

COMMUNITY REDEVELOPMENT AGENCY BOARD

REGULAR MEETING APRIL 8, 2015

MINUTES

Present:

Tommy Ruzzano
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
Ben Ziskal, Director, Economic Development
Kim Vazquez, Project Manager, CRA
Matt Whiteshield, Firefighter's Benevolent Assoc.
Harlan Bast, Hildebrand Rides

The regular meeting of the Margate Community Redevelopment Agency having been properly noticed was called to order at 7:00 p.m., on Wednesday, April 8, 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: (3/11/15)

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

1B. MINUTES FOR APPROVAL: (3/25/15)

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

2. PUBLIC DISCUSSION

No one came forward to speak during Public Discussion.

3A. RESOLUTION 447: Approving a contract between the Margate Community Redevelopment Agency and Artist & Sculpture Unlimited in an amount not to exceed \$32,000.

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

MOTION: SO MOVE TO APPROVE

Mitch Pellecchia, 6890 N.W. 9th Street, asked how the decision was made to choose the selected artist.

Diane Colonna, Executive Director, explained that bids were solicited from bronze foundries located in Sanford, Florida, California, Miami, and West Palm Beach. The foundry in Miami provided the best price and were the best qualified, as well as being local. Ms. Colonna said she and Kim Vazquez had also visited the foundry. Mrs. Bryan stated that she was pleased to have met the artist during a recent visit at the Northwest Focal Point Senior Center.

Mr. Pellecchia asked how the design process would work. Chair Talerico commented that the lengthy process was presented in the meeting back-up. Mrs. Peerman asked if the artist would be meeting with the Schweitzer's [friends of Kaye Stevens]. Ms. Colonna said they had met with the Schweitzer's at the Northwest Focal Point Senior Center to review the memorabilia. They then visited Kaye Stevens Park to select the best location for the statue which they felt would be on the corner of Royal Palm Boulevard and 52nd Terrace. She said the vision was to have a statue of Kaye Stevens waving and standing atop a two foot pedestal; the statue would be visible from the street as well as from inside the park. Ms. Colonna said the contract allowed for up to four months to create the sculpture and plaque and to do the installation. She said there may be a delay due to the complexities involved in designing and determining the placement of the base. She said the company would need to know the height and location of the base before they commenced work on the statue because they would design the statue around how it would be placed.

Ms. Simone she had asked Ms. Colonna earlier if the sculptor was familiar with working from a picture and Ms. Colonna had told her that she had done work of deceased people from photographs. Ms. Colonna said that there would be two sculptors working on the statue: one on the face from the neck up; the other on the rest of the body.

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

3B. **RESOLUTION 446:** Approving a Construction Reimbursement Agreement with Tropical Development Group, LLC, owner of 2401-2403 North State Road 7.

After Eugene M. Steinfield, Board Attorney, read the resolution title, Mr. Ruzzano made the following motion, seconded by Mrs. Peerman:

MOTION: SO MOVE TO APPROVE

Diane Colonna, Executive Director, explained that the owners of the property had contacted the CRA office in May, 2014, prior to starting work to ask about doing a façade grant. At that time, the property was not located in one of the Target Areas as stipulated in the grant guidelines. They were encouraged to submit an application and request an exception but they did not follow through. In February, 2015, the Property Improvement Grant program was revised and the Target Area restriction was eliminated. She said the project representatives contacted the CRA office about a grant but they were already well along into their project. Ms. Colonna showed a PowerPoint slide of the building when it opened in the 1980's and slides of the proposed façade that was currently under construction. She said the work that needed to be completed included a stone veneer, aluminum custom shutters, and tenant signage and those improvements were estimated to cost just over \$36,000. She said the grant provided for 50% reimbursement which would allow

them to receive \$18,000. The CRA office advised them that they could only be reimbursed for work that had not been done because the guidelines stated that businesses must apply before starting any work. She said they were under the assumption that they could apply after the fact.

