

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, AUGUST 27, 2019 – 5:30 P.M.

1. Call to Order/Roll Call

Chair Lewellen called the meeting to order at 5:30 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 CRA staff attended the International Council Shopping Center Conference.

4. Presentations

4.1 Florida Festivals and Events Association Sunsational Awards

Dawn Reed, FFEA Chair, presented the CRA Board with seven Sunsational Awards for the City's work on the 2019 Arts & Seafood Celebration, noting there were 510 submissions.

4.2 Proposed Budget Fiscal Year 2020 - Executive Director Williams

Director Williams gave a PowerPoint presentation which is attached to and incorporated in these minutes.

Board Member Harris questioned whether the TIF amount that was addressed is a hypothetical number.

Director Williams responded it is a real number if the TIF were calculated; it is a number that we have decided to not utilize.

5. Consent Agenda

Items Removed from Consent Agenda: #5.4

5.1 Minutes: None

5.2 Travel Requests: None

5.3 RESOLUTION NO. 2019-CRA-015

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CITY OF DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE PERSONAL SERVICES AGREEMENTS FOR A ONE YEAR PERIOD WITHOUT COMPETITIVE BIDDING FOR A FARMERS MARKET MANAGER AND FARMERS MARKET PROMOTIONS COORDINATOR IN RELATION TO THE UNITED STATES DEPARTMENT OF AGRICULTURE ("USDA") AGRICULTURAL MARKETING SERVICES ("AMS") GRANT AWARD FOR THE FARMERS MARKET PROMOTION PROGRAM ("FMPP") IN AN AMOUNT NOT TO EXCEED FORTY TWO THOUSAND ONE HUNDRED SIXTY SEVEN DOLLARS (\$42,167.00) AND TEN THOUSAND THREE HUNDRED THIRTY FIVE DOLLARS (\$10,335.00) RESPECTIVELY; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member James motioned to approve the Consent Agenda, with the exception of Item #5.4; seconded by Vice-Chair Odman. The motion carried unanimously.

5.4 RESOLUTION NO. 2019-CRA-016

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE A ONE (1) YEAR RENEWAL OF THE EXISTING AGREEMENT WITH ATLANTIC STUDIOS INC. FOR PRODUCTION SERVICES FOR THE 2019-2020 DANIA AFTER DARK EVENT IN AN AMOUNT NOT TO EXCEED SIXTY NINE THOUSAND SIX HUNDRED DOLLARS (\$69,600.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2019-CRA-016.

Chair Lewellen asked if any other companies were solicited for this service.

Director Williams responded we recently bid this and the contract has been in place for only one year, and has a renewal. This event producer provides quality service and based on the items the producer has to provide, we found that the price is reasonable.

Chair Lewellen commented the event just had its one year anniversary and there is more notoriety about the event now. She mentioned a billboard advertisement on I-95 and noted things have changed here since we are growing; there is more opportunity here. She questioned if it would be beneficial to go out to bid for a lower rate.

Director Williams recommended renewing the contract based on services provided and the level of professionalism she has witnessed. She does not know what the interest level would be if we went out for bid; if done at this time, it would interrupt the event. Perhaps we could look at doing this the following year.

Chair Lewellen noted this is the reason the contract policy was put in place.

Board Member Brandimarte asked why the CRA has not hired its own event planner. She added it is too late to go out for bids.

Director Williams noted the dollar figure provides a lot more than just staff.

Board Member James motioned to adopt Resolution #2019-CRA-016; seconded by Board Member Brandimarte.

Chair Lewellen asked that we look at putting this out for bid the following year and requested that the contract be looked into to make sure it is efficient and appropriate.

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		

6. Proposals and Bids

6.1 RESOLUTION NO. 2019-CRA-017

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO AWARD A BID RELATED TO REQUEST FOR PROPOSALS (RFP NO. CRA-19-001) TO FLORIDA CDI, LLC/CHRISTMAS DESIGNERS FOR 2019 HOLIDAY LIGHTING AND DECORATIONS; AUTHORIZING THE PROPER CRA OFFICIALS TO NEGOTIATE AN AGREEMENT; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2019-CRA-017.

Board Member Brandimarte noted this is already in the budget.

Chair Lewellen questioned the number of proposals received and what areas would be included.

Director Williams said two companies responded; areas covered are East Dania Beach Boulevard, City Center with a new Christmas tree, and Federal Highway between Sheridan and Old Griffin Road.

