

# COMMUNITY REDEVELOPMENT AGENCY BOARD

## REGULAR MEETING

APRIL 11, 2012

### MINUTES

#### Present:

Pam Donovan  
Lesa Peerman  
David McLean  
Joseph Varsallone, Vice Chair  
Frank B. Talerico, Chair

#### Also Present:

Yolanda Rodriguez, Executive Director  
Eugene M. Steinfeld, Board Attorney  
Dennis Holste, Assistant Director  
Reddy Chitepu, Director, DEES  
Ben Ziskal, Director, Economic Development  
Andrew Pinney, Associate Planner  
Jackie King, Code Enforcement  
James Nardi, Advanced Asset Management  
Jochen Esser, Gourmet Truck Expo  
Dr. Joyce Levine, AICP, Plan Wise  
Dr. Clifford P. McCue, FAU

The regular meeting of the Margate Community Redevelopment Agency having been properly noticed was called to order at 6:30 p.m., on Wednesday, April 11, 2012 by Chair Frank Talerico. The Pledge of Allegiance was recited and there was a Moment of Silence for Gerard Pettigrossi, Jr. The CRA Board and assembly sang "Happy Birthday" to Commissioner Joe Varsallone in recognition of his 80<sup>th</sup> birthday.

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#### 1. MINUTES FOR APPROVAL: (3/19/12, 2/7/12)

After Chair Talerico read the item, Mr. McLean made the following motion, seconded by Ms. Peerman:

**MOTION:** SO MOVE

**ROLL CALL:** Mr. McLean, Yes; Mrs. Donovan, Yes; Ms. Peerman, Yes; Mr. Varsallone, Yes; Mr. Talerico, Yes. The motion passed 5-0.

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#### 2. COLOR PALETTE WAIVER CRA-01-2012: Margate Community Redevelopment Agency for PERMISSION to utilize a base color that is darker than what is permitted by the approved color palette. Section 23.5 of the Margate Zoning Code requires that all non-residential structures to conform to the approved color palette. The subject properties are located at 5801-6221 Margate Boulevard; 1011-1051 North State Road 7 and 5710-5710 Margate Boulevard, Margate, Florida. TOC-CC Zoning.

After Eugene M. Steinfeld, Board Attorney, read the item title, Mr. McLean made the following motion, seconded for discussion by Ms. Peerman:

**MOTION:** SO MOVE TO APPROVE

Dennis Holste, CRA Assistant Director, explained that a color waiver was being requested for the painting of the shopping plazas so that a darker color could be used for the base with a lighter color for the trim.

Ms. Peerman suggested keeping the proposed colors for the Ace Plaza but selecting lighter colors for the Chevy Chase Plaza.

Mr. Holste said the decision to go off the color palette and to use a darker color was so that dirt on the buildings would be less noticeable. After a brief discussion about the color selections and other color options, Ms. Peerman made the following motion, seconded by Mr. Varsallone:

**AMENDMENT:** TO SPLIT UP THE PLAZAS AND TAKE A SEPARATE VOTE ON THE COLORS FOR EACH PLAZA

**ROLL CALL:** Mr. McLean, No; Mrs. Donovan, Yes; Ms. Peerman, Yes; Mr. Varsallone, Yes; Mr. Talerico, Aye. The amendment passed 4-1.

Ms. Peerman then made the following motion, seconded by Mr. McLean:

**MOTION:** TO APPROVE THE COLORS FOR ACE PLAZA AS SHOWN IN THE CRA MEETING BACK-UP.

Mitch Pellacchia, 6890 N.W. 9<sup>th</sup> Street, suggested engaging an architectural design or volunteer review board comprised of professionals to help select colors in the future.

**ROLL CALL:** Mr. McLean, Yes; Mrs. Donovan, Yes; Ms. Peerman, Yes; Mr. Varsallone, Yes; Mr. Talerico, Yes. The motion passed 5-0.

