

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, JULY 30, 2019 – 5:30 P.M.

1. Call to Order/Roll Call

Chair Lewellen called the meeting to order at 5:52 p.m.

Present:

Chair:	Lori Lewellen
Vice-Chair:	Lauren Odman
Board Members:	Chickie Brandimarte Bill Harris Tamara James
Executive Director:	Rickelle Williams
City Attorney:	Thomas Ansbro
CRA Secretary:	Thomas Schneider

2. Citizen Comments

There were no comments at this meeting.

3. Administrative Reports

3.1 Administrative Report Memo

Director Williams noted the proposed CRA budget would be presented to the Board by August 12th.

Director Williams reviewed the information included in the agenda packet.

Director Williams noted she is looking for a proposed date in August for the garage mural workshop, either late afternoon or early evening.

The Board consensus was to hold a workshop on the garage mural on August 20, 2019 at 4:30 p.m.

Director Williams noted the City Center evaluation committee meeting would be held on August 2, 2019, at 9:30 a.m. Evaluation committee members would be asking questions of and receiving answers from the proposers.

3.2 Florida Redevelopment Association Annual Conference Information - October 16-18, 2019

- Preliminary Program
- Tour Schedule
- Boot Camp Program
- Legal and Ethics Credits

Director Williams reviewed the information included in the agenda packet.

4. Presentations

4.1 Advertising and Marketing Rebranding Update - Laura Pierson (Mad 4 Marketing)

Ms. Pierson gave an update on the advertising and marketing rebranding, which is attached to and incorporated into these minutes.

The Board Members complimented the marketing team for their work.

Discussion ensued regarding social media posts made by the City and CRA, aside from Mad 4 Marketing's posts.

4.2 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)

Ms. Scott-Founds presented a video on the Winterfest Board Parade and gave an overview of the exposure Dania Beach would receive from the event.

Ms. Butler noted they are thrilled to be working with the CRA.

4.3 PATCH Mobile Market Award Presentation - Kathleen Weekes, CRA Manager

CRA Manager Weekes gave a PowerPoint presentation which is attached to and incorporated into these minutes.

The CRA Board presented the PATCH Mobile Market Awards to the recipients.

Board Member Brandimarte asked for a continuation of this meeting due to the time.

5. Consent Agenda

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

5.2 Travel Requests:

Minutes of Regular Meeting 2
Dania Beach Community Redevelopment Agency
Tuesday, July 30, 2019 – 5:30 p.m.
Recessed & Reconvened Tuesday, August 13, 2019 – 1:00 p.m.

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)

- 5.3 Approve Winterfest Boat Parade sponsorship partnership with Dania Pointe under the Rebranding Initiative
- 5.4 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
- 5.5 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.

Board Member Harris motioned to approve the Consent Agenda; seconded by Board Member James. The motion carried unanimously.

Chair Lewellen recessed the meeting at 7:10 p.m. and reconvened the meeting at 1:00 p.m. on August 13, 2019, with all present as before.

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 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.

City Attorney Ansbro read the title of Resolution #2019-CRA-014.

Board Member James noted this is a mirror policy of what was passed at the July 30th City Commission meeting.

Board Member James motioned to adopt Resolution #2019-CRA-014; seconded by Board Member Harris. The motion carried unanimously.

7.2 Superbowl 2020 Plan - Board Member James

Board Member James requested an update of what we are doing for the Superbowl.

Director Williams noted staff has had meetings and are planning to hold the event the weekend of February 1st in conjunction with Dania After Dark. She met with the Casino and Dania Pointe, and has established a theme “Touchdown Dania Beach”. Each entity will be having one or more events. She also met with the Chamber of Commerce about engaging local businesses, particularly restaurants and hotels. We are looking at an earlier start time of 4:00 p.m. and a larger bar and staging, and will be doing a joint marketing effort with the Casino and Dania Pointe.

Chair Lewellen asked if there had been discussion with City Manager Garcia.

Director Williams responded she had discussed this with the City Manager on July 11th.

City Manager Garcia said she would love to collaborate with a Superbowl event and recommends collaborating as a team to include all resources. She noted Commissioner Harris set up a meeting with herself, Bob Shapiro and Stacey Ritter; there is a \$1 million pool of money available to market the event, which we can tap into. In the meantime, there is a banner that is being worked on; DAD is an existing event and should be augmented.

Chair Lewellen noted she would like the City Manager and CRA Director to work together.

Director Williams said she would like to keep the Board informed of any new information and wants to make sure we are on the same page.

