



If any person decides to appeal any decision made by the Board with respect to any matter considered at this meeting, that person will need a record of the proceedings, and that, for such purpose, the person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

## **CRA BOARD MEETING MINUTES**

Thursday, October 26, 2017 5:30 p.m.

City Commission Chambers, City Hall

100 NW 1<sup>st</sup> Avenue, Delray Beach, FL 33444

### **STAFF PRESENT:**

Jeff Costello	Kevin Matthews	Krista Walker	Shari Wallen
Joan Goodrich	D J Lee	Grace Gdaniec	Tim Stillings
Lori Hayward	Jill Brown	Susan Shaw	Missie Barletto
Scott Pape	Alexia Howald		Caryn Gardner-Young

### **OTHERS PRESENT:**

Jim Chard	Shirley Johnson	Jackie Ramirez	Jane Smith
Kelly Barrett	Claudia Willis		

### **1. Call to Order**

Chair Gray called the meeting to order at 5:33 pm.

### **2. Roll Call**

Present: Annette Gray, Cathy Balestriere, Dedrick Straghn, Sandy Zeller

Absent: Morris Carstarphen, Reggie Cox, Daniel Rose

### **3. Approval of Agenda**

Ms. Balestriere made a motion to approve the Agenda which was seconded by Mr. Straghn and passed unanimously.

### **4. Approval of the Minutes**

#### **A. Minutes of September 28, 2017 Regular Board Meeting**

Mr. Straghn made a motion to approve the September 28<sup>th</sup> Minutes which was seconded by Mr. Zeller and passed unanimously.

#### **B. Minutes of October 12, 2017 Regular Board Meeting**

Mr. Straghn made a motion to approve the October 12<sup>th</sup> Minutes which was seconded by Mr. Zeller and passed unanimously.

### **5. Public Comments on Non-Agenda and Consent Agenda Items – None**

**6. P&Z** *(Discussion and comments by the CRA Board. No formal Action will be taken on P&Z Items)*

**A. Manjay – 400 West Atlantic Avenue – Class III Site Plan Modification**

Planner in Training Alexia Howald presented the item for the property at the 400 West Atlantic Avenue and S. W. 4<sup>th</sup> Avenue. She reviewed the proposed plan which will change the use from retail to restaurant, and noted that the proposal will provide sidewalk café seating on the east side of the building.

The Board Chair called for public comments. There were none.

Mr. Zeller stated he was glad to see the re-use of a vacant building. The commissioners were supportive of the plans.

**B. Studio 404 – 404 West Atlantic Avenue – Class III Site Plan Modification**

Principal Planner Scott Pape presented the petition for another retail to restaurant conversion in the same building at 400 West Atlantic Avenue, the former Wideman Building. He noted the applicant is planning 300 square feet of outside seating in the courtyard area. He stated that staff is supportive although there is still work to be done around two major issues: parking and the solid waste collection. He stated that if the proposed Text Amendment is approved in November that should handle the parking situation; if not approved, they would have to submit an In-Lieu Parking Fee request. He said that arrangements need to be worked out for a two-yard dumpster which would serve their needs, and they are working with staff as to where it will be located. Overall staff felt it is a good adaptive re-use and supports the project.

The Board Chair asked for public comments. There were none.

Mr. Straghn noted for the record that he has represented the applicant as a client. He asked about available nearby parking. Mr. Pape stated there has been much discussion regarding nearby parking options in the immediate area. Executive Director Jeff Costello noted the LDR Text Amendment was jointly drafted by the CRA and City and is anticipated to be approved at the November 7<sup>th</sup> City Commission meeting. Ms. Gray commented on having two new restaurants opening in the same building and asked if the proprietors were aware of this. Mr. Pape said yes, and that one is a Brazilian theme and the other is Americana with more of a presence with alcoholic beverage services. She then asked about the impact relating to the dumpsters. Mr. Pape stated staff is working with both of the applicants, and there is discussion of sharing a dumpster which is not unheard of in downtown. He added there is a residence behind the property so efforts are being made to be sensitive to the residents and buffer the nuisance of the commercial uses from them.

**7. Consent Agenda**

**A. Monthly Financial Report, August, 2017**

Mr. Straghn made a motion to approve the Consent Agenda which was seconded by Ms. Balestriere and passed unanimously.

**8. Old Business – None**

## **9. New Business**

### **A. Resolution No. 2017-14 - Second Amendment to Purchase & Sale Agreement–Pasadena Capital, Inc.**

Mr. Costello presented the item. He stated the amendment includes three additional lots as well as some modifications to the time frames. He said the most significant date change is the application date for site plan submittal which will change from March 21, 2018 to May 21, 2018 and the termination date will be extended by two months (August 1, 2019 to October 1, 2019).

