

COMMUNITY REDEVELOPMENT AGENCY BOARD

BUDGET WORKSHOP

July 12, 2016

MINUTES

Present:

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

Also Present:

David Tolces, Board Attorney
Diane Colonna, Executive Director
Kim Vazquez, Project Manager
Ben Ziskal, Director, Economic Development
Cotter Christian, Engineer/Project Manager
Sarah Blake, Marketing Manager
Lauren Harris, Marketing Coordinator

The special meeting of the Margate Community Redevelopment Agency having been properly noticed was called to order at 6:00 p.m., on Tuesday, July 12, 2016, by Chair Frank Talerico. There was a moment of silence followed by the Pledge of Allegiance. Roll call was taken.

1A. PRESENTATION AND DISCUSSION OF PROPOSED 2017 MCRA BUDGET

Diane Colonna, CRA Executive Director, introduced Lauren Harris as the new CRA Marketing Coordinator. Ms. Colonna also introduced Ken Stapleton, of Ken Stapleton & Associates. Mr. Stapleton is working on amending the Community Redevelopment Plan. The plan was last updated in 2009. Ms. Colonna said Mr. Stapleton will reach out to each Board member to receive input regarding the plan.

Ms. Colonna and Kim Vazquez, Project Manager, presented the preliminary FY2017 budget to the Board. She said the final budget will be presented to the Board in September.

Ms. Colonna provided an overview CRA goals, projects, initiatives and TIF funding, grants, operations and programs.

Mr. Ruzzano asked if monies from the County and hospital district will end when the CRA sunsets in 2026. Ms. Colonna said the City will retain its money and the County and hospital funds will end. The County has made it clear it does not plan to renew any CRA's.

Ms. Vazquez provided an overview of CRA capital projects.

Mr. Ruzzano asked if the Winfield Boulevard improvements include the entryway. Ms. Vazquez said the improvements are from 441 to 64th Terrace, where the CRA district boundary ends. It will include new medians on Winfield and potentially adding a roundabout.

Sarah Blake, Marketing Manager, reviewed the proposed marketing budget for FY2017.

Ms. Peerman questioned spending \$20,000 for a new website. Ms. Blake said the price is actually on the low end of what they typically cost and a Request for Quotes will be issued.

Ms. Bryan suggested using students at Atlantic Technical College to assist with building the website. Ms. Peerman asked about the work on the new business informational packet. Ms. Blake said she will work with

the Business Development Coordinator on developing print collateral. Ms. Simone suggested contacting the Chamber because they also have information for new businesses.

Ms. Peerman said the marketing team is doing a great job with advertising events. She recommended increasing the font size on corner signage.

Ms. Colonna said the proposed Five –Year Finance and Implementation Plan is also included in the back-up.

PUBLIC COMMENTS

Mitch Pellecchia, 6890 NW 9th Street, said he has been to numerous budget workshops over the years and the property across the street is still vacant. He said as a resident it is frustrating seeing the vacant property.

Mr. Talerico said the development agreement is on the CRA Board meeting following the budget workshop.

Anthony Caggiano, 7856 NW 1st Street, noted a discrepancy the capital projects PowerPoint presentation. Ms. Colonna noted it was an inconsistency within the presentation.

There being no additional business, the meeting adjourned at 6:38 p.m.

Respectfully submitted,

Transcribed by Courtney Easley

Frank Talerico, Chair