Discussion ensued regarding the \$1 million pool and the meeting with Ms. Ritter and Dania Pointe.

Board Member Brandimarte asked that whatever is in the works be brought to the Board in the future whether or not it is 100% sure.

Board Member Harris addressed the meeting with Stacey Ritter; the only thing that came out of it was that we are going to have another meeting. The NFL is stringent in their requirements about showing the game. It is a long process, but there is potential for good will and promotional opportunities around the County.

Board Member James noted she would like to attend these meetings. It is protocol that the CRA be at the same table as the City when we are discussing these items.

Mayor Lewellen felt there needs to be more communication between the CRA and the City Manager. CRA funding comes from the General Fund, and she always understood this was a joint effort. She requested we work together to get it done.

Vice-Chair Odman stated she would like to see the City and CRA work better on projects; whatever extent City Manager Garcia is able to augment and expand would be great.

Director Williams said she heard the will of the Board and is excited to move forward fulfilling the expectations of the Board. She will be more aware of communication with and seeking information from the City.

Vice-Chair Odman noted we are a team and the expectation is to be the best version of ourselves.

Board Member Brandimarte felt things in the CRA area must go to the CRA Director and things in the City must go to the City Manager.

Chair Lewellen moved out of the regular order of business to take up Addendum item 7.4.

7.3 Compensation and Classification Study: CRA Executive Director - Board Member Brandimarte

Board Member Brandimarte noted there was a comparison chart made for CRA Directors in our area which compared what Director Williams is being paid as our CRA Director.

Director Williams said it has been a couple weeks since this came up. She thought Board Member Brandimarte wanted more discussion on Evergreen's comparison of positions. No CRAs were looked at in the peer groups. Evergreen went back and looked at the Job Assessment Tool (JAT) score, and there was an upgrade to her position and CRA Coordinator position, as a result of talking to our Human Resources Department.

Board Member James said it was a very complex study; however, she did her research and Evergreen could not find any other CRA Directors. She added Director Williams is being underpaid and she would like to discuss numbers and budgets now. Her numbers show CRA Executive Directors making \$96,000.00 to \$195,000.00 and she would like to offer Director Williams a raise to meet market level.

Chair Lewellen asked when Director Williams's employment contract is up.

Director Williams responded November 2020.

Chair Lewellen said her understanding is that the Comp and Class Study was done for staff to get them up to mid-grade, not for contract positions. You negotiate the contract when it comes due,

and discuss pros and cons, good and bad. The contract is not due at this time and it is not appropriate to bring up raises.

Discussion ensued regarding the email chain where initial discussion about this occurred.

Director Williams noted every employee, including executive level employees, were asked to score their JAT. Based on the resubmitted JAT score, the Executive Director and CRA Coordinator positions would go up one level. Evergreen was tasked to do executive level positions at the request of the Commission, including contract employees hired by the Board or Commission. The CRA Executive Director position was included; however, no survey or analysis was done.

Board Member James said she wants to extend Director Williams' contract and discuss a pay increase in her contract.

Board Member Harris noted because we are getting close to budget time, he would request that Director Williams develop an evaluation form of current projects, projects in the pipeline and projects completed, and provide it to the Board Members. At that point, the Board could decide whether to tie this to the CRA budget. An evaluation needs to happen before talking about giving anybody a raise.

Chair Lewellen asked for a copy of what Evergreen came up with; she would like a breakdown of TIF and TIF-less CRAs, population, annual salary and the number of staff of the other CRAs. She does not want to rely on Director Williams or a Board Member's research; it should be done by Evergreen so it is objective.

Board Member Brandimarte said no matter how it is broken down, Director Williams is at least underpaid by 5%.

Director Williams noted Evergreen completed their study; the depth of their research was very limited and she does not know if they would do more research. We can do a separate salary survey.

Board Member James said she knows the amount of projects the CRA does. She has been in conversations with Evergreen, City Manager Garcia and Human Resources; it is not irresponsible to have this conversation right now. The Board is seated here to make the right decisions, and what is being asked for has never been done for any other person.

Board Member Harris agreed there are a lot of projects in the pipeline, and requested more time, until August 27, to review this. He wants CRA staff to evaluate Director Williams and vice-versa, and the Board to evaluate her.

Board Member Brandimarte noted she was going after an extension of Director Williams's contract; she wants to know she will stay here.

Vice-Chair Odman felt everyone was right with what they said. Director Williams deserves a raise, but the Board cannot do things off the cuff without all of the Members having the same information. Everyone deserves to have the data in front of them.

