

ADDENDUM
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, JULY 13, 2021 - 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 TWO HUNDRED FIFTY DOLLARS (\$250.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019; AMENDED BY ORDINANCE #2019-019)

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.

**DECORUM POLICY FOR MEETINGS OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY
REDEVELOPMENT AGENCY OF THE CITY OF DANIA BEACH, FLORIDA:**

INDIVIDUALS WHO WISH TO MAKE ANY "CITIZEN'S COMMENTS" UNDER THAT PORTION OF THE CRA BOARD AGENDA, OR WHO OTHERWISE WANT TO ADDRESS THE CRA BOARD, MUST FIRST BE REGISTERED WITH THE CRA SECRETARY (CLERK) (FORMS ARE AVAILABLE OUTSIDE OF THE CITY COMMISSION CHAMBER AND MUST BE GIVEN TO THE CLERK BEFORE THE MEETING). OTHERS WHO WANT TO ADDRESS THE CRA BOARD ON ANY MATTERS MUST FIRST BE RECOGNIZED BY THE CHAIR. ALL SUCH PERSONS MUST USE THE PODIUM IN THE COMMISSION CHAMBER. NO MORE THAN ONE PERSON AT A TIME MAY ADDRESS THE CRA BOARD FROM THE PODIUM. COMMENTS ARE ONLY TO BE MADE TO THE CRA BOARD AND ARE NOT TO BE DIRECTED TO THE AUDIENCE OR CRA STAFF.

NO INDIVIDUAL SHALL MAKE ANY SLANDEROUS OR UNDULY REPETITIVE REMARKS, OR ENGAGE IN ANY OTHER FORM OF BEHAVIOR THAT DISRUPTS OR IMPEDES THE ORDERLY CONDUCT OF THE MEETING, AS DETERMINED BY THE CHAIR. NO INDIVIDUAL MAY SPEAK DIRECTLY TO OR ADDRESS THE CHAIR, BOARD MEMBER OR CRA STAFF: COMMENTS ARE TO BE ONLY DIRECTED TO THE CRA BOARD AS A WHOLE. NO CLAPPING, APPLAUDING, HECKLING OR VERBAL OUTBURSTS IN SUPPORT OF OR OPPOSITION TO A SPEAKER OR HIS OR HER REMARKS SHALL BE PERMITTED. NO SIGNS OR PLACARDS SHALL BE PERMITTED IN THE COMMISSION CHAMBER.

IF ANY PERSON'S CONDUCT AS DETERMINED BY THE CHAIR IS FOUND TO BE DISRUPTIVE OR INTERFERES WITH THE ORDERLY CONDUCT OF THE MEETING, THE PERSON MAY BE ASKED BY THE CHAIR TO LEAVE THE COMMISSION CHAMBER; IF THE PERSON DOES NOT LEAVE AND THE CONDUCT PERSISTS, THE CITY POLICE DEPARTMENT WILL BE REQUESTED TO ESCORT THE INDIVIDUAL FROM THE COMMISSION CHAMBER.

ALL CELLULAR TELEPHONES ARE TO BE SILENCED DURING THE MEETING. ALL PERSONS EXITING THE COMMISSION CHAMBER SHALL DO SO QUIETLY. (RESOLUTION #2020-CRA-006)

7. DISCUSSION AND POSSIBLE ACTION

1a. CRA Staff Reorganization

MEMORANDUM

To: Dania Beach Community Redevelopment Agency Chair, Vice Chair, Board Members
From: Michael Chen, Executive Director
Date: July 13, 2021
Re: CRA Staff Reorganization

CRA STAFF REORGANIZATION

Background

The CRA is undergoing a transformation whereby we will step up the quality and effectiveness of our existing programs and design/implement new programs to provide a more comprehensive approach to meet the goals and objectives of the CRA Plan. This approach includes the objective of elevating the entire City's reputation as a desirable business destination within this dynamic regional economy, resulting in more businesses, more investment, and more jobs across the entire City.

Our challenge is amplified by the need to re-establish vendors to service the revived programs interrupted by COVID. Our neighborhoods and businesses also have higher needs as they emerge from COVID.

