

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, JUNE 27, 2017 - 6:00 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. PRESENTATIONS

- 1. Dania Beach PATCH Presentation

4. CONSENT AGENDA

- 1. Minutes:
 - Approve Minutes of June 12, 2017 CRA Board Workshop
 - Approve Minutes of June 13, 2017 CRA Board Meeting
- 2. Travel Requests: None
- 3. Motion to authorize RMA, LLC, to proceed with preparation of the 2017/2018 Finance and Implementation Plan in an amount not to exceed \$6,800.00

4. Motion to allow the DBCRA to apply for funding for the Trion project through the Broward Redevelopment Program.

5. PROPOSALS AND BIDS

6. DISCUSSION AND POSSIBLE ACTION

1. CRA Executive Director Transition
2. Dania Beach CRA Arts and Seafood Celebration Transition

7. ADMINISTRATIVE REPORTS

1. Executive Director Administrative Report and CRA Work Plan Update

8. BOARD MEMBER COMMENTS

9. ADJOURNMENT

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
WORKSHOP
MONDAY, JUNE 12, 2017 – 3:00 P.M.

1. Call to Order/Roll Call

Chairman James called the meeting to order at 3:03 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
Deputy City Clerk:	Tom Schneider

2. Items for Discussion

2.1 Strategic Goal Setting Workshop for 2018

Director Bach reviewed the goals for this workshop and gave a PowerPoint presentation, which is attached to and incorporated in these minutes.

Chairman James questioned if we could get additional bike stations with the new development happening in the downtown area.

Board Member Grace felt it would be a good idea to have a shuttle system implemented in the downtown area.

Board Member Brandimarte said this is premature as there is no retail to offer in downtown to give people a reason to stay.

Board Member Salvino noted there are retail businesses currently.

Director Bach responded increasing retail is a challenge, and she described ways to build on the retail that currently exists.

Board Member Brandimarte felt the way to improve the amount of retail is requiring the developers to have retail on the first floor of their buildings in order to get Commission approval.

Board Member Grace spoke of Hallandale's CRA and utilizing the Community Benefit Agreement as a way to increase retail businesses in the downtown area.

Chairman James questioned whether we might want pedestrian crossings over railroad tracks on both sides of the street instead of only one side on Dania Beach Boulevard and NW 1st Street.

Director Bach noted the available right of way is restricted and the railroad will not contribute to the crossings. We would need to budget for these crossings if the Board desires to move forward with them.

Discussion ensued regarding the Safe Routes to School grant program and length of school zones.

Director Bach noted the PATCH does not make a profit.

Board Member Salvino noted high school students need service hours and questioned why we could not utilize them.

Director Bach responded we have sufficient volunteers; the issue is not having enough buyers.

Board Member Salvino suggested offsite markets, and Director Bach said we would like to do this, but it comes down to not having the staffing to do so.

Board Member Brandimarte felt we are losing money and would have to throw good money after bad in order to increase staffing. The PATCH was never meant to be this way; it is for our people to have their plots and to grow their own vegetables. If we are losing money, we could turn it over to the schools for the children to learn agriculture.

Board Member Grace felt the education and health components are the key to making the PATCH successful, and we need community buy-in, especially all of the schools.

Director Bach noted there might be funding from the USDA through a grant we have applied for. She likely will come to the Board next year for another part time employee and we want to expand the community events component.

Board Member Grace noted the CIO offered free job skills training in Dania Beach for the hiring anticipated by Dania Pointe and the hotels coming online.

Chairman James questioned the number of residents that would have to be relocated in order to construct the West Dania Beach Boulevard Bridge.

Director Bach addressed the relocation process for projects such as the bridge, and noted homeowners have not been notified because of the uncertainty of the bridge coming to fruition.

Discussion ensued regarding how the bridge would be paid for.

Vice-Chairman Harris addressed the MPO's Strategic Intermodal System plan that goes out to the year 2045.

Board Member Brandimarte noted she likes Board Member Salvino's idea of partnering with another city for a shuttle.

Board Member Grace asked if next year's budget would increase or decrease.

Director Bach said right now it is about the same as this year's, but including the railroad crossings would increase it.

2.2 The Dania Beach Arts and Seafood Celebration

Director Bach gave an overview of the Arts and Seafood Celebration, which is attached to and incorporated in these minutes.

Board Member Salvino said it has always been a great event, but with the loss we take with it and with the PATCH, perhaps we should be outsourcing it. A third party would likely have to charge admission and parking to offset their expenses. Financially, the celebration is not feasible for the City.

Director Bach said there are certain elements, like the sand sculpture or the showcase, that could be eliminated or we could make it a one-day event rather than two-day.

Board Member Salvino felt the casino would be willing to split the parking fee with us, and give a voucher for free play in the casino.

Director Bach noted the casino contributes \$25-30,000 to the event, though it goes unseen.

Board Member Salvino asked if we know how much it would cost to outsource the event to someone.