Board Member James motioned that a Resolution be brought back on August 27th under Discussion and Possible Action that includes a salary number the CRA Director brings to the Board and an extension of her contract; seconded by Vice-Mayor Odman. The motion carried on the following 5-0 Roll Call vote:

Board Member Brandimarte	Yes	Vice-Chair Odman	Yes
Board Member Harris	Yes	Chair Lewellen	Yes
Board Member James	Yes		

Addendum

7.4 115th Anniversary celebration at Dania After Dark

Director Williams referenced the June 25th and July 30th City Commission meetings; she was notified at the July 30th meeting the anniversary event would be coming to the Dania After Dark event. Since then, she has been talking to event producers, CRA staff and vendors to come up with what can be done. She would like to bring a proposed budget line item forward at the August 27th meeting, as she does not know the level of sponsorship.

Board Member James felt this should be decided at the CRA level because it is the CRA that has the DAD event.

Chair Lewellen noted Tropical Acres offered a sponsorship, and addressed the discussion at the July meeting. Regarding a committee, it was summer and people were on vacation. She added if anyone has any sponsorship opportunities, they should bring them forward.

Vice-Chair Odman agreed this should have been worked into in a different way; nonetheless, it is a great idea and can work.

Director Williams wanted to know the desired funding level.

Vice-Chair Odman expressed concern about public funding for private events.

Chair Lewellen stated we may not need the full \$10,000.00 for the DAD event; some of it could be used the next day.

Director Williams noted staff put a rough sketch together: extra police officer, crowd pleaser restroom, additional bands, games, spotlight, additional sanitation staff, table cloths, chairs, tomato queen, heritage presentations and confetti. Nothing has been finalized, but this could take up to \$10,000.00. She noted we need to identify what the cost for the Tropical Acres event would be.

Chair Lewellen felt this needs to be discussed by Director Williams and the City Manager. She questioned if there had been conversations with the current production team.

Director Williams responded yes, recent discussion was had on these same elements; adding kids' entertainment is pricey but we want to welcome families. It comes down to funding priorities for the Board. To bring a line item of \$10,000.00, the Board will have to provide direction on what to do with it. She confirmed the date of the event would be November 9th; the tree lighting is scheduled for November 21st and has a ripple affect due to other factors such as the holiday lighting.

Board Member Harris requested Director Williams make a wish list.

Board Member James motioned to allocate a \$10,000.00 budget for the DAD 115th Anniversary celebration being held November 9th regardless of what the City spends.

Board Member Harris asked if Director Williams could put together a budget before the August 27th meeting or before a vote to allocate another \$10,000.00 on top of what was previously allocated.

Director Williams responded she would put together a detailed budget; the event is time-sensitive and she would identify what the funds would be allocated for.

The motion was seconded by Board Member Brandimarte.

Chair Lewellen said she is fine with putting the \$10,000.00 in the CRA's line item, but would like to see the CRA budget in total to determine if that number needs to stay there or whether we should do something different.

The motion carried on the following 5-0 Roll Call vote:

Board Member Brandimarte	Yes	Vice-Chair Odman	Yes
Board Member Harris	Yes	Chair Lewellen	Yes
Board Member James	Yes		

7.5 CRA Board meeting monthly schedule

Director Williams noted she received comments after the last CRA Board meeting about changing the Board meeting schedule.

Chair Lewellen commented 10 minutes would not have made a difference at the last meeting. She proposes limiting presentations to 15 minutes; if a longer time is needed, it should be set up as a workshop. If there are certain things that are not time-sensitive, they should be moved to the next agenda.

Board Member Brandimarte noted she does not want a separate meeting night.

Board Member James said we should keep the same Board meeting schedule as long as we are not rushed in the meetings. Commission meetings are much too long and we need to limit presentations at them.

Director Williams felt an hour and a half is usually enough time to get business done. If we need more time, perhaps she would request to start 15 minutes earlier.

Chair Lewellen asked for a draft agenda sooner, and noted Commission agendas were requested a week before the meeting.

Vice-Chair Odman said we now have access to Civic Clerk to view agenda items as they are added.

CRA Board Secretary Schneider noted the initial discussion was to provide draft agendas, but subsequently everyone was given access to Civic Clerk.

Chair Lewellen said she still wants draft agendas and felt we should limit presentations for the Commission also.

Vice-Chair Odman commented she would rather not change the meeting day. She does not have an issue with limiting presentations at CRA Board and City Commission meetings.

8. Board Member Comments

Board Member Brandimarte spoke of working on bringing an event to the City that is bigger than the Superbowl.

