



Agenda Item #  
December 14, 2017

9.5

~ CRA BOARD SUMMARY ~  
EXECUTIVE DIRECTOR'S ANNUAL REVIEW

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Attached is an "CRA Executive Director Annual Evaluation" form for Mr. Costello's annual review due January 12, 2018. The CRA Board members will also receive an emailed Evaluation Form in excel format to be completed and emailed to CRA Finance and Operations Director Lori Hayward ([Hayward@mydelraybeach.com](mailto:Hayward@mydelraybeach.com)).

Attached is a memo from Mr. Costello outlining the accomplishments of the past year. The CRA Board must also select a Commissioner to serve as the Board's liaison to meet with Mr. Tolces and the Executive Director to discuss his evaluation, and report back to the CRA Board with recommendations.

**Recommended Action:**

Appoint a Board member to review the Board's recommendations and meet with the Executive Director and Mr. Tolces regarding his annual evaluation.


**Submitted By:** Lori Hayward, Finance & Operations Director

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CRA EXECUTIVE DIRECTOR ANNUAL EVALUATION

January 12, 2016 - January 11, 2017

Board Member: \_\_\_\_\_

		1=Unsatisfactory	2=Needs Improvement	3=Meets expectations	4=Exceeds expectations	5=Outstanding
No.	Criterion	Max	Rating	%	Comments	
						
<b>FISCAL MANAGEMENT</b>						
1	Prepare proposed annual operating budget in a comprehensive and understandable form					
2	The proposed annual budget contains funding for programs and projects as directed by the Board					
3	Keeps Board informed of CRA's finances through the submission of monthly financial reports					
4	Adheres to adopted budget by reviewing project costs and recommends appropriate measures to keep costs within the authorized budget					
5	Responds to Commissioner and Board inquires regarding financial and budgetary matters					
<b>PERSONNEL MANAGEMENT</b>						
6	Identifies and effectively manages CRA staffing requirements					
7	Promotes cooperation and team work among employees					
8	Provides leadership to CRA staff					
<b>PROGRAMS &amp; PROJECTS</b>						
9	Communicates initiation and status of plans, programs, and projects pursuant to the adopted budget and board direction					
10	Provides the board with timely updates on the status of programs and projects					
11	Communicates and provides timely information to public regarding CRA projects and programs					
12	Implements and prioritizes multiple programs/projects while considering the most important goals, objectives and tasks facing the CRA					

CRA EXECUTIVE DIRECTOR ANNUAL EVALUATION

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No.	Criterion	Max	Rating	%	Comments	
13	Works with the private sector to develop funding programs and projects that fit with the CRA work plan					
14	Works to complete projects in conformance with the CRA work plan as adopted by the CRA Board					
	<b>ADMINISTRATIVE ABILITIES</b>					
15	Is able to understand, explain and update CRA administrative policies (HR manual, Financial Policies & Procedures, and Procurement Policies)					
16	Negotiates and prepares RFPs and contracts for professional services and capital improvements in conformance with applicable regulations, and adopted procedures					
17	Keeps Board advised as to contractual matters and ensures contractors compliance with contract terms					
18	Ensures all necessary reports and other required documentation is produced and filed					
19	Effectively communicates and provides information to the City Commission and public regarding CRA meeting agendas					

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Board Member: \_\_\_\_\_

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No.	Criterion	Max	Rating	%	Comments	
						
20	Manages CRA 's assets, including commercial and residential real estate					
21	The presentation of proposals to acquire or dispose of real estate is presented and explained to the CRA Board in a clear and understandable manner, and is consistent with the CRA Board's goals and priorities					
	<b>BOARD DUTIES</b>					
22	Timely insures that the CRA Board is notified of regular and special meetings					
23	Insures that all agenda packages include all necessary back up material, and that the CRA Commissioners receive the agenda in a timely manner					
24	Provides the CRA Board, as part of the agenda package, with information and data that is accurate, well written and sufficient to allow that CRA Board to take appropriate action					
25	Responds in a timely manner to CRA Board member's inquiries					
	<b>MISCELLANEOUS</b>					
26	The Executive Director's representation of the CRA at public events, in the community, and in media					
27	Independently recognizes problems and develops relative facts, alternative solutions and decides on appropriate recommendation					
28	Work provided is accurate and of high quality					
29	Has good knowledge of techniques, skills, etc. required for job					
30	Reacts well under pressure					
31	Ability to adjust and grasp new ideas, procedures and situations comfortably and effectively					
	<b>TOTAL</b>	0	0			

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No.	Criterion	Max	Rating	%	Comments	
		0%	0%			
<b>NOTES AND COMMENTS</b>						
The Executive Director works hard at trying to please/satisfy all parties, in particular the City Commission. At times I felt that the goals/wishes of the CRA Board m						
What should be the Executive Director's performance goals for next year?						
Additional Comments:						



**DELRAY BEACH CRA**  
COMMUNITY REDEVELOPMENT AGENCY

MEMO

**To:** CRA Board of Commissioners  
**From:** Jeff Costello, Executive Director  
**Date:** December 8, 2017  
**RE:** Annual Evaluation

In order to assist with my evaluation, the following is a summary of the agency's major accomplishments this past year.