Director Bach noted we would lose a lot of control over the event, and spoke of the Garlic Festival in Delray Beach, which is fully produced by an outside organization.

Board Member Salvino suggested going in the direction of charging for the event.

Board Member Grace was not pleased with the out of town vendor that did the last festival and agreed with Board Member Salvino that there should be an admission fee. She does not want to eliminate the sand sculpture, and felt it would be good if we could partner with the casino.

Director Bach noted it is not as efficient for a governmental agency to produce the event; ultimately, CRA staff might suggest a third party take it over and staff would assist them.

Board Member Brandimarte questioned why we could not have a one-day event and bring in the food trucks, since the food this year was again expensive. She does not want to see us charging our residents to come to the event.

Chairman James noted she was not happy with this year's festival, and said she would not mind turning this over to a third party, if possible, since there are many other uses for the \$100,000.00 we are spending. Additionally, she was not happy with the music; there are local artists available that we could use. Collectively, we need to come up with a solution. She noted vendors had to pay a fee, give us a portion of their profit, and pay a clean-up fee.

Board Member Salvino said we could set the parameters of what we want if we outsourced the event, and spoke of mixing in food trucks among the vendors. With the casino participating and hiring local bands, it would not cost us anything. We could try it this year and see if we can cut our expenses without charging anybody. We should shop a promoter for a week and see what happens.

Chairman James addressed the problems local businesses face when participating in the event; many do not want to do it.

Director Bach said there are only three local businesses we can count on every year, even though we have tried hard to get them to participate. She noted the intent of the event is to attract people to Dania Beach.

Further discussion ensued.

Director Bach confirmed the Board wanted to give the event to another organization to run and operate, possibly the Chamber of Commerce. The CRA will facilitate this and provide seed money in the budget.

3. Adjournment

Chairman James adjourned the meeting at 4:37 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

LOUISE STILSON, CMC
CRA SECRETARY

TAMARA JAMES
CHAIRMAN – CRA

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, JUNE 13, 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 citizen comments at this meeting.

3. Presentations

There were no presentations at this meeting.

4. Consent Agenda

- 4.1 Minutes:
Approve Minutes of May 9, 2017 CRA Board Meeting
- 4.2 Travel Requests: None
- 4.3 Cancel July 11, 2017 and August 8, 2017 CRA Board Meetings
- 4.4 Authorize Issuance of the City Center Request for Qualification 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
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Board Member Grace
Board Member Salvino

Yes
Yes

Chairman James

Yes

5. Proposals and Bids

There were no proposals on this agenda.

6. Discussion and Possible Action

Director Bach noted her last day would be June 30, 2017. She suggested the CRA Board hold a meeting at the end of the month to discuss the transition.

Board Member Salvino questioned if the Board should issue an RFP for a CRA Director, or continue with RMA.

Board Member Grace agreed we should issue an RFP; the City needs to hire a CRA Director.

Director Bach noted the contract with RMA runs through the end of the fiscal year, and there is someone already in place to fill the position until the Board decides what to do.

Board Member Brandimarte noted that Kathleen Weekes, CRA Manager, does a great job for the CRA, and therefore this is not an emergency situation.

Director Bach suggested the Board meet on June 27th at 6:00 p.m. to discuss the transition.

7. Administrative Reports

7.1 CRA Executive Director Administrative Report

Director Bach noted we applied for three awards from the Florida Redevelopment Association for: Chester Byrd Park rededication, Neighborhood Ambassadors Program, and Arts & Seafood Celebration publicity and marketing.

The Board viewed videos of the Rededication of Chester Byrd Park, and the Neighborhood Ambassador Events.

Director Bach noted she spoke with the Chamber of Commerce to see if they would be interested in handling future Arts and Seafood Celebrations, and they expressed a desire to do so.

8. Board Member Comments

Board Member Grace asked if another part-time position would be added to the PATCH. Director Bach noted it is included in next year's budget, and we will know in September if we will receive a USDA grant.

Chairman James questioned if we looked into colleges to establish an internship.

Director Bach responded the summer apprenticeship program is an internship.

Chairman James provided examples of different internships that could be possible.

Board Member Grace questioned if Dan Murphy, Economic Development Manager, followed up with CIO for training and a job fair.

Economic Development Director Murphy responded we are planning the event that was discussed for July, and noted the training programs are ongoing.

Board Member Brandimarte commented she does not understand adding another paid employee when the PATCH is losing money.

9. Adjournment

Chairman James adjourned the meeting at 6:26 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

LOUISE STILSON, CMC
CRA SECRETARY

TAMARA JAMES
CHAIRMAN – CRA

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

Motion to authorize RMA, LLC to proceed with preparation of the 2017/2018 Finance and Implementation Plan in an amount not to exceed \$6,800.00. Funding for this service is budgeted and encumbered in the Community Redevelopment Agency Fund Fiscal Year 2016/2017 Professional Services, Account No. 106-52-01-552-31-10.

