Margate taking a back seat to other cities. He said Margate had a lot to offer and we needed to get the word out. He noted that the CRA was going to be undertaking a big project; it had a lot invested and he was in favor of doing it right the first time.

Ms. Peerman said that 90% of what she heard people say was that they did not see anything being done. She said doing the marketing would show that the CRA was making a move forward. She agreed with Chair Talerico that the CRA needed to spend money to brand and market the area. Ms. Peerman commented about moving the stage across the street for the Sounds at Sundown.

Mr. Donahue spoke about Margate pride. He said by investing in its future, it showed others we [Margate] were worth investing in too.

Ms. Simone said she was glad to see that the branding would be starting next month and the City would be taking action and moving forward.

Mr. Ruzzano said he was not against the branding. He asked why the CRA could not start building while doing the branding at the same time. He said he continues to hear that residential was needed in order to fill retail, but he asked who would want to live here when they could not get dinner in the City. He said the CRA could get something built and offer it for rent to the businesses in the back plaza. He said the CRA had to start somewhere.

Chair Talerico asked about the next step. Ms. Bach said no action was needed today. RMA was finalizing the marketing plan document which would have more detail. In April, she said RMA would bring a revised budget for marketing for their consideration. The Board would receive a draft copy in the interim to review. She pointed out that there was \$55,000 in the current budget in multiple line items for events so additional funding was not being requested at this time, just a reallocation of the funding.

There was some additional back and forth discussion between Ms. Peerman and Mr. Ruzzano about the challenges of getting new businesses to come to Margate. Chair Talerico mentioned the lack of interest mentioned in the marketing studies that were done a few years ago. Ms. Bach spoke about a real estate conference she recently attended in Miami and the negative perception that existed about Margate.

4A. **RESOLUTION 422:** Authorizing the execution of an agreement between Roof Painting by Hartzell, Inc., and the Margate Community Redevelopment Agency for routine maintenance services for CRA maintained bus shelters.

After Eugene M. Steinfeld, Board Attorney, read the resolution title, the following motion was made by Mr. Donahue, seconded by Ms. Peerman:

MOTION: SO MOVE TO APPROVE

Prior to completing the roll call, Ms. Simone asked if the automatic renewal clause in the contract could be removed. Ms. Peerman agreed.

Attorney Steinfeld advised that the CRA could terminate for convenience upon seven days written notice, as stated in the contract. He said it meant that at any time, even during a renewal, the CRA could simply end the agreement, but he said he had no issue removing the automatic renewal language.

Chair Talerico asked, as a Point of Information, what the advantage was of putting in an automatic renewal. Attorney Steinfeld said the advantage was that the contract did not need to come back before the Board.

Ms. Peerman asked if the contract would need to go back out to bid at the time of renewal. Adriane Esteban, Project Manager, referenced the section in the contract about time which stated that the contract term would be for one year and would renew for two one-year extensions. She said the word automatically would be removed. Attorney Steinfeld said the verbiage should also be changed to indicate that the contract may be renewed for two one-year extensions providing the parties agreed.

Ms. Peerman made the following amendment, seconded by Ms. Simone:

AMENDMENT: TO REMOVE THE AUTO RENEWAL VERBIAGE

Chair Talerico asked if the representative from the company was present and whether they had an issue with the change. Speaking from the audience, William Stecklow, Hartzell Painting Contractors, said they were fine with whatever language the CRA wanted on the renewal.

ROLL CALL

ON AMENDMENT: Mr. Ruzzano, Yes; Mr. Donahue, Yes; Ms. Peerman, Yes; Ms. Simone, Yes;
Mr. Talerico, Aye. The amendment passed 5-0.

**ROLL CALL ON
MOTION AS**

AMENDED: Mr. Ruzzano, Yes; Mr. Donahue, Yes; Ms. Peerman, Yes; Ms. Simone, Yes;
Mr. Talerico, Aye. The motion as amended passed 5-0.

4B. **RESOLUTION 423:** Authorizing the execution of a sixth amendment of agreement with Advanced Asset Management for property management services.

After Eugene M. Steinfeld, read the resolution title, Ms. Peerman made the following motion, seconded by Ms. Simone:

MOTION: SO MOVE TO APPROVE

Mr. Ruzzano asked what would happen after the 20-day extension.

Rachel Bach, Assistant Director, advised that a bid was currently out to select a property management firm. The bid opening would take place on March 26, 2014, followed by a review, and a recommendation for a property management firm would be on the April CRA meeting agenda.