With the color waiver for the Ace Plaza approved, Ms. Peerman made the following motion, seconded by Mr. McLean:

**MOTION:** TO APPROVE THE COLOR WAIVER FOR CHEVY CHASE PLAZA

**ROLL CALL:** Mr. McLean, Yes; Mrs. Donovan, Yes; Ms. Peerman, Yes; Mr. Varsallone, Yes; Mr. Talerico, Aye. The motion passed 5-0.

There was a short discussion about the colors choices for the Chevy Chase Plaza, and it was noted that the color palette would continue to be available in the CRA office for the Board members to review; the color choice(s) selected would come before the CRA Board for approval.

Yolanda Rodriguez, Executive Director, asked the CRA Board for authority to allow businesses to utilize color choices that were on the same color card thereby eliminating the need for a color waiver.

Ms. Rodriguez clarified that the City Commission needed to make the requested changes, but the CRA Board could give the authorization to bring the changes to the City Commission. Ms. Peerman made the following motion, seconded by Mr. Varsallone:

**MOTION:** FOR THE AUTHORIZATION TO BRING THE SUGGESTED CHANGES TO THE  
COLOR WAIVER BEFORE THE CITY COMMISSION

**ROLL CALL:** Mr. McLean, Yes; Mrs. Donovan, Yes; Ms. Peerman, Yes; Mr. Varsallone, Yes;  
Mr. Talerico, Aye. The motion passed 5-0.

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3. **DISCUSSION & POSSIBLE ACTION:** Proposed Food Truck Events

After Eugene M. Steinfeld, Board Attorney, read the item title, Mr. McLean made the following motion, seconded for discussion by Mr. Varsallone:

**MOTION:** TO APPROVE

Dennis Holste, Assistant Director, stated that the proposed events would be held at 1000 N. State Road 7 (former Swap Shop) because they were planning between 20-25 trucks and this lot would have ample room for both the trucks and parking. He said the set-up would be similar to what was done for the Field of Honor. He spoke about the inclusion of local businesses, restaurants, and chamber members, noting that the CRA Board could set the criteria of who they would like to attend. He said the only requirement would be that the restaurants would have to sell food versus giving it away.

There was additional discussion about the donation fee being paid by the food trucks. Mr. Holste said each truck would donate a flat amount of \$20-\$25 upfront. He said they were not paying for the property for the four hour event. The proposed events would be held on the third Saturday of each month, starting May 19<sup>th</sup>.

Ms. Peerman asked for more information on how Margate businesses would be included. Yolanda Rodriguez, Executive Director, stated that the Economic Development Department tracked everyone that was licensed and registered to operate in the City. She said they identified 99 restaurants that were not inclusive of fast food or chain restaurants. She said a listing of all restaurants would be provided. She said this venue would be a nice way to approach and include our local businesses.

Mr. Varsallone commented that these events would have a negative impact on local restaurants. Mr. Talerico commented how this was a vehicle to allow our businesses to be part of the process and to promote their restaurants. Ms. Peerman pointed out that the Sounds at Sundown ended this month, and this would keep something going on downtown for the rest of the summer.

Mitch Pellacchia, 6890 N.W. 9<sup>th</sup> Street, spoke about the high attendance at the Sounds at Sundown and the benefits of having the food trucks. He said he was not in favor of locking them into one charity, Shop With a Cop, and the CRA should look at for profits and not just non-profits. He said that there were five food trucks owned by Margate businesses. He also commented that the food trucks should pay a business tax receipt instead of paying into a charity.

Rick Riccardi, 4829 S. Hemingway Circle, representing the Chamber of Commerce, asked how the businesses would be notified. Ms. Rodriguez said we would use a database to inform businesses of this opportunity. Mr. Riccardi said the Chamber would like to be involved in the process.

Mrs. Donovan spoke about a non-profit recreation organization that was set up to be able to give back to the residents for community events. Mrs. Donovan made the following amendment, seconded by Ms. Peerman:

**AMENDMENT:** TO CHANGE THE BENEFITTING ORGANIZATION TO THE MARGATE RECREATION FOUNDATION

**ROLL CALL:** Mr. McLean, Yes; Mrs. Donovan, Yes; Ms. Peerman, Yes; Mr. Varsallone, Yes; Mr. Talerico, Aye. The motion passed 5-0.

