

To: CRA Board of Commissioners

From: Kim Vazquez, Interim Executive Director

Date: June 14, 2017

RE: MCRA Work Plan May Status Report

Margate Community Redevelopment Agency activities and highlights for May 2017 are:

Administration	
<i>Activity</i>	<i>Status</i>
General	<ul style="list-style-type: none">• Staff meetings• Agenda preparation for CRA Board meetings• Preparation of meeting minutes• Attend City's Senior Staff meetings• Weekly meetings with CRA Property Manager• Participate in DRC meetings• Public Records Requests: 1 processed, 1 requiring preparation• Attended ICSC conference in Las Vegas
CRA Finance/Budget	<ul style="list-style-type: none">• Processed bills, prepared purchase orders and payment requests
CRA Office Space	<ul style="list-style-type: none">• Contracts entered into for roof and air conditioning replacement• Permit submitted• Exterior painting completed• Term Sheet of Purchase/Sale presented to Board for discussion at the May meeting
Capital Improvement Projects (other than City Center)	
<i>Activity</i>	<i>Status</i>
Landscape/Median Maintenance	<ul style="list-style-type: none">• Oversight of ongoing maintenance/irrigation repair work• Dealt with impact of several automobile accidents (follow up with insurance companies, arrange for replacement of materials)• Prepared amendment to agreement to request additional funding
Copans Road (Medians, landscaping)	<ul style="list-style-type: none">• One bid received for the project• Reviewed by staff and prepared for review by Board at June meeting
Melaleuca/NW 61 st Ave (Sidewalks, landscaping)	<ul style="list-style-type: none">• Some landscape replaced materials• Some of the trees to be replaced as final punch list item
David Park/Community Center Improvements	<ul style="list-style-type: none">• CPZ Architects began site plan work for remainder of park improvements• Playground work completed• Canopies ordered for bench areas

	<ul style="list-style-type: none"> • Soil borings and survey work for Phase II completed week of June 4.
Sports Complex- covered multi-purpose field	<ul style="list-style-type: none"> • Application for Plat Amendment approved by Planning & Zoning and City Commission May 2nd and May 3rd meetings • Application forwarded to the County for plat amendment anticipate 90 day review/approval timeframe
Colonial Drive pedestrian improvements	<ul style="list-style-type: none"> • Plans submitted comments addressed and finals submitted to DEE's
Winfield Blvd. beautification	<ul style="list-style-type: none"> • Revised plans submitted for final review by DEE's • Preparing Bid documents for issuance
Wayfinding Signage	<ul style="list-style-type: none"> • Design Intent and Message Schedule reviewed by staff comments submitted and plans finalized and received June 1st.

City Center	
<i>Activity</i>	<i>Status</i>
Development Agreement	<ul style="list-style-type: none"> • Attorney directed to negotiate to end contract with Developer
Marketing, Special Events and Business Development	
<i>Activity</i>	<i>Status</i>
Chamber of Commerce	<ul style="list-style-type: none"> • Attended Chamber Breakfast and provided marketing update
Marketing/Business Development	<ul style="list-style-type: none"> • Prepared and distributed weekly citizen informational email newsletter • Prepared and sent out Monthly business information email newsletter to over 120 business emails that displayed information about the business, VIP card and why to shop local • According to social media analytics, reached an increase of 16% in tweet engagement from April • Engagement on Facebook Likes was up 54%/Followers was up 69% in the month May • Three press releases sent regarding MCRA events/activities • Update CRA website as necessary • Finalized "Call to Artists" for Utility Box wrap program and set up CaFE program to accept applications • Prepared and sent "In the Biz Tuesdays" Direct Mailer • In the Biz Tuesdays at Frenchies Bicycles with estimate attendance of 25 • Placed digital ads in the Palm Beach & Miami New Times for In The Biz Tuesdays • Prepared FRA Award applications • Working Parks and Recreation on 4th of July event as sponsor • Prepared Co-op ad for June Forum

Sounds at Sundown	<ul style="list-style-type: none"> • Prepared press release for June and reschedule date • Promoting the event on social media • Secured business items for promotional purposes for the June SAS event
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Property Management	
<i>Activity</i>	<i>Status</i>
CRA Owned/Common Area Maintenance	<ul style="list-style-type: none"> • Oversight of Advanced Asset Management (AAM) for property management services • Oversight of bus shelter maintenance • Oversight of landscape maintenance services • Ongoing – work with AAM on all aspects of tenant issues, including repairs • Ongoing – address impacts of vehicular accident damage to medians
Other	
<i>Activity</i>	<i>Status</i>
Legal Services	<ul style="list-style-type: none"> • Review CRA Agenda Items • Review/prepare and amend service agreements for MCRA as needed
Other	<ul style="list-style-type: none"> • Coconut Creek Parkway – waiting on bid for repair work required to close county permit • Margate Blvd/walked with contractor to look at crosswalk areas for repairs (Public Works)