

COMMUNITY REDEVELOPMENT AGENCY BOARD

REGULAR MEETING MARCH 11, 2015

MINUTES

Present:

Tommy Ruzzano (arrived 7:06 p.m.)
Joyce W. Bryan
Lesa Peerman
Joanne Simone, Vice Chair
Frank B. Talerico, Chair

Also Present:

Diane Colonna, Executive Director
Eugene M. Steinfeld, Board Attorney
Douglas E. Smith, City Manager
Reddy Chitepu, Director, DEES
Ben Ziskal, Director, Economic Development
Kim Vazquez, Project Manager, CRA
Dennis Dial, SNS Pavers, Inc.

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 11, 2015, by Chair Frank Talerico. There was a moment of silence followed by the Pledge of Allegiance. Roll call was taken.

1A. MINUTES FOR APPROVAL: (2/11/15)

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

MOTION: SO MOVE TO APPROVE

There was no discussion.

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

1B. MINUTES FOR APPROVAL: (2/4/15)

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

MOTION: SO MOVE TO APPROVE

There was no discussion.

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

2. PUBLIC DISCUSSION

Rich Popovic, 6066 Winfield Boulevard, said he saw that the County had installed a new light on Banks Road along with some new landscaping; he asked whether their initiatives had anything to do with what the CRA was planning to do and if there would be coordination between the County and CRA.

Diane Colonna, Executive Director, responded that the CRA's median project on Copans Road was still being designed and it was separate from the County's project.

- 3A. **RESOLUTION 443:** Approving an agreement with Landscape Service Professionals, Inc., for landscape and irrigation maintenance services.

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

MOTION: SO MOVE TO APPROVE

There was no discussion.

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

- 3B. **RESOLUTION 444:** Authorizing the execution of an agreement between SNS Pavers, Inc., and the Margate Community Redevelopment Agency for concrete and brick paver cleaning and maintenance on Margate Boulevard and the N.W. 58th Avenue area.

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

MOTION: SO MOVE TO APPROVE

Rich Popovic, 6066 Winfield Boulevard, asked how much the project would cost.

Diane Colonna, Executive Director, responded that the total contract cost was \$37,365 of which \$24,967.50 was for cleaning, and the paver brick sealing and replacement would be done at a cost of \$4.00 per square foot. She noted that SNS Pavers was the lowest of the four bids received. Mr. Popovic asked what type of sealer would be used and whether it was a xylene based product. Ms. Colonna said it was Cobble Coat sealer. Dennis Dial, SNS Pavers, speaking from the audience, indicated that it was xylene based.

Chair Talerico advised that Mr. Ruzzano had arrived at the meeting.

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

- 3C. **RESOLUTION 445:** Authorizing the execution of a cash bond form tendered to Broward County Highway Construction and Engineering Division on behalf of the Margate Community Redevelopment Agency for the Coconut Creek Parkway Median Improvement Project.

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

MOTION: SO MOVE TO APPROVE

There was no discussion.

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

4A. DISCUSSION & POSSIBLE ACTION: RFQ MCRA 2015-03 Margate City Center Development – Selection Committee recommendation of firms to proceed to RFP Process.

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

Diane Colonna, Executive Director, proceeded with a Power Point presentation. She provided a brief explanation of the two-step process that was being followed which included a Request for Qualifications (RFQ) and a Request for Proposals (RFP). She said the RFQ was issued with a deadline of February 11, 2015, and four responses had been received. She advised that a Selection Committee had been formed which was comprised of Douglas Smith, City Manager; Ben Ziskal, Director, Economic Development; herself; and a non-voting member from Redevelopment Management Associates, Kevin Crowder. The Committee reviewed the responses and ranked them based on the criteria. She said the recommendation was to have the two highest ranked development teams proceed to the RFP process.

She showed two slides from each development team to highlight some of their qualifications. She showed slides for New Urban Communities who had partnered with town planners Dover, Kohl & Partners. Dover Kohl had worked on the Miami Springs Downtown Revitalization Plan and the Town of Davie Downtown Master Plan, both large scale projects. She showed a slide of one of New Urban's projects, Greenwich, which was an urban infill project in Jupiter.

She showed slides for AHS Development Group who had partnered with Southeast Architect Services for an apartment project, Village at Lake Worth. She said AHS Development was primarily a residential developer but she said they were currently working on a mixed use project, The Place at Dania Beach.

Centennial Management Corporation, she said, was primarily a builder of apartments, mostly affordable housing. She showed slides of the Miami Stadium Apartments project and Chaves Lakes Apartments in Hallandale.