Purchasing Requests ONLY

Dept:

Acct #:

Amt:

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Memo from CRA Executive Director on Authorization to prepare the CRA 5 year Finance and Implementation Plan

Memo

To: Chair, Vice Chair and Board of Commissioners

From: Rachel Bach, Interim Executive Director

Date: June 27, 2016

Re: **Authorization to Prepare the CRA 5 year Finance and Implementation Plan**

Historically the CRA has presented a 5 Year Finance and Implementation Plan along with the Annual Budget for adoption. Over the past 5 Years, the preparation of the Finance and Implementation Plan has been outsourced to RMA, LLC. This is a request to authorize RMA, LLC to prepare the 5-Year Finance and Implementation Plan under the current contract for General Services.

The CRA Executive Director is preparing a preliminary budget on the CRA Board's Strategic Planning Workshop held on June 12, 2017 and plans to present for discussion purposes at its August 2017 meeting. The purpose of the Finance and Implementation Plan, which will also be presented in August, is to provide a historical review and projections for the next 5 years in terms of ad valorem and tax increment growth and financing of future CRA programs and capital improvements. A copy of the 2016/2017 Finance and Implementation Plan is attached for your reference. This item has been budgeted and is included in the existing RMA contract for General Services

Action requested:

Motion to authorize RMA, LLC to proceed with preparation of the 2017/2018 Finance and Implementation Plan in an amount not to exceed \$6,800.00. Funding for this service is budgeted and encumbered in the Community Redevelopment Agency Fund Fiscal Year 2016/2017 Professional Services, Account No. 106-52-01-552-31-10.

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

Motion to allow the DBCRA to apply for funding for the Trion project through the Broward Redevelopment Program.

Purchasing Requests ONLY

Dept:

Acct #:

Amt:

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Memo from CRA Executive Director Re: Broward Redevelopment Program 2017, Summary of the Broward Redevelopment Program 2017

Memo

To: Chair, Vice Chair and CRA Board Members
From: Rachel Bach, Interim Executive Director
Date: June 27, 2017
Re: Broward Redevelopment Program – Authorization to Apply

Background

The next round of funding through the Broward Redevelopment Program (BRP) was approved by the Board of County Commissioners on June 6, 2017. Total funding available for FY 2018 is \$8.5 million with a maximum award of \$1 million per project (summary is attached).

Update

The CRA is requesting authorization to work with Merrimac Ventures, the developer for Trion, to apply for gap funding through the Broward Redevelopment Program. Trion is the mixed use redevelopment project planned for the corner of E. Dania Beach Boulevard and Federal highway, and consists of 286 apartments and 16,000 s.f. of retail. Total project costs are estimated at \$75 million which will produce approximately \$450,000 annually in ad valorem revenue.

The Trion project received its site plan approval in October of 2016 and is currently in permitting. The project is located at a signature corner for Downtown Dania Beach and is positioned to become a destination for residents with ground floor retail that may include restaurants and shops. In addition, Trion is investing a significant amount of money in public improvements to include a small park, utility upgrades, bike racks, roadway improvements, streetscape and landscaping and a fountain. In addition, the project is incorporating green building techniques to make it more efficient and will create local jobs through the ground floor commercial.

The application deadline for the BRP is August 2, 2017. The CRA will be working with Trion to prepare an application for some of the public improvements as described above with a County funding request not to exceed \$1 million dollars. No CRA funds are being requested at this time. This is the same program that the CRA received funding under for the Columbus Project, per the Grant Agreement should have been constructed by June 10, 2017 and will expire October 2017.

Recommendation

Motion to authorize the DBCRA to apply for funding for the Trion project through the Broward Redevelopment Program.

BROWARD REDEVELOPMENT PROGRAM 2017 News

The next BRP funding cycle of \$8.5 million for Fiscal Year 2018 was approved by the Board on June 6, 2017. Eligible projects for funding now include; Affordable Housing (for new units only) and child care facilities undergoing or seeking accreditation.

The filing deadline for applications is August 2, 2017 @ 12 noon!

Program Information

Broward County Housing Finance and Community Redevelopment Division is responsible for the implementation of the Broward Redevelopment Program (BRP). This Program was approved by the Board of County Commissioners (Board) on April 23, 2013.

Since that time, the BRP has funded 15 redevelopment projects in 7 municipalities or Community Redevelopment Areas (CRA's) totaling \$12,665,000 through two rounds of funding. The maximum funding per application/funding cycle and per City or CRA is \$1 million. Currently three redevelopment projects have been completed; one in West Park and two in Oakland Park.

The goal of the BRP is to provide funding for eligible projects in defined redevelopment areas which have demonstrated blighting conditions, higher unemployment rates and lower property value growth than those of the municipality which the project is located or the County. In addition to removal of blighting conditions, the BRP acknowledges economic development and job creation as important public purposes for funding consideration.

Funding for the BRP is provided through performance-based reimbursement grants.