Chair Lewellen wants to be sure Director Williams works with Parks & Recreation and the City Manager.

Director Williams noted this firm is open to working with Parks & Recreation if they so desire.

Vice-Chair Odman asked what would happen to the old tree.

Director Williams explained the condition of the current tree was not well-suited for future use. She understood the City would go in a different direction with the tree due to the circumstances that occurred last year.

Vice-Chair Odman asked about lighting on the west side of the City.

Director Williams indicated the pricing was included in the RFP. The City could go ahead and do other areas under this bid under the competitive bid process; there is room to do additional lighting.

Vice-Chair Odman questioned if the old tree could be utilized on the west side of the City.

Board Member James motioned to adopt Resolution #2019-CRA-017; seconded by Vice-Chair Odman. The motion carried unanimously.

7. Discussion and Possible Action

7.1 115th Birthday Celebration at Dania After Dark: Proposed Budget

Director Williams reviewed the information included in the agenda packet.

Board Member Harris noted there was nothing in the budget for food and described what they had for the celebration in 2015.

Director Williams said any suggestions or recommendations by the Board for sponsors would be appreciated. She cautioned to be modest of free food offerings due to the usual participating food trucks.

Board Member Harris asked if consideration had been given to extending the event time.

Director Williams responded it currently runs from 5:00 p.m. to 10:00 p.m.

Vice-Chair Odman asked Director Williams to check into the cost of it going until 11:00 p.m.

7.2 RESOLUTION NO. 2019-CRA-018

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AMENDMENT OF AN EMPLOYMENT AGREEMENT WITH RICKELLE WILLIAMS TO PROVIDE SERVICES AS EXECUTIVE DIRECTOR TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2019-CRA-018.

Board Member James asked if any of the Board Members had discussed this with Director Williams after they received the agenda packet. She explained Evergreen did not survey other executive director positions of CRA peer cities. This would be only an \$11,000.00 raise after the increase everyone else will receive. She felt this is very reasonable with the amount of projects and revenue generated by the CRA.

Vice-Chair Odman noted she discussed this with Director Williams and was impressed with the amount of information provided. In terms of revenue, vision, follow-through, and quality of work she has brought to the City, Director Williams has exceeded her expectations and has her full support.

Board Member Harris felt we should wait on this because it is close to Director Williams' contract review.

Chair Lewellen agreed. This is a contracted position; this would be a 20% increase and includes additional severance pay, which is something that would normally be included in a contract. Her contract is coming up for review and we should wait. Director Williams had no experience as an executive director prior to working here. Things have occurred that have indicated poor judgment, such as a picture of the pier on the CRA Facebook page, but the pier is not in the CRA. Since this is a negotiated contract, we should see where we are when it comes due. Also, with the Comp and Class study done by Evergreen, her salary is still above mid-point. She noted she is concerned with choosing one person to increase at a higher level/salary, and questioned what we are doing with the employees who are also in the same position.

Board Member Brandimarte disagreed with the claim of no experience.

Chair Lewellen noted compared to the other cities, there are people with 20 years of experience only making \$100,000.00. She spoke of the lack of transparency when the City Center evaluation committee meeting was closed from the public; someone with more experience probably would not have done this. A salary increase should come with experience.

Board Member James commented the City Center evaluation meeting was closed because it was a legal matter. Regarding raises, she spoke of salaries of people moving to positions they have not had before.

Director Williams noted her salary request would be a 17.2% increase if the proposed 2.5% merit increase is given to all employees at the beginning of the new fiscal year. She explained she

consulted with City Attorney Ansbro about the City Center evaluation committee meeting and the judgment call she made.

City Attorney Ansbro clarified the sunshine law amendment that allows deliberations of evaluation committees where the public is not invited. Responses of respondents may be closed off; Director Williams was authorized to make that choice.

Board Member Harris noted he would like 30-45 days in order to finish the budget process and do the evaluation.

Vice-Chair Odman addressed her evaluation of Director Williams when they met one-on-one.

Board Member Brandimarte said she did her homework on the phone with Director Williams.

Chair Lewellen asked how many businesses have been brought in by the CRA.

Director Williams referred to the report provided to the Board regarding business attraction and retention. She stated the overall economic development activity of the CRA has been tremendous. The work the CRA does marketing the City and making the City attractive to businesses has done a lot for the growth in the business community. The projects list has been provided to the Board; she stands by the work of the CRA team.