A Margate firm, Preferred Realty & Development, was mostly a commercial contractor but they also did some brokerage and property management she said. Ms. Colonna showed slides of their projects which included a Fedex Distribution Center in Salt Lake City, Drexel Park Townhomes in Delray Beach, and the Banks Business Park in Margate.

Ms. Colonna showed a slide which summarized the ranking and points (out of a possible 300 points) for the four respondents: New Urban Communities & Dover Kohl Architects at 271 points; AHS Development Group & Southeast Architect Services at 233 points; Centennial Management Corporation at 207 points; and Preferred Realty & Development at 190 points. The basis for the ranking was that the top two were considered to have the most extensive experience in mixed-use type development and large scale development. She said Centennial had mostly affordable housing projects and Preferred Realty had a mix of commercial and residential but they were primarily single use sites and not as comprehensive in scope and size as would be the City Center site. She also noted that New Urban and AHS had partnered with architectural firms which showed the intent that they would be planning the entire site.

Ms. Colonna showed a slide which summarized the next steps which would include a decision by the CRA Board to affirm the Selection Committee's recommendation or to change it. Thereafter, an RFP would be issued and the selected RFQ respondents would be invited to participate in that process. She explained that the RFP would be more extensive and would require the submission of a conceptual development plan for the site, detailed cost estimates, an operating pro forma and a financing plan. After the submission deadline, she said a selection committee would rank and select the development teams and then a development agreement could start to be negotiated.

Mrs. Peerman commented on several developers that had come to the City prior to the release of the RFQ; she asked if they were amongst the four that responded. Ms. Colonna said a pre-submission meeting was held and AHS was present, and New Urban Communities had requested information, but she said she did not know if the others attended. Mrs. Peerman commented that she had seen AHS Development Group's plan for Dania Beach at a conference in Orlando and she thought their road design was unique. She said New Urban Communities had done work on a town in Lamont, Illinois, where she was from and she viewed it on Google Earth. She supported the selection committee's recommendation of the two developers.

Mrs. Bryan thanked all the companies for submitting their RFQ's. She said the top two did have extensive background and qualifications. She said it would be nice if the CRA could do something with Preferred Realty, being a Margate business, but it did not appear that they had all the qualifications being sought. She said she was satisfied with the top two selections.

Mr. Ruzzano asked whether the top two would be looking at all the properties. Ms. Colonna said they had not commented on what they were proposing to develop because that would be part of the next step. The RFQ was just for qualifications, background and experience.

Mr. Simone said she was satisfied with the top two choices. She commented that New Urban Communities had done Merrick Preserves which she had walked many times and thought it had a unique layout.

Mr. Talerico commented about the need to move ahead with the project.

Mrs. Peerman made the following motion, seconded by Ms. Simone:

MOTION: TO APPROVE THE TOP TWO RECOMMENDATIONS

Rich Popovic, 6066 Winfield Boulevard, asked whether the developers that were being considered had looked at what was going on in Margate, what they were and were not permitted to do, and what was the CRA's vision. He said the CRA might not need a big, costly developer. He asked what was wrong with the Margate firm. He asked if the bid would include the amenities that the CRA wanted such as the amphitheater. Ms. Colonna responded that the next phase, the RFP, would be very specific about what the CRA was looking for in terms of development and the public amenities such as the amphitheater and water promenade. She said the RFP also addressed that the CRA had funding to contribute for infrastructure. She said the RFP contained a lot of information about market demand and the desired uses. The market study had been available to the development teams and they would all do their homework before taking on a development of our size. She said the developers would have a good idea of what would work financially and what they would be willing to commit to. The CRA would have the opportunity to decide if what the developers submitted would be acceptable.

Mrs. Peerman commented, for the record, that the RFQ was just a request for qualifications to find the qualified companies.

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

4B. DISCUSSION & POSSIBLE ACTION: Kaye Stevens memorial at Kaye Stevens Park

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

Diane Colonna, Executive Director, explained that improvements to Kaye Stevens Park were completed last summer and that there had been conversations about installing some type of memorial such as a statute or plaque at the park that would convey the significance of Kaye Stevens to park visitors. She said pricing was obtained on various options which included statutes, plaques, and busts. The prices ranged from less than \$3,000 for a plaque with a bas relief image and a stand; \$5,500 to \$27,500 for a bronze bust; and from \$29,000 to \$40,000 for a bronze statute. She explained that the bust and statute would need to be sculpted by an artist, thus the higher cost. She said CRA staff was recommending the purchase of a bronze plaque with a bas relief picture which could also include some information about Kaye Stevens.

