

COMMUNITY REDEVELOPMENT AGENCY BOARD

REGULAR MEETING

October 9, 2018

MINUTES

Present:

Arlene Schwartz
Lesia Peerman
Joanne Simone
Anthony Caggiano, Vice Chair
Tommy Ruzzano, Chair

Also Present:

Samuel A. May, Executive Director
Ian Singer, Cherof, Doody & Ezrol, P.A.
Robert Massarelli, Assistant Executive Director
Ben Hicks, Buxton Company
Dennis Maher, Buxton Company
Nick Cucunato, Public Works Superintendent
Diana Scarpetta, CRA Project Specialist
Cotter Christian, Project Manager
James Nardi, Advanced Asset Management

The regular meeting of the Margate Community Redevelopment Agency having been properly noticed was called to order at 7:03 p.m., on Tuesday, October 9, 2018, by Chair Tommy Ruzzano. Roll call was taken followed by a moment of silence and the Pledge of Allegiance.

1A. APPROVAL OF THE MINUTES FROM THE AUGUST 21, 2018 REGULAR CRA MEETING

After Ian Singer, Board Attorney read the item title, Mrs. Peerman made the following motion, seconded by Mr. Caggiano:

MOTION: SO MOVE TO APPROVE

Ms. Schwartz commented about a possible correction to a statement on page 4, paragraph 7, that referenced the amount that the Board had agreed upon for the purchase of tents. Rita Rodi, CRA Coordinator, commented that she would review the discussion.

Sam May, Executive Director, advised that a 40 feet by 100 feet tent with a new top had been since purchased for just over \$15,000.

ROLL CALL: Ms. Schwartz, Yes; Mrs. Peerman, Yes; Ms. Simone, Yes; Mr. Caggiano, Yes; Mr. Ruzzano, Yes The motion passed 5-0.

2. PUBLIC DISCUSSION

No one came forward for public discussion.

3A. RESOLUTION 574: APPROVING AN AGREEMENT WITH BUXTON COMPANY FOR RETAIL SITE SELECTION AND MARKET ANALYSIS SERVICES

After Ian Singer, Board Attorney, read the resolution title, Mr. Caggiano made the following motion, seconded by Ms. Schwartz:

MOTION: SO MOVE TO APPROVE

Ben Hicks, Director of Sales, Buxton Company, proceeded with a PowerPoint presentation which included a history of their company and a description of the various ways in which they brought value to their clients. He explained that they helped communities understand the psychographics of their customers and identify the best retailers for them. He noted that there were other redevelopment opportunities outside the City Center area. He said their initial research showed there was some retail leakage as Coral Springs offered a lot of restaurants, retail and amenities that attracted Margate residents. He said that they would work as partners to ensure they were aligned with the MCRA's

redevelopment vision and growth strategy, and help address the retail gaps and bring in the right mix of retailers without cannibalizing existing businesses.

Mr. Hicks explained their methodology and provided some examples. He stated that they were a consumer analytics firm and he explained the company's history, its retail experience, and its capabilities. He spoke about the tools they had for local businesses and business retention. He explained the SCOUT tool and how it could show a business who their best customers were in an existing market and how they could execute a nice marketing campaign.

Dennis Maher, Director of Sales, spoke about the broker/retailer relationship. He explained that Buxton's role was to get the retailer interested in coming to Margate by providing them with factual based tools which most brokers or property owners did not have available to them for outreach.

Chair Ruzzano asked how they would promote properties within a city. Mr. Maher responded that they would be marketing Margate and the community more so than marketing specific sites.

Chair Ruzzano asked about the term of the contract noting that it was for one year with a two year extension. Mr. Maher explained that they liked to go into a contract with the mindset of a three-year partnership because retailer recruitment took time. He said their most successful clients were longer term clients, but the contract before them was for one-year with options for years two and three. Mr. Maher confirmed that the cost was \$50,000 per year with 50 percent upfront and the balance due about 60 days thereafter.

Mrs. Peerman asked the time frame for their data collection. Mr. Hicks responded that they sourced data from over 250 data sources and they used the most updated version as it became available to them. He said there was typically an eight-week refresh. He commented that the multi-year partnership was very important, especially when there were different study areas such as in the case of Margate's north and south ends. He added that retailers took between 12 to 18 months to make their site selections.

Discussion ensued about the possibility of specific retailers such as Trader Joe's and Delaware Chicken Farms. Mr. Hicks said he was not familiar with Delaware and he explained how it took a certain baseline number of retailers for them to create a predictive financial model for them. He said if they were looking to expand, they could look at where their most valuable customers came from and how far and how often they were willing to travel.