Director Williams noted the subject is related to the Fort Lauderdale Art and Film Festival; it is an annual festival we are trying to bring to Dania Beach. She is looking at a partnership with the Casino and will bring something back to the Board once she knows more.

Board Member Brandimarte added movie stars would be coming here; this is like a part of history to bring an international film festival to Dania Beach.

Board Member Harris said there is also the World Pride Festival next year in Fort Lauderdale; we have an opportunity to showcase that too.

Board Member James spoke about the bike share program; the Casino has expressed interest in putting another location there.

Chair Lewellen noted everyone needs to be mindful of how much time we spend talking on the dais; we are here for a business meeting.

9. Information Items

There were no items on this agenda.

10. Adjournment

Chair Lewellen adjourned the meeting at 2:48 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY


THOMAS SCHNEIDER, CMC
CRA SECRETARY


LORI LEWELLEN
CHAIR – CRA

Approved: September 10, 2019





Overall Objective:

- Increase awareness of Dania Beach's new branding through creative advertising campaigns, web presence, and social media initiatives
- Drive traffic to the city for shopping, dining, leisure activities/vacations, and business



Track. Measure. Manage.



Strategic Planning & Campaign Development



- Discovery Session
- Concept Development
 - Multiple concepts presented
 - Feedback gathered
 - Final concept approved

Track. Measure. Manage.



Media Planning & Placement

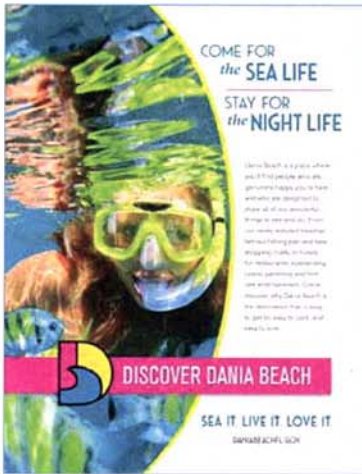


- Research target audiences
- Identify appropriate channels to reach those audiences
- Build out preliminary plan for review by staff
- Negotiate competitive pricing for approved channels
- Finalize 8-month plan and place media
- Reconcile invoicing as it comes in

Track. Measure. Manage.



Creative Design and Production - Print



Gold Coast Magazine
 Monthly circulation – 25,000
 Monthly Print Readership – 278,000
 Digital Edition page views – 34,900
 Inside front cover – Summer Issue - July

TravelHost Magazine
 In 18,000+ hotel rooms, 96 prestigious condominium buildings and 11 marinas
 Issue readership – 200,000
 June/July Issue



Track. Measure. Manage.



Creative Design and Production - Print



South Florida Business Journal – Biz Pride Issue
 Paid Circulation – 9,891 affluent top business leaders
 Published in 6/21 issue

TravelHost – ArtServe Co-op
 August/September issue



Track. Measure. Manage.



Creative Design and Production - Print



Sun Sentinel Front Page News Strips
Circulation 135,230 daily

Published on 5/15, 6/5, and 7/10



Track. Measure. Manage.



Creative Design and Production - Digital



COME FOR THE SEA LIFE
STAY FOR THE NIGHTLIFE
DISCOVER DANIA BEACH

Animated banner – Sun Sentinel
61,000 impressions on SunSentinel.com
These run on the same week the strip is published

Animated banner – South Florida Business Journal
23,000 subscribers
Week of 6/9 Morning Email Newsletter



Static banner – Gold Coast Insider 14,000 subscribers
5/30 edition of the eNewsletter

Track. Measure. Manage.



Creative Design and Production – Out of Home (OOH)



14' x 48' Billboard at Griffin Road and SW 27th Avenue – 8 weeks starting 7/12

Track. Measure. Manage.



Creative Design and Production – Out of Home (OOH)



Ultra King Bus Ads – 3 routes for 6 months each (starting June 24), estimated impressions 2,079,837 Adults 18+



Track. Measure. Manage.



Creative Design and Production – Out of Home (OOH)



Ultra King Bus Ads – 3 routes for 6 months each (starting June 24), estimated impressions 2,079,837 Adults 18+



Track. Measure. Manage.