This more aggressive approach to meeting community needs will require expanded skill sets, higher levels of technical knowledge, and more man-hours to manage.

Strategic Communications & Community Outreach Representative

The person in this position is responsible for implementing and maintaining strategies and campaigns to effectively market CRA programs, services, events, activities, and initiatives. This includes structuring and maintaining a user friendly CRA website that will serve as a repository of community and business resources. Assist in supporting the CRA's economic development programs and redevelopment activities. (See attached Strategic Communications & Community Outreach Representative Job Profile)

Essentially, this is a reclassification of Kisha Eugene's current part-time position of Coordinator and restores her to a full-time position like her stature prior to the COVID impacts. The new job description provides more focus to her duties, with more responsibility for program management.

Fiscal Impact: This change will result in an annual cost impact of approximately \$75,000.00. This cost impact is due to:

- The increase of working hours from 20 hours per week to 40 hours per week;
- A higher hourly rate due to greater responsibility for program management; and

- The cost of benefits associated with going from part-time to full-time.

Business Attraction and Investment Manager

This high-level leadership position is responsible for recruiting businesses to and securing investment into the City/CRA. A business professional with strong negotiations skills. The incumbent must have or quickly obtain working knowledge of the CRA. The BAI manager will execute and manage business and investment attraction activities, including marketing of the City/CRA, prospecting, and lead generation/follow up. Responsible for planning, organizing, and implementing strategies to effectively stimulate the retention/expansion of existing businesses, attraction of targeted businesses/industries and start-ups, and secure real estate/business investments to the City/CRA. Develop branding strategies that promote the City/CRA as a desirable business destination. Establish and maintain effective working relationships with partner agencies, developers, investors, and private businesses. (See attached Business Attraction and Investment Manager Job Profile)

This is a technical, high-focus position that requires more experience and more advanced skill sets than the previous generic Manager's position.

Fiscal Impact: This position is a replacement for the terminated Economic Development Manager position. The Pay Grade and Salary Range of this position are identical to the terminated Economic Development Manager position, therefore, the cost of benefits associated with this position are not likely to be materially different than the cost of benefits for the terminated position. The only cost impact of this position on current budgeted expenses will be if the qualification of the selected candidate justifies an offer in the higher levels of the Salary Range.

Reorganization Summary

The descriptions of responsibilities and staff interactions are depicted in the attached CRA Revised Organizational Chart. It should be noted that even with these proposed changes, the CRA still has limited staffing resources. The CRA operates as a close-knit team, with each staff member cross-supporting the rest of the team in times of need.

RECOMMENDATION: The CRA is requesting Board approval to create the positions described herein and the allocation of potential additional funding requirements resulting from the filling of those position.



Job Title:	Strategic Communications & Community Outreach Representative
Department:	CRA
Union Eligible:	Not Eligible
Pay Grade:	113,
Salary Range:	\$50,885.58 - \$78,872.65
FLSA Status:	Exempt
Reports to:	Executive Director, CRA
Supervisory Duties:	N/A

JOB DESCRIPTION **Created 6/25/2021, Revised 7/6/2021**

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions described herein. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (CRA)

Mission Statement

“To provide the expertise and strategic investments needed to implement inclusive strategies that enhance financial security; expand opportunities for business; stimulate private investment; foster revitalization; and improve the quality of life for our diverse community.”

Vision Statement

“To be a sustainable city of the future with expanded economic opportunities for our stakeholders.”

JOB SUMMARY

Under the direction of the Executive Director, the person in this position is responsible for planning, organizing, creating, developing, implementing, and maintaining strategies, techniques, and campaigns to effectively communicate and market CRA programs, services, events, activities, and initiatives. This includes structuring and maintaining a user friendly CRA website that will serve as a repository of community and business resources. Assist in supporting the CRA's economic development programs and redevelopment activities.