Chair Lewellen commented there have been no new businesses coming into the CRA since Director Williams' tenure. She reiterated this is a contracted executive level position with a negotiated salary and the contract is not up. There are other issues that need to be addressed, such as the City Center post on Facebook which makes people think it is a done deal. This is part of the learning process; this would be a significant increase and she asked the Board to reconsider.

Board Member Harris noted he has not done his due diligence, and requested another two weeks to do research.

Board Member James motioned to adopt Resolution #2019-CRA-018; seconded by Board Member Brandimarte. The motion carried on the following 3-2 Roll Call vote:

Board Member Brandimarte	Yes	Vice-Chair Odman	Yes
Board Member Harris	No	Chair Lewellen	No
Board Member James	Yes		

8. Board Member Comments

There were no comments.

9. Information Items

There were no items on this agenda.

10. Adjournment

Chair Lewellen adjourned the meeting at 6:50 p.m.

ATTEST:


THOMAS SCHNEIDER, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY


LORI LEWELLEN
CHAIR – CRA

Approved: October 7, 2019



#4.2



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY
**PROPOSED
BUDGET**
FY 2020

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:

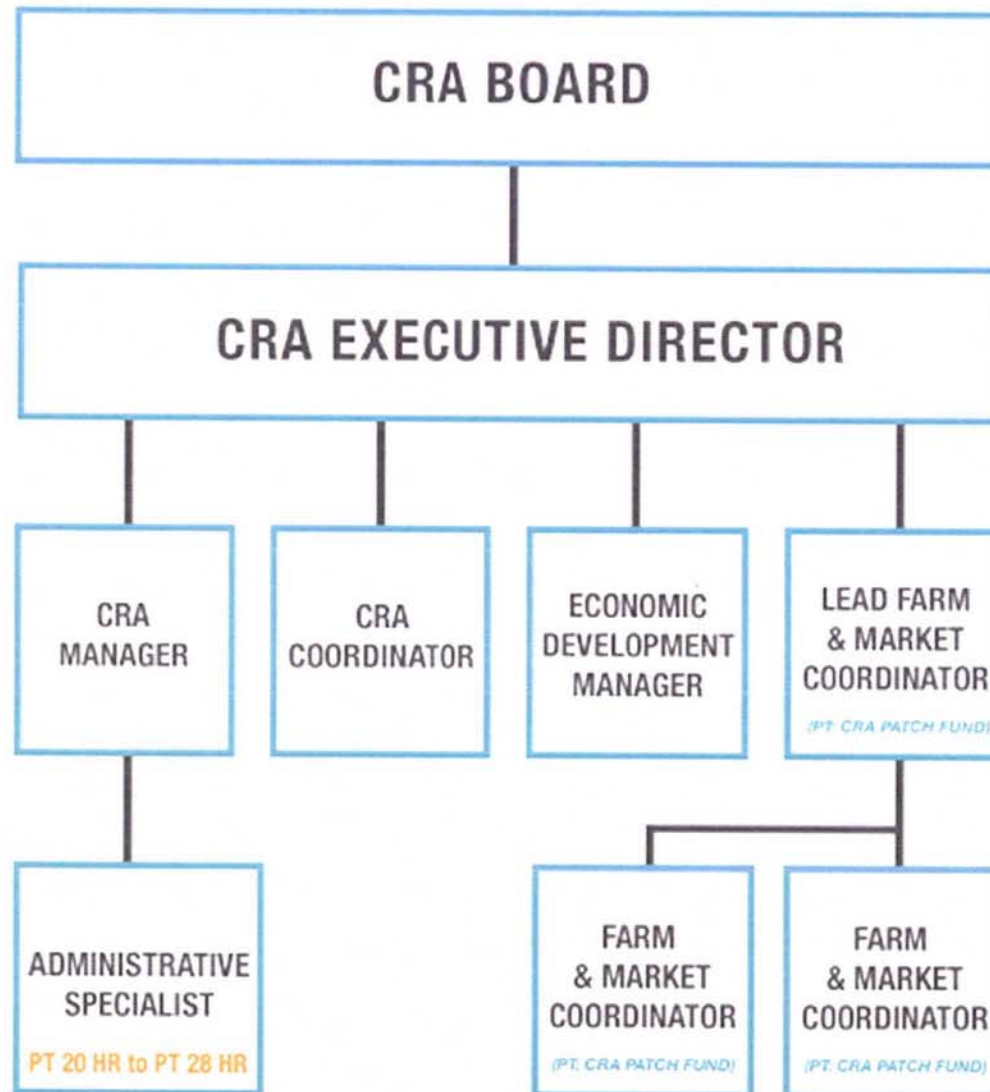
- 1. Enhance and Reinforce the CRA Sub Areas**
- 2. Eliminate Substandard Housing and Provide Affordable Housing**
- 3. Redevelop the CRA in a manner that is Energy Efficient and Sustainable**
- 4. Attract Targeted New Industries and Retain and Expand Core Industries**
- 5. Enhance Redevelopment Activities through an Active Marketing Strategy that Supports Redevelopment Initiatives**

