

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, AUGUST 28, 2018 – 5:30 P.M.

1. Call to Order/Roll Call

Chairman James called the meeting to order at 5:35 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:	Thomas Schneider

2. Citizen Comments

Craig Valentine, 1982 Tigertail Boulevard, spoke of upcoming wrestling events. He noted December 9th is their toy drive, and they would like to hold it at Frost Park or in front of City Hall. He offered their services for the upcoming Arts & Seafood Celebration.

3. Administrative Reports

Director Williams reviewed the memo she distributed to the Board, which is attached to and incorporated into these minutes.

4. Presentations

4.1 2018 Florida Festivals & Events Association SunSational Awards

Director Williams introduced Dawn Reed, chair of the FFEA, who presented the CRA with six awards for the Arts & Seafood Celebration.

4.2 FY2019 Budget Presentation

Director Williams gave a PowerPoint presentation, which is attached to and incorporated into these minutes. She noted the proposed budget would be brought to the September 11th meeting for adoption.

Vice-Chairman Harris spoke of making up the \$220,000 of unmet need in the proposed budget with the increased tax revenue in sales taxes coming into the City from new development coming online.

Discussion ensued regarding a vehicle for the CRA's use.

5. Consent Agenda

- 5.1 Minutes:
Approve Minutes of the July 24, 2018 CRA Board Meeting
- 5.2 Travel Requests:

Request from Kathleen Weekes, CRA Manager, to attend the Florida Festival and Events Association (FFEA) Annual Conference Awards Luncheon in Bonita Springs, Florida on August 21-22, 2018 (Estimated cost \$417.76)

5.3 RESOLUTION No. 2018-CRA-011

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA AUTHORIZING EXECUTION OF AN AGREEMENT WITH GARY MOORE D/B/A KNEEBABY ARTS, INC. WITHOUT COMPETITIVE BIDDING FOR ARTIST SERVICES RELATED TO THE DANIA BEACH "HONOR THE LEGACY PROJECT" PARTIALLY FUNDED BY THE ART OF COMMUNITY GRANT AWARD FROM THE COMMUNITY FOUNDATION OF BROWARD, IN AN AMOUNT NOT TO EXCEED FIFTY TWO THOUSAND DOLLARS (\$52,000.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member Grace motioned to approve the Consent Agenda; seconded by Vice-Chairman Harris. 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		

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 PATCH Rental & Vendor Fees

Director Williams reviewed the memo that was included in the agenda packet.

Board Member Brandimarte asked if we would give our residents a break with the rental fees.

Director Williams reviewed the resident and non-resident rates.

7.2 Update: Meeting with Bertha Henry, Broward County Administrator - Chairman James

Chairman James noted there was discussion about the Loan to Grant Agreement and Ms. Henry will follow-up and get back to us regarding the remaining outstanding loans being converted to grants. They also spoke about the BRP; Dania Beach scored in second place and they will know by November 1st about funding. Additionally, the County is going to look into assisting us with affordable housing funding.

Director Williams noted they also met with Commissioner Dale Holness to advocate for funding for the BRP Grant. The CRA will schedule meetings with Commissioner Ryan in making the case for funding the BRP Grant.

8. Board Member Comments

Chairman James noted she has been getting questions about how to sign up for At Home Dania Beach.

Director Williams responded we are taking names and email addresses from those who are interested; anyone interested in the program can call or email the CRA office.

Board Member Grace suggested an educational component be offered to those who are initially interested so they know about the screening and criteria.

Director Williams noted they have a flyer that outlines the basic qualifications and will have a home buyer education course that is a requirement to get into the program. Once the application window is opened, the qualified applicants will be entered into a lottery.

Nicki Satterfield, Director of Finance, clarified that the \$220,000 of unmet need in the proposed budget would have to come from City reserves since the City's budget has already been built around the increase in sales tax revenue.

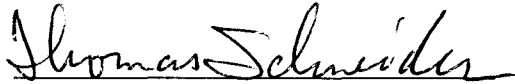
9. Information Items

There were no information items on this agenda.