Creative Design and Production – Out of Home (OOH)

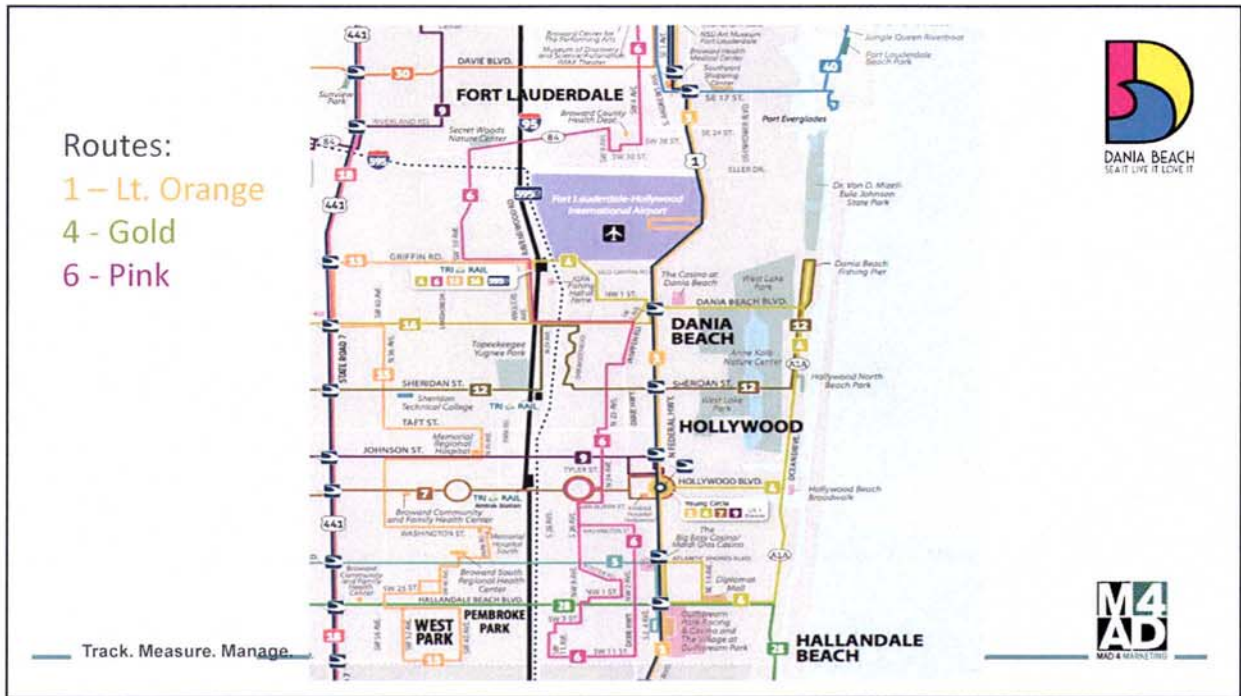


Ultra King Bus Ads – 3 routes for 6 months each (starting June 24), estimated impressions 2,079,837 Adults 18+



Track. Measure. Manage.





Search Engine Optimization (SEO)

Goal:

Help the City of Dania Beach appear more often, and higher in search results for relevant key terms

- Full Site Audit
- Comprehensive list of recommendations
- Implementation of those recommendations

Track. Measure. Manage.

DANIA BEACH
SEA IT. LIVE IT. LOVE IT

M4AD
MAD # MARKETING

Search Engine Optimization (SEO) - Results



May 2019

June 2019

Landing Page	Acquisition	
	Impressions	Clicks
	321,582	8,563
1 - 1140 BeachPierWebCam	32,014	2,092
2 - "	30,484	1,116
3 - 124 OceanParkBeach	17,225	144
4 - 1224 CasinoJanitor	15,069	34
5 - 12170 Departments	14,862	124
6 - Salaries	14,463	366
7 - directory	11,922	27
8 - 120 BuildingDivision	10,835	544
9 - 123 Airport	10,592	27
10 - Government	8,822	1

Landing Page	Acquisition	
	Impressions	Clicks
	721,520	18,813
1 - "	69,849	2,531
2 - 1140 BeachPierWebCam	67,847	5,211
3 - 124 OceanParkBeach	42,239	406
4 - 1224 CasinoJanitor	39,202	116
5 - Salaries	34,223	737
6 - 12170 Departments	32,640	280
7 - directory	26,394	32
8 - 124 Airport	24,025	63
9 - Government	21,983	4
10 - Services	19,564	59

The number of impressions jumped from 321,582 in May to 721,520 in June!

The number of clicks to the site from searches jumped from 8,563 in May to 18,813 in June!

Track. Measure. Manage.



Search Engine Optimization (SEO) - Results



Track. Measure. Manage.



