

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, NOVEMBER 14, 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. ADMINISTRATIVE REPORTS

4. PRESENTATIONS

1. Presentation by Broward Regional Health Planning Council, TOUCH Program Director Teina Phillips, on the USDA AMS Award/Grant to the Dania Beach PATCH

5. CONSENT AGENDA

1. Minutes:
Approve Minutes of the October 3, 2017 Executive Director Interviews
Approve Minutes of the October 10, 2017 CRA Board Meeting
2. Travel Requests:

Request from Leon Carroll, PATCH Coordinator, to attend the 2017 Et Cultura Festival

in St. Petersburg, Florida, on November 15-17, 2017 (Estimated cost \$758.50)

3. Authorize payment to Redevelopment Management Associates for Invoices #4067, #4085, and #4086, in the amount of \$2,993.05
4. RESOLUTION NO. 2017-CRA-007

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“DBCRA”) OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE A MONTH TO MONTH AGREEMENT WITHOUT COMPETITIVE BIDDING AND WITHOUT ADVERTISEMENT FOR BIDS WITH REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC, TO PROVIDE CONSULTING SERVICES RELATED TO COMMUNITY REDEVELOPMENT TO THE DBCRA THAT MAY EXCEED THE ANNUAL TWENTY FIVE THOUSAND DOLLAR (\$25,000.00) ANNUAL VENDOR THRESHOLD; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5. RESOLUTION NO. 2017-CRA-008

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“DBCRA”) OF THE CITY OF DANIA BEACH, FLORIDA, ACCEPTING A GRANT AWARD IN THE AMOUNT OF TWO HUNDRED FORTY EIGHT THOUSAND EIGHT HUNDRED SEVENTY ONE DOLLARS AND NINETY CENTS (\$248,871.90) FROM THE UNITED STATES DEPARTMENT OF AGRICULTURE, AGRICULTURAL MARKETING SERVICES (USDA-AMS) FOR THE DANIA BEACH PATCH FARMERS MARKET PROMOTION PROGRAM; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

6. RESOLUTION NO. 2017-CRA-009

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING AND WITHOUT ADVERTISEMENT FOR BIDS WITH SURG CONSULTING, LLC TO DEVELOP A MARKET GARDEN BUSINESS MODEL PROVIDING DETAILS FOR BUSINESS DEVELOPMENT AND PROMOTION AND TO CREATE A SUSTAINABLE MARKET GARDEN SYSTEM FOR THE PATCH COMMUNITY IN AN AMOUNT NOT TO EXCEED TEN THOUSAND FOUR HUNDRED DOLLARS (\$10,400.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

6. PROPOSALS AND BIDS

7. DISCUSSION AND POSSIBLE ACTION

1. CRA Executive Director Employment Agreement

8. BOARD MEMBER COMMENTS

9. ADJOURNMENT

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
EXECUTIVE DIRECTOR INTERVIEWS
TUESDAY, OCTOBER 3, 2017 – 10:00 A.M.

1. Call to Order/Roll Call

Chairman James called the meeting to order at 10:00 a.m.

Present:

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

Kristin Milligan, HR Generalist, advised she cannot compel the Board to utilize the questions provided with the Application Scoring Sheets, which are to be completed and submitted to the City Clerk for inclusion in the minutes.

Kathleen Weekes, Interim CRA Director, advised the Board that Chapter 163, Part 3 of the Florida Statutes, is the legislation that established CRAs, which is why it is included in the suggested questions. She noted that Mr. Muckel is unavailable today, and asked the Board to reschedule his interview.

2. Interviews

- Rickelle Williams

Ms. Williams described her background and noted she is a community development professional, with a focus on community redevelopment, affordable housing, and economic and public facility development.

Mayor James asked Ms. Williams about her impression of Dania Beach. She said she rode through the CRA areas over the weekend and thought Dania Beach was very charming; there is a lot of potential for further development, and it is a City that is very diverse.

Board Member Grace asked what she can offer as the CRA Director.

Ms. Williams noted she is able to write and apply for grants; based on the CRA Plan, Dania Beach will need to seek outside funding sources.

Her major accomplishment was the development of the Every Home Program for owners to improve the façade of their property.

She said Dania Beach is unique in that the CRA is totally funded through the General Fund. There is a challenge; however, a strong approach with communication, community involvement, and reaching out to the private sectors would go a long way toward redevelopment in the City.

Ms. Williams spoke of her involvement in a food and entertainment overlay district in Miami Gardens. She works primarily with urban events, such as Art Basel; they now have Soul Basel, working with the City of Miami CRA. Another event is Jazz in the Gardens, parts of which they outsourced, but not all because the City wanted to maintain ownership of it. She should be able to outsource if that is what the City wants to do.

She noted a City TIF could be explored. There could be changes since the Finding of Necessity was done in 2004 and she would be open to either option.

She addressed AIPP, Art in Public Places, and noted she would have to look at resolutions and ordinances related to public places. Any funded project would need a percentage dedicated to art. There would need to be incentive for the artists because there is a lot of competition. We would have to gauge our expectations based on the project and look at a definitive funding source. Additionally, a lot of artists would love to volunteer their art to get noticed.

She said a mural program would lift the aesthetics of the area; she would hope there are enough people that would visit those areas to prevent graffiti.

Board Member Salvino posed Question #5 to Ms. Williams: Talk about the strategies and incentives you would use to attract investors and developers to the CRA district and the City.

Ms. Williams responded every CRA should have an incentive program to attract developers. There could be a streamlined permitting process, and we should take a look at fees associated with development to see if we are competitive.

She noted she would deal with diversity head-on. She has overcome diversity through her faith and developing a strategy to tackle it.

She believes in co-working with the City Manager and City staff, because they will be doing work in the CRA area and have an impact.

Regarding marketing and community outreach, she believes the CRA has successfully reached out to the community. She has a background in communications, and is very familiar with the marketing and PR process. We would have to evaluate the scope of services for RMA to see if it should be modified or completely removed from the CRA budget.

Mayor James likes the approach of working together with branding and marketing efforts; social media is very important. She asked Ms. Williams if she had any questions for the Board.

Ms. Williams asked what the most challenging aspect of this position is, particularly in the first six months.

Board Member Brandimarte responded making the City progress, but not forgetting we are the first city in Broward County in order to maintain that charm.

Board Member Salvino said the ability to work with all Board members, developers, and City Manager, and continue to bring events into the City; and an aggressive approach to continue bringing developers into the City would be challenges. He would like someone to take control and not outsource, to the extent possible.

Ms. Williams commented she noticed the CRA Plan is quite detailed and RMA probably contributed to it. Going forward, she would like to develop a project sequence, and look at the budget plan every year.

Board Member Grace said we have a lot of programs in development and we are moving in the right direction. She wants to stay on track to get those things done, and she wants the downtown corridor to be a partnership with the CRA and businesses in order to upgrade it.

Ms. Williams noted there are bullet points in the Plan associated with doing what Board Member Grace wants. In order to truly develop a partnership, everyone needs to have skin in the game in terms of investment.

Chairman James noted the director should be able to think outside the box. If you are proactive in bringing ideas, the toughest part is understanding the five different personalities and what they want; this environment is very diverse.

Ms. Williams questioned the level of engagement with the director.

Chairman James responded it will vary, but she was very engaged.

Board Member Grace said she came back because of the new CRA, and wanted to be part of what was going on.

Board Member Brandimarte noted her focus on grants.

Vice-Chairman Harris asked Ms. Williams her opinion of the Oasis programs and if she would favor concentrating those funds in our main street program for the downtown.

Ms. Williams said her impression is that they involve the community, which is essential. Her opinion is that they should not be concentrated in one area because there are a lot of areas that need improvement. You should not redirect all of the Oasis funding to the downtown area.

- Hendrik Van Leesten

Mr. Van Leesten noted he is interested in this position because of his background experience and he wants the opportunity to help be a part of the development of the community.

When he thinks of Dania Beach, these things come to mind: oldest city in Broward County, the pier, and Tug Boat Annie's.

He noted he has driven around the City; it is unique in that it is a small city, but nestled between two large cities. It is on the edge of becoming a major development city within the County. Dania Beach has the best of both worlds, with a strong local presence and with other people coming in as well.

Mr. Van Leesten wished the CRA had TIF and the County would provide it. He feels it is necessary in the City.

Regarding PR and marketing, partnerships are good because he is not a marketing specialist. He said it would be good to continue to partner with RMA. Telling the story and selling the story would be the goal; bringing in stakeholders and staff to help with the process would be necessary.

Compared to Boston, which is steeped in education and health care, Dania Beach would need to look at what they have to offer for education or health care. Colleges or culinary schools would need to be brought in.

Mr. Van Leesten noted his vision for the CRA, with the two major developments underway and the potential tax base, is that the key to development continuing would be more local participation in terms of jobs and job creation. There should be a partnership with the new companies coming into the City and hiring of local people and businesses.

He thinks historical districts are great as they allow you to leverage with federal tax credit. You could also create a theme on vacant lots in the historic district. This would give Dania Beach another identity and allows leverage for the developers for historical tax credits.

Pertaining to marketing of events, he stated that nowadays, technology is the greatest tool. He would work with IT and utilize existing technologies and staff in the existing budget, as a TIF-less city needs to keep within budget.

Mr. Van Leesten noted he would commit full-time to the CRA position, and would not continue with his real estate business. He would put a managing member in his place to run his company.

Board Member Grace asked about enticement of and partnership with developers. Mr. Van Leesten responded he would welcome the resolution she referred to, and would ensure local hiring. Prior to that, initiatives to educate the workforce should be undertaken. With Dania Beach's proximity to the airport, some marketing should be done at the airport or on planes and cruise ships. Developers need to know the City is behind them in promoting the City. Another benefit to developers is that land values are less in Dania Beach, so return on investment is greater.

Mr. Van Leesten addressed Art in Public Places, and noted Art Basel has taken over Miami. There should be a call to the public to utilize City space; look for local presence and start to do public art in the City Center. He added art should be related to the community it is in, and artists generally move in to affordable housing areas.

He noted he is very familiar with grants and grant writing because of his previous experience. He also noted government has an integral role in fostering private industry, economic development, and community programming.

Mr. Van Leesten had no questions for the Board.

Board Member Salvino commented on Mr. Van Leesten having a private real estate business and the concerns with conflicts working as the CRA Director.

City Attorney Ansbro clarified the Board is looking for someone who is fully committed to the CRA, and raised the issue of how someone would turn over their business to someone else without worrying about it.

- Bernard Jones

Mr. Jones noted he moved to South Florida in 1995, and reviewed his résumé.

He noted Dania Beach is very similar to Pompano Beach insofar as the rich history, diverse community, and it is up and coming. With his background and experience, he would be a good fit.

He addressed the TIF-less CRA and said you have to demonstrate you can work with all the entities and agencies, not just the County; the City needs to bring things to the table. With his experience, he would be an asset to the City. We should utilize every tool we can to work with what we have.

Concerning marketing, he noted that you work with everyone if it warrants it, and he is familiar with the RMA partners.

Vice-Chairman Harris asked Mr. Jones how he would use his past experience with CRA initiatives.

Mr. Jones said with the NFL he knew what they were looking for, and explained his utilizing various community relationships.

Board Member Grace spoke of diversity in Dania Beach and asked what vision he has for the future.

Mr. Jones responded one of his companies worked with professional athletes; he helped them transition to other businesses when they retired.

He addressed streetscape and noted he would dialogue with local engineering firms. Part of his background is grant writing and he has worked with local agencies on streetscape projects.

Vice-Chairman Harris asked if he could put together a City-wide sponsored NFL event in conjunction with hotels.

Mr. Jones said having the infrastructure in place, it can be done, and the NFL is always looking for new opportunities. He would need to look at lead time and work with the host committee.

Vice-Chairman Harris asked about his impression of the City Hall complex.

Mr. Jones responded it is nice and quaint; right now it fits where Dania Beach used to be. Moving forward it would help if things were done to improve it. He said the first thing to do is ask why the developers did not bid on the City Center RFQ, and try again.

Board Member Salvino asked about how he would handle the Arts & Seafood festival so that it did not cost the CRA the kind of money that it has in the past.

Mr. Jones said he worked with the NFL, where he entered into partnerships and found sponsors. You would need to partner with sponsors, and most entities want multi-year contracts.

He noted he is interested in this position because this is where he lives, he is a dad, and his youngest son now goes to college. He would rather do things that could benefit the community. He feels he can add value and be proud of what he is doing here.

Board Member Grace commented she wants the CRA to do a partnership through resolution when developers are brought in to add a community component to new development.

Mr. Jones said it is essential and spoke of his past experience.

Board Member Grace wants programs from accomplished athletes implemented in Dania Beach. She wants City Hall to be more than quaint, she wants upgrades. She asked how he would he get grants for a City Center.

Mr. Jones responded he would do an assessment of what the immediate needs are, what is out there, and what investment the City will provide.

Board Member Grace asked if he could write a grant for a gym or mini YMCA.

Mr. Jones said he has been around it and spoke about his experience with Coral Springs. He would welcome the opportunity to see if it would work in Dania Beach.

Board Member Grace spoke of the PATCH Community Garden project.