Eligible projects are:

- Property Acquisition for Lot Assemblage
- Affordable Housing (for new units only)
- Public Improvements
- Interior Build-out for Economic Development (does not include furniture and equipment)

- Child care facilities undergoing or seeking accreditation pursuant to Chapter 402 Florida Statutes

Applicants for funding through the BRP include; municipalities, Community Redevelopment Agencies (CRA's) which do not receive Tax Increment Financing (TIF), or the County in partnership with a municipality/CRA.

For further information, please contact the Broward County Housing Finance and Community Redevelopment Division, at 954-357-4900.

Completed Projects



West Park: 56th Avenue (Public Improvement) Grand Opening on August 14, 2014



Oakland Park – Downtown Connector - Jaco Park Gateway *Grand Opening: November 4, 2016*



Oakland Park – Public Improvement (Parking) Prospect/Andrews *Grand Opening: October 29, 2016*

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Discussion

Continued from:

Requested Action (Identify appropriate Action or Motion)		
CRA Executive Director Transition		

Purchasing Requests ONLY		
Dept:	Acct #:	Amt:
Fund:		

Fiscal Impact/Cost Summary

Exhibits Attached
Memo from Executive Director for June 27, 2017 CRA Board Meeting, Memo from Executive Director April 26, 2017, DBCRA Executive Director Job Description, Reference: Delray Beach, Florida Community Redevelopment Agency 2015 Executive Director Salary and Benefits Survey

Memo

To: CRA Board Members
From: Rachel Bach, Interim Executive Director
Date: June 27, 2017
Re: Executive Director Job Search

Background

In May, 2015 the CRA Board contracted with RMA, LLC to provide interim CRA management services, upon the resignation of the prior Executive Director. Shortly thereafter, RMA and the Interim Executive Director were asked to prepare an Executive Director Job Description, however at the June 20, 2015 the CRA Board decided to continue to outsource the position, rather than hire a direct employ.

In April 2016, the CRA Board again discussed the option for the Executive Director Position including the costs to hire directly vs. continue to contract the position. Attached is the staff memo from the meeting which includes the cost comparison. At that meeting the Board took no action and subsequently renewed the contract with RMA, for FY 2017 to provide CRA management services. To date (for the past 2 years), the Interim Executive Director position has been provided through RMA, LLC and the CRA management contract.

Update

CRA Staff has prepared a recommended job description for Executive Director (attached) for discussion and approval by the CRA Board. The recommended salary range is \$85,000 to \$120,000 depending on the qualifications of the candidate and requires relevant education as well as a minimum of 5 years experience including both managerial and governmental experience. The recommended salary is commensurate with other Cities and CRA's and is based on the prior Executive Director's salary and the attached salary survey conducted by the Delray Beach CRA in 2015.

The CRA management services contract is through the end of the fiscal year, September 30, 2017 and includes direct management of operations and will also provide for assistance to the CRA Board in vetting and hiring a permanent Executive Director. Therefore, in the interest of time in finding a qualified replacement, CRA staff recommends proceeding with the job search which will be advertised through local professional organizations as well as the Florida League of Cities, Florida Redevelopment Association and the City of Dania Beach. If approved, CRA staff would target bringing qualified applicants to the CRA Board for consideration in August 2017.

In the meantime, CRA staff will work with Human Resources to vet applications for minimum requirements, shortlist candidates for interviews and conduct preliminary interviews with prospective candidates.

Recommendation

Motion to approve Executive Director Job Description and direct Staff to proceed with job search.

To: Chair, Vice Chair and Board of Commissioners
From: Rachel Bach, Interim Executive Director
Date: April 26, 2016
Re: **Discussion and Possible Action – Executive Director Position**

Background

In April 2015, the full-time CRA Executive Director resigned and RMA was hired to provide interim CRA Management services and assist in recruiting a replacement CRA Executive Director (ED). At the June 2015 CRA Board meeting, a proposed ED Job Description (attached) was presented for approval. At that meeting, the Board agreed to table this item and gather more information (minutes attached). In October 2015, the Board approved a contract with RMA to continue providing interim CRA Management services through the end of FY 2016 or at the will of the Board.

Update

More recently, at its March 2016 CRA meeting, the Board requested staff bring this item forward once again for discussion purposes including cost comparisons of both options. Attached please find a copy of the RMA contract for CRA Management Services. This contract is for a lump sum fee of \$156,000 annually, billed monthly at \$13,000. It would be anticipated that there be a slight annual increase

Based on the attached Job Description for a full-time CRA Executive Director the salary range is recommended at \$90 - \$120,000 annually based on qualifications. For comparison purposes the total cost of an employee (which includes employment taxes and benefits) is estimated at a lower end \$95,000 and upper end \$115,000. Because of the cost variation for single person insurance v. family insurance, a range is given for each salary level. Attached is the complete breakdown of costs for taxes, insurance and other benefits. Below is a comparison of total costs:

<i>Contracted</i>	<i>Salaried - \$95,000</i>		<i>Salaried - \$115,000</i>	
	Single	Family	Single	Family
\$156,000	\$132,916.02	\$145,976.22	\$159,086.02	\$172,146.22

