

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, FEBRUARY 14, 2017 – 6:00 P.M.

1. Call to Order/Roll Call

Chairman James called the meeting to order at 6:00 p.m.

Present:

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

2. Citizen Comments

There were no comments at this meeting.

3. Administrative Reports

3.1 DBCRA Project Updates – January 2017

Director Bach reviewed the information provided in the agenda packet.

Director Bach asked the Board for permission to apply for a grant that must be submitted no later than March 10, 2017. The CRA would use \$100,000.00 which is budgeted as the 20% match, for the SFTOD Program Grant through the South Florida Regional Planning Council. She noted approval to apply for this grant would also be required by the City Commission at their next meeting.

Board Member Grace motioned to approve application for the grant; seconded by Board Member Salvino. The motion carried unanimously.

4. Presentations

4.1 Redevelopment Best Practices and Update on City Center RFQ – Kim Briesemeister, Principal with RMA, LLC

Kim Briesemeister, Principal with RMA LLC, provided a CRA Overview PowerPoint presentation, which is attached to and incorporated into these minutes.

5. Consent Agenda

5.1 Minutes:

Approve Minutes of January 10, 2017 CRA Board Meeting

5.2 Travel Requests:

Request from Emily Safran, PATCH Market Manager, to attend the Florida Organic Growers FAB (Fresh Access Bucks) Training in Orlando, Florida, on September 7-8, 2016 (Estimated cost \$77.95)

5.3 Approve the Commercial Property Improvement Grant Application for Nelson Wu, on behalf of Bake Shack, in an amount not to exceed \$20,000.00. *(Continued from January 10, 2017)*

Board Member Salvino motioned to approve the Consent Agenda; 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		

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

There were no discussion items on this agenda.

8. Board Member Comments

Board Member Grace asked for an update on the Arts and Seafood Celebration.

Kathleen Weekes, CRA Manager, provided the schedule for the entertainment, location of the restrooms, security arrangements, parking, and other aspects of the event.

Board Member Salvino requested that an update on the progress of grants, such as the one for the Bake Shack, be provided to the Board on a regular basis.

Board Member Brandimarte questioned if the cost of food for the Arts and Seafood Celebration would be more reasonable this year.

Director Bach responded this year they are working with a food concessionaire, and as the vendors come in, they will be able to review their menus and price list. She noted there were too many seafood vendors last year and seafood is not cheap. We want to make sure there is a mix of other kinds of food that is less expensive.

Mayor James said she would like to know how much profit is made by the food vendors. CRA Manager Weekes noted this information is not known, but the vendors ask to come back every year.

Director Bach explained the reasons for using a food concessionaire rather than managing the vendors ourselves.

There was discussion on food vendors and food trucks. Board Member Salvino suggested we find out the cost of vendor spaces at comparably sized seafood festivals, as we are looking to profit share from the businesses.

9. Adjournment

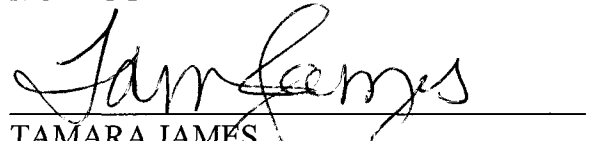
Chairman James adjourned the meeting at 6:49 p.m.

ATTEST:



LOUISE STILSON, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY



TAMARA JAMES
CHAIRMAN – CRA

Approved: March 14, 2017





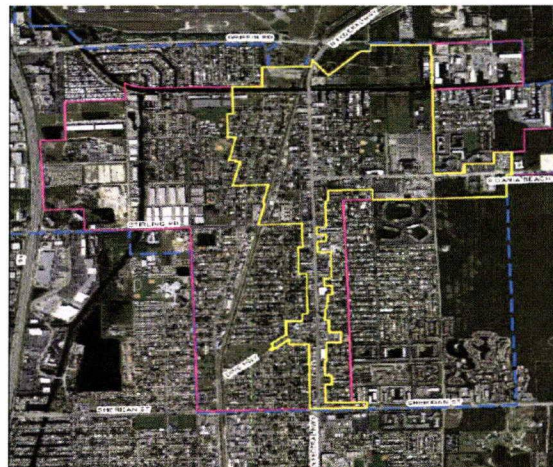
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