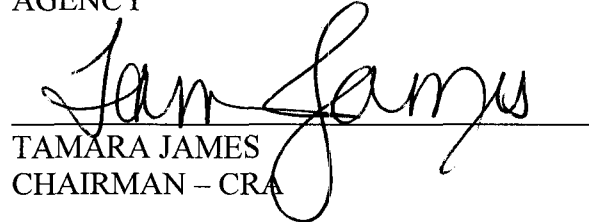
10. Adjournment

Chairman James adjourned the meeting at 6:42 p.m.

ATTEST:


THOMAS SCHNEIDER, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY


TAMARA JAMES
CHAIRMAN – CRA

Approved September 11, 2018





**REQUEST TO ADDRESS
CITY OF DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY
REGULAR OR SPECIAL MEETINGS**

The Community Redevelopment Agency (CRA) is required by state law to keep minutes of CRA Board meetings. To properly identify persons who address the CRA in those minutes, the CRA requests that this form be completed and provided to the CRA Secretary, before the meeting begins.

DATE OF CRA BOARD MEETING: Aug 28, 2018
PRINT NAME: Craig Valentine
ADDRESS: 1982 Tiger tail Blvd
PHONE NO. (optional): 954 505 3201

PLEASE CHECK ONE OR BOTH OF THE ITEMS BELOW:

- 1) ☒ X CITIZEN COMMENTS:

Comments by Dania Beach citizens or interested parties that are not part of the regular printed agenda may be made during each CRA Board meeting during the period set aside for "Citizen Comments." Each speaker shall be limited to 3 minutes for his or her comments. Persons desiring to speak during the citizen comment period shall inform the CRA Secretary immediately prior to the beginning of the meeting of their intention to speak.

PLEASE BRIEFLY DESCRIBE THE SUBJECT MATTER OF YOUR COMMENT:

Upcoming Events

- 2) _____ AGENDA ITEM # _____ (AS PRINTED ON AGENDA)

ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE WITH REGARD TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDING, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL ONE HUNDRED DOLLARS (\$100.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019)



100 W. Dania Beach Blvd.
Dania Beach, Florida 33004

tel (954) 924-6801
fax (954) 921-2604
www.DaniaBeachCRA.org

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: August 28, 2018
Re: **Administrative Report**

1. Community Charrette/City Center Redevelopment

Next Steps: Based on the Community Charrette, a "City Center Development Action Plan" will be developed with specific operational steps to be undertaken by the City and CRA to advance the proposed City Center Development. This will be presented in September.

- **City/CRA Administrative Meeting** will be scheduled and convened in September, after FIU presentation.

2. Re-Branding Initiative Updates:

- **Construction Fence Amendment:** Will come before City Commission on August 28, 2018 for 1st Reading
- **Airport Entrance Sign:** Project specifications are completed; will go to bid in September (see rendering).
- **RFPs to be issued on or around September 10th:** Signage Replacement and Production, Water Tank, PR and Marketing Requests for Proposal. Recommendation of award will be presented in October.

3. At Home Dania Beach Program

- All programs will be advertised in September and kick-off in October based on FY18-19 Budget Adoption.

Housing Development:

- Development plans and renderings to be discussed with each Board Member in September.

4. Dania After Dark

• **Request for Proposal**

Request for Proposal for annual event production and management was issued on early August 17th. Proposals are due this Friday, August 31st. Recommendation of Award will be brought to the CRA Board for approval on September 11, 2018.

• **Temporary Use and Special Event Permit (Article 675)**

The text amendment required to allow for more than four (4) recurring events per calendar year will come to the City Commission for 1st Reading on August 28, 2018. This will permit a Dania After Dark event twelve (12) times per year.

5. Art of Community Grant Kick-Off

- Community Foundation of Broward Art of Community Grant local interviews will be held September 21st (CW Thomas Park) and September 28th (Frost Park)

6. FY18-19 Budget:

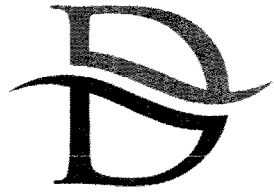
- Budget adoption September 11, 2018.