Mr. Jones noted he is familiar with it; Pompano Beach has the Farmers Market which is the same type of program. They did Grilling and Chilling in Pompano Beach and created an event that was universal and for everyone.

As an explanation as to why there were no bids on the City Center RFQ, he offered the example of Pompano Beach, which had a history of being anti-business and anti-growth.

Board Member Brandimarte said she does not see strength in the leaders of the City; she does see it in the CRA Board, and asked if Mr. Jones is ready to push and shove.

Chairman James noted we have a lot of development going on now and asked again why no one submitted a proposal for City Hall.

Mr. Jones explained part of it is the communication and questioned which vehicles are being used to reach people who are looking to build.

Chairman James asked what issues Dania Beach has right now that he could change.

Mr. Jones responded perception and rebranding; excitement from the people; have a plan and run it, and if it does not work, plan again.

Board Member Salvino commented Mr. Jones seems like a take charge person and asked how he feels about working with the City Manager and Community Development Director.

Mr. Jones said it is essential and he would do it. He is proud of his work and what he has done. He could do the same types of things in Dania Beach.

Board Member Brandimarte asked if he felt there was dead wood on his team, would he get rid of it, including RMA, and replace it with someone who sees the vision that the City is going after.

Mr. Jones responded there would be a comment to be made; he would be hired to do a certain duty and it would not be personal.

In regard to his résumé, he is a managing partner for the businesses he owns, and he has discussed this opportunity with his partners.

Board Member Grace questioned whether he will be able to devote his time.

Mr. Jones said he will release his responsibilities to devote full time to the CRA; this would be a very good opportunity.

In response to Board Member Brandimarte, he noted he co-owns Exposure Sports Management Group and CSJ Partners, which is currently his livelihood, but he would make Dania Beach his

primary breadwinner. This is a good opportunity and a challenge; he feels he has something to bring to the table.

Mr. Jones had no questions for the Board.

Board Member Salvino commented everybody is looking for a job, and everyone has a job already. Mr. Jones would make more here than what he is currently making. There is always a chance that someone will have a hand in real estate, but you also look for knowledge factors. As long as they produce at work, he is good to go.

Chairman James noted her issue is that he has two businesses; it does not make sense to walk away from two businesses. Also, all his answers were about Pompano Beach, not Dania Beach. She was impressed with his connections to people who have a lot of funds.

Board Member Brandimarte noted there is a big difference between being an owner and a worker. Owners do not leave for lesser paying jobs and never break the ties with their businesses; you cannot have two bosses.

Board Member Grace thanked all the applicants for their time and energy, and said she truly believes that she was most impressed with Ms. Williams, who reminded her of herself as far as leadership capabilities. The two gentlemen are set in their own businesses. She added the Board might want to discuss whether or not to interview #4. He knew the interview was today, and this should have been his priority if he wanted the job.

Board Member Brandimarte noted Ms. Williams works with grants, believes in working with the City Manager, agrees to explore a City TIF and feels graffiti is a problem with art on city buildings. She stated she does not like art faces on buildings, and felt the Board should not interview Mr. Muckel.

Vice-Mayor Harris felt we should give Mr. Muckel the opportunity for an interview.

Board Member Salvino noted he will do whatever the Board decides.

Chairman James commented we asked him to make us a priority, and he failed to do that in the first instance. She does understand he might not be a business owner and this might be his only income.

HR Generalist Milligan said she understands prioritizing. She noted several days ago Mr. Muckel requested a delay as he is attending an ongoing employer paid training program and he needs to go.

Board Member Grace motioned to deny an interview with Bradley Muckel; seconded by Board Member Brandimarte. The motion carried on the following 3-2 Roll Call vote:

Board Member Brandimarte	Yes	Vice-Chairman Harris	No
Minutes of Meeting	8		
Dania Beach Community Redevelopment Agency			
Executive Director Interviews			
Tuesday, October 3, 2017 – 10:00 a.m.			

Board Member Grace	Yes	Chairman James	Yes
Board Member Salvino	No		

The Board Members ranked the applicants on a score of 1-3; the results are attached to and incorporated into these minutes.

Board Member Brandimarte motioned to hire Rickelle Williams; 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		

3. Adjournment

Chairman James adjourned the meeting at 12:42 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

LOUISE STILSON, CMC
CRA SECRETARY

TAMARA JAMES
CHAIRMAN – CRA

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, OCTOBER 10, 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.
Interim Director:	Kathleen Weekes
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

2. Citizen Comments

There were no comments at this meeting.

3. Administrative Reports

Interim Director Weekes provided the Board with an update on the Arts & Seafood Celebration, which is attached to and incorporated into these minutes.

Interim Director Weekes noted staff will meet tomorrow to finalize the agreement for the Executive Director, before it is presented to Ms. Williams. She asked the Board for the salary to offer.

Board Member Grace wants us to be fair and not consider less than \$120,000.00. Ms. Williams should receive less than what we paid RMA for the management services.

Board Member Grace thinks we need to push the Arts & Seafood Celebration back another 2-3 months. This would give us time to get others on board. She wants a south Florida connected band, The Imagines, to perform through the Casino.

Board Member Salvino commented the applicants noted their required salary on their applications, and thought the salary should be less than proposed. He questioned why, if she asked for \$95,000.00 on her application, we should offer more to start. He would like to see her perform before we overpay.

Board Member Salvino concurred that we should probably defer the date of the Arts & Seafood Celebration.

Vice-Chairman Harris suggested \$112,000.00-\$115,000.00 for a starting salary. He commented perhaps we should not have the Arts & Seafood Celebration this year.

Board Member Brandimarte said she was good with giving the \$95,000.00 requested salary.

Board Member Brandimarte commented the Vice-Chairman is right, and perhaps we should not have the Arts & Seafood Celebration this year because we are so far behind. Next year we should start earlier. She noted she liked the idea of a local band.

Chairman James commented maybe Ms. Williams did not want to seem greedy by asking for more than \$95,000.00; she is comfortable with giving her more than that.

Chairman James noted the Arts & Seafood Celebration is a positive event for the City; if staff is under pressure, we could push it back or not have it.

Board Member Grace motioned to offer a starting salary of \$112,000.00; seconded by Vice-Chairman Harris. The motion carried unanimously.

Board Member Grace said the first compromise is to move the Arts & Seafood Celebration back to August.

Interim Director Weekes noted if we do not have certain elements of the event handled by persons who are experienced, namely the marketing team and event producer Standing Ovations, in order to meet deadlines, then she would agree to move the event to 2019. If it is moved, we should then have an RFQ for someone to produce it in 2019.

Vice-Chairman Harris motioned to put together an RFQ for 2019 and to not have an event in 2018; 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		

4. Presentations

There were no presentations on this agenda.

5. Consent Agenda

5.1 Minutes:

Approve Minutes of September 12, 2017 CRA Board Meeting
Approve Minutes of September 26, 2017 CRA Special Meeting
Approve Minutes of September 29, 2017 CRA Workshop – Arts & Seafood Celebration

5.2 Travel Requests:

Request from CRA Chairman Tamara James to attend the Florida Redevelopment Association 2017 Annual Conference in Daytona Beach, Florida on October 18-20, 2017 (estimated cost \$691.18)

Request from Interim CRA Director Kathleen Weekes to attend the Florida Redevelopment Association 2017 Annual Conference in Daytona Beach, Florida on October 17-20, 2017 (estimated cost \$827.00)

Request from Economic Development Director Dan Murphy to attend the Florida Redevelopment Association 2017 Annual Conference in Daytona Beach, Florida on October 17-20, 2017 (estimated cost \$845.03)

Request from Emily Safran, PATCH Market Manager, to Attend FAB (Fresh Access Bucks) Training in Winter Park, Florida on October 23-25, 2017 (estimated cost \$213.29)

5.3 Approve Redevelopment Management Associates Invoice #4018, for the City Center Project RFQ, in the amount of \$3,436.50

Board Member Grace motioned to approve the Consent Agenda; seconded by Board Member Brandimarte. 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

7.1 DBCRA Strategic Marketing Plan presented by Redevelopment Management Associates and proposal for Marketing and Consulting Services in an amount not to exceed \$65,000.00, and Financial Services in an amount not to exceed \$8,000.00 for Fiscal Year 2017-2018

Kevin Crowder, RMA, presented a PowerPoint on the 7-step Market Analysis, which is attached to and incorporated into these minutes.

Sharon McCormick, RMA, presented the Marketing Plan, which is attached to and incorporated into these minutes.

The Board desired to discuss this later at a workshop after the Executive Director is in place.

Interim Director Weekes noted RMA's contract expired September 30th, and asked if the Board wanted them to work on a month by month basis until the new director is settled in.

The Board agreed to pro-rate RMA's services until the Executive Director begins.

8. Board Member Comments

There were no comments at this meeting.

9. Adjournment

Chairman James adjourned the meeting at 7:01 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)		
Approve request from Leon Carroll, PATCH Coordinator, to attend the 2017 Et Cultura Festival in St. Petersburg, Florida, on November 15-17, 2017		

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

Fiscal Impact/Cost Summary

Exhibits Attached
Travel Request

**CITY OF DANIA BEACH
TRAVEL AUTHORIZATION**

EMPLOYEE: Leon Carroll
DEPARTMENT: CRA
LOCATION: St. Petersburg, Florida
TRIP/TRAINING DATE: November 15 - 17, 2017
PURPOSE: Attendance at 2017 Et Cultura Festival

CHECK ONE
☐ Certification
☐ General Training
☐ License
☒ Other

Note any overnight or out of state travel events attended in the last 12 months:

N/A

ACCOUNT NO:

112-52-09-
~~106-52-01~~ 552-40-10

COST SUMMARY		
Expense	Description	Estimate
Registration		\$ -
Lodging (2 nights @ \$109.00)	Hollander Hotel	\$ 218.00
Car Rental	Enterprise Estimate	\$ 355.50
Gasoline - Rental Car	Estimate	\$ 50.00
Per Diem (M&IE) Allowance	M&IE	\$ 135.00

TOTAL ESTIMATED TRAVEL COST

\$ 758.50

I hereby certify that travel as shown above is to be incurred in connection with official business of the City of Dania Beach.		
Traveler (print)	Signature	Date
Leon Carroll		
Department Director (print)	Signature <i>X. [Signature]</i>	Date 11/7/17
Finance Director (print)	Signature	Date
Nicki Satterfield	<i>[Signature]</i>	11/6/17
City Manager (print)	Signature	Date

TO BE COMPLETED BY FINANCE		
Preparer (print name)	Signature	Date
Tania Stevens	<i>JAS</i>	11/6/17

[Inquiry](#)[Availability](#)[Booking](#)[Payment](#)[Confirmation](#)

Booking	1 Standard Queen Room for 1 Adults
Arriving	Wed, 15-Nov-2017
Departing	Fri, 17-Nov-2017
Total	\$218.00 (USD) for 2 nights

Please enter your details and click continue

Title

(* indicates mandatory field)

First Name*

Last Name*

Email*

Phone*

Cell

Fax

Address*

City*

State*

Zipcode*

Country*

Message

[« Back](#)[Continue »](#)

For more information email us info@hollanderhotel.com

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RESERVATION CONFIRMED

CONFIRMATION NUMBER: 1252006126

PICK-UP	RETURN
Dania	Dania
Nov 15, 2017 11:00 AM	Nov 17, 2017 12:00 PM
801 S Federal Highway Dania, FL 33004 9549222311	801 S Federal Highway Dania, FL 33004 9549222311
0	0

VEHICLE CLASS

Standard SUV \$ 159.96
For 2 - day(s) \$ 79.98 / day

Standard SUV \$ 26.66
For 1 - hours \$ 26.66 / hour

VEHICLE MILEAGE

Unlimited Mileage Included

TAXES & FEES

SC REC \$ 6.00

TIRE & BATTERY FEE \$ 0.06

VLF REC \$ 1.98

SALES TAX (6.0%) \$ 11.68

ESTIMATED TOTAL

Estimated Total due at the counter \$206.34

RENTAL CHECKLIST

- A valid driving license for each driver
- Acceptable method of payment in the renter's name. See your pick-up location's policies for details.
- For additional policy or deposit information, please refer to the Rental Policies section below, or within your email confirmation

RENTER DETAILS

Driver Name: Leon Carroll
Email Address: k****n@daniabeachfl.gov
Phone Number: *****6801
Age: 25+

+149.16
for Insurance

\$355.50

Trip Cost Calculator

Going on a trip?

With the help of GasBuddies across North America reporting fuel prices at their local stations, we are able to find you the cheapest stations along your road-trip route!

