

COMMUNITY REDEVELOPMENT AGENCY BOARD

REGULAR MEETING AUGUST 18, 2015

MINUTES

Present:

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

Also Present:

Diane Colonna, Executive Director
Eugene M. Steinfeld, Board Attorney
Doug Smith, City Manager
Ben Ziskal, Director, Economic Development

The regular meeting of the Margate Community Redevelopment Agency having been properly noticed was called to order at 6:58 p.m., on Tuesday, August 18, 2015, by Chair Frank Talerico. There was a moment of silence followed by the Pledge of Allegiance. Roll call was taken.

PRESENTATION

Chairman Talerico presented Ms. Rita Rodi with a Certificate of Appreciation for her years of service with the Margate Community Redevelopment Agency. She has moved into a new position in the City's Economic Development Department.

Chairman Talerico requested to move agenda item 4C ahead of item 4B.

1A. MINUTES FOR APPROVAL: (10/2/14)

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

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: (7/1/15)

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

2. PUBLIC DISCUSSION

None

3A. RESOLUTION APPROVING CRA CONSULTING AND MANAGEMENT AGREEMENT WITH REDEVELOPMENT MANAGEMENT ASSOCIATES LLC (RMA)

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

Mitch Pellechia, 1690 NW 9th Street, Margate, asked for clarification on the changes from the current contract, in particular, increases in salaries and allocations for positions.

Diane Colonna, CRA Executive Director, stated the two main changes in the agreement are that the CRA Coordinator position has transferred from a City to an RMA position. Additionally, there are salary increases of about five percent for current employees. There is also an increase in marketing hours due to the increase in initiatives. Staff is recommending the addition of a Project Engineer for upcoming redevelopment projects including City Center. This is estimated at \$135,000 with salary and benefits. The CRA Plan update is also included in this contract and it budgeted at \$75,000. The existing plan is from 2009. Lastly, there are funds allocated for consulting services on an as needed basis.

Mitch Pellechia asked is there a difference of \$300,000 between the old and new contract. **Ms. Colonna** responded that the management portion of the contract is \$170,000 to include the additional staff positions and increased marketing hours. **Mr. Pellechia** asked for the Board's oversight plans for the new initiatives. Does the oversight default to the contractor? **Ms. Colonna** responded that RMA does not operate independently and there is oversight from the CRA Attorney, City Manager and Finance Director. There are City and CRA policies in place to govern the agency as well. **Ms. Peerman** added that Board members regularly check in with Ms. Colonna for status updates. In regards to oversight, the City Manager is the contract manager. **Mr. Talerico** added that the Board does receive a monthly status report from RMA.

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

3A. DISCUSSION OF PROPOSED CRA BUDGET FOR FY 15/16

Diane Colonna explained that the agenda item is a detailed preliminary budget compared to the draft presented a few months ago. The budget will be considered for adoption at the next CRA Board meeting. **Ms. Colonna** highlighted the main initiatives for the upcoming fiscal year. They include:

- City Center project
- Streetscape corridor improvement
- Business attraction and retention
- Marketing, branding and imaging.

She reviewed the estimated tax increment which increased from \$4.1 million to \$4.5 million from the three contributing entities. Additional revenues include rent, interest income, event fees, late rent charges and transfers from fund balance. The total revenues are estimated at \$5.6 million. The operations and administration line item increased from \$437,000 to \$616,000 which reflects new staff positions and increased marketing hours. City offsets have increase from \$392,000 to \$600,000 as a result of a cost allocation study by the City. There is an increase in professional services and property maintenance.

Ms. Colonna added that the CRA is requesting funds for two additional City positions. The first is a Business Development Coordinator, which will be funded 75% by the CRA and 25% by the City. This position will assist in business recruitment and facilitate the permitting process for new businesses. The second position will be an Accountant in the Finance department. This position will be funded 75% by the CRA and 25% by the Senior Center.

Ms. Colonna explained several additional budget items including way finding, the housing improvement loan program, Marketing & Events and social media. The CRA website will be re-designed. Capital projects include Copans Road, Melaleuca Drive and Winfield Boulevard median improvements. Also, improvements will be made to the community center at David Park. They include facility upgrades, façade improvements, parking lot upgrades and ADA compliant playground equipment. Improvements at Kaye Stevens Park include placing the statue at NW 58th Avenue and Royal Palm Boulevard including pedestal, landscaping and additional sidewalks at \$30,000. Among the City Center project initiatives are the following:

- Storm water management
- Greenway designs
- Waterfront Park and Amphitheater design

Mrs. Peerman commented that the City has started an arts program. She asked if the CRA can include matching funds to contribute fund in the amount of \$25,000 to art in the CRA district. **Ms. Colonna** responded in the affirmative.

