

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
MONDAY, DECEMBER 11, 2017 – 5:30 P.M.

1. Call to Order/Roll Call

Chairman James called the meeting to order at 5:30 p.m.

Present:

Chairman:	Tamara James
Vice-Chairman:	Bill Harris
Board Members:	Chickie Brandimarte Bobbie H. Grace Marco A. Salvino, Sr.
Executive Director:	Rickelle Williams
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

2. Citizen Comments

There were no comments at this meeting.

3. Administrative Reports

Director Williams reported the CRA held the 2nd Annual Business Lunch meeting last Friday, with about 40 people in attendance.

She reported on the PATCH and upcoming holiday event, and requested a copy of the flier she distributed to the Board be included as part of the record.

Director Williams provided an update on the USDA grant, and spoke of planning grand re-openings for businesses that were awarded a business façade grant.

She reported that the Creative Arts Council is working on a monthly downtown art and antique walk; more information will be brought forward at the January meeting. Updates on the streetscape projects through the TAP Grant will also be presented in January.

Director Williams noted she wants to schedule a workshop to strategize for 2018 and to determine the vision for the future of the CRA.

4. Presentations

4.1 CRA Commendation Award to Mitchell Grant, Landscape/Grounds Technician III

Director Williams had an award to present to Mitchell Grant for providing assistance at the PATCH and with the 2017 Arts & Seafood Celebration; unfortunately he was unable to attend tonight's meeting.

5. Consent Agenda

Items Removed from Consent Agenda: #5.3

5.1 Minutes:
Approve Minutes of the November 14, 2017 CRA Board Meeting

5.2 Travel Requests: None

Board Member Grace motioned to approve the Consent Agenda, with the exception of Item #5.3; seconded by Board Member Salvino. The motion carried on the following 5-0 Roll Call vote:

Board Member Brandimarte	Yes	Vice-Chairman Harris	Yes
Board Member Grace	Yes	Chairman James	Yes
Board Member Salvino	Yes		

5.3 RESOLUTION #2017-CRA-010

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CITY OF DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH FLORIDA, AMENDING THE FISCAL YEAR 2017-2018 CRA BUDGET BY CREATING AN ADDITIONAL POSITION WITHIN THE CRA AND AUTHORIZING THE EXECUTIVE DIRECTOR TO ADVERTISE AND FILL THE POSITION; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2017-CRA-010.

Board Member Brandimarte questioned adding another position to the CRA budget.

Director Williams explained no budget adjustment is necessary. This relates to Item #7.3 on the agenda.

Board Member Grace does not think we need another position in the CRA. If staff cannot perform their jobs, we need to replace them with someone who can.

Board Member Brandimarte noted it is too soon to add a new position to the CRA.

Board Member Salvino said as the leader of the CRA department, we should let Director Williams ask for this. It is pretty harsh to stop her from what she wants to do.

Chairman James commented she does not think this is the only change Director Williams will make, and we have a lot of expectations from her. We have to let her do things without micro-managing; as long as it is not increasing the budget, she is willing to explore what she has.

Board Member Grace said we did not hire her to make decisions to fail. We should see what the duties of the other staff are before adding another position.

Director Williams noted the position is part-time and it could be re-evaluated at budget time. She would prefer to use the current position to its max by bringing in someone who could be doing some of the other day to day duties.

Vice-Chairman Harris noted he has spent a lot of time speaking to Ms. Williams, and he agrees we should explore an extra person now.

There was a consensus to wait until Item #7.3 is discussed.

Director Williams noted that Item #7.3 also relates to Item #7.2.

7.3 RMA Marketing Consulting Services Month-to-Month Agreement (Revisited)

Director Williams noted there are areas where RMA's services are not needed, and some services could be done in-house. RMA would be an asset to the City for Item #7.2, with specific duties. If additional marketing services are needed, she would like to see those services go out to bid.

She clarified the Arts & Seafood Festival would be under the CRA with the assistance of RMA. The month-to-month with RMA should only be through the term of the Arts and Seafood Festival, if it is brought back.

Director Williams explained the financial aspects of the proposed changes. We would be in a better financial position if we hire a part-time person and use RMA for Arts and Seafood only.

Discussion ensued regarding the Arts and Seafood Festival, RMA and the part-time position.

Director Williams asked for consensus on the other two related items so she can make a more definitive recommendation. She recommended no more services with RMA after January 31 if we do not have the Arts & Seafood Celebration.

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 Dania Beach CRA Board Meeting Dates/Times for 2018

The Board agreed to keep the meetings on the 2nd Tuesday of every month, and to change the time to 5:30 p.m.

Vice-Chairman Harris motioned to approve the meeting dates for 2018, with a starting time of 5:30 p.m.; seconded by Board Member Brandimarte. The motion carried unanimously.

7.2 Dania Beach Arts and Seafood Celebration Revisited

Director Williams noted she was disappointed that the Board cancelled the festival, and suggested the Board reconsider approving the Arts and Seafood Celebration for May 19-20, 2018. She provided three strategies to make the event more profitable to the City: utilize a dedicated sponsorship professional, address the quality and pricing of food concessions, and reduce production costs.

Board Member Salvino noted he is in favor of the event, if she can cut the budget in half and get it done in time.

Board Member Grace said she is not happy with the third component; the person in charge of the event took advantage of the City during the last year. If we cut out the main man and get the sponsorships and staff needed for the event, she will support it.

Director Williams noted they have looked at ways to reduce costs and they anticipate \$25,000.00 for Standing Ovation for 2018. Golden Gate, the concession company, will not be coming back, and food trucks will be brought in. She explained centralized ticketing for meals and the City would get 10% of the sales. Local acts to provide entertainment would be welcome to apply.

Board Member Salvino motioned to hold the Arts and Seafood Festival on May 19-20, 2018; seconded by Board Member Grace. The motion carried on the following 5-0 Roll Call vote:

Board Member Brandimarte	Yes	Vice-Chairman Harris	Yes
Board Member Grace	Yes	Chairman James	Yes
Board Member Salvino	Yes		

Item #7.3

Director Williams recommended keeping RMA for only the Arts and Seafood Festival. She will present a revised contract, with only the 2018 Arts & Seafood duties, at the January meeting.

Board Member Grace motioned to keep the agreement with RMA for the Arts and Seafood Celebration only, effective January 31, 2018; seconded by Board Member Brandimarte. The motion carried unanimously.

Item #5.3

Board Member Grace motioned to approve Resolution #2017-CRA-010; seconded by Vice-Chairman Harris. The motion carried unanimously.

8. Board Member Comments

The Board commended Ms. Williams on her first meeting, and welcomed her to our community.

José Armand, Member of the CACAB, questioned if the ticket process to purchase food at the Arts and Seafood Festival would inhibit food sales.

Board Member Salvino said that can easily be resolved by having people walking through the crowd selling tickets.

9. Adjournment

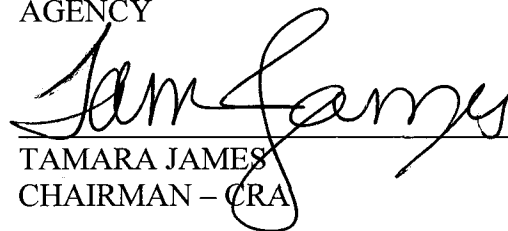
Chairman James adjourned the meeting at 6:29 p.m.

ATTEST:



LOUISE STILSON, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY



TAMARA JAMES
CHAIRMAN – CRA

Approved: January 9, 2018



★ ★ ★ **DANIA BEACH'S** ★ ★ ★

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