ROLL CALL: Mr. Ruzzano, Yes; Mr. Donahue, Yes; Ms. Peerman, Yes; Ms. Simone, Yes;
Mr. Talerico, Aye. The motion passed 5-0.

4C. **RESOLUTION 424:** Approving Notice of Termination for Lawn Wizard USA, Inc., and an agreement with The Landscape Company, Inc. for landscape maintenance services.

After Eugene M. Steinfeld read the resolution title, Ms. Simone made the following motion, seconded by Ms. Peerman for discussion:

MOTION: SO MOVE TO APPROVE

Ms. Peerman asked to have the auto renewal language removed and she made the following motion, seconded by Ms. Simone:

AMENDMENT: TO REMOVE THE AUTO RENEWAL VERBIAGE

ROLL CALL

ON AMENDMENT: Mr. Ruzzano, Yes; Mr. Donahue, Yes; Ms. Peerman, Yes; Ms. Simone, Yes;
Mr. Talerico, Aye. The amendment passed 5-0.

John Longo, representing Lawn Wizard, said he wished to defend the termination of their contract. He distributed copies of a bound document to all the Board members.

Chair Talerico asked why the CRA was changing companies. Rachel Bach, Assistant Director, advised that the CRA had been under contract with Lawn Wizard since September, 2013, and had been dissatisfied with their service. She explained that the CRA had held many progress meetings with them identifying multiples issues with the manner in which the landscaping has been maintained, the mulching, etc., and the CRA had not gotten the corrections that it expected.

Mr. Longo referenced photos in the document he provided that showed what the property looked like when they started and how improved it looked in the February photos. He also referenced photos that were taken the day of the meeting and said everything looked to be groomed very well. Mr. Longo gave some examples of direction he had received from the CRA that his team did not agree with relative to replacing a dead royal palm tree, trimming newly installed bougainvillea, and pruning the hedges in front of a tenant's business at a CRA owned property. He said there were a lot of issues that had taken place which they think were due to a lack of experience from the project manager. He said they received complaints about trash not being picked up; they offered to have their crew sign in somewhere but they did not receive a response. He said they made recommendations for removal and replacement of some of the landscaping but they could not seem to make any progress. He said the City looked beautiful.

Ms. Bach said the CRA had had countless meetings with Lawn Wizard regarding the landscaping. She said the primary issue was that they have not lived up to certain contractual requirements which included certifications for every cut, for fertilization, for mulching, etc. She said the CRA did not want to have them "sign in". She said the trash what was what was observed by staff. She said the CRA's property manager had also complained to the CRA about the way the properties were being maintained. She cited an example having to do with the Winter Festival where they were specifically asked to take care of some maintenance issues before the event; some of the issues were not addressed and Parks and Recreation had to take care of them and they charged the CRA. Ms. Bach said Adriane met with them on a bi-weekly basis and kept detailed records, but the issues continued to be the same. The CRA had tried to lay out what its expectations were in terms of the level of service and what was specified in the contract, but often times the CRA had to point things out to them in the contract because they would say that it was not in the contract. She said staff did not have a lot of time to spend watching and managing a landscape company when they were not performing up to the CRA's specifications.

Chair Talerico asked the Executive Director, Jerry Blough, if this company did landscaping for other parts of the City. Mr. Blough said the City utilized another vendor.

Michael Smith, representing The Landscape Company, Inc., said they had been doing business in Margate for about 14 years. Concerning the current vendor, he said they needed to adhere to the specifications in the contract the first day on the job.

Chair Talerico pointed out that the Board relied on the expertise of the staff and trusted their judgment.

**ROLL CALL ON
MOTION AS**

AMENDED: Mr. Ruzzano, Yes; Mr. Donahue, Yes; Ms. Peerman, Yes; Ms. Simone, Yes;
Mr. Talerico, Aye. The motion as amended passed 5-0.

5. **TENANT UPDATES**

Rachel Bach, Assistant Director, said the rent roll was included in the back-up for information. Ms. Peerman commented that it was nice to see that rents were up to date for all tenants.

6. **EXECUTIVE DIRECTOR'S REPORT**

A. Paint and Repair of Bus Shelters

Adriane Esteban, Project Manager, advised that the CRA had administratively approved a contract for the paint and repair of the bus shelters. She said Hartzell was the selected contractor and they were also the contractor that would be used for bus shelter maintenance services.

Rachel Bach, Assistant Director, said that in addition to painting and repairing the bus shelters, a graffiti proof coating would also be done.