Social Media Support – Facebook & Instagram

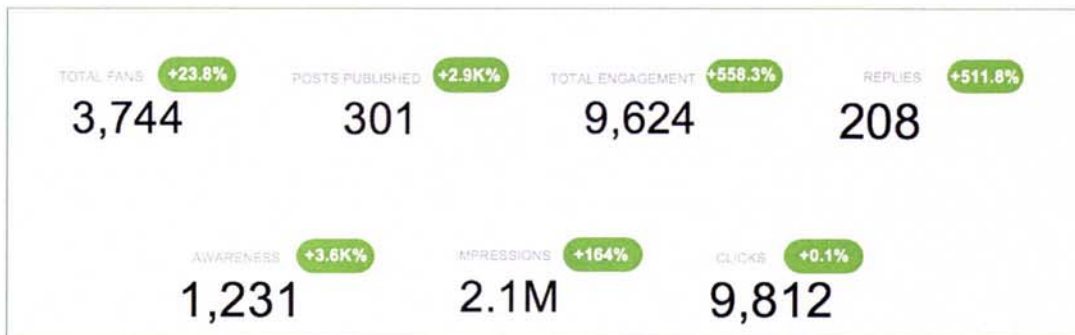


- Development of the content calendar
- Scheduling and monitoring
- Replying to / acknowledging engagement
- Boosting well-performing posts
- Fan acquisition campaigns
- Analysis and optimization
- Sharing user-generated content
- Reporting



Track. Measure. Manage.

Social Media Support – Facebook April - July



Track. Measure. Manage.

Social Media Support – Instagram

April - July



- Significant increases across the board on engagement, followers, impressions, etc.
- Over 1,200 new fans and followers on FB and IG combined, in a joint effort with the PIO



Track. Measure. Manage.

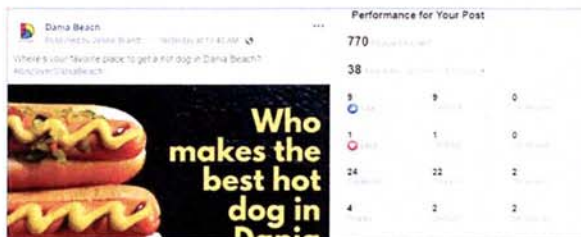
Social Media Support



This post was on Instagram and is a beautiful "feel good" image perfect for this platform. 51 Likes

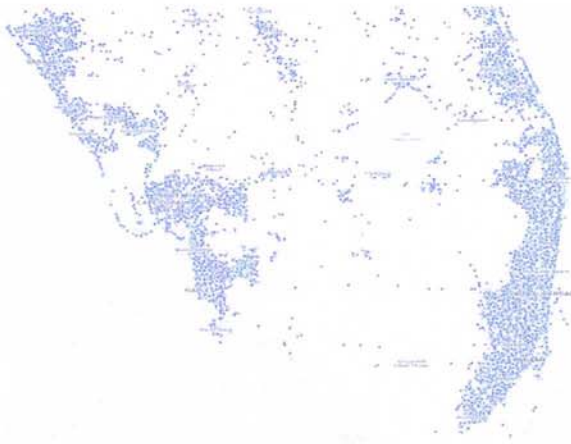


This post was shared from the CRA Facebook page. They received great engagement on their page and this shows the additional engagement on the Dania Beach page from the share.



Track. Measure. Manage.

Programmatic Digital Campaign



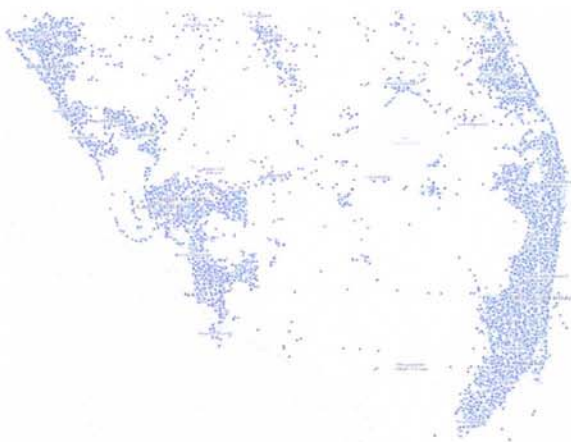
Device ID data tells us where there are “pockets” of people that have been to Dania Beach in the last 90 days.

We can geo-target these areas and serve ads to look-alike audiences as well as these specific device IDs.

Track. Measure. Manage.



Programmatic Digital Campaign



One month campaign will provide data and insights that can be used to optimize for future campaigns (e.g. Super Bowl in 2020)

Track. Measure. Manage.