Enter Start and End City
100 West Dania Beach Boulevard, Dania
421 4th Avenue North, Saint Petersburg,
Via (Optional)

Select Trip Type	
One Way	Round Trip
Measurements	
US	Metric

Total Trip Cost	Your Savings
\$51.63	\$9.12

Distance	Fuel Used
499 mi	22.59 gal

100 W Dania Beach Blvd, Dania Beach, FL 33004, USA	Departure
--	-----------

No Fills Required

421 4th Ave N, St. Petersburg, FL 33701, USA
--

Fill 1	RaceTrac 2995 Executive Dr Sarasota, FL	2.18 \$/gal	13.93 gal	\$30.36
Fill 2	Chevron 2099 S FL-7 Davie, FL	2.45 \$/gal	8.39 gal	\$20.56
Fill 3	Area Average	2.56 \$/gal	0.28 gal	\$0.71

100 W Dania Beach Blvd, Dania Beach, FL 33004, USA	Return
--	--------

Total Trip Cost: \$51.63

City of Dania Beach
Travel Per Diem Calculator

Traveler Name: Leon Carroll

Description of Trip: Attendance at 2017 Et Cultura Festival

Daily per diem rate enter FY 17 Per Diem Rate here): \$ 54.00

Destination: St. Petersburg, Florida

First Date of Travel 15-Nov-17

Last Date of Travel 17-Nov-17

	Travel		Travel				
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date			15-Nov-17	16-Nov-17	17-Nov-17		
Breakfast 15%				\$ 8.10			
Lunch 35%				\$ 18.90			
Dinner 50%				\$ 27.00			
Total Daily total =			\$ 40.50	\$ 54.00	\$ 40.50		

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date							
Breakfast 15%							
Lunch 35%							
Dinner 50%							
Total Daily total =							

Pro-rating Per Diem for Travel Date of Departure/Return: \$ 40.50

Total Per Diem Due to Traveler \$ 135.00

Meal Exclusions		
Date	Meal Provided	Amount
N/A		

FY 2018 Per Diem Rates for Tampa / St. Petersburg, Florida

(October 2017 - September 2018).

Cities not appearing below may be located within a county for which rates are listed.

To determine what county a city is located in, visit the National Association of Counties (NACO) website (a non-federal website) .

October 2017 - September 2018 The following rates apply for **Tampa / St. Petersburg, Florida**. Max lodging by month (excluding taxes.) The last column is the Meals and Incidental Expense (M&IE) rate.

Primary Destination (1, 2)	County (3, 4)	2017			2018									M&IE (5)
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Tampa / St. Petersburg	Pinellas / Hillsborough	\$120	\$120	\$120	\$154	\$154	\$154	\$120	\$120	\$120	\$120	\$120	\$120	\$54

Footnotes

1. Traveler reimbursement is based on the location of the work activities and not the accommodations, unless lodging is not available at the work activity, then the agency may authorize the rate where lodging is obtained.
2. Unless otherwise specified, the per diem locality is defined as "all locations within, or entirely surrounded by, the corporate limits of the key city, including independent entities located within those boundaries."
3. Per diem localities with county definitions shall include "all locations within, or entirely surrounded by, the corporate limits of the key city as well as the boundaries of the listed counties, including independent entities located within the boundaries of the key city and the listed counties (unless otherwise listed separately)."
4. When a military installation or Government-related facility (whether or not specifically named) is located partially within more than one city or county boundary, the applicable per diem rate for the entire installation or facility is the higher of the rates which apply to the cities and/or counties, even though part(s) of such activities may be located outside the defined per diem locality.
5. *Meals and Incidental Expenses*, see Breakdown of M&IE Expenses for important information on first and last days of travel.

Meals and Incidental Expenses (M&IE) Breakdown

Choose one of the headings below to get meals and incidental expense rates (M&IE) for federal travelers.

Find total M&IE for travel in the continental U.S.

Find M&IE breakdown by meal for travel in the continental U.S.

M&IE Breakdown

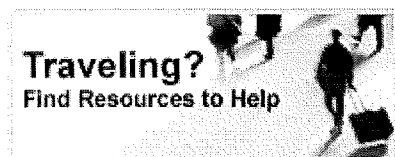
M&IE Total (1)	Continental Breakfast/ Breakfast (2)	Lunch (2)	Dinner (2)	Incidental Expenses	First & Last Day of Travel (3)
\$51	\$11	\$12	\$23	\$5	\$38.25
\$54	\$12	\$13	\$24	\$5	\$40.50
\$59	\$13	\$15	\$26	\$5	\$44.25
\$64	\$15	\$16	\$28	\$5	\$48.00
\$69	\$16	\$17	\$31	\$5	\$51.75
\$74	\$17	\$18	\$34	\$5	\$55.50

1. This table lists the full daily amount federal employees receive for a single calendar day of travel when that day is neither the first nor last day of travel.
2. The separate amounts for breakfast, lunch and dinner listed in the chart are provided should you need to deduct any of those meals from your trip voucher. For example, if your trip includes meals that are already paid for by the government (such as through a registration fee for a conference), you will need to deduct those meals from your voucher. Refer to Section 301-11.18 of the Federal Travel Regulation for specific guidance on deducting these amounts from your per diem reimbursement claims for meals furnished to you by the government. Other organizations may have different rules that apply for their employees; please check with your organization for more assistance.
3. This column lists the amount federal employees receive for the first and last calendar day of travel. The first and last calendar day of travel is calculated at 75 percent.

Find M&IE breakdown by meal for foreign and outside the continental U.S. (OCONUS) travel

The shortcut to this page is www.gsa.gov/mie.

For all travel policy questions, email travelpolicy@gsa.gov.



RATE THIS PAGE

	WED NOV 15	THUR NOV 16	FRI NOV 17	SAT NOV 18	SUN NOV 19
INTER ACTIVE	<u>OPEN @ ETC StP</u> LIVE WELL Jannus Live 5pm -10pm <u>OPEN @ ETC StP</u> Future City @ Station House 11am -2pm ETC StP Innovation* EXPO @ The Dali 1pm -7pm	<u>OPEN @ ETC StP</u> SEEDS @ Morean Center For Clay 830am -8pm <u>OPEN @ ETC StP</u> Future City @ Station House 11am -2pm	<u>OPEN @ ETC StP</u> RAD SCHOOLS @ Hyatt Place St Pete 830am -6pm <u>OPEN @ ETC StP *</u> ASA Entertainment BMX/ SKATE Demo Jannus Live 445pm, 7pm <u>OPEN @ ETC StP</u> Future City @ Station House 11am -2pm	<u>Morning Yoga*</u> @ Et Cultura Main Stage on Baum Ave Hosted by Black Crow Coffee Co 10am -1130am <u>OPEN @ ETC StP *</u> RAD SCHOOLS ASA Entertainment BMX/ SKATE Demo BAUM AVE 2pm, 4pm	<u>Morning Yoga*</u> @ Et Cultura Main Stage on Baum Ave Hosted by Black Crow Coffee Co 1130am -1pm
	<u>Hideway Cafe</u> WMNF Radio Live SHOW 2PM -6PM <u>Jannus Live</u> Kristopher James @10pm	<u>Hideway Cafe</u> WMNF Radio Live SHOW 2PM -6PM <u>Jannus Live</u> The Hip Abduction Madalla @7PM <u>State Theatre</u> Son Volt William Tyler + more @7PM <u>Ringside</u> TRC Queen of Ex DJ Rahim 10pm	<u>Hideway Cafe</u> WMNF Radio Live SHOW 2PM -6PM <u>Jannus Live</u> Cloud Nothings The Florida Bjokestra @7PM <u>State Theatre</u> Waxahatchee Ought DieAlps! @7PM <u>Ringside</u> Cortadito 10pm <u>ETC Main Stage on Baum Ave*</u> Pleasures Sonic Graffiti Kerry Courtney @ 7pm <u>SubCentral @ Iberian Rooster *</u> Mike Mass Sun Signs Ari Chi DJ RUDE100 10pm -1am	<u>Hideway Cafe</u> WMNF Radio Live SHOW 2PM -6PM <u>Jannus Live</u> Slowdive Infinite Third @7PM <u>State Theatre</u> The Budos Band Talib Kweli The Sh-Booms @7PM <u>Ringside</u> 10pm <u>ETC Main Stage on Baum Ave*</u> Florida Folk Scene Showcase Have Spirit Bush! JUN oxford noland Drew Disparte Jean-Eb! @12pm-6pm Have Gun, Will Travel Loose Talk @ 8pm <u>SubCentral @ Iberian Rooster *</u> QUEENOFEX DEA + SAINT Rogerthomas (DJ Set) DJ Wally Clark 10pm -1am	<u>ETC Main Stage on Baum Ave*</u> Florida Folk Scene Showcase Acho Brother Soapbox Soliloquy Mountain Holler @2pm-5pm <u>New Granada Records Showcase*</u> Pohgoh Fistful MrENC @ 7pm -9pm
MUSIC	NOV 15 - 19 ETC STP WED-FRI 5 DAYS 11AM-2PM				
FILM	SUNDIAL AMC 20 Theater 5 42 Grams 8pm -11pm	SUNDIAL AMC 20 Theater 5 Dare to Be Different BB Radio 8pm -11pm	SUNDIAL AMC 20 Theater 5 7pm - 8:30pm The Key to Dali 11am -1pm SHORTS: Documentary 1pm -3pm SHORTS: Animation 3pm -5pm SHORTS: Dramatic 5pm -7pm SHORTS: Comedy 9pm -11pm Video Mass presents "OmniVerse"	SUNDIAL AMC 20 Theater 5 11am -130pm 130pm -5pm 5pm -7pm 7pm -930pm 930pm -11pm 11am -1pm 1pm -3pm 3pm -5pm 5pm -7pm 7pm -9pm 9pm -11pm	SUNDIAL AMC 20 (Saturday Only) Florida Shorts Olancho Blood Road Stead Style Wasted Brimstone & Glory SHORTS: Animation SHORTS: Documentary SHORTS: Comedy SHORTS: Dramatic SHORTS: Animation Video Mass presents "Video Massacre"
ART	Exquisite Corpse Games 2017* @ The Gallery 4pm -9pm	Exquisite Corpse Games 2017* @ The Gallery 10am -4pm Locally Sourced* @ Morean Center for Clay Featuring the band Loopy 9pm -11pm	Exquisite Corpse Games 2017* @ The Gallery 10am -4pm ETC Culture Design Exhibition 2017* @ Park State of Mind @ Baum Ave	Exquisite Corpse Games 2017* @ The Gallery 10am -4pm TERCA CHALKWALK* On Baum Ave 9am -4pm The Urban Conga Pop Up Park* 12pm -4pm Melrose Market* 12pm -5pm	The Urban Conga Pop Up Park* 2pm -7pm Melrose Market* 2pm -7pm Carroted Nuts* On Baum Ave 730pm -9pm Poor Kelly Molecular Media* Projection Mapping Project @ Baum Ave and N Street 730pm, 8pm, 830pm, 9pm

NOV
15-19,
2017



SEEDS – OPEN INTERACTIVE SESSIONS AT ET CULTURA

Thursday, November 16th

1

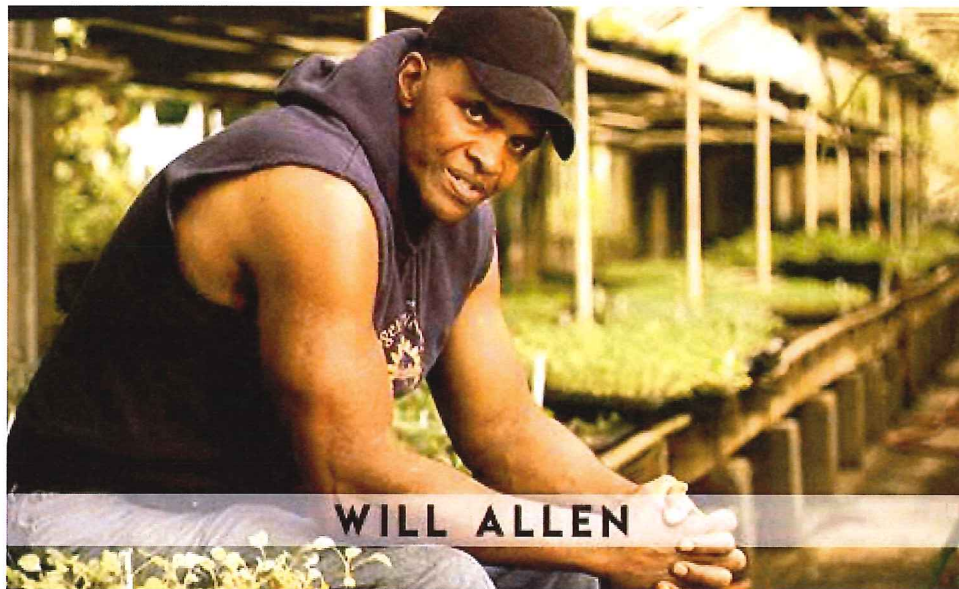
SEEDS: Growing economic and community resilience through sustainable local food systems and urban agriculture.

GROWING CHANGE

Distinguished Aresty Speaker

Will Allen, Growing Power!

7:00pm – 7:30pm: Morean Center for Clay



Author of *The Good Food Revolution: Growing Healthy Food, People, and Communities*, Will Allen has simple goals: to grow food, to grow minds, and to grow community.

From professional basketball player to All-American farmer, Will Allen now scores by providing hands-on training, outreach and technical assistance to develop community food systems that help people grow, process, market and distribute nutritious food locally and sustainably.

From professional basketball player to All-American farmer, Will Allen now scores by providing hands-on training, outreach and technical assistance to develop Community Food Systems that help people grow, process, market and distribute nutritious food locally and sustainably.