Ms. Colonna said that the property owner had expended over \$170,000 as of February, 2015. Mrs. Peerman said she had not been in favor of the Target Areas and she made the following amendment, seconded by Ms. Simone:

AMENDMENT: TO ALLOW FOR \$25,000 IN THE AGREEMENT

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, Aye. The motion passed 5-0.

Mrs. Peerman asked when the restaurant would be available. Speaking from the audience, Jonathan Linker said it would be 60 days.

Jonathan Linker, 1900 Banks Road, Suite 4, the property owner's son, said that his father's concept was fresh Mexican/Spanish food. He said they also appreciated all the good work that the Commission had done, and they would continue to promote Margate.

4A. **DISCUSSION & POSSIBLE ACTION:** Approving a request from the Margate Firefighter's Benevolent Association, Inc., for use of CRA-owned property September 6-23, 2015 to hold a carnival and health fair September 10-20, 2015.

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

MOTION: SO MOVE TO APPROVE

Ms. Simone said that she understood that carnivals were big fundraisers for the sponsoring organizations but she preferred they be stopped because they did not present a good image for the City. She noted that the property was not going to be available forever and that the organizations needed to think outside the box and come up with other fundraising ideas such as water slides, a zip line, rock climbing wall, etc. She said residents had written to them about their displeasure with the carnivals. She said that even though the Margate Chamber tried to change the event to be a fair, people still considered it a carnival because of the amusement rides. Ms. Simone pointed out that a sponsoring organization was only allowed to use a property once per year for the same event and it seemed that organizations were trying to bypass that policy by attaching something else to their request such a health fair which she said did not mix.

Ms. Simone said that if the other Board members wanted to have the carnivals, she would make a motion to limit the property to one carnival per year.

She commented that there were just three back-to-back carnivals and they needed to stop. She reiterated that the carnivals did not present what was wanted for Margate.

Chair Talerico suggested that this topic be brought up for discussion at the next CRA meeting where it could be discussed more fully. He suggested approval of the Firefighter's Benevolent Association request. Ms. Simone said she would not vote in favor of it.

Mrs. Bryan said she had been thinking along the same lines as Ms. Simone but when she attended the last carnival, she spoke with residents and parents who thanked her because sometimes they had nowhere else to go with their children and it was very accessible. She said her mindset shifted because the carnivals were not going to be there forever.

Mr. Ruzzano said he enjoyed the carnival and he did not think the carnivals were being overdone. He said he met people from all over the County at the last fair. He said he was in favor of the carnivals. He said he had a little problem with the timing of the requests from the various sponsors.

Chair Talerico asked Harry Placke to come forward. He asked Mr. Placke if they [St. Vincent Church] used to have two carnivals at one point. Mr. Placke explained that Hurricane Wilma had destroyed St. Vincent Church so they held a carnival to raise funds and it worked so they started holding two carnivals a year, one in November and one in March and did so for several years. He said former Commissioner Donovan did not like carnivals and she put out a flyer asking residents that had an objection to carnivals to come forward. He said there were three replies but a policy was passed limiting them to one event per year. For the last seven years, they have done one carnival per year. Mr. Placke said many people did not realize they gave over \$10,000 from St. Vincent De Paul to feed Margate people and to help them with their utilities. He said they also gave \$4,000-\$5,000 to Shop With A Cop at Christmas time. He said they also gave free turkey dinners and gave to Cokesbury Church. He said a lot of the money generated by the Carnival went back to the poor people in the City of Margate. He commented about the problem they had at their last carnival which he felt was due to the fact that the Broward County Fair had shut down and those people came to the City of Margate. He said this year they would put up a fence and have more police. He said he had no objection to the Fire Department having a carnival. He said possibly the Chamber, the Church, and the Fire Department could work as a unit to create something really nice for the City of Margate while the property was still available. Mr. Placke said that having no more carnivals would hurt the people in Margate.

