



DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING MINUTES
TUESDAY, JANUARY 14, 2025 – 5:30 P.M.

1. Call to Order/Roll Call

Chair Davis called the meeting to order at 5:30 p.m.

Present:

Chair:	Joyce L. Davis
Vice-Chair:	Marco A. Salvino, Sr.
Board Members:	Lori Lewellen Luis Rimoli A. J. Ryan, IC
Executive Director:	K. Michael Chen
City Attorney:	Eve Boutsis
CRA Secretary:	Erin McClendon

2. Citizen Comments

The following spoke:

- John Messida – 121 SE 3rd Avenue

3. Administrative Reports

Executive Director Chen presented his administrative report that was provided to the Board in their packets. He touched on the following topics:

- SCORE Broward
- CRA Business Manager
- CRA Plan – Business List
- CRA Website

CRA Executive Assistant Denise Greenstein spoke about the PATCH having a booth at Taste of Dania and there were many interested residents and business owners. She thanked the Parks and Recreation staff for their assistance.

4. Presentations

There were no presentations.

5. Consent Agenda

5.1 Minutes:
- January 14, 2024 CRA Board Meeting

5.2 Travel Requests: None.

Board Member Lewellen made a motion to approve the consent agenda. The motion was seconded by Vice Chair Salvino which carried unanimously on voice vote.

6. Proposals and Bids

1. Agreement with Rebuilding Together Broward County for the At Home Dania Beach Safe At Home Program

Director Chen introduced the item.

Robin and Rita of Safe At Home spoke about the program

Board Member Ryan recalls a discussion to increase to \$75,000 and Executive Director Chen commented that he wanted to run this as a test pilot for \$50,000 and if all goes well a budget amendment could be done.

Board Member Ryan made a motion to approve the item. The motion was seconded by Vice Chair Salvino which carried unanimously on voice vote.

2. Agreement with Rebuilding Together Broward County for the At Home Dania Beach Residential Beautification Program

Director Chen introduced the item.

To clarify for Vice Chair Salvino, Executive Director Chen stated that there were approximately 20 homes out of the 40 in the contract so the CRA will pay them out for the homes that have been completed and the remainder of the funds that were set aside for those 20 homes would go back to the line item.

Board Member Ryan made a motion to approve the item. The motion was seconded by Vice Chair Salvino which carried unanimously on voice vote.

7. Discussion and Possible Action

7.1 Six-Month Extension of the Real Time Marketing Agreement

Director Chen introduced the item and explained they are seeking a 6-month extension. Extension instead of renewal as they are revamping the scope of work.

Board member Lewellen asked what services are needed for the next six months and Executive Director Chen responded that they would work on the PATCH website and social media. She asked if any of it can be done in-house with city staff and Executive Director Chen responded that they are currently looking into that option and is hoping to initiate an RFP and if he receives the responses back, he can terminate the extension early.

Vice Chair Salvino asked if it can go month to month and Executive Director Chen responded that with 10 days' notice it can be terminated at any time.

Vice Chair Salvino made a motion to approve the item. The motion was seconded by Board Member Ryan which carried unanimously on voice vote.

8. Information Items

There were no information items.

9. Board Member Comments

Board Member Lewellen reserved her comments for the Commission meeting.

Board Member Rimoli inquired about blue dot system versus using city staff to pull the business licenses. There was discussion regarding the comprehensiveness of business licenses.

Discussion ensued regarding a CRA plan.

Board Member Ryan commented on the CRA and PATCH website.

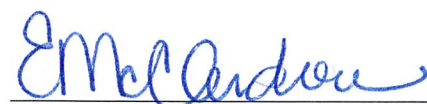
Vice Chair Salvino would like to see a report on the businesses and Executive Director Chen commented that he looks forward to having an economic development section of his monthly report on the businesses called upon and any observations and comments.

Chair Davis commented that the Dania After Dark event was amazing, and she was glad to see the patch participate. She was also glad to see the CRA engaged and out and about more in the community.

10. Adjournment

Chair Davis adjourned the meeting at 6:05 p.m.

ATTEST:



ERIN MCCLENDON
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY


JOYCE L. DAVIS
CHAIR – CRA

Approved: February 11, 2025