ACCOMPLISHMENTS FY2019-2020

- Awarded **3** Commercial Property Improvement Grants
- Continued to facilitate City-wide **Rebranding Initiative** with new signage, advertising and public relations.
- Hosted Annual **Business Luncheon**, monthly **Dania After Dark** installments and supported **Art in the Hall**.
- Executed Arts and Seafood Celebration and **reduced net operating cost** from **\$120,000** to **\$72,000** over a two year period.
- Awarded **\$59,500 grant** from the Frederick A. Deluca Foundation to support PATCH mobile market.
- Awarded **\$1 million** Broward Redevelopment Program grant for Trion.
- At Home Dania Beach Program: Partnered with Rebuilding Together Broward County to complete **20** Residential Beautification Grants and began site work to construct **6** infill lots.
- City Center redevelopment planning: Adopted Action Plan and received **3 viable proposals**.



ORGANIZATION CHART



FY19 FTE=6
FY20 FTE=6

COST ALLOCATION

DANIA BEACH COST ALLOCATION

FY 2020



COMMUNITY REVELOPMENT AGENCY ADMINISTRATIVE COST ALLOCATION

City Departments		Claimable Cost Totals	CRA Cost Allocation			CRA Cost Allocation FY 2020
			106-01-52 CRA Admin	106-02-52 CRA City Center	106-08-52 CRA Citywide	
001-01-11	City Commission	\$ 454,542	\$ 105,849	\$ -	\$ -	\$ 105,849
001-01-12	City Manager	633,021	-	-	-	-
001-01-13	Human Resources/Risk Management	308,403	14,360	-	-	14,360
001-01-14	Legal Counsel	768,838	8,337	-	-	8,337
001-01-16	City Clerk	365,451	10,958	-	-	10,958
001-01-17	Finance	1,323,889	42,679	1,900	928	45,507
001-04-17	Finance Information Systems	638,305	40,314	-	-	40,314
001-03-39	Public Services - Fleet Management	262,818	2,137	-	-	2,137
001-00-18	General Government	1,248,974	19,637	-	-	19,637
TOTAL		\$ 6,004,240	\$ 244,270	\$ 1,900	\$ 928	\$ 247,098

WHAT'S INCLUDED:

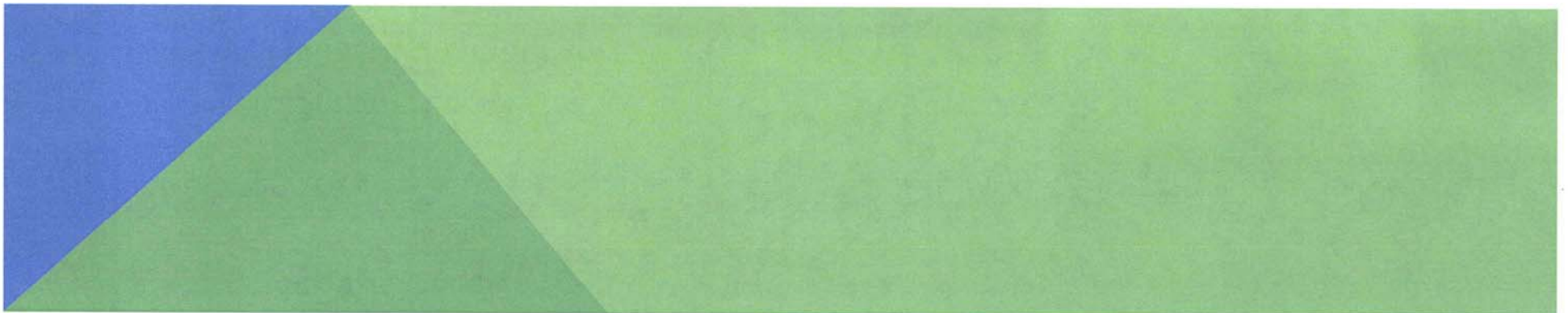
CONTINUATION OF EXISTING PROGRAMS

• Commercial Property Improvement Grants	\$ 60,000
• Residential Property Improvement Grants	\$ 80,000
• Down Payment Assistance	\$120,000 (\$82k from Stellar Communities)
• Architectural Services (Housing)	\$ 48,000
• Homebuyer Education Courses	\$ 12,000
• Arts and Seafood Celebration	\$150,000
• Vintage Motorcycle Show Sponsorship	\$ 5,000
• Annual Business Luncheon	\$ 6,000
• Dania After Dark	\$ 75,000
• Art in the Hall and Atrium Gallery	\$ 6,200
• Broward County Debt Service (if required)	\$250,000
• Administrative Cost Allocation (back to City)	\$247,098



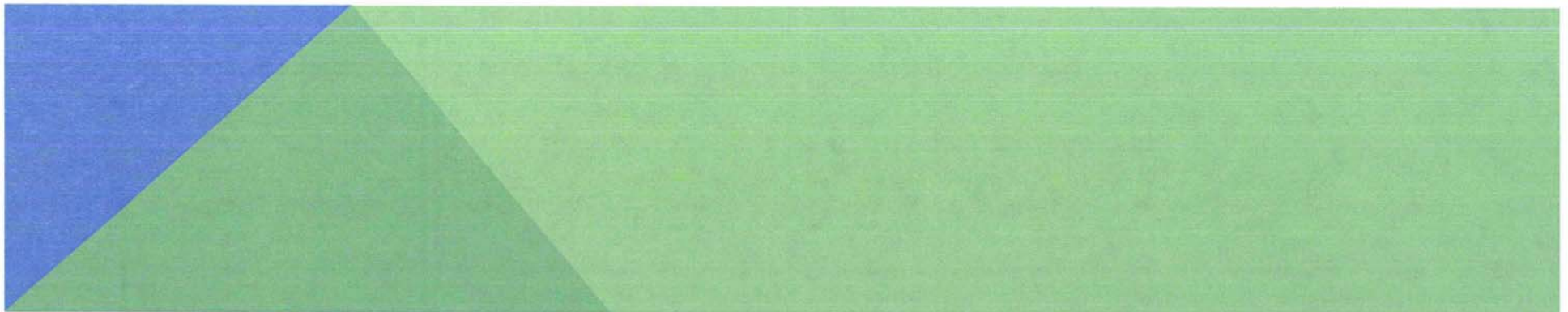
WHAT'S INCLUDED: NEW CRA REQUESTS

• Winterfest Sponsorship – Rebranding	\$10,000
• Small Business Training Bootcamp	\$ 6,000
• Guide to Doing Business	\$ 6,000
• Program Modification (PT 20 hr to PT 28 hr)	\$ 7,375
TOTAL	\$29,375



WHAT'S INCLUDED: NEW CRA BOARD INITIATIVES

• Expanded Holiday Lighting	\$ 46,000
• CRA Board Travel and Training	\$ 22,300 estimated (\$30,000 approved)
• Pride Events and Sponsorship	\$ 11,500
• Bike Sharing (2 locations)	\$ 20,000
• Wrestling Entertainment at ASC	\$ 10,000
• 115th Birthday at Dania After Dark	\$ 10,000
• Super Bowl Marketing/Event at Dania After Dark	\$ 20,000
• Garage Mural Project	\$ 30,000
• Decorative Crosswalk Project	\$ 45,000
• FTL International Film Festival	\$ 5,000
TOTAL	\$219,800



PERSONNEL COST ANALYSIS

PERSONNEL COST INCREASE 2014-2020

FICA Taxes, FICA Medicare, Life and Health Insurance has increased by \$98,963

GENERAL FUND ALLOCATION 2015-2020

Annual Funding for Personnel Costs and Redevelopment have remained stagnant at \$880,000 for 6 years.