LICENSE TO GROW – CITY PLANNING FOR THE FUTURE OF FOOD

(Local food systems as drivers of economic & community development)

8:30am – 10:00am: Morean Center for Clay

Cities around the country are nurturing new ways to feed their citizens – from the ground up – by using zoning, partnerships, and food production as drivers for economic development and community wellness. How can St. Pete be the “NEXT” green giant- that grows gardens, local food businesses and resilience instead of food deserts? We’ll talk with civic leaders from here and around the country to learn what’s working, what’s not, and what’s next.

Moderator:

Presenters & Panelists:

- **Robyn Keefe**, Planning and Economic Development, City of St. Pete
- **Derek Kilborn Manager**, Planning & Economic Development, City of St. Pete
- (more being confirmed – California, Atlanta and Florida)

PRESCRIBING FOOD AS MEDICINE

(Solving medical problems through menu change)

10:30am – 12:00pm: Morean Center for Clay

Shouldn't diet related diseases have diet based cures? Fruit and vegetable prescription programs are an underutilized and popular new tool for addressing diabetes, heart disease and lasting public health. Fresh seasonal food selections could hold the promise of reversing chronic disease and increasing wellness while saving you money. We'll explore the benefits of plant based programs, area policies and providers showing us the way, and medical professionals examining the claims. So, would you rather stock your refrigerator or your medicine cabinet?

Moderator: Mark Trujillo – Public Health Specialist, UF IFAS Family Nutrition Program

Presenters & Panelists:

- **John Correy** – Director and Producer, PlantPure Nation & Forks Over Knives
 - * Nelson Campbell, President, PlantPure, Inc.
 - **Rev. Cannon Katie Churchwell** – Community Engagement, The Cathedral of St. Petersburg
 - * Rosy Bailey – Food System Consultant; In Season Pro LLC
 - **Randall H. Russell** – President & CEO, Foundation for a Healthy St. Pete
- (more being confirmed)

LUNCH / NETWORKING / FOOD TRUCK FARM

1

12:00pm – 1:00pm: Morean Center for Clay

FARM TO TABLE FOR FRUGAL FOODIES

(Teaching the culinary arts of fresh nutrition)

11:00am – 12:30pm: Morean Center for Clay

How can you eat well, without blowing out your wallet or your waistline? How can you embrace healthier more nutritious options, when your idea of a dinner usually means hitting the drive-through or the microwave? We'll discuss today's farm to table approach to learning and loving whole foods, while teaching how to cook great nutritious meals for under \$4 a day!

Area chefs, educators and culinary students showcase example samples:

Pinellas Technical College – Culinary Art Program: Chef Bill Kittell

Presenter:

Kim Campbell – Director of Recipe Development and Culinary Education, PlantPure, Inc.

Nelson Campbell will moderate audience Q & A

Author of acclaimed healthy living cookbooks and contributor to the film PlantPure Nation, Kim Campbell brings this powerful, science-based approach to nutrition from the big screen to your kitchen. With a focus on inexpensive and seasonal whole foods, she'll share some of the same mouthwatering recipes that kick-started the revolution, showing us how to enjoy the health benefits of a whole food, plant-based diet while serving up significant savings on groceries.

HOW TO EAT YOUR LAWN

(Growing for family & community)

3:00pm – 4:30pm: Morean Center for Clay (Outside)

Whether growing for families, communities or for profit, converting yards and vacant lots into food forests and growing enterprises can re-connect kids to nature, feed communities, drive innovation, and create sustainable jobs. So how can you start growing at home? How can you turn sandy Florida soils into bountiful gardens? We'll show you how! Step by step.

Moderator:

Panelists:

- **Bill Bilodeau** – President; Sustainable Urban Agriculture Coalition (SUAC)
- **Adrian Taylor** – Co-Manager; Bartlett Park Garden, SUAC Board Member
- **Brian Pullen** – Sustainability Coordinator, USF St Petersburg
- **Angela Brown** – Social Justice Advocate (need bio/title)

FOOD WASTE WOES AND WOWS

(Sustainability, soil & renewable energy)

3:00pm – 4:00pm: Morean Center for Clay (Inside)

40% of food produced in America is thrown away before it reaches our plates, feeding landfills instead of hungry people. Learn how St. Pete is striving to convert food system waste into cuisine, compost, clean energy and cash, all while cutting down on greenhouse gas emissions, reducing our reliance on landfills, and transforming Florida's sandy soil into gardener's gold.

Moderator: Jack Crooks – City of St. Petersburg

Panelists:

- **Stephanie Watson** – Program Supervisor, Recycling Outreach; Pinellas Co. Dept. of Solid Waste
- **Melanie Mason** – Food Distribution, FL Dept. of Agriculture & Consumer Services (FDACS)
- **Kali Rabaut** – Co-Founder, Suncoast Compost
- **Scarlett Amey-Wyns** – Manager, Fresh Initiative Supply Hub (FISH), UCMC Suncoast
- **Ray Wunderlich** – Urban Farmer, Wunderfarms

THE URBAN AG REVOLUTION

(Agro-Innovation from big picture to profit in Pinellas)

5:00pm – 6:30pm: Morean Center for Clay

The industrial food system is failing us on a global scale, while nimble local food systems are rising to the rescue in small spaces and urban places. Innovations in technology, sustainability, and distribution are revolutionizing the way we grow, eat and benefit from the bounty, making today's agro-businessmen look nothing like your father's farmer. Join the revolution too!

Panelists:

- **Janet Keeler** – Department of Journalism and Digital Communications, USFSP
- **Shannon O'Malley** – Founder, Brick Street Farms
- **Adrian Taylor** – Co-Manager Bartlett Park Community Garden, SUAC Board Member

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

Approve Redevelopment Management Associates Invoices Invoice # 4067,
Invoice \$4085 Invoice #4086

Purchasing Requests ONLY

Dept:	Acct #:	Amt:
-------	---------	------

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Memo from Acting Interim Executive Director requesting approval of RMA Invoices, RMA Invoice # 4067, RMA Invoice #4085, RMA Invoice 4086



100 W. Dania Beach Blvd.
Dania Beach, Florida 33004

tel (954) 924-6801
fax (954) 921-2604
www.DaniaBeachCRA.org

To: Chair, Vice Chair and Board of Commissioners

From: Kathleen Weekes, Acting Interim Executive Director

Date: November 14, 2017

Re: **Authorization to Pay Redevelopment Management Associates Invoices No: #4067, #4085, #4086**

Attached please find the following invoices for CRA Board approval to be paid to RMA:

Invoice # 4067 for FFEA Awards Luncheon Ticket.	\$ 45.00
Invoice #4085 for Market Analysis	\$2,423.00
Invoice #4086 for P3 Consulting for the RFP for City Hall	\$ 525.05

These invoices have been reviewed and approved by the Acting Interim Executive Director

Recommendation

Motion to authorize payment of Redevelopment Management Associates Invoices #4067, #4085, #4086.



REINVENTING YOUR CITY

INVOICE

Invoice Date: September 30, 2017
Invoice Number: 4067
Invoice Amount: \$45.00
Billed To: Kathleen Weekes, CRA Manager
Dania Beach Community Redevelopment Agency
100 West Dania Beach Boulevard
Dania Beach, FL 33004
Reference: Expense Reimbursement

Description	Amount
2017 FFEA Awards - Lunch ticket for Kathleen Weekes	\$ 45.00
Total Amount Due	\$ 45.00

Please remit payment to:
Redevelopment Management Associates, LLC or RMA
2302 East Atlantic Boulevard
Pompano Beach, FL 33062

2115 Alameda Avenue
Orlando, FL 32804
407.203.1334
888.740.0419 fax

INVOICE 1520



Florida
FESTIVALS & EVENTS
Association

Dania Beach Community Redevelopment Agency
Kathleen Weekes
2302 E Atlantic Blvd
Pompano Beach, FL 33062
United States

Invoice # 1520
Invoice Date 07/28/2017
Invoice Due 08/27/2017

Amount Due	\$ 0.00
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Transactions

Description	Amount
Awards Lunch Tickets 1 x \$45.00	\$ 45.00

Payments

Description	Amount
Credit Card Payment on 07/28/2017	-\$ 45.00

Total Amount	\$ 45.00
Amount Paid	-\$ 45.00
Amount Due	\$ 0.00

If you have any questions, please contact Suzanne Neve, Executive Director at 407.203.1334 or Suzanne@ffea.com.

PAID
CB Inux

CLIENT COPY

REIMBURSABLE EXPENSE
X YES NO
CLIENT: DANIA BCH
Approved by: _____
Date: _____

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Confirmation



Your guest tickets have been purchased and the confirmation is below. Tickets will be in your registration packet upon arrival. Please note that these tickets are for GUEST purposes only and no event badge will be available for guests. The tickets will allow access into the designated event and will not allow access into any other conference events. If you need to purchase a conference registration or one day pass instead of guest tickets, please contact me directly and I will make the changes for you. Thank you!

Tickets Purchased

Opening Reception:

Awards Lunch: 1

Tradeshow Happy Hour:

Tradeshow Tour & Lunch:

Superhero Social:

Payment Method:

Invoice #1520

Amount Paid:\$45.00

Balance: \$0.00

Suzanne Neve, Executive Director

Florida Festivals & Events Association (FFEA)

2115 Alameda Avenue, Orlando, FL 32804

407.203.1334 phone | 888.740.0419 fax

Suzanne@ffea.com | www.ffea.com

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REINVENTING YOUR CITY

INVOICE

Invoice Date: October 18, 2017

Invoice Number: 4085

Amount Due: \$2,423.80

Reference: General Professional/Consulting - Market Analysis
PO 2016-00000242

Billed To: Kathleen Weekes, CRA Manager
Dania Beach Community Redevelopment Agency
100 West Dania Beach Boulevard
Dania Beach, Florida 33004

Services for the Period of: 8/6/17 through 9/30/17

Administration, management and consulting services to the City of Dania Beach Community Redevelopment Agency.

Market Analysis

ED Director (Prepared draft market analysis report, call with K Weekes and D Murphy, additional call with K Weekes, prepared for and attended meeting with City. Final report pending comments from City) - 12.78 hours. 2,364.30

ED Project Coordinator (assisted with draft market analysis report) - .70 hour 59.50

Total Amount Due	\$ 2,423.80
-------------------------	--------------------

Please remit payment to:
Redevelopment Management Associates, LLC or RMA
2303 East Atlantic Boulevard
Pompano Beach, FL 33062



REINVENTING YOUR CITY

INVOICE

Invoice Date: October 18, 2017

Invoice Number: 4086

Amount Due: \$525.05

Reference: General Professional/Consulting - P3 Consulting for the City Hall Project
PO 2016-00000242

Billed To: Kathleen Weekes, CRA Manager
Dania Beach Community Redevelopment Agency
100 West Dania Beach Boulevard
Dania Beach, Florida 33004

Services for the Period of: 8/1/17 through 9/30/17

Administration, management and consulting services to the City of Dania Beach Community Redevelopment Agency.

P3 Consulting for the City Hall Project

ED Director (reviewed communications & status update) - .30 hours	55.50
ED Coordinator (Researched and answered/clarified questions regarding RFQ, complied list of questions received and responses given regarding the RFQ, provided report to K Weekes and City Clerk, provided status update to K Weeks, C Brown, and K Crowder) - 2.89 hours	274.55
ED Administrative Assistant (Inputted potential development sites into Oppsites) - 3.00 hours	195.00

Total Amount Due	\$ 525.05
-------------------------	------------------

Please remit payment to:
Redevelopment Management Associates, LLC or RMA
2303 East Atlantic Boulevard
Pompano Beach, FL 33062

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

Authorization to contract with RMA on a Month to Month Basis to provide Marketing and Redevelopment Consulting Services

Purchasing Requests ONLY

Dept:

Acct #:

Amt:

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Memo from Acting Interim Executive Director, Resolution Authorizing A Month to Month Agreement with Redevelopment Management Associates , RMA Scope of Services for Month to Month Agreement



100 W. Dania Beach Blvd.
Dania Beach, Florida 33004

tel (954) 924-6801
fax (954) 921-2604
www.DaniaBeachCRA.org

To: Chair, Vice Chair and Board of Commissioners
From: Kathleen Weekes, Acting Interim Executive Director
Date: November 14, 2017
Re: RMA Marketing Consulting Services Month to Month Agreement

As a follow up to a discussion by the CRA Board at the October 10, 2017 CRA Board meeting, this is a request to approve a Resolution to retain Redevelopment Management Associates (RMA) on a Month to Month basis to provide consulting services related to Marketing and Community Redevelopment to the CRA, until a decision is taken regarding the provision of those services for the CRA in fiscal year 2018.

The agreement will be retroactive to October 1, 2017 the start of the 2018 fiscal year, as RMA continues to provide services to ongoing CRA projects.