ESSENTIAL JOB FUNCTIONS

- Contribute to the achievement of the Agency's Mission and Vision Statements.
- Plan, implement, and manage programs/classes for the Dania Beach Business Academy. Expand the list of active collaborative partners for the Academy.
- Plan and manage the production of the Dania After Dark Fest.
- Plan and manage the production of the Annual Arts and Seafood Celebration.
- Design promotional strategies/materials to attract participants to CRA programs.
- Develop and maintain relationships with local, national, and trade media.

- Research, develop, design write, and disseminate news releases, media alerts, and other informational materials to newspaper and other media outlets.
- Provides strategic communications support to the CRA on branding, issue management, visibility and awareness, and methods to keep the public informed of CRA programs, services, events, accomplishments, and activities.
- Develop resource information for the CRA website content. Maintain the website.
- Develop, create, and publish collateral materials including publications, brochures, pamphlets, newsletters, reports, etc. Develop strategies to enhance the CRA message, increase reach, and strengthen connections with target audiences.
- Plan events, meetings, workshops, ribbon cuttings, groundbreakings, virtual CRA meetings, and livestream events. Promote events to maximize public attendance. Coordinate program logistics with the City IT department, if appropriate.
- Utilize social media tools to implement digital communications campaigns and measure performance to achieve objectives. Fulfill social media public records request using social media archiving tools.
- Manage the development and production of photos and videos in accordance with the CRA's communication and marketing objectives.
- Represent the City/CRA at local, state, and national economic development conferences and trade shows. Deliver presentations to highlight the strengths and advantages of Dania Beach/CRA as an investment and business destination.
- Develop effective collaborative working relationships with City/County officials, Chamber of Commerce, Convention and Visitors Bureau, regional economic engines, civic groups, and other economic development agencies to cross-support economic development activities. Develop community and regional networks.
- Develop a business contact database of sortable CRA, City, and regional businesses. Develop a strategy to systematically promote businesses located in the CRA, especially recognizing the opening of new businesses.
- Conduct surveys to identify community needs/issues and benchmark the effectiveness of CRA programs/initiatives.
- Research/identify private, public, and institutional funding sources, determine eligibility requirements for these funding sources, and lead the application process to secure funding for the CRA.
- Serve as project manager for special projects as assigned.
- Contribute to the development and lead the layout and publication of our CRA annual report.
- Prepares agenda items for the CRA Board, Advisory Boards, and other groups.
- Ensure compliance with CRA statutes and adopted policies/procedures.
- Assist in the preparation and administration of the agency's budget.

- Perform related duties as directed.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to work independently, with initiative and judgment.
- Must be highly organized and efficient.
- Knowledge of research and analytical techniques - ability to formulate conclusions and develop recommendations.
- Ability to use small office equipment, including computers, copy machines or multi-line telephone systems. High level of proficiency using Microsoft Office, particularly Outlook, Word, Excel, and PowerPoint. Ability to learn City/CRA software.
- Ability to prepare written and graphic materials; to compose clear and concise reports; to prepare and make presentations; and ability to communicate effectively, orally and in writing, with citizens, professional peers, and elected officials.
- Ability to establish and maintain effective working relationships with the general public, coworkers, city officials and members of diverse cultural backgrounds. Skills to effectively interact with others.
- Ability to serve the public and fellow employees with honesty and integrity in full accord with the letter and spirit of all City/CRA ethics and conflicts of interest policies. A strong understanding of ethical behavior is required.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

- Bachelor's Degree in Public Relations, Marketing, Journalism or closely related field. Experience can substitute for education on a year-for-year basis.
- Minimum of five (5) years of work experience in communications and project management in a Community Redevelopment Agency environment.
- Ability to work independently, with initiative and judgment.
- Excellent verbal and written communication skills. Ability to prepare written and graphic materials; to compose clear and concise reports; to prepare and make presentations; and ability to communicate effectively with citizens, professional peers, and elected officials. Skills to effectively interact with others.
- Ability to establish and maintain effective working relationships with the public, coworkers, city officials and members of diverse cultural backgrounds regardless of race, religion, age, sex, disability, or political affiliation.
- Ability to serve the public and fellow employees with honesty and integrity in full accord with the letter and spirit of all City/CRA ethics and conflicts of interest policies. A strong understanding of ethical behavior is required.
- Ability to use computers, copy machines or multi-line telephone systems. High level of proficiency using Microsoft Office - Outlook, Word, Excel, and PowerPoint.
- Possess or be able to obtain a State of Florida driver's license, with an acceptable driving record, within 30 days of hire.