Recommendation

For Discussion Purposes

CRA Executive Director Cost to City

\$95,000.00

Medical		Dental		Vision		FICA	Medicare	WC	FRS (Pension)	Life Insurance	Expense Allowance	Optional	
Single	Family	Single	Family	Single	Family							Deferred Comp	Cell Phone Stipend
7,424.64	19,677.36	327.6	1,029.36	76.32	182.04	5,890.00	1,377.50	\$247.0000	20,083	300	0	1,710.00	479.96

No Optional Benefits	
Total Single	Total Family
130,726.06	143,786.26

With Optional Benefits	
Total Single	Total Family
132,916.02	145,976.22

FRS 21.14%
FICA 6.20%
Medicare 1.45%
Deferred
Comp 1.80%
WC 0.26%

\$115,000.00

Medical		Dental		Vision		FICA	Medicare	WC	FRS (Pension)	Life Insurance	Expense Allowance	Optional	
Single	Family	Single	Family	Single	Family							Deferred Comp	Cell Phone Stipend
7424.64	19677.36	327.6	1,029.36	76.32	182.04	7,130.00	1,667.50	\$299.0000	24,311	300	0	2,070.00	479.96

No Optional Benefits	
Total Single	Total Family
156,536.06	169,596.26

With Optional Benefits	
Total Single	Total Family
159,086.02	172,146.22

FRS 21.14%
FICA 6.20%
Medicare 1.45%
Deferred
Comp 1.80%
WC 0.26%

**DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
DANIA BEACH, FLORIDA**

**EXECUTIVE DIRECTOR
Classification Description**

CLASSIFICATION TITLE: CRA Executive Director	FLSA Status: Exempt
DEPARTMENT: Community Redevelopment Agency	Union Status: Not Eligible
PAY RANGE:	\$85,000 - \$120,000 DOQ

WORK OBJECTIVE

This Position manages the day-to-day operations, planning, budgeting, capital acquisitions, public relations, real estate negotiations, professional service contracts and capital planning for the Community Redevelopment (CRA) area. Advanced professional work focused on the revitalization and community enhancement within the CRA districts through redevelopment, capital improvement, and branding. Position serves as a liaison to businesses and property owners with the overall goal of enhancing the physical and economic character of the districts. Negotiates contracts, develops incentives, recruits compatible development activity and supervises consultants and advisors. Handles day to day operations, oversees staff and manages annual budget.

ESSENTIAL FUNCTIONS

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such duties are a logical assignment to the position.

- Provides oversight and management of Federal/State Grant programs designed to assist with redevelopment goals within the districts.
- Provides comprehensive knowledge of redevelopment programs and financing. Develops potential incentive packages, provides market assessments/impacts, and monitors development trends.
- Write developer requests for proposals for the purpose of disposing of CRA or City owned land for the purpose of redevelopment.
- Evaluate for and draft recommended updates and amendments to the CRA Plan.
- Prepare and manage annual CRA budget and compliance monitoring with F.S. Chapter 163 Part III
- Assists with the development of capital projects included in the Community Redevelopment Plan; tracks the economic impact of those projects on redevelopment activities within the CRA.
- Makes public presentations to the CRA Board, City Commission and other public/private organizations regarding redevelopment, and CRA business, initiatives and focus.
- Technical advisor to the Community Redevelopment Agency Board (City Commission) and advisory boards. Prepares and manages CRA budgets; identifies and accesses funding sources; maintains relationships with funding sources and administers contractual agreements with other governmental agencies.
- Maintains relationships and partnerships with City staff and city initiated projects within the CRA.
- Responsible for the management and administration of capital projects within the CRA districts.
- Promotes and disseminates information about CRA activities to stakeholders through media, print and social media; attends and conducts various meeting and presentations.
- Acts as an ombudsman for development projects within the CRA and participates in the development review process
- Negotiates contracts, incentives, developer agreements, and projects; administers same.
- Supervises clerical staff, consultants, and special projects.
- Acts as a community liaison pertaining to CRA initiated projects.
- Informs and engages neighborhood associations, community groups and other stakeholders in the redevelopment process.

Community Redevelopment Agency Executive Director

KNOWLEDGE, ABILITY AND SKILLS:

- Knowledge of professional services contracting, bidding procedures, and contract administration.
- Knowledge of the principles of budget administration and financial forecasting.
- Knowledge of the basic functions of Community Redevelopment Agencies and Florida State Statutes pertaining to Community Redevelopment and Special Districts.
- Ability to effectively analyze issues and problems and identify optimum solutions.
- Ability to plan, organize and implement duties and responsibilities defined by desired outcomes and objectives.
- Ability to gain cooperation through discussions and conflict resolution
- Ability to manage complex problems with multiple stakeholders.
- Ability to interpret and apply applicable Federal, State, and local laws, rules, and regulations related to redevelopment programs.
- Ability to maintain effective working relationships with other governmental agencies, the private sector, and the public.
- Ability to use Windows-based word processing, electronic mail, spreadsheet, and database software.