Ms. Schwartz asked Attorney Singer if the MCRA could look at possible retailers for the properties that were part of the development agreement. Board Attorney Singer responded that it was a moot point as they were not available.

ROLL CALL: Ms. Schwartz, Yes; Mrs. Peerman, Yes; Ms. Simone, Yes; Mr. Caggiano, Yes; Mr. Ruzzano, Yes The motion passed 5-0.

3B. RESOLUTION 575: REJECTING ALL BIDS RECEIVED FOR MCRA BID NO. 2018-04 SPORTS FIELD COVERED PLAY STRUCTURE AND RESTROOM BUILDING; AUTHORIZING STAFF TO RE-BID THE PROJECT TO BE IN CONFORMANCE WITH ALL APPLICABLE PROCUREMENT LAWS

After Ian Singer, Board Attorney, read the resolution title, Mr. Caggiano made the following motion, seconded by Ms. Simone:

MOTION: SO MOVE TO APPROVE

Sam May, Executive Director, explained that the bids received exceeded the budget and the State statute Consultants' Competitive Negotiation Act (CCNA) threshold of 2,000,000 for construction projects. Mr. May said it was his understanding that it would need to go out as Design/Build and the new consultants would be able to utilize the existing drawings as a basis for their plans.

ROLL CALL: Ms. Schwartz, Yes; Mrs. Peerman, Yes; Ms. Simone, Yes; Mr. Caggiano, Yes; Mr. Ruzzano, Yes The motion passed 5-0.

4A. DISCUSSION & POSSIBLE ACTION: UTILITY BOX ART PROJECT

Ian Singer, Board Attorney, read the item title.

Diana Scarpetta, Project Specialist, proceeded with a PowerPoint presentation which identified nine images and the location of the respective utility boxes on which they would appear.

The images were viewed individually and the Board members approved or disapproved each photograph and the proposed location. There were a few locations where Ms. Scarpetta was asked to provide alternate images.

Richard Zucchini, 380 Lakewood Circle, asked about the cost. Ms. Scarpetta responded that she did not know the cost yet but other cities had paid around \$1,000 to wrap each utility box plus the cost of the image which she said was about \$80 for a stock photograph. He asked how well they held up to graffiti and she responded that they were graffiti resistant and the material had a warranty of three to five years. He suggested having the boxes wrapped in plexiglass.

Manny Lugo, 1129 East River Drive, suggested having Margate residents submit and/or select the photographs. Mr. Peerman responded that Margate residents had been previously given the opportunity to submit and select photographs and artwork but they were not acceptable.

Chair Ruzzano said the direction of the Board was to have the additional images presented at the following month's MCRA meeting.

4B. **DISCUSSION & POSSIBLE ACTION:** FAÇADE IMPROVEMENTS AT MARGATE SHOPPING CENTER
(ACE PLAZA)

Ian Singer, Board Attorney, read the item title.

Sam May, Executive Director, provided some background on the project and he explained that recent estimates to make the improvements were possibly higher than the cost to tear down and rebuild. He said the Board had provided direction to come up with a modified plan to make minor improvements to freshen up the appearance of the plazas.

Nick Cucunato, Public Works Superintendent, proceeded with a PowerPoint presentation which included images of a variety of existing areas in need of repair. He said some of the needed repairs included bent soffits and bent metal edgings, cracked concrete surfaces on walkways, mansard damages, unpainted and damaged window frames or frames that don't match, minor roof leaks, and lighting issues.

There was a brief discussion about damage caused by tenants screwing boards into the window frames and Mr. May said the MCRA would look into hurricane panels.

Mr. Cucunato presented a proposed color palette for paint and stonework and explained how it would be applied. He said he drove around the area and took note of the color schemes being used on some of the newer buildings. He explained that the colors being shown did not translate well on the Mondopad. He shared color swatches with the Board for clarity. He showed images of current businesses in the City with various color palettes.

Discussion ensued about the color choices, the awning, and some of the proposed improvements. Chair Ruzzano suggested holding off on the awning until the space was rented because the new business might have a theme or preference. Mr. Cucunato spoke about the various shapes of the posts and he suggested boxing and covering them with faux or real stone. He spoke about covering the entire walkway with an awning. He said the awning supports would be framed and wrapped with brick and that they would not require inspection because they were non-structural. Chair Ruzzano asked that he obtain something in writing from the Building Inspector as soon as possible that said they could be wrapped in stone. Mr. Cucunato said he would speak with the structural engineer as well.