CERTIFICATION, LICENSE AND SPECIAL REQUIREMENTS

Affiliations/certifications with trade associations exemplifying additional education is a plus, such as FRA, ICSC, IEDC, or other related associations.

PHYSICAL DEMANDS

This work is sedentary work and requires exerting up to 10 pounds of force occasionally and negligible amount of force constantly to move objects; work may also require fingering, hearing, mental acuity, speaking, standing, talking, and walking.

WORK ENVIRONMENT

Work is in a dynamic environment that requires sensitivity to changing goals, priorities, and needs. Collaboration with and cross-support of other CRA staff members is essential.

The City of Dania Beach has the right to revise this position description at any time, and does not represent in any way a contract of employment.

I have read and understand this classification description and hereby certify that I am qualified to perform this job, with or without reasonable accommodation.

FROM: DEPARTMENT OF HUMAN RESOURCES AND RISK MANAGEMENT

You have been given a copy of your job description and are aware that the duties listed as well as related duties as assigned by Supervisor are a condition of your employment and continuing employment with the City of Dania Beach.

Issuance Date: _____

To: _____ **(Employee)**

Delivered to Employee by (check one) and copied to Personnel File on _____, 2021:

- ☐ Handed to
- ☐ Emailed
- ☐ Sent by US mail

By: _____
(Human Resources Representative)



Job Title:	Business Attraction and Investment Manager (BAI)
Department:	CRA
Union Eligible:	Not Eligible
Pay Grade:	116
Salary Range:	\$ 60,605.54 – \$93,938.59
FLSA Status:	Exempt
Reports to:	Executive Director, CRA
Supervisory duties:	N/A

JOB DESCRIPTION

Created 6/25/2021, Revised 6/25/2021

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions described herein. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (CRA)

Dania Beach is the geographic center of the 7th largest Metropolitan Statistical Area (MSA) in the U.S. We are served by 3 deep water seaports, 3 international airports, and 7 general aviation airports.

Mission Statement

“To provide the expertise and strategic investments needed to implement inclusive strategies that enhance financial security; expand opportunities for business; stimulate private investment; foster revitalization; and improve the quality of life for our diverse community.”

Vision Statement

“To be a sustainable city of the future with expanded economic opportunities for our stakeholders.”

JOB SUMMARY

This is a high-level leadership position within the CRA responsible for recruiting businesses to move into the City of Dania Beach. An outside the box visionary, leader and business professional with strong negotiations skills. The incumbent's success is measured, in part by the number of new businesses brought into the CRA and the number of businesses retained in the CRA. The incumbent must have or quickly obtain working knowledge of the CRA and be able to market new business from the United States and other Countries. Under the direction of the Executive Director, the BAI manager executes and manages business and investment attraction activities, including marketing of the City/CRA, prospecting, and lead generation/follow up. Responsible for planning, organizing, and implementing strategies to effectively stimulate the retention/expansion of existing businesses, attraction of targeted businesses/industries and start-ups, and secure real estate/business investments to the City/CRA. Develop branding strategies that promote the City/CRA as a desirable business destination. Establish and maintain effective working relationships with partner agencies, developers, investors, and private

businesses. Preparation of development and public/private partnership agreements. The employee must exercise considerable initiative and independent judgement in performing work assignments.