MINIMUM QUALIFICATIONS

Graduate from an accredited four-year college or university with a degree in business administration, public administration, economics, urban planning, or a relevant area of study. Minimum of five (5) years of professional experience in urban planning, community development or redevelopment, economic development, or a related field, including at least three (3) years experience in a managerial position and managing complex projects. Prior governmental experience required. Must possess and maintain a valid state of Florida driver's license.

Knowledge of laws, ordinances, and codes dealing with redevelopment with emphasis on Florida's Community Redevelopment Act. Familiarity with planning principles and practices as applied to land development regulations, Ability to communicate clearly and concisely verbally and in writing to groups and individuals. An ability to exercise sound judgment and take responsible actions as a City representative during contact with the public, elected and appointed officials, developers, and other City employees. Ability to establish and maintain effective working relationships with City staff.

SPECIAL PREFERENCES

- Master's degree in business administration, public administration, economics, urban planning, or a relevant area of study.
- Experience with capital projects, budgeting, and marketing. Knowledge of Community Redevelopment Agencies and how they function.

PHYSICAL REQUIREMENTS

Must be physically able to operate various items of office related equipment, such as, but not limited to, work processor, computer, calculator, multi-line telephone, typewriter, copier, and facsimile machine, etc. Work involves sitting and standing for long periods. Work involves frequent typing, walking and occasional bending, lifting, and stooping. Must be able to lift and/or carry weights of up to ten pounds.

ENVIRONMENTAL REQUIREMENTS

The noise level in the work environment is usually moderate. Some jobs may require an employee to be exposed to outside weather conditions, wet and/or humid conditions, and risk of electric shock.

**DELRAY BEACH, FLORIDA
COMMUNITY REDEVELOPMENT
AGENCY 2015 SALARY
AND BENEFITS SURVEY**

PREPARED By:
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SURVEY PARTICIPANTS

City of Boca Raton CRA
201 W. Palmetto Park Road
Boca Raton, FL 33432
Arlene Cheese

City of Boynton Beach CRA
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Susan Harris, Finance Director

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Downtown Hollywood CRA
Hollywood Beach CRA
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Steven Scott, Executive Director

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Brenda Arnold, CRA Officer

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SURVEY PARTICIPANTS

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SURVEY PARTICIPANTS

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401 S Park Avenue
Winter Park, FL 32789
Jack Bell, Human Resources Analyst

***DELRAY BEACH, FLORIDA
COMMUNITY REDEVELOPMENT
AGENCY***

2015 Wage and Salary Survey

POSITION TITLE: Executive Director

POSITION DESCRIPTION: A highly visible and responsible position involving the operation and administration of a community redevelopment agency established under Chapter 163 of the Florida State Statutes. The work involves planning, initiating, and directing programs and projects for the physical and economic improvement of the designated community redevelopment area. This position includes budgeting, capital planning and financial administration, personnel recruitment and supervision, business recruitment, land acquisition, urban planning and development, public relations, and the administration of contracts for professional services and capital improvements activities. Work requires extensive contact with public officials and the exercise of independent judgment and initiative.

**NUMBER OF
ORGANIZATIONS RESPONDING:** 14

TOTAL NUMBER OF EMPLOYEES: 17

	Average Range Minimum	Average Range Maximum	Average Salary Paid
Simple Average	\$98,595	\$142,361	\$133,774
Highest Reported	\$140,000	\$210,000	\$185,500
Lowest Reported	\$50,439	\$83,041	\$71,000

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Discussion

Continued from:

Requested Action (Identify appropriate Action or Motion)		
Dania Beach CRA Arts and Seafood Celebration Transition		

Purchasing Requests ONLY		
Dept:	Acct #:	Amt:
Fund:		

Fiscal Impact/Cost Summary

Exhibits Attached
Memo from the Executive Director on the Dania Beach Arts and Seafood Celebration Transition

Memo

To: Chair, Vice Chair and Board of Commissioners
From: Rachel Bach Interim, Executive Director
Date: June 27, 2017
Re: **Dania Beach Arts and Seafood Celebration Transition for Discussion**

Background

The Dania Beach Arts and Seafood Celebration (DBASC) was a successful marketing and public relations project, presented by the Dania Beach CRA over the course of five years to attract thousands of visitors to the City for an enjoyable and unique Dania Beach experience. It also provided an opportunity to showcase the positive revitalization of downtown and provide increased economic activity for businesses and the community. Over the course of five years more than 70,000 visitors experienced the event and provided positive feedback through poll surveys and social media. The event also won several state wide awards, for design, social media, marketing and advertising.

The event has been organized and funded by the DBCRA through volunteers, sponsorships, vendor fees, and sales with an approximate budget of \$170,000 (not including in-kind donations). Over the past few years, the DBCRA has offset the total cost of the event by \$90,000, which includes a cash contribution from the City of \$10,000.