Ms. Simone asked why there is a decline in the marketing and promotions cost. **Ms. Colonna** responded staff will produce more of the collateral items which will decrease the need for outside work.

Mr. Talerico reminded everyone that the budget is planned for approval at the September 9th CRA Board meeting.

Mr. Ruzzano inquired about the rental property revenue decrease from \$670,000 to \$600,000. **Ms. Colonna** responded there are vacancies and there are plans to stop new leasing and start relocating tenant as development begins in the coming years. Most current leases are for three years and they contain a clause for the CRA to give a one year notice to terminate the lease.

Ms. Bryan thanked Ms. Colonna for looking to improving the community center at David Park. This will encourage the community to participate more in the center.

Mitch Pellechia expressed concern regarding a private company assisting in funding City departments. He also suggested putting monies in the budget to fund 2-3 police officers in the CRA district. **Ms. Peerman** asked if the new positions funded by the CRA would be RMA employees. Ms. Colonna responded that the new positions will be City positions and will not report to the CRA. **Ms. Peerman** asked if policing services can be added to the budget. **Ms. Colonna** responded that CRA can fund community policing as stated in the statutes. In the future there may be a need for additional police services.

AC. APPROVING A TEMPORARY USE AGREEMENT FROM AUTOBUY OF MARGATE TO SPONSOR THE SOUTH FLORIDA ITALIAN FESTIVAL ON CRA OWNED PROPERTY LOCATED AT 1507 MARGATE BOULEVARD AND 1000 N. STATE ROAD 7.

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

Kristi Ronyak of Construction Angels represented the applicant for the event. **Ms. Colonna** commented that staff thinks it would be a good event. She noted the date of the event is January 2016, not 2015 as noted in the back-up materials. The temporary use agreement will be modified to include the fees which are \$1,573 for the use of the Swap Shop property for three days and the use of the northwest site for one day for parking.

Kristi Ronyak explained this is the first event for the charity. It will be promoted through iHeart radio stations. Additional research for the event is still required.

Ms. Bryan asked if the organization, Construction Angels, is actively involved in the event. **Ms. Ronyak** indicated she is the President and founder of the group. The organization is a 501c(3) group established in 2011.

Mr. Ruzzano supported approval of the event. He commented the event will be great for the City.

Mr. Talerico asked **Ms. Ronyak** what is the main goal of the charity. She stated Construction Angels supports the families of construction workers who suffer fatalities on the job site. The organization is currently operating in Florida, Georgia and Ohio.

Mr. Ruzzano asked if the stage could be donated for the event. **Mr. Talerico** indicated the request has to be made through the City.

Joshua Ridel, 7427 NW 51st Way, Coconut Creek, expressed his support for the event and stated the City of Coconut Creek, as neighbors, would be willing to help promote the event. **Mitch Pellechia** suggested using roadside advertising opportunities for the event.

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

4B. **NEW URBAN COMMUNITIES- PRESENTATION OF ALTERNATIVE SITE PLANS FOR CITY CENTER PROJECT**

Diane Colonna reported that at the last CRA Board meeting, New Urban Communities was selected the developer for the City Center project. There were comments regarding the proposed site plan. The developer has relocated a few of the public facilities and made additional changes that he is prepared to present.

Tim Hernandez of New Urban Communities reported that he met with Ben Ziskal, Director of Economic Development and Ms. Colonna, to discuss the location of certain elements in the plan. He explained the history of the project to date and summarized the four concept plans that have been submitted to date. The first plan was submitted in response to the RFQ. The second was an amended plan to include comments from the selection review committee. Additionally, based on further comments from the CRA Board at the July 2015 meeting, two additional plans, Plan A and Plan B were created.

The first two earlier plans showed the amphitheater and community center on the west side of S.R 441, south of Margate Boulevard. Plans A & B shows the community center and amphitheater on the east side.