Mr. Cucunato showed a sample monument sign that could incorporate the same stone as the plaza and be in accordance with the new wayfinding signage designs. He said the sign was not included in his package price.

Mr. Cucunato said he estimated that the façade improvements would cost between \$100,000 and \$130,000 but he would be meeting with a contractor the following day and would obtain more accurate pricing. He said they had a contract with an existing contractor so it would not need to go out to bid and could possibly be done before Christmas.

Ms. Simone commented that there were too many colors, and she recommended Mr. Cucunato meet with the interior decorator at Sherwin-Williams for their ideas.

A BRIEF RECESS WAS TAKEN AT 8:47PM; THE MEETING RECONVENED AT 8:58PM

Mr. Cucunato brought in a sample of the proposed stone and shared it with the Board members.

Chair Ruzzano asked about the status of the drainage. Mr. May said that the pipes had been TV'd and there were some issues. He estimated that it would cost about \$100,000 to line the pipes. Mr. Ruzzano commented that the project was dependent on having the pipes fixed first. Mr. May suggested having the walkways worked on while lining the pipes, followed by the building façade and paving.

Chair Ruzzano asked about the walkway costs. Jim Nardi, Advanced Asset Management, said he had received three different quotes for three different scopes on the sidewalk work and it ranged from \$41,000 to \$168,000 for both plazas. He said the option being considered, similar to the finish being used at Starbucks, cost somewhere in the middle. Mr. May asked Mr. Nardi the cost anticipated for the asphalt work at Ace Plaza to which Mr. Nardi responded that it was \$118,000.

There was a short discussion about the costs of the various improvements and the amount budgeted. Mr. May explained that funds could be transferred from the Chevy Chase budget line to Ace Plaza because the intent was to apply the same concept to both plazas. Mrs. Peerman asked why Ace Plaza was being worked on first. Mr. Cucunato commented that Chevy Chase needed a new roof. Mr. May said either plaza could be done first.

Chair Ruzzano asked about the drainage at Chevy Chase plaza. Mr. May said it had not been inspected and he directed Jim Nardi to move forward with an inspection. Mrs. Peerman said that both plazas flooded.

Jim Nardi, Advanced Asset Management, said the clean-out that was done at Ace Plaza several years ago had improved the flooding. He said Chevy Chase flooded with heavy rains and that the pipes would need to be TV'd and cleaned out to see what was going on. He said the area from Sweet Spot around to the back of the plaza to the south and the west had been cleaned out, but nothing had been done in the front.

Chair Ruzzano provided guidance, noting that the Board wanted to make improvements to both plazas at a reasonable price and that funds had been budgeted. He commented that the Ace Plaza had been TV'd already and it would be another month to do Chevy Chase. He said to start with Ace Plaza and to reline the pipes and do the sidewalks first. Mr. May suggested using a neutral color on the sidewalk and none of the Board members disagreed.

Chair Ruzzano asked Mr. Cucunato about costs for painting. Mr. Cucunato said he would be meeting with a contractor from the Gordian Group the next day about the columns, walkways, and painting. Mr. May said the Gordian Group was through a state contract that we could piggyback and their quote would be compared against those that Mr. Nardi had obtained.

Chair Ruzzano asked the Board if they were ready to move forward, noting that it would come back before them for a decision on color and stone choices.

Mrs. Peerman made the following motion, seconded by Mr. Caggiano:

MOTION: TO MOVE FORWARD WITH THE ACE PLAZA IMPROVEMENT PROJECT

Richard Zucchini, 380 Lakewood Circle East, suggested having someone on staff Photoshop the color choices onto large format pictures. He commented that the mansard roof design really dated the plaza. He said the newer designs had mansards that were flush with the building and could make a two-story building look like a one-story building. He said he would paint the mansard roof and install lighting on the mansard roof for the tenants. He questioned putting stone coverings on the supports, noting that rust would not be detectable and it could be a code issue. He suggested adding in bicycle racks and a section for motorcycles. He also suggested contacting Tesla about installing electric chargers.

Ms. Schwartz commented about a parking lot design that included the addition of planters and how they improved and updated the look of the parking lot. She suggested that the motion be more specific.

