

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, JULY 30, 2019 - 5:30 PM

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)

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT, PERSONS NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY CLERK'S OFFICE, 100 W. DANIA BEACH BOULEVARD, DANIA BEACH, FL 33004, (954) 924-6800 EXTENSION 3624, AT LEAST 48 HOURS PRIOR TO THE MEETING.

IN CONSIDERATION OF OTHERS, WE ASK THAT YOU:

- A. PLEASE TURN CELL PHONES OFF, OR PLACE ON VIBRATE. IF YOU MUST MAKE A CALL, PLEASE STEP OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
 - B. IF YOU MUST SPEAK TO SOMEONE IN THE AUDIENCE, PLEASE SPEAK SOFTLY OR GO OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
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1. CALL TO ORDER/ROLL CALL

2. CITIZEN COMMENTS

Addressing the Commission: Comments by Dania Beach citizens, or other interested parties that are not part of the regular agenda, may be made during each Commission meeting during the period set aside for "citizen comments." A thirty (30) minute "citizen comments" period shall be designated on the agenda for citizens and interested persons to speak on matters not scheduled on that day's agenda. 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 City Clerk prior to the beginning of the meeting of their intention to speak. If more than 10 speakers express a desire to speak, the Commission shall determine, on a meeting by meeting basis, whether to (a) extend the time allotted for citizen comments to accommodate all speakers, or (b) whether to limit the number of speakers or amount of time per speaker. A speaker's time shall not be transferable to another speaker.

3. ADMINISTRATIVE REPORTS

1. Administrative Report Memo
2. Florida Redevelopment Association Annual Conference Information - October 16-18, 2019
 - Preliminary Program
 - Tour Schedule
 - Boot Camp Program
 - Legal and Ethics Credits

4. PRESENTATIONS

1. Advertising and Marketing Rebranding Update - Laura Pierson (Mad 4 Marketing)
2. Winterfest Sponsorship & Rebranding Opportunity - Lisa Scott-Founds (President &

CEO, Winterfest Boat Parade), Dawn Read (Event Director, Winterfest Boat Parade), and Kim Butler (Director of Marketing, Dania Pointe)

3. PATCH Mobile Market Award Presentation - Kathleen Weekes, CRA Manager

5. CONSENT AGENDA

1. Minutes:
Approve Minutes of the June 11, 2019 CRA Board Meeting

2. Travel Requests:

Request from CRA Executive Director Rickelle Williams to attend the ICSC (International Council of Shopping Centers) Florida Conference & Deal Making in Orlando, Florida on August 25-27, 2019 (Estimated cost \$508.69)

3. Approve Winterfest Boat Parade sponsorship partnership with Dania Pointe under the Rebranding Initiative
4. Approve two (2) Commercial Property Improvement Grants for Alex's Flamingo Plaza, located at 222 N Federal Highway and 236 N Federal Highway, in an amount not to exceed \$20,000.00 for each address
5. RESOLUTION NO. 2019-CRA-013

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“CRA”), OF THE CITY OF DANIA BEACH, FLORIDA, APPROVING THE 2020 DANIA BEACH ARTS AND SEAFOOD CELEBRATION EVENT; AUTHORIZING THE CRA EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE CERTAIN CONTRACTS AS MAY BE NECESSARY FOR THE PRODUCTION OF THE EIGHTH ANNUAL DANIA BEACH ARTS AND SEAFOOD CELEBRATION EVENT TO BE HELD IN MARCH, 2020; PROVIDING FOR WAIVER OF CERTAIN COMPETITIVE QUOTE REQUIREMENTS REQUIRED BY THE PROCUREMENT POLICY FOR CERTAIN PURCHASES MADE IN CONNECTION WITH THE EVENT; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

6. PROPOSALS AND BIDS

7. DISCUSSION AND POSSIBLE ACTION

1. RESOLUTION NO. 2019-CRA-014 - Requested by Board Member James

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“CRA”), OF THE CITY OF DANIA

BEACH, FLORIDA, CREATING A CRA CONTRACTS POLICY; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

2. Superbowl 2020 Plan - Board Member James
3. Compensation and Classification Study: CRA Executive Director - Board Member Brandimarte

8. BOARD MEMBER COMMENTS

9. INFORMATION ITEMS

10. ADJOURNMENT