CRA Overview
February 14, 2017



Background

- 2002 – Community Redevelopment Agency
- 2004 – Downtown CRA Plan approved
- 2009 – CRA Plan Rewrite and Expansion approved
- Set to expire 2034





About CRA's

- CRA is a government agency created by City or County
- Governed by 5 or 7 member board; Commissioners of City or County or Independent Board appointed by Commission (or combination of both)
- CRA Redevelopment Plan describes redevelopment programs for which the TIF revenues will fund
- CRAs were created to be administratively independent of its governing body (e.g. City or County) in order to focus on its purpose



About CRA's

- Primarily funded by Tax Increment Revenues –a portion of the property taxes collected by the City and County within CRA District for reinvestment in redevelopment activities within the district
- Broward County CRA Financing – CRA's created after July 2002 are financed by the County through **non ad valorem appropriations** pursuant to the requirements of the County's Redevelopment Capital program.
 - *CRA's may still elect to capture and reinvest City Tax Increment Revenues (TIR) generated from new development*



What Can CRA's Do?

- Acquire and hold property
- Demolish buildings
- Dispose of property at FAIR VALUE
- To develop property (including affordable housing)
- Install, construct, and repair
 - Streets
 - Parks
 - Utilities
 - Playgrounds
 - Other public improvements
- Carry out a voluntary or compulsory repair and rehab of buildings



What Can CRA's Do?

- Enter property or buildings to make inspections, surveys, appraisals, etc.
- Solicit proposals for redevelopment (Developer RFP's)
- Invest Funds if not needed immediately
- Borrow money or accept funds/grants from any source (borrowing subject to approval of GB)
- Prepare surveys, plans and other studies necessary to carry out the CRP
- Close, vacate, plan, re-plan streets, sidewalks, other places
- Develop and implement community policing innovations
- Enter into contracts and agree to appropriate conditions



What CRA's Cannot Do!

- Construct or expand administrative buildings for public bodies or police or fire buildings (unless all taxing authorities agree)
- Install, construct, repair or alter any publicly owned capital improvements if the projects are normally funded by the governing body or user fees or if the project would be funded within 3 years under any existing CIP or Funding Plan
- Pay for general government operating expenses unrelated to planning and carrying out the CRP
 - Administrative fees for City support services such as finance, public services, etc. are permissible if documented



Why Separate the CRA?

More often CRA's are being administered by Coordinators instead of Executive Directors and more CRA Boards are the Governing Body leading to:

- Conflicts between permissible CRA and City Activities
- CRAs with no "in-house" expertise in Redevelopment
- Greater illegal use of Increment Revenue on projects not allowed by Statute or an adopted CRP
- Lack of focus by City/County administrators in carrying out the CRA Plan

Redevelopment is Comprehensive!

CRA's have recently been characterized as either an agency for Economic Development or Affordable Housing:

Economic Development = Jobs + Business Investment

Affordable Housing = Preserve/Construct + Subsidies

Redevelopment is Comprehensive!

CRA's have recently been characterized as either an agency for Economic Development or Affordable Housing:

REDEVELOPMENT = Economic Development +
Affordable Housing + Beautification + Roads +
Infrastructure + Property Acquisition and Disposition
+ + +....

Activities geared toward removal of slum and blight (as defined by F.S. Ch. 163 Part III) and identified in the CRA Plan.



It is Now More Important Than Ever to...



IT'S IMPORTANT TO...

Look for projects that are highly visible with major impact or minimal cost:

- Development Projects (PPP)
- Landscaping
- Infrastructure to support development
- Façade improvement programs

Seek other people's money

- FDOT Highway Beautification
- Expanding other entities roadway projects
- Community Development Block Grants (CDBG)
- Recreation Grants
- Other innovative sources



IT'S ALSO IMPORTANT TO...

- Promote accomplishments
 - Take credit !!
- Network, Network, Network
 - International Council of Shopping Centers
 - Urban Land Institute
 - Local Chamber of Commerce
 - Builders Association
 - Realtors Association



Elected Officials & City Administrators Should...

Learn and make decisions about what it takes to implement the projects you want

- Real Estate Development and PPP's
- What attracts businesses/developers
- What the real project costs are
- What businesses are viable
- What are the current real estate market trends
- City image and branding
- Public design standards and land development regulations to promote City image and protect community values.



MOST IMPORTANT OF ALL...

Send a strong, consistent message, that
your serious about attracting private
investment and that your CRA and City is
open for business!!!



THANK YOU!