Ian Singer, Board Attorney, restated the motion, which Mr. Caggiano made a motion to approve, seconded by Mrs. Peerman:

**MOTION: TO MOVE FORWARD WITH THE ACE PLAZA IMPROVEMENT PROJECT
IN TOTAL AND TO BEGIN THE PROJECT WITH THE LINING OF THE PIPES FOR
THE DRAINAGE AND THE SIDEWALKS**

ROLL CALL: Ms. Schwartz, Yes; Mrs. Peerman, Yes; Ms. Simone, Yes; Mr. Caggiano, Yes; Mr. Ruzzano, Yes The motion passed 5-0.

4C. DISCUSSION & POSSIBLE ACTION: DISCUSSION OF 2019 FLORIDA RECREATIONAL DEVELOPMENT ASSISTANCE PROGRAM (FRDAP) GRANT APPLICATION IN THE AMOUNT OF \$50,000 FOR THE IMPROVEMENTS TO THE DOG PARK PHASE I

Ian Singer, Board Attorney, read the item title and he advised the Board that the next item was for the exact same thing except that it was for Phase II of the project. He suggested their discussion include both items.

Mrs. Peerman made the following motion, seconded by Ms. Simone:

MOTION: TO SUPPORT PHASE I GRANT APPLICATION

Michael Jones, Director, Parks and Recreation, said there was not a presentation for the item. He said if the Board supported Phase I and Phase II of both grant applications, the City would be able to score higher on its grant applications.

Richard Zucchini, 380 Lakewood Circle East, asked the budget for the dog park. Mrs. Peerman stated it was City business. He asked if there was a cap limit on what the MCRA and/or City would be spent on the dog park. Mrs. Peerman said the MCRA would not be spending anything on the dog park and he would need to ask the City. Chair Ruzzano commented that it was estimated at one million dollars. He said the MCRA was just showing its support for the grant.

ROLL CALL: Ms. Schwartz, Yes; Mrs. Peerman, Yes; Ms. Simone, Yes; Mr. Caggiano, Yes; Mr. Ruzzano, Yes The motion passed 5-0.

4D. DISCUSSION & POSSIBLE ACTION: DISCUSSION OF 2019 FLORIDA RECREATIONAL DEVELOPMENT ASSISTANCE PROGRAM (FRDAP) GRANT APPLICATION IN THE AMOUNT OF \$50,000 FOR THE IMPROVEMENTS TO THE DOG PARK PHASE II

Ian Singer, Board Attorney, read the item title. Mrs. Peerman made the following motion, seconded by Ms. Simone:

MOTION: TO SUPPORT PHASE II GRANT APPLICATION IN THE AMOUNT OF \$50,000

ROLL CALL: Ms. Schwartz, Yes; Mrs. Peerman, Yes; Ms. Simone, Yes; Mr. Caggiano, Yes; Mr. Ruzzano, Yes The motion passed 5-0.

5. EXECUTIVE DIRECTOR'S REPORT

Sam May, Executive Director, provided the following updates:

- **891 North State Road 7 property.** Mr. May said the MCRA was looking for direction from the Board as to whether to leave the building or have it demolished. He said the building needed a lot of work and it was not seen as being viable for commercial use. There was a back and forth discussion about the amount of money that had been put into the building previously. Chair Ruzzano asked why it should be torn down if someone wanted to rent it. Ms. Schwartz suggested having someone else buy the property and pay to knock it down. Mr. May said taking down the building made it more attractive and it was what CRA's did. Ms. Simone suggested leaving it up and using it as a bargaining chip. The Board members all indicated that they were fine with leaving the building up.

- **Margate Under The Moon.** Mr. May said Sounds at Sundown was underway, and a tent had been purchased. He said there had been previous discussions about starting Margate Under The Moon in January. He asked the Board for direction on whether they wanted an event that had all the activities as in the past or whether they wanted to have a simplified version such as the last Sounds at Sundown. Chair Ruzzano said he attended the Sounds at Sundown event but there were no vendors, and it also needed alcoholic sales. He suggested that it be put out to bid to include a minimum number of food trucks, vendors, alcohol sales, and a band that the City would select. Mr. Caggiano agreed. Ms. Schwartz agreed that the vendors were needed, as well as kids' activities. She suggested adding more light to the MCRA tent. Chair Ruzzano suggested having lighted bracelets at the MCRA tent. Ms. Caggiano commented that the parking lot area also needed lighting for safety.

- **Support of Mayors' Gala.** Mr. May said City staff asked whether the MCRA Board would like to support the Mayors' Gala that upcoming weekend. He said a table sponsor was \$2,000 for ten seats and a full page advertisement; individual tickets were \$200.