RESOLUTION NO. 2017-CRA-007

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“DBCRA”) OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE A MONTH TO MONTH AGREEMENT WITHOUT COMPETITIVE BIDDING AND WITHOUT ADVERTISEMENT FOR BIDS WITH REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC, TO PROVIDE CONSULTING SERVICES RELATED TO COMMUNITY REDEVELOPMENT TO THE DBCRA THAT MAY EXCEED THE ANNUAL TWENTY FIVE THOUSAND DOLLAR (\$25,000.00) ANNUAL VENDOR THRESHOLD; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, Redevelopment Management Associates, LLC provides specialized professional services related to community redevelopment agencies including, but not limited to economic development and marketing to government agencies; and

WHEREAS, the Community Redevelopment Agency of the City of Dania Beach deems it in its best interest to retain Redevelopment Management Associates, LLC (the “Firm”) to provide services related to community redevelopment on behalf of the DBCRA; and

WHEREAS, the DBCRA Board on October 10, 2017, expressed a desire to engage Redevelopment Management Associates, LLC on a month to month basis; and

WHEREAS, the Firm proposes to provide these services at the rates set forth in the Scope of Services and Agreement attached as Exhibit “A”; and

WHEREAS, the contract is month to month and annual vendor total may exceed the twenty-five thousand dollar (\$25,000.00) vendor threshold; and

WHEREAS, the Firm is requesting that the Agreement be made retroactive to October 1, 2017;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DANIA BEACH, FLORIDA:

Section 1. That the foregoing “Whereas” clauses are ratified and confirmed to be true and correct and they are made a part of and are incorporated into this Resolution by reference.

Section 2. That the DBCRA authorizes an Agreement to be executed with Redevelopment Management Associates, LLC by the proper DBCRA officials (a copy of which

Agreement is attached as Exhibit “A”, and made a part of and incorporated into this Resolution by this reference) for such services; provided, however that no agreement will be effective unless and until it has been executed by all parties.

Section 3. That the DBCRA Board Chair and DBCRA Attorney are authorized to make minor revisions to the Agreement relating to services as are deemed necessary and proper for the best interests of the DBCRA.

Section 4. That funding for consulting services is planned and appropriated in the FY 2017-2018 Community Redevelopment Agency Fund Professional Services Account Number 106-52-01-552-31-10.

Section 5. That all resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

Section 6. That this Resolution shall be in force and take effect retroactive to October 1, 2017 upon its passage and adoption.

PASSED AND ADOPTED on November 14, 2017.

ATTEST:

LOUISE STILSON, CMC
CRA SECRETARY

TAMARA JAMES
CRA CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY



REINVENTING YOUR CITY

October 11, 2017

Dania Beach CRA ("Client")
Kathleen Weekes, Interim CRA Director
Chair, Vice Chair and Board Members
100 West Dania Beach Blvd
Dania Beach FL 33404
Contact: 954-260-9959
Email: kweekes@daniabeachfl.gov

AND

Redevelopment Management Associates, LLC ("Consultant")
Kim Briesemeister, Principal
2302 East Atlantic Blvd.
Pompano Beach, Florida 33062
Contact: (954) 695-0754
Email: kim@rma.us.com

RE: Part-Time Marketing Consulting Services (Month-to-Month)

Redevelopment Management Associates LLC, ("Consultant") is pleased to submit this Proposal for work related to marketing administration, management and consulting services to the City of Dania Beach Community Redevelopment Agency (Client). If accepted, all services shall be performed as per this proposal.

As you know, Redevelopment Management Associates, LLC is a specialized firm that provides a multidisciplinary approach to redevelopment and economic development which includes business attraction, marketing and positioning places. Please review the proposed Scope of Services for content and compliance with your stated objectives; if there are revisions to the total content of the Scope we will be happy to discuss further and make any modifications as requested.

Background

The Dania Beach Community Redevelopment Agency has maintained a consulting relationship with RMA, through its Principal, Kim Briesemeister and her company MetroStrategies, Inc. since 2009. The CRA anticipates continuing this consulting

relationship specifically as it relates to marketing and public relations on a monthly basis.

Scope of Services

1. Marketing, Public Relations, Business Development, Brand Management, Cultural Liaison*

Continuation of marketing and public relation services

1.1 Public relations management services for the CRA including story creation and press releases, social media coordination and management, website content management and business communications.

1.2 Marketing services including but not limited to: event coordination and marketing, communications services and social media management for "The PATCH", collateral development, merchant meetings, neighborhood ambassador activity, newsletter development, business attraction and retention efforts and events.

1.3 If requested and within RMA's part time status, development of additional downtown event (i.e. food truck/art walk) and subsequent coordination, marketing, promotion and management.

1.4 Direction and management of advertising, promotions, direct mail and collateral design development for promoting projects and programs for the CRA.

1.5 Dania Beach Arts and Seafood Celebration 2019 communications assistance.

2. Compensation

RMA will invoice at the beginning of each month \$5,416.67 for the services listed above. Additional services including all graphic design services may be requested and will be billed at an hourly rate.

The fee schedule for hourly services is as follows:

Marketing Assistant	\$85.00
Marketing Coordinator	\$100.00
Marketing Manager	\$125.00
Sr. Marketing Manager	\$150.00
Tourism Specialist	\$150.00
Director - Business Attraction & Marketing	\$185.00
Graphic Designer	\$85.00
Creative Director	\$150.00
Director of Digital Solutions	\$150.00
GIS/CAD Operator	\$95.00
Principals	\$230.00
Economic Dev. Director	\$185.00

3. Reimbursables

Operating Reimbursables. Expenses will be invoiced monthly as incurred and billed at cost. Typical reasonable "out of pocket" expenses include travel, lodging, registrations and meals when or other incidental expenses incurred while carrying out CRA business. Advance board approval is required for travel, lodging registrations and meals.

Marketing and Material Reimbursables. Identifiable communication expenses; reproduction costs; marketing materials and collaterals produced on behalf of the CRA; and expenses incurred that the CRA has requested as part of the scope of services under a Work Authorization.

4. Term of Agreement

The term of this agreement commences on October 1, 2017 on a month-to-month basis. Notice of termination of this agreement must be given prior to the start of a new month. Upon starting a new month without notice of termination the monthly fee will be prorated to the date of termination. This agreement or specific tasks thereof may be revised periodically upon written approval by both parties. All rates, services and fees are based on the month-to-month schedule effective as of the execution date of this agreement. Should this agreement continue beyond September 30, 2018 there will be an annual increase as negotiated by both parties.

This Agreement or specific tasks under this agreement may be terminated by either party prior to the start of a new month with written notice to the following:

5. Notices:

To the City:

Mayor Tamara James, Chair
City of Dania Beach on behalf of
Dania Community Redevelopment Agency
100 West Dania Beach Blvd.
Dania Beach, FL 33004

To the Consultant:

Kim Briesemeister, Principal
Redevelopment Management Associates, LLC
2302 E. Atlantic Blvd., 2nd Floor
Pompano Beach, FL 33062

6. Other Provisions

Indemnification: Consultant agrees to indemnify, defend, save, and hold harmless the CRA Board of the City of Dania Beach, their officers and employees, from or on account of all damages, losses, liabilities, including but not limited to reasonable attorney's fees, and costs to the extent caused by the negligence, recklessness or intentional wrongful misconduct of the Consultant and persons employed or utilized by the Consultant in the performance of this agreement.

Venue: This agreement shall have been deemed to have been executed within the State of Florida. The validity, construction, and effect of this Agreement shall be governed by the laws of the State of Florida. Any claim, objection or dispute arising out of this Agreement shall be litigated in the Seventeenth Judicial Circuit in and for Broward County, Florida. Each party shall bear its own attorney fees and costs.

Waiver of Jury Trial: The parties to this agreement hereby knowingly, irrevocably, voluntarily and intentionally waive any right either may have to a trial by jury in respect to any action, proceeding, lawsuit or counterclaim based upon the contract, arising out of, under, or in connection with the matters to be accomplished in this Agreement, or any course of conduct, course of dealing, statements (whether verbal or written) or the actions or inactions of any party.

Waiver: No waiver by either Party hereto of a breach of an obligation owed hereunder by the other shall be construed as a waiver of any other breach, whether of the same or of a different nature. No delay or failure on either Party's part to enforce any right or claim, which it may have hereunder, shall constitute a waiver on the respective Party's part of such right or claim. All rights and remedies arising under this Agreement as amended and modified from time to time are cumulative and not exclusive of any rights or remedies which may be available at law or otherwise.

Entire Agreement: This Agreement contains the entire agreement and understanding between the Parties with respect to the subject matter hereof, and there are no other promises; representations, or warranties affecting it.

We look forward to working with you on this project. Please call me if you have additional questions.

AGREED TO AND ACCEPTED BY:

Mayor Tamara James, Chair
City of Dania Beach CRA

Date



Kim Briesemeister, Principal
RMA, LLC

10/23/2017
Date

Approved FOR FORM
AND CORRECTNESS:

Thomas J. Ansbro
CRA Attorney

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

Accept and approve a City Commission Resolution for a (USDA/AMS) Award/Grant in the amount of \$248,871.90. for the Dania Beach PATCH.

Purchasing Requests ONLY

Dept:

Acct #:

Amt:

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Memo from the Acting Interim Executive Director regarding the USDA AMS Grant Award for PATCH Development, Resolution, FL FM PP Award Letter, Signed USDA AMS Grant Agreement

To: Chair, Vice Chair and Board of Commissioners

From: Kathleen Weekes, Acting Interim Executive Director

Date: November 14, 2017

Re: United States Department of Agriculture, Agricultural Marketing Services Grant Award for PATCH Development

The Dania Beach CRA has been awarded a USDA *Agricultural Marketing Services, (AMS) Farmers Market Promotion Program Award*, for the PATCH. The award is for the PATCH Farmers Market Promotion and Development Program and the period of performance for the award is from September 30, 2017 to September 29, 2020.

The AMS Award Amount is for \$248,871.90.

This award is to promote sustainability practices, facilitate an expansion of PATCH promotion, and implement a number of the PATCH development projects we discussed but could not afford. As you know, the PATCH is located in a CRA sub area which is designated as a food desert. Such areas, with low income and low access to healthy food are important in our CRA plan as we focus on improving the wellbeing of those communities, and work on Economic Development, job training, job creation as well as healthy lifestyles.

As per the award terms, some of our PATCH partners such as FLIPANY and the Farmers Market Coalition's Authentic Agriculture group are to receive some of this funding for training and research to help develop the PATCH and benefit the community.

Please Note: The award money cannot be used to offset current PATCH operations and expenses so our PATCH budget which was passed at the September 12, 2017 meeting will remain as is for use throughout FY 2018.

Our PATCH partner, Broward Regional Health Planning Council through TOUCH Program Director, Teina Phillips was instrumental in assisting the CRA in its pursuit of this Award. We have invited Ms. Phillips to make a presentation at the CRA November 14th, 2017 Board meeting when the CRA Board approves a resolution to accept the Award.

Recommendation

Approve a Resolution of the City Commission of Dania Beach, Florida, accepting a grant award in the amount of two hundred and forty eight thousand, eight hundred and seventy one dollars and ninety cents (\$248,871.90) from the United States Department of Agriculture, Agricultural Marketing Services (USDA-AMS) for the Dania Beach PATCH farmers' market promotion program.

RESOLUTION NO. 2017-CRA-008

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“DBCRA”) OF THE CITY OF DANIA BEACH, FLORIDA, ACCEPTING A GRANT AWARD IN THE AMOUNT OF TWO HUNDRED FORTY EIGHT THOUSAND EIGHT HUNDRED SEVENTY ONE DOLLARS AND NINETY CENTS (\$248,871.90) FROM THE UNITED STATES DEPARTMENT OF AGRICULTURE, AGRICULTURAL MARKETING SERVICES (USDA-AMS) FOR THE DANIA BEACH PATCH FARMERS MARKET PROMOTION PROGRAM; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, there is a need to increase domestic consumption of and access to locally and regionally produced agricultural products and to develop new market opportunities for farm operations serving local markets by developing, improving, expanding and providing outreach, training, and technical assistance to, or assisting in the development, improvement and expansion of, the PATCH farmers market, community-supported agriculture programs, agritourism activities and other direct producer-to-consumer market opportunities; and

WHEREAS, the USDA-AMS supports the provision of locally grown agricultural products in food; and

WHEREAS, the USDA-AMS Grant Award Program falls under the Agricultural Act of 1946 (7 U.S.C. 1621-1627), the Farmer-to-Consumer Direct Marketing Act of 1976 (7 U.S.C 3001-3006) and the Agriculture Act of 2014 (Public Law 113-79) (2014 Farm Bill) that reauthorized, funded, expanded, and renamed the Farmers Market Promotion Program as the “Farmers” Market and Local Food Promotion Program (7U.S.C 3005); and

WHEREAS, the Dania Beach Community Redevelopment Agency (“DBCRA”) supports this project and desires to receive grant funding awards to help pay for costs of a system for business development, marketing and promotion of the PATCH.; and

WHEREAS, the DBCRA received a letter from the United States Department of Agriculture dated September 27, 2017, awarding the DBCRA a grant in the amount of Two Hundred Forty Eight Thousand Eight Hundred Seventy One Dollars and Ninety Cents (\$248,871.90) for the granting period of September 30, 2017, through September 29, 2020, a copy of which letter is attached and identified as Exhibit “A”; and

WHEREAS, although there is no grant match and no requirement to continue with the Program upon expiration of the grant, the intent is for the DBCRA PATCH to have the necessary resources for ongoing marketing, management, and financial support of the project; and

WHEREAS, since the grant award program is on a reimbursable basis and the DBCRA is in need of advanced funding, the Acting CRA Executive Director recommends re-allocating One Hundred Thousand Dollars (\$100,000.00) previously budgeted for the Arts and Seafood Festival to the CRA Community Gardens PATCH to be utilized solely for the purpose of funding upfront costs related to the grant;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DANIA BEACH, FLORIDA:

Section 1. That the above “Whereas” clauses are ratified and confirmed, and they are made a part of and incorporated into this Resolution by this reference.

