



Legislation Text

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TO: Chair and Members of the Board

FROM: Diane Colonna, Executive Director

DATE: August 23, 2016

RESOLUTION APPROVING AN AMENDMENT TO THE MASTER CONSULTING AND MANAGEMENT AGREEMENT WITH REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC.

BACKGROUND:

Redevelopment Management Services LLC (RMA) has been under contract to provide management and consulting services to the MCRA since September 2013. The current Agreement was approved by the Board on August 18, 2015. It provides for staff to manage capital projects, redevelopment programs and initiatives, administrative duties, and marketing/promotion efforts. The marketing staff has worked on a part time basis on programs that include community events, local business assistance initiatives, branding and placemaking, and representation of Margate at conferences and workshops. The proposed Amendment to the Agreement would include a full time staff person who could dedicate more daily hours to implementing the marketing strategy and business development programs, including implementation of the wayfinding signage program, public art efforts, and additional promotion of the CRA's property improvement grants. The full time marketing professional (Lauren Harris) would continue to be supported by part time marketing manager Sarah Blake and Department Director Sharon McCormick.

The cost for implementing this change would be an additional \$30,000 annually to the marketing budget (from \$90,000 to \$120,000), or about a 5% increase in the total RMA management/marketing contract amount (increase from \$572,500 to \$602,500). In order to limit potential fees for additional services, it is recommended that the combined maximum amount to be expended on Tasks 3 and 4 (General Services and Real Estate/Public Private Partnership) be reduced by \$15,000 (from \$45,000 to \$30,000). The effective date of the Amendment would be the beginning of the next Fiscal Year (October 1, 2017).

The proposed Amendment is attached, as well as the current Agreement for reference.

RECOMMENDATION:

Approve the Resolution authorizing approval of the Amendment to the Master Consulting and Management Agreement with Redevelopment Management Associates.

FISCAL IMPACT:

Increase of \$30,000 per year to the Agreement with Redevelopment Management Associates.

CONTACT PERSON: Diane Colonna, Executive Director