Mrs. Peerman made the following motion, seconded by Ms. Simone:

MOTION: TO MOVE FORWARD WITH THE CRA'S RECOMMENDATION FOR A BRONZE PLAQUE WITH ADDED INFORMATION ON IT.

Mr. Ruzzano commented that Kaye Stevens was a pioneer of Margate and she had put Margate on the map; he said he would like to see a full size statute dedicated in her honor.

Fred Schweitzer, 1700 N.W. 65th Avenue, said that he thought a statute was more appropriate. He said Kaye Stevens was on many television shows and that she always made it a point to mention that she lived in Margate, Florida which he said attracted people to visit Margate. Mr. Schweitzer said very few people would see a plaque; people would take notice of a statute of Kaye Stevens waving 'welcome to Margate' as they crossed over U.S. 441 onto Royal Palm Boulevard. He mentioned the lack of artwork in the City of Margate.

Gerry Schweitzer, a resident of Margate for 33 years who lived next door to Kaye Stevens, said Ms. Stevens was a resident of Margate for over 45 years and was one of the founding pioneers of the City of Margate. She said Kaye Stevens was an international star, singer, entertainer, and actress. She was the grand marshal of many July 4th parades and had been referred to as the 'first lady of Margate.' She said she was well respected by veteran groups throughout the United States. She thought it would be nice to see a statute of her waving. She said Kaye Stevens was on Days of Our Lives for nine years; she appeared on many game shows where she often had a small sign that read, 'Hello Margate'; and she was on the Johnny Carson show numerous times where she also mentioned Margate. She said Kaye Stevens traveled and performed with the Rat Pack, Frank Sinatra, Dean Martin, Sammy Davis Junior. Mrs. Schweitzer said she one of the individuals who donated the current Kaye Stevens exhibit that was at the Northwest Focal Point Senior Center. She said Ms. Stevens was nominated for a Golden Globe for her role in the New Interns. In 2011, she said she established the Women's Veterans wing at the Fort McCoy Veterans Home. She said she also raised \$15,000 for St. Vincent Church in 1961. Mrs. Schweitzer said a statute would be an asset and it would be a beautiful tribute to her.

Mr. Ruzzano thanked the Schweitzer's for coming to the meeting and speaking about Kaye Stevens.

Mrs. Peerman pulled her motion. Mrs. Bryan made the following motion, seconded by Mr. Ruzzano:

MOTION: TO LOOK INTO A FULL SIZE BRONZE STATUE

Chair Talerico asked if there was a limitation on the cost.

There was a discussion about the additional cost for a base. Ms. Colonna said the costs she presented were for the statute alone. She said she thought a base and a plaque might cost an additional \$1,000-\$2,000..

There was a short discussion about the vendor choices.

Mrs. Bryan made the following amendment, seconded by Mr. Ruzzano:

AMENDMENT: AT A COST OF UP TO \$35,000

Mrs. Peerman asked whether consideration had been given to local artists or to the Art Institute. Ms. Colonna said she had not explored those options but she would find out. She said it was important to get an experienced sculptor to do the statue.

Mrs. Bryan mentioned that there was an artist working on a bronze statue of Dr. Martin Luther King in Coral Springs and she suggested contacting Joyce Campos in Coral Springs for more information.

Ms. Simone asked if the statue would be made of the same material as the one in Firefighter's Park. She said a statue might attract vandalism. Ms. Colonna agreed and noted that bronze was fairly indestructible.

Rich Popovic, 6066 Winfield Boulevard, thanked the CRA Board for their decision.

Mrs. Peerman asked if this was a project that could be done by the CRA. Ms. Colonna responded that it was because it was located in the CRA district, and the Kaye Stevens park improvements are included in the CRA plan.

Ms. Colonna asked to have the Schweitzer's look at the statue prior to it being cast to ensure it was a good resemblance. Mr. Schweitzer said they would be happy to come and look at it. He suggested the sculptor could draw ideas from the pictures on display at the Northwest Focal Point Senior Center.

**ROLL CALL ON
THE AMENDMENT :**

Mr. Ruzzano, Yes; Mrs. Bryan, Yes; Mrs. Peerman, Yes; Ms. Simone, Yes;
Mr. Talerico, Aye. The amendment passed 5-0.

**ROLL CALL ON
THE MOTION AS
AMENDED :**

Mr. Ruzzano, Yes; Mrs. Bryan, Yes; Mrs. Peerman, Yes; Ms. Simone, Yes;
Mr. Talerico, Yes. The amended motion passed 5-0.