Account Services

- Regular (almost daily) communication with the CRA team
- Facilitating bi-weekly meetings (every other Friday) with the CRA and the City of Dania Beach Public Information Officer to review all activities and ongoing-results
- Reporting on campaigns and progress on all initiatives at each meeting
- Providing and getting approval on all creative and media expenditures
- Developing/participating in co-op relationships where applicable (i.e. Dania Pointe, Winterfest)
- Presentations to City Commission / CRA Board as needed



Track. Measure. Manage.




Questions?

Thank You!

Track. Measure. Manage.





**Dania Beach
CRA**

**People's
Access
To
Community
Horticulture**

Mobile Markets



WELCOME

- o **Housing Authority of the City of Fort Lauderdale**
 - o Northwest Gardens and Sailboat Bend Communities.
- o **The City of Hallandale Beach**
 - o Parks and Recreation Department
- o **The City of North Lauderdale**
 - o Community Development Department
- o **Broward Municipal Services District**
 - o Governing Body is Broward County: Delevoe Memorial Park and Roosevelt Gardens
- o **LA LEE YMCA**
 - o Fort Lauderdale



Six Locations in Broward County



Mobile Markets - Six Locations



The PATCH GARDEN created on a 1.6 acre lot in Sun Garden Isles/NW Byrd Pointe, in 2012





The Dania Beach Urban Farm and Community Garden Program

- **The PATCH** – Focuses on one element of our CRA Plan objective to eliminate blighted conditions, revitalize neighborhoods, and improve the quality of life.
- **How it HELPS** - The goal is to assist the Dania Beach community and promote food sustainability by providing education on healthy living through healthy meals.
- **Education** - leads to good nutrition and improved quality of life.





DANIA BEACH PATCH
Peoples Access To Community Horticulture

The PATCH promotes sustainability practices

- The CRA is committed to sustainability practices
 - That further the ecological, social and economic values of our community.
- The PATCH produce is grown using non-genetically modified methods.
 - Produce grown without use of chemicals.
- PATCH crops include, lettuce, tomatoes, Swiss chard, mustard greens radishes, carrots, kale, onions, okra, peppers, greens, beans, eggplant bok- choy and various herbs. All NON-GMO.



PATCH PARTNERSHIPS

- o The CRA has developed strong partnerships with organizations committed to sustainability practices
 - o **Broward Regional Health Planning Council (BRHPC),**
 - o **Florida Organic Growers,**
 - o **Feeding Florida,**
 - o **Food for All Broward through the Urban Health Partnerships,**
 - o **Food for Health, the Environment, Economy & Democracy, (FHEED)**
- o We are continuing to develop partnerships through the Mobile Markets



Mobile Markets take the PATCH ON THE ROAD

- o In October 2017 the CRA received a grant of \$249,000 from the USDA Farmers Market Promotion Program.
- o One of the objectives of that grant was to create mobile markets to promote sustainability practices.
- o To provide access to fresh produce to neighboring communities in Broward County.
- o The CRA also applied for and received a \$59,500 grant in 2018 from the Frederick A. Deluca Foundation specifically to support the mobile market.



Mobile Markets Road Team

- Two CRA PATCH grant-funded Consultants are lead on the Mobile Markets: **Jaime Castoro and Nattaliah Earle.**
- The CRA PATCH market and garden staff provides support to activate the markets:
Leon Carroll, Carol Stokrocki and Skermy Clervil.
- Grant-funded Food Consultant **Sharon Yeago**, provides advice on agricultural practices and assists the PATCH team on further methods to develop access to healthy foods for neighboring cities.



Mobile Markets provide produce and Education

- The communities we are acknowledging today were considered to be the best locations to start PATCH mobile markets, based on area demographics and transportation corridors.
- We are building new partnerships that promote education on healthy eating and healthy living for residents.
- Produce sold at the Mobile Markets is affordable. Residents purchase healthy food at low prices. SNAP/EBT participants also get a 50% discount on Florida grown produce through our partnership with FEEDING FLORIDA.



Mobile Markets Road Team

- The Grants enable us to provide Cooking Demonstrations and our Popular PATCH IN A BAG.
- Chef Chad Cherry of Refresh Live has been our resident chef demonstrating great simple recipes for PATCH produce. He and his team provide lively demonstrations on how to cook delicious veggies!