Ms. Simone said she was not disputing the fact that the money went to good causes or the fundraising efforts. She was asking that something other than a carnival be done to raise money. Something new and different might attract even more people she said. Mr. Placke said he did not think those kind of events would generate the same amount of revenue as a carnival did because they did not draw the same amount of people, most of whom were young adults. He said the carnivals catered to a different age group. Ms. Simone made the following motion:

MOTION: TO HAVE ONE CARNIVAL PER YEAR ON THE PROPERTY

The motion died for the lack of a second.

Mr. Ruzzano said he received one letter from a resident who was not in favor of the carnivals. Everyone else he had spoken with said they had a great time. He recommended putting up fencing if the carnival was approved. He commented that it was not necessary to fix it if it was not broken. Ms. Simone disagreed.

Harlan Bast, 8007 U.S. Highway 98, Sebring, Florida, thanked the CRA Board and said that they [Hildebrand Rides] were the first carnival to come to Margate. He spoke about the attendance at both the St. Vincent and Margate Chamber carnivals. He said the teenagers were their best customers but they attracted many families as well. He spoke about how favorable the cost of attending a carnival was when compared to that of the movie theatre. He said he appreciated being able to do carnivals in Margate. He mentioned that having the fence was a deterrent to those kids who were not really interested in attending the carnival.

Mr. Ruzzano thanked Mr. Bast for his comments. He said he and his family felt secure with the fence and having the police walking around.

Rick Riccardi, 4829 South Hemingway Circle, President of the Margate Chamber of Commerce, said it was their first year holding a fair. He acknowledged that there were some pieces that did not work, while others worked great. He said they learned so much about what they should and should not do in the future. He said they could turn it into a real fair if they were given the time to make it happen.

Ms. Peerman said a fair was a carnival with added elements which was what the Chamber had, in spite of whether everything worked or not. She thanked Mr. Riccardi for their efforts.

Anthony Caggiano, 7856 N.W. 1st Street, thanked the CRA Board members for having the carnival/fair because it was something he and his daughter could enjoy in Margate. He said having carnivals that brought people to Margate was a better representation of Margate than having an empty field.

Matt Whiteshield, President of the Margate Firefighter's Benevolent Association, explained how their proposed health fair event would be different from their previous carnival. He said they were going to do a lot of community education throughout the ten days of the event. He said they were planning to do something on the evening on September 11th which would not conflict with the ceremony during the day at Firefighter's Park. He said they also planned to offer free wristbands for police, fire, and military personnel on September 11th. He said the event would be a fundraiser and all the money raised would go back to the community. He said they contributed to the SOS Children's Village, a foster care facility in Coconut Creek. He said they have given out Thanksgiving dinners in the community. They said they were looking into offering swim classes to underprivileged children at the Margate pool. He said he had spoken with Harry Placke about a possible partnership on the event. Mr. Whiteshield said he would be speaking with Northwest Medical Center and possibly Boca West about being involved in the event. He spoke about how the Fire Department had changed the manner in which they did CPR to the way it was being done in Washington state. He said they [Washington] had a phenomenal rate of getting pulses back on their patients and it was largely due to community involvement with hands only CPR classes. He said hands only CPR classes would be held on Saturdays and Sundays during their health fair; they would offer free popcorn or soda entice people to participate.

Mrs. Peerman commented on the limited number of free smoke detectors to be given away. Mr. Whiteshield said the Benevolent 4080 would provide more smoke detectors. Mrs. Peerman said the ten dollar presale of wristbands for Margate employees was a great idea.

Ms. Simone thanked Mr. Whiteshield for the health fair portion of the event; she said she just wished it was paired with something other than a carnival.

Mrs. Bryan commented about how this would line up with the #saferby4 campaign that was popular around the county and for which Margate recently passed a resolution.