Ms. Peerman commented that garbage maintenance was the biggest issue. She asked when they might start painting. Ms. Esteban said the permit and new color selection was needed first.

Mr. Ruzzano commented about the bus shelter on Atlantic Boulevard by Verizon noting that it was filthy. He said residents on that street complained about people sitting in the median on that street on Wal-mart carts with their feet hanging in the street. He asked about moving the bus shelter. Ms. Esteban advised that the bus shelters on the south side of the street were the County's, not the CRA's; the CRA only maintained the two on the north side.

B. Redevelopment Management Associate's Work Plan

Rachel Bach, Assistant Director, referenced a copy of Redevelopment Management Associate's Work Plan which she said would be updated monthly and provided to the Board.

7. **BOARD MEMBER COMMENTS**

Mr. Ruzzano: He suggested talking about the July 4th activities at the next CRA meeting. He commented about the need for additional food trucks. He expressed a concern about the pavers that were being put around the trees at Kaye Stevens Park because the roots would grow up and knock the pavers out in a few years. He specifically mentioned a date palm tree and another tree in the back. He suggested taking the tree out before it became a problem and putting in a statue of Kaye Stevens with a dedication plaque underneath.

Mr. Donahue: Thanked RMA for the presentation and their hard work.

Ms. Peerman: She said she would like to see an indoor farmer's market. She mentioned the representative from the Public Markets conference in Ohio who came down and gave a presentation. She said one of the people from that group was in Oakland Park; she suggested having him come to Margate to see what could be done here. Ms. Simone commented on a popular market in Ohio and another called Delicious Orchards in New Jersey that she thought would be a perfect fit in Margate. She said no other city around had anything like it. She said the residents wanted something like that in Margate. Chair Talerico said the Yellow Green market concept in Hollywood was similar.

Rachel Bach, Assistant Director, said what was planned for Oakland Park was a 30,000 square foot public market that was not that too far away from Margate. She said the experts said that a public market like what was being discussed would need to be run like a public utility; it would become part of the City and the City's operation. She said when it was put out to bid for a private entity, no bids were received. She said it would be a 100% public undertaking. Oakland Park was hiring a vendor who will manage their market. She

said that were a lot of other things that needed to be considered. Currently, she said RMA was trying to stay focused on getting the City Center project off the ground, and the expectations of what they could take on needed to be balanced. She said it could be explored but resources were limited with everything else they were focusing on. Mr. Donahue asked for clarification on where the public market might go. Ms. Peerman said she saw them looking to the experts to advise on the best location for it in Margate. Sharon McCormick, RMA, said she had an enormous amount of research and options that she could share with them. Mr. Ruzzano said he liked the idea of the market and that it was up to the Board to make the ultimate decision. He said the CRA had the property and the ideas; it needed to do something. Mr. Ruzzano said the Board knew what was wanted; a decision needed to be made as to where to put it. Ms. Peerman said she did not want to make a decision on where to put it because she did not have the expertise on traffic, parking, walkability, etc.

Jerry Blough, Executive Director, commented that he has heard their frustration and he had shared it with the RMA team. He said the CRA had gotten further than it had before, and before a decision was made to do something ourselves, he asked the Board to give RMA an opportunity to proceed in the direction they were going. He said the CRA was in negotiations with a developer and it needed to go forward with it. If it didn't work out, then the CRA would likely look at another plan of action. Ms. Peerman said the intent was to discuss and explore other options so that RMA and others understood that they were bringing forth input from the people they represented. Ms. Peerman said getting more information was good for now; they were not saying to stop anything. She said they were the ones getting beat up daily; they wanted to be able to give answers whether they were positive or negative. Mr. Blough encouraged the Board to look beyond the downtown area. He said there was growth and progress in the City. He asked the Board to stay positive and proactive and to realize that tremendous strides were being made in a lot of areas, and that Margate was not defined by the downtown City Center. He said things were moving in the right direction.

Ms. Simone said she was looking at the market place being somewhere other than the downtown area. She said she would like to see other options.

Ms. Peerman suggested moving the Sounds at Sundown to the location of where the band shelter would be located so that people would start to get used to going to the entertainment area. She suggested doing so next season.

Ms. Simone: She asked about a small monument that she saw at Kaye Stevens Park. Mr. Blough said there was always a small monument there but it was difficult to see. He said the monument was going to be refurbished.

Mr. Talerico: No comments.

There being no additional business, the meeting adjourned at 8:50 p.m.

Respectfully submitted,

Transcribed by Rita Rodi

Frank B. Talerico, Chair