There are more options for storm water retention. Mr. Hernandez compared the previous plans to the most recent plans. He emphasized the importance of having an active community center. New Urban proposed two alternative plans, both including a 22,000 square foot community center an amphitheater in Phase 1

(Swap Shop) for the project. Alternative B provides a single deck parking structure that addressed the Board's concern about the adequacy of parking spaces. This alternative shows how a hotel could be replaced with residential units, in case a hotel operator is not secured.

Ms. Peerman commented she liked alternative B because of the commercial space on the ground floor and residential above. The first floor of the parking garage can be used for an enclosed farmers market.

Ms. Bryan commented she recently visited the City of Miramar's downtown. She noted that the mixed use development buildings and downtown were being used and are working nicely. She felt the model could work in Margate.

Mr. Ruzzano commented that he likes the community center. He expressed concern that there is too much residential on the east side. He would like to see more restaurants on the east side. Also, he would like to increase the use of the waterways. He requested the City Attorney check the City Ordinances to determine the basis for restrictions on motorized boats.

Mr. Talerico emphasized the importance of having activities that bring people from outside of Margate. Margate residents alone will not sustain the development. He commented that more residential is needed.

Vice-Chair Simone thanked the developer for their work and for bringing the project to Margate. She commented she liked the changes to the amphitheater. It gives people a nicer view. Additionally, she likes the community center on the water.

Ms. Peerman referred to plan B and asked if some of the apartments were moved from the east side of U.S 441 and had a height increase beyond three stories, could this create more room for retail? **Mr. Hernandez** responded businesses want to be on the 441 corridor. He expressed concern with compatibility issues if the heights of the buildings are increased. The cost increases the higher the building is due to the cost of elevators and pressurized systems.

Mr. Ruzzano commented he is not in favor of a hotel. Additionally he suggested wrapping the waterway around the City Center to allow for canoeing and other water activities. He commented he doesn't support having housing on the east side of U.S 441.

Ms. Peerman suggested adding a FlowRider system inside the community center. **Mr. Hernandez** supported the idea, however recommended having the system outdoors.

Mr. Hernandez reminded the Board that Plan A option does not include the parking structure.

Anthony Caggiano, 7856 NW 1st Street, Margate, stated he lives on the C-14 canal and motorized boats use it frequently. He supported allowing motorized boats in the City Center area. He doesn't support the community center location on the Plan A option. He suggested creating an overpass to link the east and west sides.

Mitch Pellechia commented the commercial space demand may decrease over the next years. He felt there should be discussions regarding traffic calming on State Road 441. He suggested building an Olympic sized indoor pool at the community center. He recommended having a plan for the shopping centers just outside of City Center. He cautioned they risk becoming obsolete.

Eddie DeCristofaro, 6600 Brandwine Drive South, Margate, expressed concern regarding the parking for the disabled. Additionally, he supported the idea of having motorized boats in the area.

MOTION made by Ms. Peerman to proceed with Plan A for the City Center project with the option to include a parking structure in the future. Seconded by Ms. Simone.

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

5. EXECUTIVE DIRECTOR'S REPORT

Ms. Colonna reported that a copy of the CRA Work plan was not included in the back-up materials and was placed on the dais before the meeting. She gave a general overview of the report. Additionally, she notified the Board of a budget transfer of \$500 from contingency to office supplies.

6. BOARD MEMBER COMMENTS

Ms. Peerman wished Ms. Rita Rodi good luck with her new position. She thanked her for her hard work with the CRA. She thanks CRA staff for their efforts.

Ms. Bryan supported Ms. Peerman's comments.

Mr. Ruzzano thanked Ms. Rodi and Ms. Courtney Easley for their work. He requested that the grass on CRA properties be cut before events. He asked for a status update on the Arby's building. **Ms. Peerman** commented they are scheduled to attend Development Review Committee meeting in the coming week. **Ms. Colonna** reported the owner expressed interest in submitting a Façade Improvement Grant Application.

Ms. Simone thanked Ms. Rodi for her work with the CRA. She welcomed Ms. Easley to the CRA. She commented that she appreciates the 'Friday Flash' updates from the CRA.

Mr. Talerico thanked Ms. Rodi for her work with the CRA.

There being no additional business, the meeting adjourned at 9:22 p.m.

Respectfully submitted,

Transcribed by Courtney Easley

Frank B. Talerico, Chair