Mitch Pellecchia, 6890 N.W. 9th Street, commented that the idea of a health fair was boring and oversaturated. He said he loved carnivals but maybe the three organizations (Chamber, St. Vincent's Church, and the Firefighter's Benevolent Association) could possibly hold a mega fair once a year. He said health fairs needed to be interactive and have elements to attract younger families in order to succeed. He said the carnivals seemed to do very well and he recommended that the CRA start to require complete financial disclosure for anyone using CRA property.

ROLL CALL : Mr. Ruzzano, Yes; Mrs. Bryan, Yes; Mrs. Peerman, Yes; Ms. Simone, No; Mr. Talerico, Yes. The motion passed 4-1.

4B. DISCUSSION & POSSIBLE ACTION: Approve the MCRA Housing Improvement Program guidelines.

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

MOTION: SO MOVE TO APPROVE

Mitch Pellecchia, 6890 N.W. 9th Street, said he did not read the back-up; however, he had recently received some information from the City on how they spent grant dollars on homes. With the CDBG grants, he said the City put a lot of money into a few homes. He said he had suggested spreading the grant monies across a broader spectrum of homeowners beyond the lower income group. He suggested that grant dollars be used to attract new, young homeowners to the City of Margate.

Mrs. Peerman explained that many of the homes that would qualify under this new program had been on the City's waiting list for years so some spots would be freed up. She noted that the new program would be scaled based on low and moderate income.

Diane Colonna, Executive Director, confirmed that there would be two levels: low income could receive a 100% loan up to \$25,000 if correcting sub-standard conditions; moderate income could receive loans up to 50% of renovation, up to \$15,000. She said the intent was to address blighted conditions at this time, and the CRA could look at a subsidy program for first time home buyers sometime in the future.

Ms. Simone asked about the five year residency restriction. Ms. Colonna said the loans were deferred payment loans that were reduced by 20% each year for a five year period. No interest or payment would be due at the end of loan providing the borrower remained in the home as the owner occupant for the full five years, the home was not sold, and the home was not refinanced where equity was taken out she said. Ms. Colonna said if the home were sold within the five year period, the balance at the time would need to be repaid. Also, she said the home had to be maintained to certain standards, and a lien would be placed on the home.

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 March, 2015

Diane Colonna, Executive Director, referenced the work plan that was included in the meeting back-up.

B. Tenant Updates

Diane Colonna, Executive Director, referenced the rent roll that was included in the meeting back-up.

6. BOARD MEMBER COMMENTS

Mrs. Peerman: Mrs. Peerman said she was pleased that the CRA was working with homes through the home improvement grant program in addition to its downtown initiatives. She said she also appreciated the email blasts that were going out. She said she was impressed with the CRA's quick response time on issues including fixing the hole in the front at the Ace plaza.

Mrs. Bryan: Mrs. Bryan said she agreed with Mrs. Peerman's comments. She also thanked the Executive Director and staff for being so proactive through communications with the Board members.

Mr. Ruzzano: Mr. Ruzzano said he was very impressed with the great job the CRA was doing. He said he had received questions about three properties for which he did not have answers. He asked about Mario the Baker on US 441. Diane Colonna, Executive Director, said that a façade grant was previously approved for them but they never completed the process and the CRA believed the property had been sold. He said he saw some work going on at the Arby's property on US 441. Someone in the audience commented that Miami Subs was coming in. Lastly, he asked whether any permitting had started for the gas station at the corner of Atlantic and US 441. Ben Ziskal, Director, Economic Development, responded the property was no longer for sale but the permits had not been issued and no construction had started.

Ms. Simone: Ms. Simone said she dittoed everything the other Board members had said. She said the MCRA Business Insider was great. She said we [CRA] were moving in the right direction and the CRA's hard work was paying off for the City.

Mr. Talerico: Mr. Talerico asked when the banners would be up. Speaking from her seat, Kim Vazquez responded it would be a couple of weeks. Ms. Colonna said the benches would be delivered the following Monday and they would need to be assembled and installed.

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

Respectfully submitted,

Transcribed by Rita Rodi

Frank B. Talerico, Chair