Ian Singer, Board Attorney, said the MCRA Board could vote to send the City Commission to the Gala because it would be too late to vote next week.

Mr. May said if the Board decided to move forward with it, City staff would find the monies to cover it.

Attorney Singer said the direction from this Board would be whether or not it would delegate the City Commission to attend the event at the City's expense.

There was a brief discussion among the Board members about who wanted to attend. Mrs. Peerman made the following motion, seconded by Mr. Caggiano:

MOTION: FOR THE MCRA BOARD TO RECOMMEND THAT THE CITY COMMISSION REPRESENT THE CITY OF MARGATE AT THE MAYORS' GALA AND TO BE PAID FOR FROM CITY'S FUNDS

Ms. Schwartz said the commissioner should speak individually with the City Manager about attending the gala.

ROLL CALL: Ms. Schwartz, Yes; Mrs. Peerman, No; Ms. Simone, No; Mr. Caggiano, Yes; Mr. Ruzzano, Yes The motion passed 3-2

TENANT UPDATES

James Nardi, Advanced Asset Management, advised that there were currently three tenants that owed rent. He advised that the Margate BBQ sold and there was a new tenant coming into the same space, Big T's BBQ, for which a lease would be signed the next day.

He said Pop's Chicken and Waffles was looking to take the space of the former Bay Bay's Chicken and Waffles. He also said there was an Italian ice business looking at two of the three bays at the former Mugshots space.

Chair Ruzzano asked if the Chamber space was being used. Mr. Nardi said he had not seen anyone at the Chamber. Chair Ruzzano asked the Board if they would be in favor of renting the Chamber space in the event the plaza was fully rented. Both Ms. Schwartz and Ms. Simone said they were in favor of renting it. Mrs. Peerman suggested waiting until it was necessary.

Ms. Schwartz asked whether new tenants paid to have their names on the mansard. Mr. Nardi said both plazas had lit signs that were part of the tenant's space.

Ms. Schwartz commented that there was a Uniform Sign Code taking effect and she hoped the tenants were being made aware of it. Mr. Nardi said he had been sharing it with the tenants, and the MCRA was looking to correct some of the issues as part of the plaza improvements. He said he thought there were four tenants that were affected by the new code.

6. BOARD MEMBER COMMENTS

Ms. Schwartz commented that she had recently run into Fred Siegel from the Farm Bureau and he had mentioned he was selling the property and he would forgo the commission to sell it. She said it might be an opportune time to approach them. Jim Nardi, Advanced Asset Management, advised that an offer had been made to Mr. Siegel and to the adjacent property owner a while ago. He said that prior to the MCRA receiving its written offer signed and returned, the listing agent had it shopped and they had a different buyer come in and offer to pay more than the MCRA would have paid. He said they had since reached back out to the MCRA but the new budget did not have funds allocated to pay for it. Ms. Schwartz suggested the MCRA should redefine its priorities.

Sam May, Executive Director, said a budget amendment would be done in November and a change could be made at that time for land acquisition.

Ms. Schwartz suggested that the MCRA engage in conversation with them before next month. Mr. Nardi said he had reached back out to them and they were interested in selling to the MCRA.

Mrs. Peerman wished everyone good luck. She suggested that the Board members travel and get educated.

Ms. Simone asked Mr. Nardi for any updates on the former Alzheimer's Center building. Mr. Nardi said he had received three to four inquiries in the past month. He said there was one offer made sight unseen but it was too low. She asked the listing price and if there was a reason that buyers were not interested. Mr. Nardi said the list price was \$725,000 and it might need to come down a bit in the future. He said it was a great building for a particular use which was office space. Mrs. Peerman asked if it would work as an incubator. Mr. Nardi said it might, but he was not sure how separate their office spaces might need to be or whether they needed locked offices.

Mr. Caggiano said he hoped to see everyone at the Groove and Green event.

Mr. Ruzzano told Mrs. Peerman that it had been an experience working with her and there were cupcakes in her honor. He asked Mr. May whether there was a color palette in the MCRA, noting that there was a building across from the former Alzheimer's building that was being painted blue. Robert Massarelli, Assistant Executive Director, commented that there was a color palette but he was not certain whether it applied to new businesses. He said he would look into it and get back to him.

There being no additional business, the meeting adjourned at 10:07 p.m.

Respectfully submitted,

Transcribed by Rita Rodi, CRA Coordinator

Tommy Ruzzano, Chair