7. Upcoming Events:

- PATCH (People's Access to Community Horticulture)
PATCH 3rd Saturday's: Saturday, September 15, 2018 – Honoring Veterans
- **Art of Community Interviews**
 - CW Thomas: September 21st 5:30-7:00 PM
 - Frost Park: September 28th 5:30-7:00 PM
- **Dania After Dark/Art in the Hall: 5:00 PM to 10:00 PM**
 - Saturday, September 8th
 - Saturday, October 13th
 - Saturday, November 10th
 - Saturday, December 8th

#4.2

#4.2



DANIA BEACH

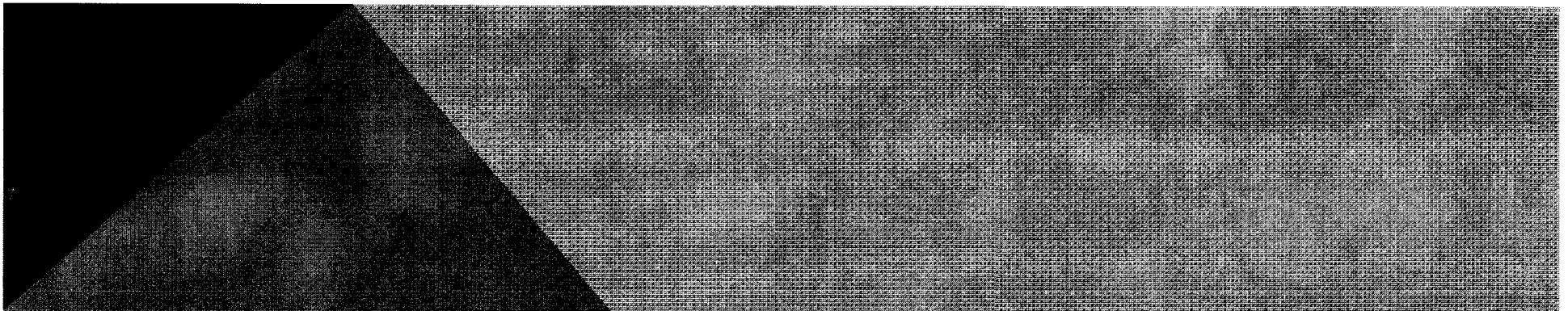
COMMUNITY REDEVELOPMENT AGENCY

FY 2018-2019 EXECUTIVE DIRECTOR'S RECOMMENDED BUDGET



CRA MISSION

“The mission of the Dania Beach Community Redevelopment Agency is to create and implement economically sound redevelopment and revitalization activities in the City of Dania Beach, improve the unique quality of life while simultaneously facilitating investment, commercial development, innovation and growth for our diverse population.”



BUDGET AS A PLANNING TOOL

- **Priorities set by the CRA Board & CRA Plan:**
 - 1. Enhance and Reinforce the CRA Sub Areas**
 - 2. Eliminate Substandard Housing and Provide Affordable Housing**
 - 3. Redevelop the CRA in a manner that is Energy Efficient and Sustainable**
 - 4. Attract Targeted New Industries and Retain and Expand Core Industries**