Section 2. That the Community Redevelopment Agency Board accepts the award from the United States Department of Agriculture, Agricultural Marketing Services in the amount of Two Hundred Forty Eight Thousand Eight Hundred Seventy One Dollars and Ninety Cents (\$248,871.90), to be used to foster further growth and development of the PATCH in the City of Dania Beach, Florida and authorizes the DBCRA Executive Director to execute the necessary agreements and documents.

Section 3. That the CRA Executive Director and City Attorney are authorized to make minor revisions to all related documents as are deemed necessary and proper for the best interests of the DBCRA.

Section 4. That the Community Redevelopment Agency Board authorizes the transfer of One Hundred Thousand Dollars (\$100,000.00) from the CRA Fund Promotional Activities Arts & Seafood Festival Account 106-52-01-552-48-14 to the necessary accounts in the Community Garden PATCH USDA Grant Division 112-52-10-552-12-10 through 64-30.

Section 5. That all resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

Section 6. That this Resolution shall be in force and take effect immediately upon its passage and adoption.

PASSED AND ADOPTED on November 14, 2017.

ATTEST:

LOUISE STILSON, CMC
BOARD SECRETARY

TAMARA JAMES
BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY

Proposal #: FL-104

Grants.gov No.: GRANT12372839

Federal Award Identification Number (FAIN): AM170100XXXXG145

Project Title: PATCH Farmers Market Promotion Program

Dear Rachel Bach:

Congratulations! Your application submitted to the U.S Department of Agriculture (USDA), Agricultural Marketing Service (AMS) Farmers Market Program (FMPP) was selected for funding. AMS was able to fund 11% of the applications that were received this year. Attached are award documents relating to a grant awarded under the 2017 Farmers Market Promotion Program (FMPP) for the project referenced above. Please read this email carefully—there are some important items that must immediately be addressed:

Panel Review

The panel members carefully evaluated your application. These panel members are subject matter experts selected for their competence and knowledge of your field. Your proposal was evaluated on alignment and intent, technical merit, achievability, expertise and fiscal plan and resources. Proposals were reviewed, scored and ranked by the panel. Panel comments and recommendations are below. Please consider the comments and look for ways to improve your project as you begin your performance period.

Criteria	Reviewer Notes
Alignment and Intent	All objectives aim to expand direct-to-consumer markets for farmers in Broward county and surrounding areas. There are spillover benefits to shoppers and local economy. PATCH urban farm has been doing this work for 4 years and has established market and success to build upon. Additional market infrastructure already exists. We like that the applicant has already conducted a formal needs assessment to determine ways to build capacity. Good background research and data shows justification for program. Beneficiaries are listed with thought and relevant data.
Technical Merit	There seems to be a lot of goals contained in the application (8 buckets). We are concerned the applicant may be spread too thin. The applicant has not received a grant, but PATCH received a 2014 LFPP. This project partners are many of the same organizations and builds on achievements from that grant. We like that the work plan includes a farmer recruitment objective and designates a market manager to lead the effort. the work plan is detailed, with realistic objectives and timeline. Established infrastructure ensures adequate resources exist to support this project.
Achievability	Outcome indicators could be stronger with specific goals, but overall they seem reasonable for project scope and scale.

	Dissemination of results could be stronger with more public sharing: social media, presentations , sessions in farmer workshops, press releases and publications. It appears this project could be adapted to other regions facing issues of low income/access.
Expertise and Partners	They have expertise lined up in current staff and partners. We would liked to have seen more info on Shaon Yaego who will be receiving \$20k of the grant for her farm expertise. Flipany is considered an expert in the field and will be doing a lot of marketing and outreach. We have slight concern PATCH urban garden did not submit a letter of support since the project relies very much on the organization to make this project happen. Key Personnel and contractors have background in community and economic development, Ag, food safety. The project management plan could be improved with an explanation of how partners have worked together in the past and how they plan to communicate and work together in the future.
Fiscal Plan and Resources	Staff salaries and travel costs seem reasonable. \$22k for indirect costs seems high. The budget does not designated any money for marketing/advertising or special events including the health promotion related activites referenced in outcome indicator 6a.

Grant Agreement Face Sheet (AMS-33)

Please sign the attached AMS-33 and scan/email or fax it back to your assigned Grants Management Specialist (copied) or me **as soon as possible** or before you submit your first request for payment. I appreciate your prompt attention to this matter.

Keep the AMS-33 with your original signature in your project file. When referencing this project in any future communications, please use FAIN referenced above.

You may notice that some of the items such as the project title in our award letter and AMS-33 do not show complete information. We recently transitioned to a new grants management system to generate these documents and experienced some formatting issues during the process. We apologize for and regret any inconvenience that this may cause. Be assured that the complete information is stored accurately in our database regardless of how it appears on the agreement. If you have concerns, please let us know.

FMPP Grants Management Specialist

Your assigned Grants Management Specialist will be Velma Lakins who will serve as your primary point of contact with FMPP for processing and reviewing requests for payment, performance and financial reports, and addressing your programmatic and administrative questions.

Award Terms and Conditions

Please take time to review the [2017 General Terms and Conditions](#) for your award mentioned in the attached *Notice of Award*. This document will describe the requirements associated with administering your grant and among other things describe how to prepare and submit requests for payment,

performance and financial reports, and prior approval requests. You can also access them at www.ams.usda.gov/services/grants/fmpp/administer.

We will hold a webinar/teleconference to discuss the *General Terms and Conditions* in the coming weeks and will send an invite to you with the applicable information. This training will be recorded and posted to the AMS website for your convenience.

Award Announcement

Please **DO NOT** announce that you have received the 2017 LFPP award or share this news with your colleagues and stakeholders. The award does not become official until our office acknowledges the receipt of your signed AMS-33. Once this happens, you are welcome to share the information as you see fit and reference the publication!

I appreciate your prompt attention, especially to returning the signed AMS-33, and we look forward to hearing more about your work. If you have any concerns, please feel free to contact me.

Sincerely,

Velma Lakins
Farmers Market Promotion Program
USDA, Agricultural Marketing Service
Phone: 202-690-8103
Fax: 202-720-0300
Email: Velma.Lakins@ams.usda.gov

Grant Agreement Face Sheet		
1. Accounting Code: 9000003558	2. Vendor I.D. (EIN): 271810299	3. DUNS Number: 080040696
4. Agreement Number: AM170100XXXXG145	5. Type of Instrument: Grant Agreement	6. CFDA Number: 10.168
7. Title of Agreement: PATCH Farmers Market Promotion Program		
8. Objective: To increase domestic consumption of and access to locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets, by developing, improving, expanding, and providing outreach, training, and technical assistance to, or assisting in the development, improvement and expansion of domestic farmers' markets, roadside stands, community-supported agriculture programs, agritourism activities, and other direct producer-to-consumer market opportunities.		
9. Statement of Work: This agreement shall be carried out by the organizational units or officials of the Federal Agency and the Recipient in the manner and subject to the conditions provided in the Agricultural Marketing Service Grants Division General Award Terms and Conditions attached hereto and made a part of this agreement.		
10. Legal Authority: The Agricultural Act of 1946 (7 U.S.C. 1621-1627), the Farmer-to-Consumer Direct Marketing Act of 1976 (7 U.S.C. 3001-3006) and the Agriculture Act of 2014 (Public Law 113-79) (2014 Farm Bill) that reauthorized, funded, expanded, and renamed the Farmers Market Promotion Program as the "Farmers' Market and Local Food Promotion Program" (7 U.S.C. 3005).		
11. Federal Agency (Name and Address): Farmers Market Promotion Program ,	12. Recipient: DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY 100 W DANIA BEACH BLVD DANIA BEACH, FL 33004-3643	
13. Federal Agency Project Manager: Dewell Paez Delgado, Program Specialist Telephone: (202) 445-5420 Email: DEWELL.PAEZ-DELGADO@AMS.USDA.GOV	14. Recipient Project Coordinator: <i>KATHLEEN WEEKES</i> Rachel Bach, Executive Director Telephone: 954-924-6801 Email: rbach@daniabeachfl.gov <i>kweekes@daniabeachfl.gov</i> <i>ACTING EXECUTIVE DIRECTOR</i>	
15. Period of Performance: September 30, 2017 through September 29, 2020	16. Federal Agency Funding Amount: \$248,871.90	Non-Federal Matching Amount: \$0.00
PROVISIONS This Agreement incorporates the following: 1. Approved application and budget including any mutually agreed upon budget revisions and other changes and amendments thereto. 2. Agricultural Marketing Service Grants Division General Award Terms and Conditions (August 2017) available at https://www.ams.usda.gov/sites/default/files/media/AMSGrantsTermsandConditions.pdf . 3. 2 CFR Part 200 and 2 CFR Part 400. 4. Recipient will submit an AMS Grant Program Worksheet with each request for payment.		
17. Federal Agency Representative Approval: Karla Whalen Deputy Administrator Agricultural Marketing Service	18. Recipient Representative Approval: Name: <i>KATHLEEN A. WEEKES</i> Title: <i>ACTING CRA EXECUTIVE DIRECTOR</i>	
19. Federal Agency Representative Approval Signature: Date: Karla Whalen 09/26/2017	20. Recipient Representative Approval Signature: Date: <i>Kathleen A. Weekes</i> <i>9/27/17</i> <i>September 27, 2017</i>	

Paperwork Burden Statement

According to the Paperwork Reduction Act, as amended, no persons are required to respond to a collection of information unless it displays a valid OMB Control Number. The valid OMB control number for this information collection is 0581-0240. Public reporting burden for this collection of information is estimated to average 2 hours per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project 0581-0240, Washington, DC 20503.

In accordance with Federal civil rights law and U.S. Department of Agriculture(USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at http://www.ascr.usda.gov/complaint_filing_cust.html and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

- 1) mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410;*
- 2) fax: (202) 690-7442; or 3) email: program.intake@usda.gov. USDA is an equal opportunity provider, employer, and lender.*

Budget Details Table			
	Funds Requested	Matching Funds	Gross Total By Line
Personnel	0.00	0.00	0.00
Travel	0.00	0.00	0.00
Supplies	0.00	0.00	0.00
Construction	0.00	0.00	0.00
Fringe Benefits	0.00	0.00	0.00
Equipment	0.00	0.00	0.00
Contractual	0.00	0.00	0.00
Other	248,871.90	0.00	248,871.90
Total Direct Cost	248,871.90	0.00	248,871.90
Cooperator Indirect Cost	0.00	0.00	0.00
Gross Total	248,871.90	0.00	248,871.90

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING AND WITHOUT ADVERTISEMENT FOR BIDS WITH SURG CONSULTING, LLC (SURG) TO DEVELOP A MARKET GARDEN BUSINESS MODEL PROVIDING DETAILS FOR BUSINESS DEVELOPMENT AND PROMOTION AND TO CREATE A SUSTAINABLE MARKET GARDEN SYSTEM FOR DANIA BEACH CRA, IN AN AMOUNT NOT TO EXCEED TEN THOUSAND FOUR HUNDRED DOLLARS (\$10,400.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Purchasing Requests ONLY

Dept:

Acct #:

Amt:

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Memo from the Acting Interim Executive Director RE: SURG Consulting Services at the PATCH, RESOLUTION NO. 2017-CRA - SURG , SURG Scope of Services

To: Chair, Vice Chair and Board of Commissioners
From: Kathleen Weekes, Acting Interim Executive Director
Date: November 14, 2017
Re: **SURG Consulting Services for the PATCH**

Background

The CRA requires Sustainable Urban Resource Group (SURG) to develop a business plan for the PATCH reset which will also serve as a precursor for the United States Department of Agriculture Agricultural Marketing Services (USDA/AMS) Award/Grant Program implementation. SURG has a history with the PATCH having recently developed and executed the PATCH Apprenticeship program funded by the Broward Regional Health Planning Council (BRHPC). The organization has a thorough understanding of the mission and values of the PATCH, PATCH operations, staff, and the neighboring community. Work on this project is urgently needed to meet required milestones in early January and they will be able to deliver in a timely manner to dovetail with the USDA AMS Award startup.

Scope of Services

SURG's Scope of Work involves developing a business plan and promotion services which includes working on the following:

- Compile, review, and document existing PATCH information that will be used in the development of the business and promotion plan that will be used for the PATCH 2017 reset and the USDA/AMS Award program.
- Research project details, create a schedule, and collect data, from regional, state, and national experts. Include and incorporate and cultivate best practices for market viability and vibrancy at the PATCH.
- Devise and develop dynamic strategies to help in the expansion of the PATCH farmer's market through new sites and additional outlets through pop-up markets, and engaging and potentially partnering with additional local growers.
- Coordinate with the Farm Manager to create activities that promote community involvement and increase access to healthy local foods grown at the PATCH.