Recommendation for Discussion

As a follow up to the discussion on the future of the DBASC, which was further discussed at the CRA Board Workshop, held on June 12, 2017 the consensus of the CRA Board was that it would no longer subsidize the cost of the event. Several options were discussed including finding a third party vendor to take over and produce the event, which included local community organizations such as the Lions or Chamber. As a result, CRA staff met with the Chamber and Lions representatives who expressed an interest in creating a community based non-profit organization to carry on in spirit an annual event similar to the DBASC. CRA staff requests board discussion and consensus on the following items:

- That Dania Beach Chamber of Commerce along with Community Organizations create a not for profit organization and develop a new community spring festival to replace DBASC.
- That the City allocates some initial funding for production support to the Community Organization to establish the event.

Representatives from the Chamber, Lions and other community members will be at the meeting to discuss next steps and options for 2018.

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Staff Report

Continued from:

Requested Action (Identify appropriate Action or Motion)		
Executive Director Administrative Report and CRA Work Plan Update		

Purchasing Requests ONLY		
Dept:	Acct #:	Amt:
Fund:		

Fiscal Impact/Cost Summary

Exhibits Attached
CRA Workplan Update and Event Schedule

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY – WORKPLAN UPDATE				
Downtown/City Center				
Project	Action Steps	Next Steps/Updates	Responsible	Notes
City Center (CC) RFQ	City Center RFQ is completed.	To be issued June 21, 2017	RB; RMA (PP- Chris Brown)	Cone of silence will be applied to this solicitation. Advertising strategy in development
Downtown Master Plan (Study Area CC Zoning District)	Analyze and document all businesses and business types in study area	Final analysis of business mix to be completed with Market Analysis	DM	Reviewed and field checked BTR listings for CC and EDBB
	Conduct a survey of Downtown businesses	Door to door surveys continuing	DM; SB	28 surveys completed to date
	Conduct a Market Analysis for the Downtown	Underway	RMA (ED - Kevin Crowder)	
	Develop a Concept/Urban Design plan for Downtown and future transit hub	Market analysis to be completed first. Hire urban design consultant to development plans	RB; RMA (UD- Natasha Alfonso)	Concept plan for Downtown public improvements and zoning modifications (if any)
	NW 1 st Avenue/NW 1 st Street	Final conceptual plans to be completed in 4 weeks (CRA Board in July/August)	RB; Comm Dev.	50% Concept plans completed.
	Downtown marketing and branding	Developing a proposal for a 5 month Downtown Arts and Antique event series and marketing campaign (launch FY 17/18) October	KW; SB; Art and Soul; CAC	Partnership with CRA; Art and Soul and CAC. Planning FY 17/18
		Create downtown marketing campaign to include street pole banners and publicity campaign	SB; KW	Downtown market analysis and event planning to “inform” the campaign
Neighborhood Ambassador	Quarterly event to promote Dania Beach	Next Neighborhood Ambassador Event 8/24/17, location TBD	KW; SB; KP	Last event at Place at Dania Beach; 225 attendees

Neighborhoods/Healthy Community Zone				
Project	Description	Next Steps	Responsible	Notes
Pedestrian RR xing	Pedestrian crossing at West Dania Beach Blvd. and NW 1st	Discuss as part of priorities and FY 17/18. Propose one next year	RB; Public Services	Cost estimates received \$189K and \$184K respectively.
Chester Byrd Park	Phippen Waiters Road entryway improvements; CPTED improvements	Currently creating a protective framing for Chester Byrd portrait to reinstall at park.	RB; KW; KP; SB and	A new walking group has been initiated at Chester Byrd
JA Ely Blvd. Improvements	Landscape and sidewalk improvements on JA Ely	City of Hollywood planning and engineering; CRA and Public services to conduct a site visit to finalize scope; CRA to work with PUMPS on design and cost estimates	RB; Public Services	Application cycle opens September 1. Will primarily be working with Attucks Middle school BRHPC providing grant assistance.
Sun Garden Isles/MPO enhancements	Sidewalk and pedestrian improvements. Design FY 2018; Construction FY 2019	Survey and design underway for partial plan submittal Fall 2017	RB; Public Services	EDSA will also be developing additional "complete street" concept plans for NW 1 st Street that can be constructed with MPO

DANIA BEACH PATCH				
Project	Description	Next Steps	Responsible	Notes
Events	3 rd Saturday	July, 15 th is a fun day. Waterslide, Games, Garden Tours and Garden Market. Also preparing for Back to School event in August.	PATCH staff; BRHPC and CRA	
	Neighborhood Nights	To reconvene Fall 2017	PATCH staff; BRHPC and CRA	Looking to partner with local organizations to host each of the 6 monthly events