PATCH IN A BAG Example: Cost \$4.00 Servings 4



**DANIA BEACH
PATCH**
Peoples Access To Community Horticulture

**Food Demonstration by Refresh Live
Mobile Market in Foster Park Broward County**

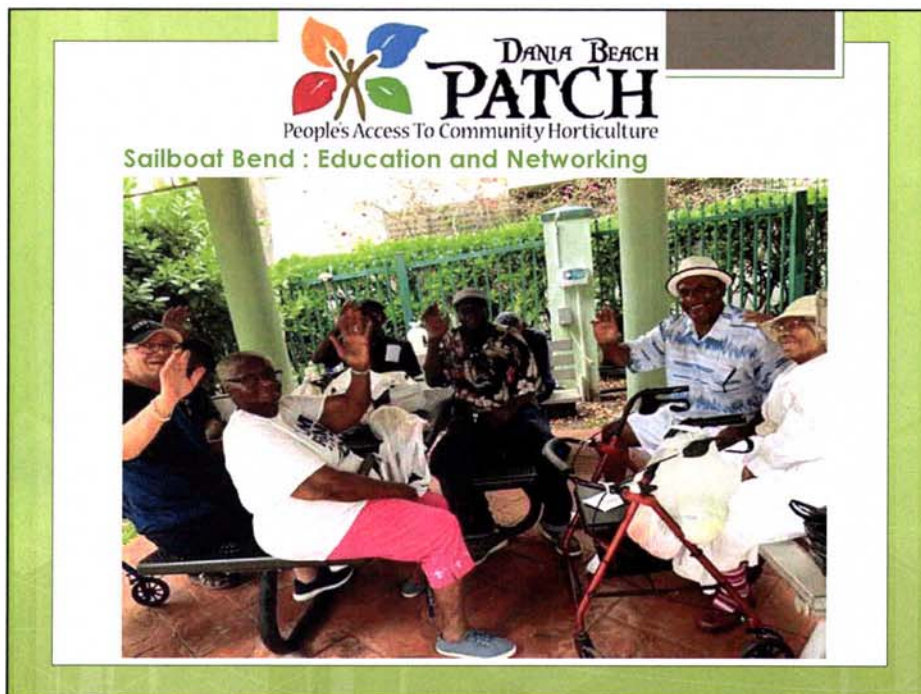
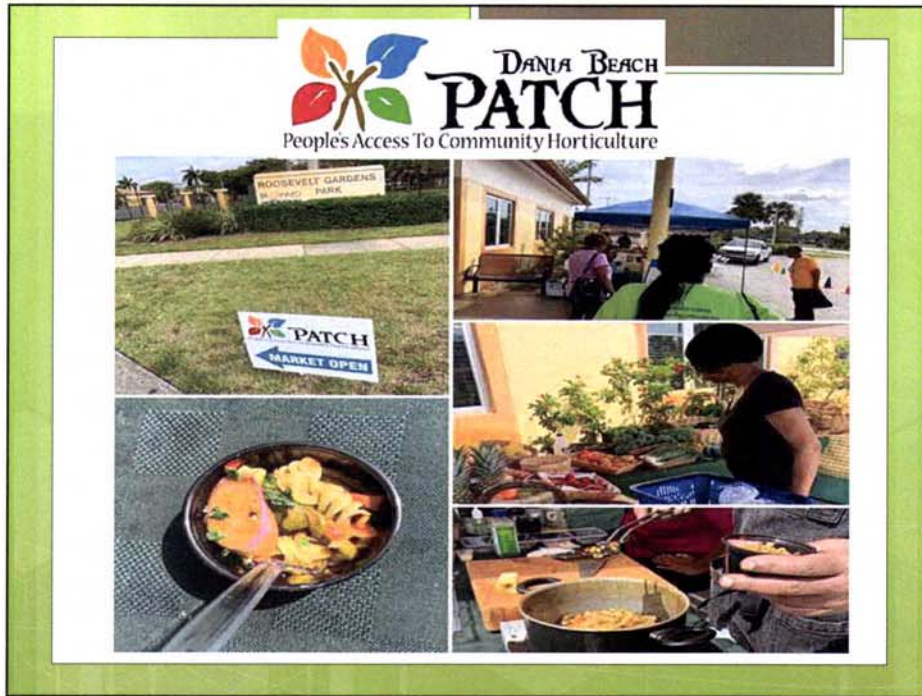


**DANIA BEACH
PATCH**
Peoples Access To Community Horticulture

LA Lee YMCA Family Center Broward









MOBILE MARKET: Participation

- o 1,000 visitors in participated in the PATCH mobile markets between January, 2019 and July 2019.
- o There have been 24 markets during this time period.
- o Mobile Markets have become a place to connect and network, with members of the community, sample a great recipe and purchase fresh locally grown produce from the Dania Beach PATCH.
- o PATCH promotes Healthy Eating and Healthy Living



THANK YOU TO OUR PARTNERS!
PATCH MOBILE MARKETS RETURN IN SEPTEMBER 2019