The Board Chair asked for public comments. There were none.

Mr. Straghn asked if the Amendment to the Purchase & Sale Agreement was noticed. Mr. Costello stated that notice was posted October 20<sup>th</sup>. Ms. Balestriere made a motion to approve Resolution No. 2017-14 and the Second Amendment to the Purchase and Sale Agreement with Pasadena Capital, Inc. authorizing the sale and conveyance of the additional properties. The motion was seconded by Mr. Zeller and passed unanimously.

### **B. Fifth Amendment to ILA with City – Streetscape Maintenance**

Mr. Costello presented the item. He noted that there have been various Amendments to the ILA for Streetscape Maintenance with different termination dates and that with this Amendment all streetscape projects will have the same expiration date of 2022 for consistency. He noted this Amendment includes the costs for decorative lighting, landscape maintenance and any repairs as well as irrigation. He noted that City staff has been occupied with cleanup from Hurricane Irma and asked if an extensive report can be given after the first of the year on the status of all projects. At that time, if a Workshop is deemed necessary it can be scheduled.

The Board Chair asked for public comments. There were none.

Mr. Straghn asked how many Amendments there are. Mr. Costello stated this is the 5<sup>th</sup> Amendment, and that each time a project is completed it is added to the list and typically includes increases in funding for the maintenance. He pointed out that there is language provided in the Amendment that would not preclude the CRA from performing the maintenance of the projects if mutually agreed upon by the City and CRA. The last Amendment he noted did include a provision that ensured a CRA staff person would be a member of the RFB or RFP Committee when that goes forward.

Ms. Balestriere asked if it was possible to get some sort of a written report with photos prior to the end of the year. She said it is known there is a problem but so far no solution. Mr. Costello said he would get with City staff and see if something could be prepared for December rather than January and he will update the Board at the next meeting. She asked what the additional \$25,000 was for. Mr. Costello responded that as more streets come on line there are electrical, irrigation, and landscaping maintenance costs associated with those additional streets. He added that the CRA is committed to provide the funding for maintenance on the projects as they are completed and that funding is included in the budget. He also noted the costs are reimbursed, so it is based on actual costs and the City invoices the CRA only for work completed.

Ms. Gray stated that while the dollars don't change the players do, and she felt this item should

be workshopped and it should be done at the Joint Workshop with the City. She said she has spoken with some of the staff who do the maintenance work, and they reported they are overworked and understaffed so some of the conversation deals with the need for additional manpower. Mr. Costello stated the City has utilized sub-contractors to maintain specific streets and that the ones who were not doing a good job have been dismissed. He said it was never intended that City staff maintain all the landscaping and that the City will be looking at more stringent requirements in the next Request for Bids. He said there will be more consideration on how the RFB will be structured including not necessarily selecting the lowest bidder.

Ms. Gray stated that if funding was needed for more manpower to move forward projects forward that conversation should be a topic at the Joint Workshop with the Commission. Mr. Costello stated the Joint Workshop is November 14<sup>th</sup> and having a full presentation ready by then would be challenging. Mr. Straghn asked if the current contract could be extended for just one year and then re-evaluated after there has been time to look at some solutions. Mr. Costello stated that the funding has been committed regardless of who it goes to in order to maintain the landscaping. Ms. Gray was concerned that all the moving parts to this problem are not known so a conversation is needed to identify the problem in order to find the solution.

Assistant City Manager Caryn Gardner-Young along with Missie Barletto, Deputy Director of Programs and Project Management, provided additional information. Ms. Gardner-Young confirmed that CRA and City staff have been working together on this issue, and that the City is not happy with some of the companies under contract. She said the City is currently in the process of getting better companies to do the work. Ms. Barletto stated that the ILA with the City is on a reimbursement basis, and there have been some landscape contracts which have not been in place for a significant amount of time and therefore the CRA has not been invoiced. Therefore, she said a lot of that work has been being done by City staff so the CRA has allocated funds which have not been spent since there was no landscaper in place. She also noted staff is getting ready to start implementing the RFP to get the landscapers in place, and said if the Board would like to wait until those bids are submitted and staff has accurate figures for funding then perhaps that would be the time to move forward with the ILA. Ms. Gray asked what Ms. Barletto's degree of certainty is that getting new and/or more responsible subcontractors in place will relieve the bulk of the problems being experienced. Ms. Barletto stated she does believe it will. Ms. Gray and others liked the idea of tabling this item until the bid prices are known. Ms. Gardner-Young also noted that in the past, when a contractor completed an installation after the one year warranty expired staff was not putting the property on the landscape maintenance list so it was basically dropped. She stated that was part of the problem and will be tracked in the future. Ms. Gray said it sounded as if better project management was needed. Ms. Barletto responded that was one reason the Right of Way and Landscape Management are being moved into the Public Works Department so that the folks who build the projects are in the same office as those who will be taking over maintenance of the project. This should give more consistent messaging and oversight. Mr. Costello stated the CRA will continue to pay for the projects for which they are being billed but not the ones noted in this Amendment to the ILA since the CRA can't be billed for projects not specified in the Agreement. Ms. Barletto stated that is fine since those projects are in their one-year warranty period. Ms. Balestriere thanked Ms. Gardner-Young and Ms. Barletto for communicating with the Board tonight and said it gave her some confidence that this problem will be resolved. Ms.

