



REINVENTING YOUR CITY

April 12, 2017

Honorable Tommy Ruzzano, Chairman  
Margate Community Redevelopment Agency  
6280 West Atlantic Blvd.  
Margate, FL 33063

Dear Chairman Ruzzano,

The purpose of this letter is to formally announce that Diane Colonna will be stepping down from her full-time position as Margate CRA Executive Director, effective April 30, 2017. She will remain available to the Agency on a part-time basis through May 11<sup>th</sup>. Per our contractual obligations, RMA must provide a CRA Director to manage the Agency, therefore, we have hired as her replacement Jim Anastan-Karas, a seasoned public administrator skilled in budgeting, management, consensus building and strategic planning. Jim has worked with numerous CRAs throughout the state, assisting in planning and redevelopment projects, and has extensive experience managing both private and public sector agencies. Jim will be inviting Board members to one on one meetings to better understand members' desires regarding the vision and goals of the Agency and redevelopment area.

RMA has been honored to be engaged by the Margate CRA since FY 2014, to contribute to the City's improvement, provide day to day management of the agency and ensure compliance with local policies and state statutes. Some of the most visible CRA accomplishments that RMA has facilitated are as follows:

#### Capital Projects

- Improvements to Kaye Stevens Park, including landscaping, furniture, signage and statue
- Improvements to David Park, including handicap accessibility and new playground equipment
- Melaleuca Drive beautification
- Coconut Creek Parkway median improvement
- Design of covered field at Sports Complex; processing plat amendment
- Design of improvements to Winfield Boulevard
- Design of improvements to Colonial Drive
- Design/bid specs for Copans Road median improvement
- Build out of office space at 6280 West Atlantic Boulevard

## City Center

- Conducted zoning/design and financial analysis of Madison Maquette proposal
- Developed proposed conceptual plan, including market demand analysis and massing analysis
- Prepared and issued RFQ and RFP to solicit development proposals; vetted submissions for Board selection and worked with attorneys to negotiate development agreement
- Arranged for and reviewed feasibility study for new community center
- Acquired Park Drive properties and Party Caterers building

## Business Development and Promotions

- Conducted several successful business assistance workshops
- Developed “In the Biz Tuesdays” networking program for local businesses
- Amended guidelines and processed several applications for Façade/Landscape grant program
- Created Development Infrastructure Assistance (DIA) program
- Created co-operative advertising program
- Employ e-blasts and social media to promote local businesses
- Produced collateral and marketing materials for business recruitment purposes

## Marketing and Events

- City/CRA branding with logo and “Together We Make it Great” tagline
- Creation/implementation of annual marketing and promotions plans
- Implementation of social media program, including weekly e-blast newsletter, Facebook, Instagram, etc.
- Sponsorship/assistance with Sounds at Sundown event series
- Creation/coordination of Margate Under the Moon event series
- Sponsorship of July 4<sup>th</sup> event, Celebrate Margate, and Winter Festival, including a special light show in 2016
- Adoption of Wayfinding Signage Program
- Developing utility box art program

## Maintenance/Property Management

- Secured new landscape contractor to upgrade and maintain landscaping in medians and on CRA properties
- Refurbished medians along Atlantic Blvd. and State Road 7
- Repaired paver sidewalks, installed new benches and banners, painted light poles along Margate Blvd. and NW 58<sup>th</sup> Avenue

## Other


- Amended the Community Redevelopment Plan to incorporate new projects/programs, comply with statutory requirements, and update information

- Prepared a comprehensive Land Use Plan Amendment to increase residential units in TOC district
- Prepared/updated 5-Year Finance Plan including capital projects and operational expenditures
- Prepared Annual Reports in compliance with state law
- Applied for and received awards for Margate projects from FRA (Florida Redevelopment Association) and FFEA (Florida Festivals and Events Association)

RMA will work closely with the CRA Board and City staff to ensure a smooth transition in leadership enabling the progress made in the redevelopment area to continue for years to come.

If you have any questions or concerns please contact me directly.

Respectfully,



Kim Briesemeister  
Principal

c: MCRA Board members  
Sam May, Interim City Manager