The CRA completed or significantly contributed to the completion of a number of important projects including but not limited to:

- NW 12<sup>th</sup> Ave & MLK Jr. Dr. Beautification Project-Phase II – Project Completed. Ribbon Cutting held on September 5, 2017. Coordinated with property owners to obtain the necessary Construction Easements to install improvements (mostly parking) on private property as part of the overall project and assisted with communications.
- The Set Transformation Plan - Entered into an Agreement with IBI Group in December 2016 to facilitate redevelopment plan updates. Collaborated with WARC and NW/SW Presidents Alliance as well as other community partners in the process related to The Set Transformation Plan, which is anticipated to be adopted by the City Commission by February 2018.
- Processed the RFQ for Single Family Affordable Designs related to the redevelopment of 30 CRA-owned lots (Carve Square/Andella properties) in the SW Neighborhood of The Set.
- 700 W. Atlantic Ave. – Processed Requests for Bids to construct necessary improvements to activate the vacant commercial space and managed the associated construction.
- Coordinated with the City's Environmental Services Department on the implementation of City CIP Projects within the CRA District, with focus on The Set and Osceola Park. To facilitate and assist in this process, the CRA also managed the construction administration of two alley projects along the W. Atlantic Avenue commercial corridor and resurfacing of SW 2<sup>nd</sup> Street. The CRA is also managing the engineering consultants for the design of 5 alleys in the SW Neighborhood of The Set. Design is 100% complete with construction to occur in FY 17-18.
- Land Acquisitions – Processed purchase & sale agreements and related amendments, resulting in the acquisition of 12 lots including associated lease agreement for 1 of the properties.
- Processed 11 Grants, modified the Business Assistance Program Guidelines – Business Development Assistance Program, Paint-Up & Signage Program, and Site Development Assistance Program.
- Processed Agreements with DBCLT related to the conveyance of property on SW 14<sup>th</sup> Ave as well as a land exchange.
- Arts Warehouse – Management the construction of the Arts Warehouse. Construction completed in October with soft opening on December 1<sup>st</sup>. 2017 as part of Delray Beach's First Friday Art walk with over 500 visitors. Facility activation in process.
- Pasadena Capital, Inc. – Negotiated a Purchase & Sale Agreement with Pasadena Capital, Inc. to acquire approximately 3 acres in the SW 600 Block of W. Atlantic Avenue to accommodate a Publix. Also processed associated amendments and facilitated waiver process through the City.
- Lease Agreements – Processed Lease Agreements for CareerSource of Palm Beach County (186

NW 5<sup>th</sup> Ave.), Upper Cutz Barbershop & Salon (135 NW 5<sup>th</sup> Ave, Unit 5), Factual Multi-Services (135 NW 5<sup>th</sup> Ave., Unit 6), Hatcher Construction & Development (710-714 W. Atlantic Ave), EJS Project, Inc. (700 W. Atlantic Ave).

- Administrative Items – As a follow-up to completed staff assessment, procured consultant services to conduct a workload analysis to be completed by January 2018.
- iPic Theater (Delray Beach Holdings, LLC) – Closed May 16, 2017. Processed and negotiated amendments to Purchase & Sale Agreements as well as the Parking Agreement. Assisted in the permitting and closing process. Construction underway.
- Applied for and awarded a grant in the amount of \$70,779 from Solid Waste Authority (Blighted and Distressed Property Clean-up and Beautification Grant) for the demolition of 3 blighted structures, property maintenance and related personnel costs.
- Curb Appeal Program – Modified the Curb Appeal Residential Improvement Program Guidelines to more effectively facilitate improvements to residential properties

This year involved the continued transition of City staff changes, and addressing the City's funding requests/concerns. As with last year, I have worked closely with City management team to address City's funding requests/concerns, consistent with the Community Redevelopment Plan and the Community Redevelopment Act. It is critical the City Commission/CRA Board joint work sessions continue to be scheduled quarterly to improve communications and ensure City's and CRA's priorities are in alignment with the understanding that adjustments can be made to prevent long term delays with project implementation. To assist in the implementation, staff is taking more of a leadership role with the management of some CIP projects, which could be challenging on the Agency's resources. Therefore, CRA staff has procured the services of a consultant to conduct a workload analysis to determine the adequacy of CRA staff and resources to accomplish CRA's immediate goals, projects, and programs.

The CRA's emphasis on economic development continually increases through the Office of Economic Development, West Atlantic Redevelopment Director, and the collaboration with the community and economic development partners to initiate several economic development initiatives. The Focus on 5<sup>th</sup> initiative is gaining traction in the activation of the historic NW/SW 5<sup>th</sup> Avenue commercial district. Career Cottage is a new CRA partnership with Career Source Palm Beach County who will be providing new in-area job placement, career services and job readiness services to our community renovated its new space at 186 NW 5<sup>th</sup> Avenue. The ribbon cutting is scheduled for January 18, 2018.

The array of economic development initiatives is further complemented by the completion of the Arts Warehouse incubator investing in the growth of small businesses while reinforcing Delray Beach as an arts and culture destination.

Awareness of the CRA's accomplishments was provided through regular e-mail blasts, the GreenMarket blog, distribution of the annual report, and postings on social media such as Facebook, Twitter, LinkedIn, and Instagram. The CRA and City received an award from the Florida Redevelopment Association (FRA) for the SW 12<sup>th</sup> Avenue Duplex Renovation Project in partnership with the DBCLT. The Seasonal Green Market and Summer Green Market had another very successful year. I made presentations about the CRA to the Chamber Chairman's Club, West Atlantic Redevelopment Coalition (Budget & Work Plan), Beach Property Owner's Association, Florida Redevelopment Association re: Integrating Light Manufacturing, Leadership Delray, Chamber Realtors Roundtable, as well as several members of the Press to inform them of various CRA/City projects.

As always, I want to express how much I enjoy working with such a dedicated board and talented staff. The work we do is very gratifying as we continue to provide opportunities, make a positive impact and improve the quality of life in our community. I thank you for the opportunity and look forward to your feedback and recommendations on how I can improve my performance as your Executive Director.