ESSENTIAL JOB FUNCTIONS

- Knowledge of Community Redevelopment Agency (CRA).
- Experience with affordable housing.
- Knowledge of local business and agencies.
- Contribute to the achievement of the Agency's Mission, Vision Statements, and CRA Plan goals/objectives.
- Work with investors/developers to secure investment, development of projects, and the attraction/opening of businesses in the CRA. Follow-up on leads with interested parties.
- Determine which businesses/industries would be the best fit with Dania Beach and define the site location factors most relevant to those businesses/industries – design/implement strategies to enhance our strengths and mitigate our weaknesses based on that analysis.
- Develop collateral materials and presentations to support the expansion of existing businesses and the attraction of new/start-up businesses, investors, and skilled workforce. Develop economic profiles of the CRA, City, and region. Develop business resource content for the CRA website. Keep the website current.
- Develop relationships with City/CRA businesses. Re-establish a formal "BRAVO" visitation program. Develop a business contact database of CRA, City, and regional businesses. Develop a strategy to systematically promote businesses located in the CRA, especially recognizing the opening of new businesses.
- Develop/maintain a database of for-sale/for-lease commercial properties and sites. Work with property owners to attract tenants and/or development projects to their properties.
- Prepare/implement strategies and Requests for Proposals (RFP) for the disposal, development, redevelopment, or adaptive reuse of CRA land or buildings. Prepare real estate packages, including site information and demographics for the attraction of investors/developers.
- Negotiate difficult, highly technical and/or complicated transactions including, but not limited to, real estate and development agreements.
- Review and analyze complex real property records/reports, leases/agreements, highly technical funding proposals, contracts, and financial reports. Provide written analysis, evaluation, and recommendations.
- Manage the CRA's role on major development projects, including securing appraisals, economic feasibility plans, financing plans, environmental studies, and other documents required for the development of commercial/industrial projects.
- Serve as a subject area expert on local/regional real estate markets and trends, providing technical advice to our businesses and the economic community.
- Act as liaison to and build working relationships with partner agencies, government agencies, schools, labor organizations, non-profits, and businesses, as well as entrepreneurial and civic/community groups.

- Make presentations to boards, the business community, and other groups regarding findings and recommendations; facilitates and represents the CRA/City at meetings with members of the business community and the public.
- Analyze problems and identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Develop benchmarks to monitor and evaluate program/project financial status, contract/grant compliance, and consultant/contractor performance.
- Prepare, oversee, and review the work of subordinate managers and staff, including outside professional consultants and contract service providers.
- Conduct surveys to identify community needs/issues and benchmark the effectiveness of CRA programs/initiatives.
- Research/identify private, public, and institutional funding sources, determine eligibility requirements for the funding sources, and lead the application process to secure funding for the CRA.
- Prepare agenda items for presentation to CRA Board and other groups.
- Assist in the preparation and administration of the agency's budget.
- Perform related duties as directed.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to work independently, with initiative and judgment.
- Must be highly persuasive in working with the acquisition of new businesses.
- Must be highly organized and efficient.
- Ability to establish and maintain effective working relationships with the general public, coworkers, city officials and members of diverse cultural backgrounds. Skills to effectively interact with others.
- Ability to work effectively in time-sensitive situations to meet deadlines; coordinate multiple projects and complex tasks concurrently.
- Exercise sound independent judgment and demonstrate initiative and creativity, with minimal supervision.
- Ability to communicate complex material clearly, logically, and concisely, both orally and in writing, including public presentations to large and small audiences.
- Knowledge of research and analytical techniques - ability to formulate conclusions and develop recommendations.
- Ability to use small office equipment, including computers, copy machines or multi-line telephone systems. High level of proficiency using Microsoft Office, particularly Outlook, Word, Excel, and PowerPoint. Ability to learn City/CRA software.
- Excellent verbal and written communication skills. Ability to prepare written and graphic materials; to compose clear and concise reports; to prepare and make presentations; and ability to communicate effectively with citizens, professional peers, and elected officials.
- Ability to operate tactically and drive high-level strategic initiatives.
- Knowledge of occupational fields and labor market opportunities and trends; approaches for linking employment training and economic development programs.
- Ability to serve the public and fellow employees with honesty and integrity in full accord with the letter and spirit of all City/CRA ethics and conflicts of interest policies. A strong understanding of ethical behavior is required.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

- Bachelor's Degree in Real Estate, Finance, Business Administration, Construction Management, Urban Development, or close equivalent; experience can substitute for education on a year-for-year basis.
- Three (3) years' experience in advocating/promoting development and investment in a government environment.
- Experience as a commercial real estate broker, especially in South Florida, is highly desirable.
- Ability to speak a second, or multiple languages is highly desirable.
- Possess or be able to obtain a State of Florida driver's license, with an acceptable driving record, within 30 days of hire.