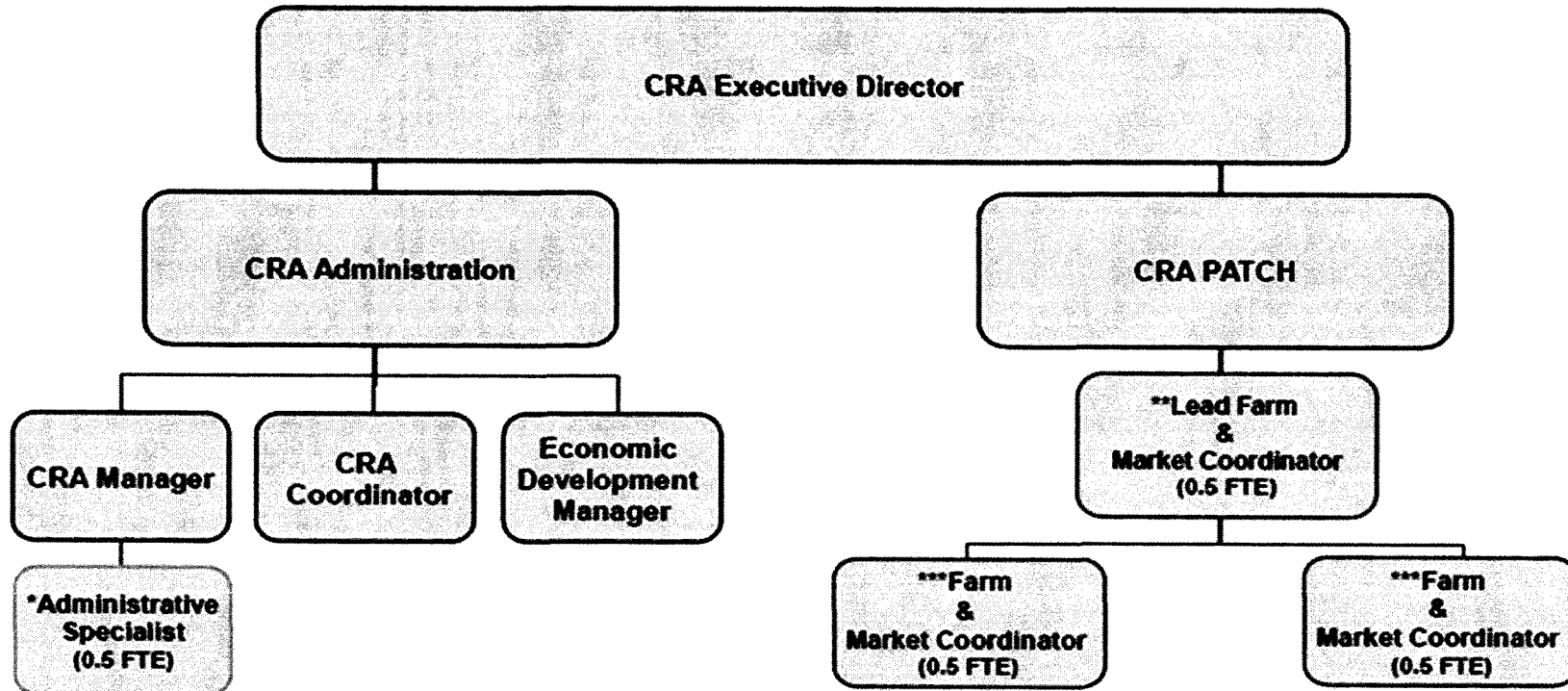
Enhance Redevelopment Activities through an Active Marketing Strategy that Supports Redevelopment Initiatives

ACCOMPLISHMENTS FY2017-2018

1. Four Commercial Property Improvement Grant projects
 2. Initiated City-wide **Rebranding Initiative**
 3. Hosted Annual **Business Luncheon** and **Building Broward** event
 4. Award for **\$248,871.00** from the (USDA) grant for the PATCH
 5. Award for **\$32,000.00** from the Community Foundation of Broward grant
 6. Recommended for **\$1 million** Broward Redevelopment Program grant for Trion
 7. Loan-to-Grant conversion in the amount of **\$2,842,008** for Broward County Redevelopment Capital Program based on \$77 million in new redevelopment
 8. Arts and Seafood Celebration – **45 percent reduction** in net operating cost
 9. Creation of **Dania After Dark** monthly street festival and art walk
- Completed redevelopment planning: **Developer Focus Group** and **Community Charrette** with over **150 attendees** combined
Initiation of **At Home Dania Beach** program addressing affordable housing, creating residential beautification grant program

ORGANIZATION CHART

Community Redevelopment Agency
FY 2018-2019



* New Administrative Assistant position part-time-approved mid-year 2017/18 by CRA Board