Recommendation

Approval of a Resolution to engage SURG as a consultant for the Dania Beach PATCH and that funding for SURG's business development and promotion services is planned and provided in the Community Redevelopment Agency Trust Fund Fiscal Year 2017-2018, CRA PATCH Professional Services, Account Number 112-52-09-552-31-10.

RESOLUTION NO. 2017-CRA-009

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING AND WITHOUT ADVERTISEMENT FOR BIDS WITH SURG CONSULTING, LLC TO DEVELOP A MARKET GARDEN BUSINESS MODEL PROVIDING DETAILS FOR BUSINESS DEVELOPMENT AND PROMOTION AND TO CREATE A SUSTAINABLE MARKET GARDEN SYSTEM FOR THE PATCH COMMUNITY IN AN AMOUNT NOT TO EXCEED TEN THOUSAND FOUR HUNDRED DOLLARS (\$10,400.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, SURG Consulting, LLC (“SURG”) will provide specialized professional services with regard to a business development and promotion model for the Dania Beach Community Development Agency (“CRA”) People’s Access to Community Horticulture (“PATCH”) Community Garden; and

WHEREAS, on November 14, 2017, the CRA proposes to enter into an agreement with SURG for a three month period; and

WHEREAS, the CRA deems it in its best interest to retain SURG as the PATCH business development and promotion Consultant to the CRA; and

WHEREAS, SURG proposes to provide these services for a monthly fee of Three Thousand Four Hundred Sixty Six Dollars and Sixty Six Cents (\$3,466.66) per month not to exceed Ten Thousand Four Hundred Dollars (\$10,400.00), as shown in the attached proposal;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DANIA BEACH, FLORIDA:

Section 1. That the foregoing “Whereas” clauses are ratified and confirmed to be true and correct, and they are made a part of and are incorporated into this Resolution by reference.

Section 2. That the CRA authorizes an agreement to be executed with SURG Consulting, LLC by the proper CRA officials; a copy of it and a copy of the applicable Scope of Services are made a part of and incorporated into this Resolution by this reference and are attached as composite Exhibit “A”, provided, however, that no agreement will be effective unless and until it has been executed by all parties.

Section 3. That the Executive Director and CRA Attorney are authorized to make minor revisions to the Agreement as are deemed necessary and proper for the best interests of the CRA.

Section 4. That funding for business development and promotion services is planned and is provided in the Community Redevelopment Agency Trust Fund Fiscal Year 2017-2018, CRA PATCH Professional Services, Account Number 112-52-09-552-31-10.

Section 5. That all resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

Section 6. That this Resolution shall be in force and take effect immediately upon its passage and adoption.

PASSED AND ADOPTED on November 14, 2017.

ATTEST:

LOUISE STILSON, CMC
BOARD SECRETARY

TAMARA JAMES
BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY



EXHIBIT "A"

SCOPE OF WORK: Dania Beach CRA PATCH Re-set 2017

This proposed Scope of Work (Scope) describes the tasks to be performed by SURG Consulting, LLC., the (Consultant) and the City of Dania Beach CRA, the (Company) as part of its mission to provide expertise in the area of Marketing and Sales, Business Development and scaling up the PATCH Dania Beach.

The purpose of this pilot PATCH Dania Reset is to enable its Market Garden Business Model to become self-sustaining within the next year. Part of the mission of the PATCH is to operate a sustainable Market driven model that provides residents better access to healthy foods, while also providing educational opportunities and employment. We are pleased to submit the following proposal to meet the needs of the Company in its endeavor to create a sustainable Market Garden system that supports its residents in health.

1 Description of Services and Deliverables:

Deliverables will be time-phased during the five (5) week engagement, to update the Company on related project milestones and timing requirements, if applicable. The Company can expect to receive reports on the activities performed by the Consultant throughout the project period.

It shall be the responsibility of the Consultant to help ensure the administration of the certain elements of the Marketing and Sales Plan for the PATCH on behalf of the Company and to monitor and adjust tactics where necessary to optimize revenue generation to achieve milestones and goals by May 2018.

The Consultant will use all available resources from public and private sustainability models in urban farming and farmer's market operations to inform the development of strategies for the PATCH Reset in line with the goals of the Company.

2 Scope of Services

The objective of this task is to collect, compile, review, and document the existing information to be utilized in the development of the updated marketing and business plan for the PATCH 2017 reset.

2.1 Kick off Meeting. The Consultant shall work with the Client and other stakeholders to coordinate a kick-off meeting to discuss the project parameters, schedule, data collection, expectations, solicit feedback and request additional information that may be needed.

2.2 Data Collection and Research. The Consultant will coordinate with the Client and other stakeholders, including the City of Dania Beach and the BRHPC, to gather all relevant information. Information may include, but not be limited to, reports, policies, and procedures, general, and marketing budget documents and other financial Information, best practice farmer's marketing plans, whether in electronic or hardcopy formats, to help in the reset. The client is responsible for providing all data within a two-week period of signing with the Consultant.

2.1 Work with the regional, state, and national experts from various institutions including, University of Florida's Institute of Farming and Agricultural Sciences, on incorporating and cultivating best



practices for market viability and vibrancy at the PATCH.

- 2.2 The Consultant will help to devise and develop dynamic strategies to help in the expansion of the PATCH farmer's market through new sites and additional outlets through pop-up markets, and engaging and potentially partnering with additional local growers.
- 2.3 Coordinate with Farm Manager to create activities that promote community involvement and increase access to healthy local foods grown at the PATCH.
- 2.4 The Consultant will provide weekly progress reports to show activities and duties performed as part of the updated and revised digital copy of the implementation guide that submitted in a prior contract, showing the results of training with an Evaluation Report.

3 Resources Provided by the Company:

- 3.1 Access to the Dania Beach Patch shall be provided along with all marketing resource materials currently in use.
- 3.2 Access to and contact with personnel that is working on for the PATCH Dania Beach in any capacity.

4 Fees and Payment Plans

The CONSULTANT's fees for the completion of the scope of work total billable at \$65 per hour, for an amount not to exceed \$10,400. See the schedule of payment in the Consulting Services Agreement.

5 Travel

There is no out-of-state travel required for this project. The Consultant will be expected to travel within the Miami-Dade and Broward Counties. Any other travel requirements will need to be reimbursed by Company.

6 Special Material Requirements

The Consultant will need to have access to the current Marketing Plan and Budget for the PATCH Dania Beach access to the marketing materials that are being used. If the Company decides that special consideration are necessary, the Consultant reserves the right to modify this section.

7 Place of Performance

The Consultant will meet with representatives of the Company weekly to discuss implementation strategies at the offices of the Broward Regional Health Planning Council (BRHPC), and sometimes at the PATCH Dania Beach or Dania Beach City Hall CRA upon request. Other performance locations will be places of choice agreed upon by the Company and Consultant. The Consultant will perform other work in a place suitable for accomplishing all deliverables.

8 Length of Service

The services for this contract will commence on November 20th, 2017 and written notification to proceed by the Company with an expected completion date of January 20th, 2017, not to exceed 90 days from the initiation of the contract.



THE COMPANY /DBCRA

Signature

Printed Name

Date: _____

The Consultant/SURG Consulting, LLC.



Signature

Nattaliah Earle
Printed Name: Nattaliah Earle, Manager

Date: 10/12/2017

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Discussion

Continued from:

Requested Action (Identify appropriate Action or Motion)		
CRA Executive Director Employment Agreement		

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

Fiscal Impact/Cost Summary

Exhibits Attached
Memo from the CRA Attorney on CRA Executive Director Employment Offer, CRA Executive Director Employment Agreement, Exhibit A Job Description CRA Executive Director, Exhibit B Services, Exhibit C Benefits Summary

MEMORANDUM

Date: November 14, 2017

To: Tamara James, CRA Chair
Bill Harris, CRA Vice Chair
Chickie Brandimarte, CRA Board Member
Bobbie H. Grace, CRA Board Member
Marco A. Salvino, Sr., CRA Board Member

CC: Robert Baldwin, City Manager
Nicki Satterfield, Finance Director
Kathleen Weekes, CRA Acting Executive Director
Kristin Milligan, HR Generalist

From: Thomas J. Ansbro, CRA Attorney

Subject: CRA Executive Director Employment Agreement

The Dania Beach Community Redevelopment Agency Board ("CRA") recently extended an employment offer to Ms. Rickelle Williams to serve as the Director of the CRA and an Employment Agreement was forwarded to her for her review. A copy is attached for your reference.

The following are the principal terms in the Agreement:

- Term of the Agreement is for a one (1) year term with the option to renew by mutual written agreement of both parties. The option to renew will be calendared for the parties thirty (30) days prior to expiration of the Agreement, to determine if the parties mutually wish to renew it.
- The salary is One Hundred Twelve Thousand Dollars (\$112,000.00).
- The primary benefits are:
 - Participation in the Florida Retirement System.
 - Insurance benefits which include medical, dental, vision, life insurance and the option to obtain supplemental insurance, as provided to City Department Heads.
- Ms. Williams currently serves as an adjunct professor at the Miami-Dade College School of Business and would be authorized by the Board to continue to serve in that capacity. However, such service must not conflict with her CRA employment and the college work would be confined to evening hours and weekends.

- In the event Ms. Williams is terminated “without cause” by the Board before the expiration of the term of employment, she would be compensated for all earned and accrued sick leave and vacation leave as of the date of termination, to the same extent as such accruals are earned by Department Heads of the City .
- In the event Ms. Williams is terminated for “misconduct” (as defined in Section 443.036(29), Florida Statutes), the CRA will have no obligation to pay her for any earned and accrued sick leave or vacation leave. “Misconduct” includes, but is not limited to: (i) breach of any material term or condition of the Agreement; (ii) conviction of a felony; (iii) gross insubordination; or (iv) willful neglect of duty.
- If Ms. Williams wishes to voluntarily resign from the position before expiration of the term of the Agreement, then she must provide the Board with at least one (1) month’s written notice in advance, unless the parties otherwise agree in writing. In the event of such resignation by Ms. Williams, the Board will pay her all earned and accrued sick and vacation leave calculated at the rate of pay in effect upon the date of the resignation, provided the Director has given proper notice as stated above.

There are two proposals made by Ms. Williams to be considered, and, if acceptable to be approved by the Board, which are:

- Ms. Williams proposes that she be paid one month salary (approximately \$9,300.00) as a “lump sum severance” if she is terminated “without cause”.
- Ms. Williams also proposes that if she wishes to resign and provides the specified thirty (30) days’ advance written notice, that upon receipt of such notice, the Board may, at its sole discretion, advance (accelerate) the effective date of such termination of employment to any earlier date as may be determined by the Board (“Actual Date of Termination”). In that case, the Board would pay the Director those wages that she would have earned if not for the “acceleration” of the termination date (which in any event shall not exceed a maximum of thirty (30) days of wages). For example, if she provides the thirty (30) days’ notice, but the Board wants to allow her to terminate ten (10) days after the notice, she would be paid twenty (20) days of wages. Such payment would be paid in a single lump sum payment or in accordance with the Board’s normal payroll practices and procedures during the thirty (30) calendar day period immediately following the last actual day of that her employment ends.

TJA/laa

Attachment: Employment Agreement

EMPLOYMENT AGREEMENT
COMMUNITY REDEVELOPMENT AGENCY DIRECTOR

THIS IS AN EMPLOYMENT AGREEMENT (the "Agreement") entered into on October ____, 2017, between THE BOARD OF COMMISSIONERS (the Board") OF THE CITY OF DANIA BEACH, FLORIDA COMMUNITY REDEVELOPMENT AGENCY ("CRA"), and RICKELLE WILLIAMS, an individual (the "Director"), jointly referred to as "the Parties".

WHEREAS, the Board desires to employ the Director to serve as the CRA Director pursuant to Section 163.356(3)(c), Florida Statutes; and

WHEREAS, the Director desires to accept such employment; and

WHEREAS, the parties desire to set forth in writing in this Agreement the terms of employment with the Board.

In consideration of the mutual covenants, terms and conditions contained in this Agreement, and other good and valuable consideration, the adequacy and receipt of which are acknowledged and agreed upon, the parties agree as follows:

Section 1 - Duties of the Director.

Director is employed by and shall report to the Board and shall perform the functions and duties specified in the job description (attached as Exhibit "A" and incorporated by this reference) and the services listed in Exhibit "B" (attached and incorporated by this reference) and such other functions and duties as otherwise prescribed by the Board from time to time. The Director is not and shall not be considered an employee of the City. The Director shall not be covered by the City's Civil Service System and City rules and regulations and shall have no rights under them.

Section 2 – Term.

2.1. Director agrees to remain in the exclusive employ of Board from the date of hire, Wednesday, November 15, 2017 and upon complete execution of this Agreement for a period of one (1) year (the "Term" of employment), and Director agrees neither to accept other employment nor to become employed by any other employer until such termination date, unless the termination date is altered as provided below. The Parties agree that this Agreement may be renewed upon their mutual written agreement. Board and Director shall mutually communicate their respective intent to renew at least thirty (30) days prior to expiration of the term.