4C. DISCUSSION & POSSIBLE ACTION: Amending the CRA Event Policy

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

Diane Colonna, Executive Director, explained the need to make the CRA Event Policy consistent with the Temporary Use Agreement that was approved at the last CRA meeting. She said the Event Policy would incorporate the use of the blanket Temporary Use Agreement for any utilization of CRA owned property. She said it was also being amended to state that additional rent could be charged to an organization that continued to occupy the property beyond the time allotted in the agreement.

Mrs. Bryan made the following motion, seconded by Mr. Ruzzano:

MOTION: SO MOVE TO APPROVE

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

5. EXECUTIVE DIRECTOR'S REPORT

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

A. MCRA Workplan for February, 2015

Diane Colonna, Executive Director, referenced the work plan that was included in the meeting back-up. Under Capital Projects, she commented on the Melaleuca Drive/N.W. 61st Avenue sidewalk and landscaping project noting that it had been proposed by City staff in the past. She said the project called for pedestrian improvements because the street was used by school age children and it was dark and had few sidewalks. CRA staff met with engineers from Kimley-Horn to review a scope of services which would include about 3,000 linear feet of sidewalks, plus some street trees, irrigation and lighting. She said the Board would be provided with costs in the future.

B. Tenant Updates

Diane Colonna, Executive Director, referenced the rent roll that was included in the meeting back-up, noting that all tenants were up to date with their rent.

C. Replacement of Light Pole Banners on Margate Boulevard and NW 58th Avenue

Diane Colonna, Executive Director, introduced Sarah Blake from RMA who gave a short PowerPoint presentation on the proposed new pole banners.

Sarah Blake, Marketing Coordinator, RMA, said 39 banners were being done that were 24" wide by 50' long in two alternating designs. She said she received eight quotes that ranged in price from \$1,800-\$2,500. She said the banners would be vinyl. She showed slides of the two designs as well as examples of how they would look on a light pole.

Mrs. Peerman asked if event banners could be interchanged as needed. Ms. Blake said they could. Chair Talerico asked why vinyl was chosen. Ms. Blake said it seemed to be the best option for the area. He asked what the life expectancy was and she responded that it would be several years.

D. Response to Request for Explanation of CRA Tax Increment Revenues

Diane Colonna, Executive Director, referenced the written explanation that was included in the meeting back-up. She explained that the CRA did not collect taxes and residents living in the CRA district did not pay any additional property taxes. She explained that CRA revenues were based on increases in property values and property tax revenues. The City, County, and Hospital District contributed to the CRA based on incremental increases in property values.

Mrs. Peerman said three individuals [Board members & City staff] attended a class where they explained CRA revenues differently than had been explained in the past. She said they explained that revenue figures came from the property taxes but the taxing authorities (City, County, and Hospital District) could take the monies out of whatever funds they chose. She said it made it easier to explain to people that unless they

lived in the CRA District, it did not affect their tax dollars. She said she thought other CRA's that had attended the meeting would start calling it a tax increment donation to make it more understandable to people.

Chair Talerico suggested that we try to differentiate that the CRA is not the City of Margate in our public relations efforts.

6. **BOARD MEMBER COMMENTS**

Mrs. Peerman: Mrs. Peerman said she was glad that the CRA was going with a different landscaping company. She also mentioned a pothole at the Ace plaza that was becoming more hazardous. She asked who took care of the trash that blew up against the fence behind Chevy Chase plaza. Diane Colonna, Executive Director, said the landscapers took care of litter that was in the landscaping; otherwise, the property manager would take care of trash outside the landscaped areas.

Mrs. Bryan: Mrs. Bryan thanked CRA staff for the RFQ and the RFP. She said the RFP was very detailed and it included the items that had been discussed previously.

Mr. Ruzzano: Mr. Ruzzano thanked CRA staff for the work they had been doing. He also thanked the Schweitzer's for coming to the meeting.

Ms. Simone: Ms. Simone thanked CRA staff for the good work it was doing for the City of Margate.

Mr. Talerico: Mr. Talerico asked whether any of the greenway that ran along the C-14 canal was in the CRA District. Diane Colonna, Executive Director, said that she would need to look into it. He said the past commission was not in favor putting benches, waste receptacles or shelters in the section that ran through Margate. He said Coral Springs and Tamarac's sections have had signage and places to rest while Margate's section has nothing. He said the County provided the opportunity but it was voted down at that time. Mr. Talerico also asked whether the landscaping company was responsible for the interior of the shopping centers or just the perimeters. Ms. Colonna responded that the landscapers handled both areas. Mr. Talerico said there were a lot of inconsistencies in the work being done by the landscaping company. Ms. Colonna agreed.

There being no additional business, the meeting adjourned at 7:52 p.m.

Respectfully submitted,

Transcribed by Rita Rodi

Frank B. Talerico, Chair