Balestriere made a motion to table the item until the City has received the bids for the Landscaping Contract and has it in place. The motion was seconded by Mr. Straghn and passed unanimously.

### **C. Discussion - Grants Promotions**

Economic Development Director Joan Goodrich opened the discussion regarding the challenge to do better marketing and communication around the CRA Grants and Incentives Programs with the intent to attract more qualified leads from the CRA's key target areas. She gave an overview of staff's findings after conducting an in-depth review of the three most popular programs: Paint Up & Signage, Business Development Assistance and Site Development Assistance Grants. She noted that in general, these are not really grants in that it is not free money but rather a reimbursement on funds already expended. She summarized by noting some proposed next steps as follows: 1) Call it what it is (ie Business Development Assistance is really a Rent Assistance Program); 2) Update the CRA Grant Pages on Website; 3) Replace Grants Workshop requirement with a slideshow and/or webinars on the Website. She stated the idea is to make the tools more clear and concise via technology thereby reducing frustration with having to wait to attend a Grants Workshop and then maybe find that available tools were not applicable for their needs anyway.

Mr. Zeller inquired if the City Planning & Zoning Department for example was able to provide any information on CRA Grants & Incentives to applicants like the two new restaurants which were presented in Item 6A & 6B tonight. Ms. Goodrich said currently there is nothing in place but it would be a good idea going forward. She said her department happens to have been working with both of those restaurants, but there would have been no trigger when they applied for their site plan modification at P&Z. Mr. Costello commented that City staff would not be aware of the eligible sub-districts and other requirements of the Programs. Ms. Goodrich did point out that all of the information needed regarding Grants & Incentives is on the Website but not easily accessible without going through all the different Program Guidelines etc. She said the information could be better presented so potential applicants could easily see if they were eligible for any CRA Programs. She said the generalness need to become more specific.

Ms. Gray pointed out that there are three components to these Programs which each need to be addressed: Education, Recruitment and Business Growth, and each has their own target audience. She suggested the possibility of staff obtaining access to business tax receipts for businesses opening in the area, and even the courting of businesses in neighboring cities who need to expand. She asked if the CRA had a U-Tube Channel, and said that videos and pictures are what is driving traffic (the CRA does have a U-Tube Channel). She noted she has been working with staff on the CRA's online footprint. Ms. Gray expanded on the use of videos online and the use of those links across multiple forms of media. She suggested the Workshops continue but for educating property owners to use them as tools to lease their spaces. She also suggested the use of ambassadors, and suggested real estate agents could be informed about the Programs to better sell their commercial spaces. She agreed that the word Grant does imply free money and that it is a great attractor but has misconceptions attached to it. She asked that if the word Grant were not used, did Ms. Goodrich think the number of people applying might decrease. Ms. Goodrich said no, that she felt better communication would actually increase the numbers regardless of what they are called. She also posed the idea of using the Board as a sort of focus group as the tweaks and adjustments are made to make sure the messages resonate properly. Ms. Gray also suggested a pre-self-qualifier questionnaire so the individual knows if they are qualified or have more work to do, and they could be re-directed elsewhere on the Website depending on whether they were qualified or not.

**D. Old School Square Historic District – Nomination for Listing in the National Register of Historic Places (tabled until next meeting)**

CRA Attorney suggested that there could be an opportunity for action on this item and since there is no longer a quorum (Commissioner Straghn had to leave at 7:00) the meeting needed to be adjourned.

**11. Adjournment**

The meeting was adjourned at 7:04 pm.

  
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Jeff Costello, Executive Director

  
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Annette Gray, Board Chair