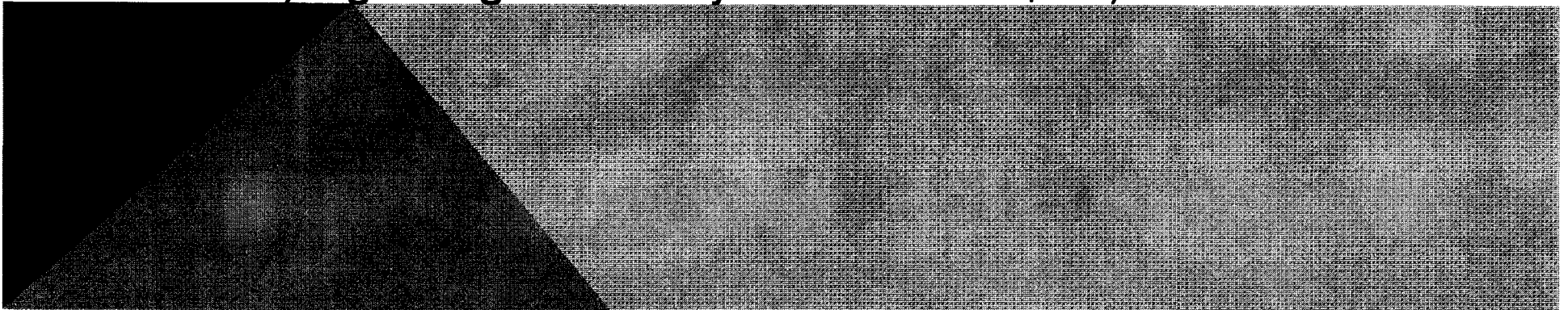
** Position title change from Market Manager to Lead Farm & Market Coordinator

*** Position title change from Urban Farm Coordinator to Farm & Market Coordinator

FY 2017/18		18/19
Staff FTE -		6

NEW PROGRAMS & NOTABLE BUDGET ITEMS

• Debt Service (if needed for Broward County)	\$250,000
• Administrative Cost Allocation	\$233,080
• West Dania Beach Blvd. Railway Approach Project	\$143,000
• Arts and Seafood Celebration	\$140,000
• Commercial Property Improvement Grants	\$100,000
• Residential Beautification Grants	\$ 80,000
• Dania After Dark	\$ 75,000
• Down-Payment/Closing Cost Assistance	\$ 60,000
• Vehicle	\$ 32,000
• Redevelopment Plan Update	\$ 25,000
• Architect/Engineering Services: City Center	\$ 25,000



FY 2019 BUDGET REQUEST

- FUND 106 (CRA)

\$2,172,097

- FUND 112 (CRA PATCH)

\$ 194,318

- TOTAL

\$2,366,415

- REVENUE SOURCES

\$1,123,080

CITY GENERAL
FUND

\$ 643,490

CRA RE-
APPROPRIATED
FUND BALANCE

\$ 185,300

OTHER

- TOTAL

\$1,951,870

UNMET NEED
\$220,227

GOALS & PERFORMANCE MEASURES

Objective	Performance Goal (FY 2019)
City Center RFP	Bid advertisement; 3 responses
Rebranding	Complete signage replacement; PR; Marketing
BRP Grant	Secure grant award (\$1M)
Loan-to-Grant Conversion	Convert all remaining loans to grant
Railway Approach Capital Project	Complete design work and construction
Business Attraction	25 business assistance interactions (site selection, inquiries, etc.)
Business Retention	50 existing business assistance interactions
Business Resource	Develop Business Guide
Workforce Development	2 Trainings and/or Job Fairs
Commercial Property Improvement Grant	5 to 7 recommendations/awards; 2 project completions
Arts and Seafood Celebration	50% return on investment; 20,000 visitors
Dania After Dark	2,000 visitors per month
Beautification Grants	32 grant awards and completed projects
Affordable Housing Development	6 homes built
Affordable Housing Trust Fund	Create Affordable Housing Trust Fund
PATCH Market Sales	10% sales increase
PATCH Health and Wellness Education	8 outreach activities
PATCH Rentals	5 event rentals