CERTIFICATION, LICENSE AND SPECIAL REQUIREMENTS

Affiliations/certifications with trade associations exemplifying additional education is a plus, such as FRA, ICSC, IEDC, or other related associations.

PHYSICAL DEMANDS

This work is sedentary work and requires exerting up to 10 pounds of force occasionally and negligible amount of force constantly to move objects; work may also require hearing, mental acuity, speaking, standing, talking, and walking.

WORK ENVIRONMENT

Work is in a dynamic environment that requires sensitivity to changing goals, priorities, and needs. Collaboration with and cross-support of other CRA staff members is essential.

The City of Dania Beach has the right to revise this position description at any time, and does not represent in any way a contract of employment.

FROM: DEPARTMENT OF HUMAN RESOURCES AND RISK MANAGEMENT

You have been given a copy of your job description and are aware that the duties listed as well as related duties as assigned by Supervisor are a condition of your employment and continuing employment with the City of Dania Beach.

Issuance Date: _____

To: _____ **(Employee)**

Delivered to Employee by (check one) and copied to Personnel File on _____, 2021:

- ☐ Handed to
- ☐ Emailed
- ☐ Sent by US mail

By: _____
(Human Resources Representative)



Dania Beach Community Redevelopment Agency Revised Organizational Chart (Rev 07/08/21)



City Commission / CRA Board

Tamara James
Chair

Marco A. Salvino, Sr
Vice-Chair

Lori Lewellen
Board Member

Joyce L. Davis
Board Member

Lauren Odman
Board Member

Executive Director K. Michael Chen

Oversee all CRA programs, projects, and activities; CRA Spokesan; Business support/attraction; Program development; Negotiate and oversee Development Agreements; Identify/secure alternative funding sources; Develop partner collaborations; Serve as a stakeholder listening post.

Administrative Specialist Kha White Davis

Assist w/ CRA operational functions; Generate correspondence, memos, etc.; Process CRA payroll docs; Process CRA P-card statements; Prepare financial statements/reports; Assist w/ fiscal management of CRA; Schedule meetings, travel, equip repair; Liaison among CRA/City staff; Reply to public inquiries/direct to staff; Resident support programs/incentives. Serve as a stakeholder listening post.

Operations Manager Kathleen A. Weekes

Assist Executive Director; Assist w/ development of CRA programs; Assist w/ prep of CRA Annual Report; Assist w/ prep of CRA Board updates; Manage major CRA events; Administrate grants and compliance; Oversee fiscal management; Supervise assigned staff; Oversee the PATCH; Oversee housing projects/programs; Supervise assigned staff; Conduct homeowner /training Resident support programs/incentives.

Strategic Communications & Outreach Rep Kisha Eugene

Manage programs/classes for the Dania Beach Business Academy; Manage the Dania After Dark Fest/events; Design / implement CRA marketing programs and initiatives; Maintain CRA website; Develop/facilitate business workshops, seminars, trade shows and conferences; Develop/publish collateral materials; Represent the City/CRA at conferences/trade shows; Develop a business contact database; Develop working relationships with partner agencies; Identify grant resources for CRA funding.

Business Attraction & Investment Manager TBD

High-level leadership position; Secure investment, projects, and new businesses in the CRA; Define location factors most relevant to our businesses; Re-establish "BRAVO" visitation; Develop relationships with City/CRA businesses; Liaison with partner agencies; Develop collateral materials; Implement business retention and attraction strategies; Oversee CRA projects; Negotiate complex transactions; Serve as a local market expert; Make presentations; Conduct and participate in ED trade fairs.

The PATCH

Leon Carroll, Lead Coordinator
Amado Diaz, Coordinator
Biancamaria Bacarossi, Coordinator