IF GENERAL FUND ALLOCATION DOES NOT ADJUST WITH INCREASES TO PERSONNEL COSTS, THERE IS LESS FUNDING AVAILABLE TO CARRY OUT REDEVELOPMENT INITIATIVES.



TAX INCREMENT FINANCING

WHAT IS TAX INCREMENT FINANCING OR REVENUE (TIF OR TIR)?

Tax increment financing is a unique tool available to cities and counties for redevelopment activities. It is used to leverage public funds to promote private sector activity in the targeted area. The dollar value of all real property in the Community Redevelopment Area is determined as of a fixed date "base year" or frozen value. The base year of the Original CRA is 2004 and 2009 for the Expanded CRA. Taxing authorities, who contribute to the tax increment, continue to receive property tax revenues based on the frozen value. These frozen value revenues go to their general funds and are available for general government purposes. However, any tax revenues from increases in real property value, referred to as "increment," are deposited into the Community Redevelopment Agency Trust Fund and dedicated to the redevelopment area.

DANIA BEACH CRA BASE YEAR VALUES

2004 ORIGINAL BOUNDARY (525 ACRES) = **\$172,715,440**

2009 EXPANDED BOUNDARY (824 ACRES) = **\$383,273,470**

2020 DANIA BEACH CRA GROWTH IN TAXABLE VALUE

ORIGINAL BOUNDARY = 18.0%

EXPANDED BOUNDARY = 23.8%

TAX INCREMENT FINANCING

2020 CITY TAX INCREMENT FINANCING (COUNTY NOT INCLUDED)

ORIGINAL BOUNDARY = \$ 1,625,195

EXPANDED BOUNDARY = \$ 1,006,145

TOTAL CITY TIF = \$ 2,631,340

2020 COUNTY TAX INCREMENT FINANCING (CITY NOT INCLUDED)

ORIGINAL BOUNDARY = \$ 1,484,177

EXPANDED BOUNDARY = \$ 918,926

TOTAL COUNTY TIF = \$ 2,403,103

2020 COMBINED TAX INCREMENT FINANCING (CITY AND COUNTY)

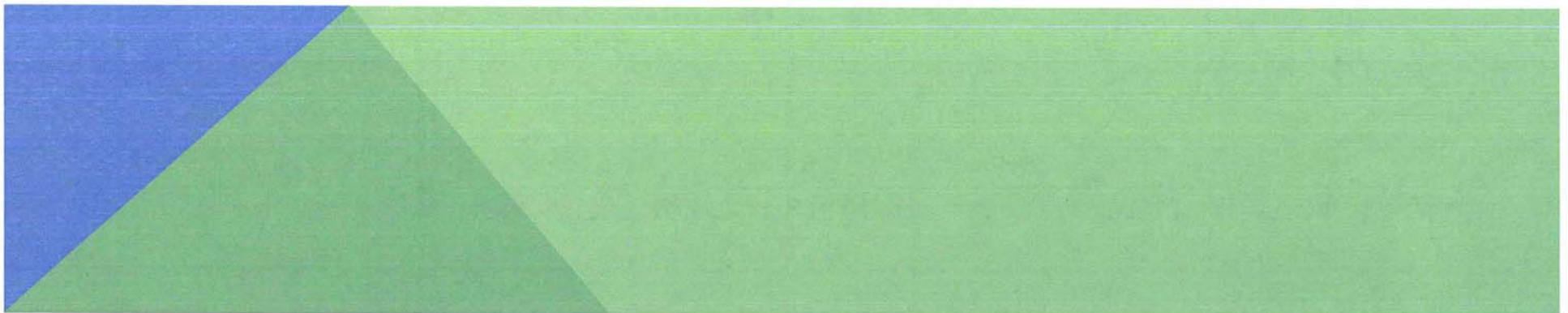
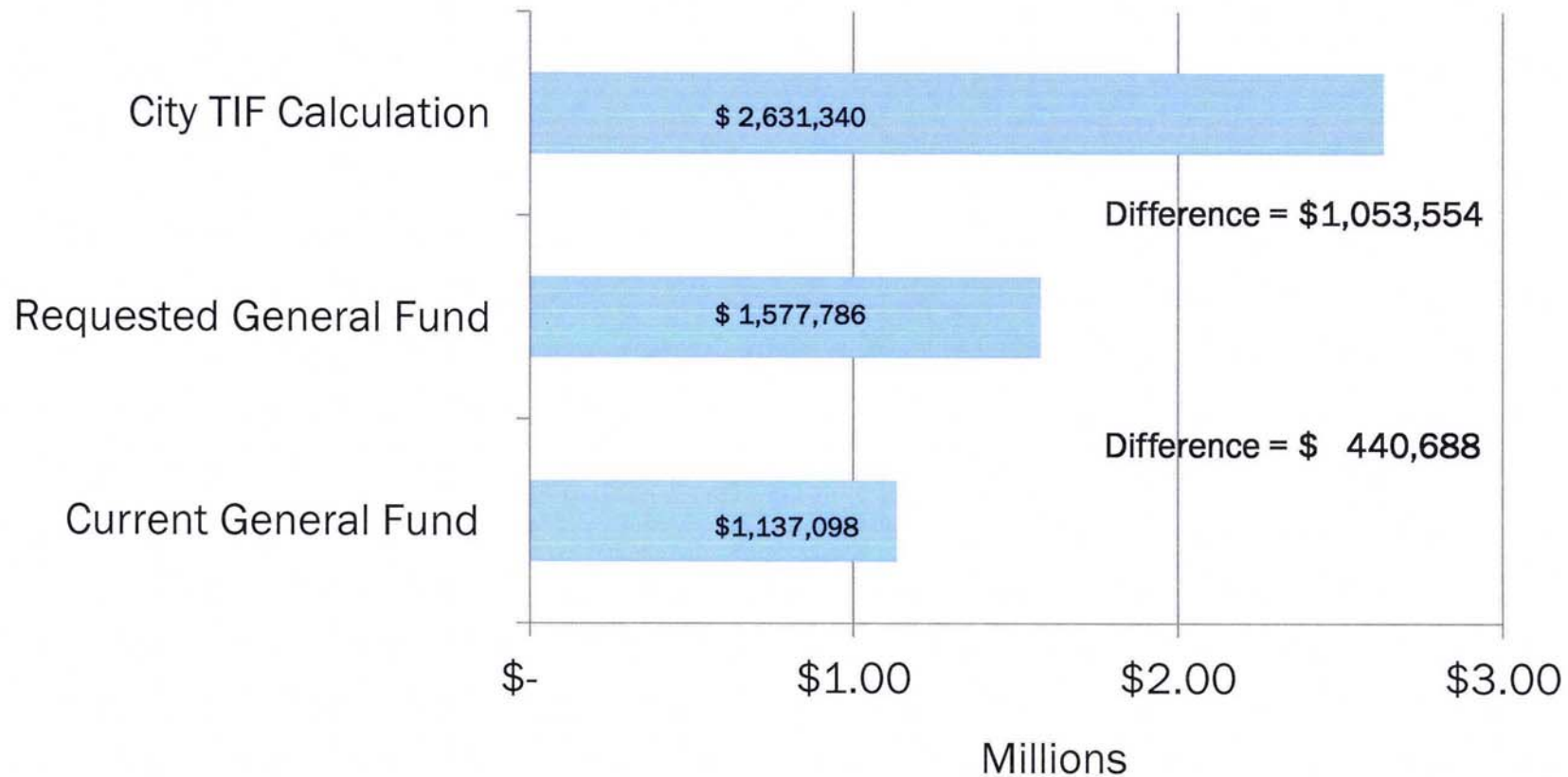
ORIGINAL BOUNDARY = \$ 3,109,372

EXPANDED BOUNDARY = \$ 1,925,071

TOTAL COMBINED TIF = \$ 5,034,443



CITY TIF VS. GENERAL FUND BUDGET REQUEST



FY2020 PROPOSED BUDGET OVERVIEW



DANIA BEACH COMMUNITY REVELOPMENT AGENCY

Executive
Director
Proposal
FY 2020

REVENUE

Fund 106	Community Redevelopment Agency	\$ 1,870,598.00
Fund 112	CRA Community Gardens PATCH	182,336.00
TOTAL REVENUE		\$ 2,052,934.00

EXPENSE

Fund 106	Community Redevelopment Agency	\$ 2,311,285.69
Fund 112	CRA Community Gardens PATCH	182,336.89
TOTAL EXPENSE		\$ 2,493,622.58

SURPLUS/(DEFICIT)	\$ (440,688.58)
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