Staffing/Training	PATCH Staff now work directly for CRA	Farm Apprenticeship Program to start Summer 2017	BRHPC; RB	BRHPC funded; 6 week program with community work to take place at the PATCH
Community Garden		Continue to promote Garden Plots for Lease	Leon Carroll: SB	
Infrastructure	Hydroponics	Installed hydroponic system; staff and LON training completed by Urban Farm Institute	RB; PATCH Staff	Luckey's Market donated \$2,000 toward purchase
	Office/Storage Building	Installing electric and AC to new shed and will move food storage from CW Thomas to the PATCH	RB; KW	Orchard Hardware donated \$5,000 toward purchase.
Facility Rental Program	Establish Facility Rental Policy and discuss with Parks and Recreation Re: Fees, Staff, security	Tabled – need new proposal for Board approval.	RB; Parks and Rec.	
Neighborhood Events	Monthly Event held the 2 nd Friday of the Month; market and activities 4 - 8pm	Introduced new neighborhood events to promote the PATCH and healthy eating; suspend for Summer and reinitiate in the Fall	PATCH Staff; RB; SB; KW; KP	Fall series to solicit non-profit organizations to sponsor/organize monthly Neighborhood Night events

Business Assistance Marketing				
Project	Description	Next Steps	Responsible	Notes
Co-op seasonal ad for Dania Beach businesses	Shared cost print advertisement in the Sun Sentinel to promote businesses off season	Currently soliciting business partners; deadline extended	SB; KW	Revising flyer; promoting door to door with survey
E-newsletters	Monthly Business Insider Newsletter and Weekly "Happenings" businesses	Monthly Insider is to businesses with tips on marketing, etc. Weekly "Happenings" promotes local	RB	Businesses are encouraged to submit their specials to the CRA for inclusion in

		businesses to residents with specials events, etc.		the “Happenings” newsletter
Guide to Doing Business	Create a booklet for new and established businesses to include common questions and resources	Coordinating with City Departments to complete compilation of materials; produce and layout content for review	DM; SB	Document will be for citywide use.

Economic Development				
Project	Description	Next Steps	Responsible	Notes
Business Visitation Program	Identify key companies in the City and conduct monthly (bi-monthly) visits	Create a list of targeted businesses and begin scheduling (some visits may include other agencies such as the Alliance)	DM	Formulating plan and schedule. Need to update, CRA marketing/welcome content.
Job Skills/Training Fair	Host an event to include training and education providers to introduce City residents to programs and potential funding for job readiness	Initial meetings have been held with CareerSource and OIC. Identifying training program partners, timing and sponsors	DM	Detailed outline for program; identification of targeted industries; date and list of invitees.
CRA/City Promotions	Attend and host tables at various events to attract new businesses to the City	Recently hosted table at the Mayor’s Realtor’s Breakfast; Florida ICSC conference in August	DM; SB	
	Banker/Broker Event to be hosted by CRA to educate real estate professionals on investing in City	Tentatively scheduled for October 2017 to include an evening cocktail hour with presentations and networking.	KW; KP; SB; DM	Need to create a booklet highlighting developable properties in the City for distribution
Ongoing Business Outreach	Continued support for the City’s businesses; through guidance; resources and marketing.	Ongoing, primary point of contact for many businesses. Provide access to resources available through the City and outside of the City.	KW; KP; SB; DM	

Administration				
Project	Description	Next Steps	Responsible	Notes
Budget and Finance Plan	Prepare Budget for Board Approval	Currently working on CRA Budget and CIP for FY 2018	RB; KW	
Loan Forgiveness	Submit calculations per Interlocal Agreement for loan forgiveness	Submit CO for the Place and Dania Beach to Broward County for release of 3 notes	RB	The Place at Dania Beach has a TCO but not a final CO that will trigger the release of the Promissory note(s)

UPCOMING EVENTS AND ACTIVITIES

JULY 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15 9:00 – Splish Splash @ PATCH
16	17	18 4:00 – Creative Arts Council	19	20	21	22
23	24	25	26	27	28	29
30	31 FFEA					

UPCOMING EVENTS AND ACTIVITIES

AUGUST 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 FFEA	2 FFEA	3 FFEA	4 FFEA	5
6	7	8	9	10	11	12
13	14	15 4:00 – Creative Arts Council	16	17	18	19 9:00 – Back to School @ PATCH
20	21	22	23	24 6:00 – Merchant Meeting	25	26
27	28	29	30	31		
	= CRA Sponsored Community and Business Events					

UPCOMING EVENTS AND ACTIVITIES

SEPTEMBER 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14 11:00 - Annual Business Luncheon	15	16 9:00 –PATCH Event
17	18	19 4:00 – Creative Arts Council	20	21	22	23
24	25	26	27	28 6:00 -Neighborhood Ambassador Event – TBA	29	30
	= CRA Sponsored Community and Business Events					

UPCOMING EVENTS AND ACTIVITIES

OCTOTBER 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12 11:00 – Banker/Broker Event	13	14
15	16	17 4:00 – Creative Arts Council	18 FRA	19 FRA	20 FRA	21 9:00 –PATCH Event
22	23	24	25	26	27	28
29	30	31				