**ROLL CALL ON**

**MOTION AS AMENDED:** Mr. McLean, Yes; Mrs. Donovan, Yes; Ms. Peerman, Yes; Mr. Varsallone, Yes; Mr. Talerico, Aye. The motion passed 5-0.

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4. **DISCUSSION & POSSIBLE ACTION:** Sponsorship of Small Business Week

After Eugene M. Steinfeld, Board Attorney, read the item, Mr. McLean made the following motion, seconded by Ms. Peerman:

**MOTION:** SO MOVE FOR APPROVAL

Yolanda Rodriguez, Executive Director, said two things would be promoted during Small Business Week in May: a Mayor's new business breakfast; and a networking event for existing small businesses in Margate. She pointed out that this would be the first time Margate held these events to honor its small businesses.

Mr. Talerico spoke about possibly incorporating information about a Small Business Expo that was held annually at the Broward Convention Center.

**ROLL CALL:** Mr. McLean, Yes; Mrs. Donovan, Yes; Ms. Peerman, Yes; Mr. Varsallone, Yes; Mr. Talerico, Aye. The motion passed 5-0.

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5. **TENANT UPDATES**

Yolanda Rodriguez, Executive Director, said the CRA was moving forward with the eviction process for Unique Specialty Cakes. She mentioned a recommendation she had made about not accepting \$800 from them because they were too far behind.

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6. **EXECUTIVE DIRECTOR'S REPORT**

Prior to discussing the ICSC Conference, Yolanda Rodriguez, Executive Director, said she wished to speak with the CRA Board about some options before they decided on traveling to Las Vegas.

Ms. Rodriguez spoke about the previous workshop where it was discussed that each Board Member would have an opportunity to meet with someone to conceptualize the amenities and the land use for the future City Center. She referenced the last CRA meeting where she spoke with them about working with a local university. Ms. Rodriguez then introduced Dr. Clifford McCue, associate professor with the School of Public Administration, Florida Atlantic University; and Dr. Joyce Levine, who was credentialed through the American Institute of Certified Planners. She said their goal was to work with the Board individually to give them images and then they would come back at a scheduled public workshop meeting where there would be discussions about the areas that were common to all the Board members. Ms. Rodriguez said the consultants could accomplish the task of formulating their vision within the next 30-45 days. She said those attending the ICSC Conference in May should have something to speak with potential developers about, if the meeting process could be started right away.

Dr. Joyce Levine, 7980 S. Aragon Blvd., Sunrise, commented that there would be two steps in the process: individual meetings and group meeting to review the images. She asked if it would be possible to schedule the meeting to review the consolidated input from the individual Board members on the Visual Preference portion now. It was agreed that the meeting would be held on Monday, April 30, 2012 at 6:30 p.m.

**A. ICSC Conference in Las Vegas May 20-23, 2012**

Ms. Peerman indicated that she would attend. Mr. McLean said he would tentatively attend. Dennis Holste, Assistant Director, and Ben Ziskal, Director of Economic Development were also directed to attend.

Mitch Pellacchia, 6890 N.W. 9<sup>th</sup> Street, suggested having someone from the university attend the Las Vegas conference.

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**7. BOARD MEMBER COMMENTS**

**David McLean**— none

**Pam Donovan**--none

**Lesa Peerman**—She suggested incorporating some Easter activities into the Margate Green Market next year.

**Joseph Varsallone**—none

**Frank Talerico**—He said he had received requests from a few business owners that it was difficult for them to make the 6:30 meeting. He asked if the next meeting (May 14<sup>th</sup>) only could be scheduled at 7:00 p.m. to see how it goes.

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There being no additional business, the meeting adjourned at 7:25 p.m.

Respectfully submitted,

Transcribed by Rita Rodi



Frank Talerico, Chair