2.2. Nothing in this Agreement shall prevent, limit or otherwise interfere with the right of the Board to terminate the services of Director at any time, subject only to compliance with the provisions set forth in Section 3 of this Agreement. It is understood between the parties to this Agreement that Director shall be considered an "at will" employee, subject, however, to the terms of this Agreement.

2.3 Nothing in this Agreement shall prevent, limit or otherwise interfere with the right of the Director to resign at any time from the position with the Board, subject only to compliance with the provisions set forth in Section 4 of this Agreement.

Section 3 – Termination.

3.1 The Board may terminate the employment of Director without cause at any time, without any reason or reasons given.

3.2 In the event the Director is terminated without cause by the Board before the expiration of the term of employment as set forth in Paragraph 2.1 of this Agreement, and during such time the Director is willing and able to perform the duties under this Agreement, then the Director shall receive a lump sum severance payment equal to one month of her salary (in accordance with the Board's normal payroll practices and procedure) and shall be compensated for all earned and accrued sick leave and vacation leave as of the date of termination to the same extent as such accruals are earned by Department Heads of the City of Dania Beach, Florida (the "City").

3.3 Notwithstanding the provisions of Section 3.2, in the event Director is terminated for misconduct as defined in Section 443.036(30), Florida Statutes, the CRA shall have no obligation to pay the Director any severance pay or for any earned and accrued sick leave or vacation leave. Misconduct includes, but is not limited to: (i) breach of any material term or condition of this Agreement; (ii) conviction of a felony; (iii) gross insubordination; or (iv) willful neglect of duty.

Section 4 – Resignation

In the event Director wishes to voluntarily resign from the position before expiration of the Term of employment, then Director shall provide the Board with at least one (1) month's written notice in advance, unless the parties otherwise agree in writing. Upon receipt of such notice, the Board may, at its sole discretion, advance (accelerate) the effective date of such termination of employment to any earlier date as may be determined by the Board ("Actual Date of Termination") in which case the Board shall pay Director those wages that Director would have earned if not for the acceleration of the Proposed Date of Termination which in any event shall not exceed a maximum of thirty (30) days of wages. Such payment shall be paid in a single lump sum payment or in accordance with the Board's normal payroll practices and procedure during the thirty (30) calendar day period immediately following the Actual Date of Termination. In the event of resignation by the Director under this Section, the Board shall pay Director all earned and accrued sick and vacation leave calculated at the rate of pay in effect upon the date of the resignation, provided the Director has given proper notice as stated above. Director understands and agrees that a resignation without notice will result in non-payment of all earned accruals by the Board.

Section 5 - Salary

5.1 The Director shall receive an annual salary of One Hundred Twelve Thousand Dollars (\$112,000.00) payable in accordance with the same payment procedures that apply to Department Heads of the City.

5.2 If this Agreement is extended beyond the initial one year term, the Director may receive a performance evaluation from the Board and, if favorable, may be entitled to a merit-based salary increase in accordance with applicable City policies. Nothing in this Section shall limit the ability of the Board to evaluate the performance of the Director more frequently.

Section 6 - Hours of Work.

The Director is an exempt employee under the Fair Labor Standards Act and is required to work as many hours as are necessary to perform the duties of the position. However, the Director is expected to be ready, willing and able to work during the CRA's regular business hours, which are Monday through Friday, from _____ a.m. to _____ p.m. It is understood and agreed that, from time to time, the Director will be required to attend evening or weekend meetings in connection with CRA events and programs, and that no additional compensation of any kind shall be paid to the Director for her participation in such events and programs or for other work or services performed outside of regular CRA business hours.

Section 7 - Benefits.

As an employee of the Board, which operates under the same federal ID number as the City, Director will be eligible for health and pension benefits which will be made available to Director to the same extent as made available to City Department Heads. The Benefits Summary and Employee Benefits Handbook is attached as composite Exhibit "C" and is incorporated by this reference.

Section 8 - Professional Development.

Board agrees to pay the professional dues, memberships, subscriptions and travel expenses of Director for professional participation in meetings and conferences associated with Director's employment and professional development. Travel must be requested and approved by the Board in advance, consistent with the travel policies of the City.

Section 9 - General Expenses.

The Finance Director of the City or designee is authorized to disburse funds from the appropriate Board account in the amount of \$500.00 per month, on the same date as monthly expense allowance funds are disbursed to City Department Heads, for use by the Director for personal expenses associated with employment under this Agreement.

Section 10 - Paid Leave

10.1 Director shall accrue 4.62 hours of vacation per pay period and is subject to the same accrual provisions as City Department Heads.

10.2 Director shall accrue eight (8) hours of sick leave per month and is subject to the same accrual provisions as City Department Heads.

10.3 Director shall be entitled to “personal” days subject to the same accrual provisions as City Department Heads. The personal time shall be accrued as follows: four (4) hours accrued at time of hire and twenty (20) hours accrued as of January 1, 2018 for a total of twenty four hours (24) for the term of the employment.

10.4 Director shall be entitled to paid holidays in accordance with the City policy applicable to full-time City employees.

Section 11 - Conflict of Interest Prohibition.

11.1 Director shall not, without the express prior written approval of the Board, individually, or as a partner, joint venturer, officer, shareholder or any other similar position of any kind or nature whatsoever, invest or participate in any business venture which conducts or intends to conduct business within the corporate limits of the City. Director currently serves as an adjunct professor at the Miami-Dade College School of Business and is authorized to continue to serve in that capacity. Such service shall not conflict with employment under this Agreement and shall be confined to evening hours during weekdays, weekends or both.

11.2 Except for purchase of a personal residence, Director shall not own or invest in any real property within the corporate limits of the City, without prior notification to and advance written approval by the Board, which approval may be withheld by the Board in its sole discretion.

Section 12 - Other Terms and Conditions of Employment.

12.1 The Board, in consultation with the Director shall fix any such other terms and conditions of employment as the Board may determine from time to time, relating to the performance of Director, provided such terms and conditions are not inconsistent with or in conflict with the provisions of this Agreement, or any other law.

12.2 In order to enhance the ability of the CRA to create the type of redevelopment that it desires and to leverage resources that are currently available, the CRA shall, during the tenure of the Director, continue memberships in the Florida Redevelopment Association, Florida Community Development Association, Florida Economic Development Council, and the Florida Housing Coalition, each of which are subject to funding availability as determined by the Board in its sole discretion.

Section 13 - General Provisions.

13.1 This Agreement contains the complete understanding of the parties and supersedes any oral statements or representations made by the parties. This Agreement shall not be amended unless the same formality is observed as was used in the formation of this Agreement.

13.2 The rights and obligations granted in this Agreement are personal in nature and cannot be transferred or assigned by the Director.

13.3 This Agreement shall become effective upon complete execution by both parties.

13.4 If any provision or any portion of this Agreement is held unconstitutional, invalid or unenforceable, the remainder of this Agreement or unaffected portions of it shall not be affected and shall remain in full force and effect.

13.5 All claims, counterclaims, disputes and other matters in question between the Board and Director arising out of, relating to or pertaining to this Agreement, or the breach of it, or its duties or services, or the standard of performance required in it, shall be addressed by resort to non-binding mediation as authorized under the laws and rules of Florida; provided, however, that in the event of any dispute between the parties, the parties agree to first negotiate with each other for a resolution of the matter or matters in dispute and, upon failure of such negotiations to resolve the dispute, the parties shall resort to mediation.

13.6 If mediation is unsuccessful, any such matter may be determined by litigation in a court of competent jurisdiction. For any legal action arising out of or pertaining to this Agreement, venue shall be in the Circuit Court for the Seventeenth Judicial Circuit in and for Broward County, Florida, or the federal District Court in the Southern District of the United States. Each party further agrees that venue of any action to enforce this Agreement shall be in Broward County, Florida. In any litigation, the parties agree to each waive any trial by jury of any and all issues. In the event of any litigation which arises out of, pertains to, or relates to this Agreement, or the breach of it, or the standard of performance required in it, each party shall bear its own attorney fees and costs.

13.7 Director and Board each had assistance of legal counsel or the opportunity and means to retain such assistance in connection with the preparation and review of the terms of this Agreement and none of the provision of this Agreement shall be construed more strictly against one party or the other, since the parties mutually negotiated the terms of this Agreement and it was prepared in writing accordingly.

SIGNATURES ON THE FOLLOWING PAGE

IN WITNESS OF THE FOREGOING, the parties have executed this Agreement effective on the date first appearing above.

**DANIA BEACH COMMUNITY
REDEVELOPMENT AGENCY**

ATTEST:

BY: _____
Tamara James, CRA Chairperson

BY: _____
Louise Stilson, CRA Clerk

APPROVED AS TO LEGAL FORM AND CORRECTNESS:

BY: _____
Thomas J. Ansbro, CRA Attorney

Signed, sealed and delivered
in the presence of the following witnesses:

CRA EXECUTIVE DIRECTOR

PRINT NAME

Signature

Signature

Rickelle Williams
PRINT NAME

PRINT NAME

Signature

STATE OF FLORIDA
COUNTY OF BROWARD

The foregoing instrument was acknowledged before me on _____,
2017, by Rickelle Williams who is personally known to me or has produced
_____ as identification and did (did not) take an oath.

My Commission Expires:

Notary Public, State of Florida

Printed Name of Notary

EXHIBIT "A"
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 Agency (CRA) district. Advanced professional work focuses on the revitalization and community enhancement within the CRA district boundaries 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 district. 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 in this document, 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 the employer from assigning duties not listed in this document if such duties are logically related to the position.

- Provides oversight and management of federal/state grant programs designed to assist with redevelopment goals within the district.
- Provides comprehensive knowledge of redevelopment programs and financing. Develops potential incentive packages, provides market assessments/impacts, and monitors development trends.
- Writes developer requests for proposals for the purpose of disposing of CRA owned land for the purpose of redevelopment.
- Evaluates and drafts recommended updates and amendments to the CRA Plan.
- Prepares and manages 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.
- Serves as 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 meetings 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.

Community Redevelopment Agency Executive Director

- Informs and engages neighborhood associations, community groups and other stakeholders in the redevelopment process.

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 Agency 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, both verbally and in writing to groups and individuals. Has an ability to exercise sound judgment and take responsible actions as a CRA representative during contact with the public, elected and appointed officials, developers, and 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, word 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 carry weights of up to ten pounds.

ENVIRONMENTAL REQUIREMENTS

The noise level in the work environment is usually moderate. Some tasks may require an employee to be exposed to outside weather conditions, wet or humid conditions or both, and there is risk of electric shock, such as, but not limited to, those generated by equipment which is powered by electricity.

EXHIBIT “B”

SERVICES

During the term of the Agreement, the Director shall perform the services listed below:

1. Develop and present to the Board for its adoption, working goals and objectives of the CRA.
2. Develop and present to the Board for its adoption, policies and procedures for the operation of the CRA. These policies may include but are not limited to: a review of the downtown façade improvement policy, a housing assistance policy, green development policies, capital improvement projects and inclusionary zoning.
3. Develop and present to the Board an operational budget for the CRA.
4. Develop with the help of the Board a five (5) year strategic implementation plan for the CRA.
5. Work closely with the City Manager and City staff to create non-monetary incentives that will encourage development within the City of Dania Beach.
6. Identify, meet, and confirm with commercial and housing developers and financiers on an ongoing basis in order to market opportunities available within the City and encourage the creation of new developments within the City.
7. Work with City planning staff to identify vacant parcels within the CRA which might be used for redevelopment purposes.
8. Meet with City staff in order to gain a thorough understanding of the City’s planning efforts to date.
9. Meet with community groups and businesses on an ongoing basis and solicit their input on matters of development and redevelopment within the CRA.
10. Identify grants, loans and other resources that will aid the CRA in its redevelopment and revitalization efforts.
11. Identify, develop and present to the Board for adoption any amendments to existing CRA redevelopment plans which will assist in the redevelopment efforts of the CRA.

EXHIBIT "C"
Benefits Summary

Attached is an Employee Benefits Highlight Book for the City of Dania Beach with a summation of its contents below. This information is provided as a resource and reflects the City's current coverage offerings. Premiums, coverages, and benefit levels are subject to change annually and are not guaranteed.

Pension

The City participates in the Florida Retirement System (FRS). Employee and employer contributions are determined by the State of Florida. Additionally, the City has a Deferred Compensation 457 program which allows employees to defer pre-tax dollars into a retirement account. If elected at time of hire, the City offers a match amount of 1.8%.

Medical Insurance

The City offers a PPO medical insurance plan to eligible employees and their dependents with United Healthcare's Choice Plus Plan. The City pays 85% of the premium with the employee being responsible for the remaining 15%. The employee's current cost per pay period is as follows:

Single: \$49.68	Family: \$131.67
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Dental Insurance

The City offers dental insurance to eligible employees and their dependents with Reliance Standard's Dental PPO Plan utilizing the Ameritas Network. The City pays 85% of the premium with the employee being responsible for the remaining 15%. The employee's current cost per pay period is as follows:

Single: \$2.20	Family: \$6.91
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Vision Insurance

The City offers vision insurance to eligible employees and their dependents with Reliance Standard's Vision Plan utilizing the Eyemed Network. The City pays 85% of the premium with the employee being responsible for the remaining 15%. The employee's current cost per pay period is as follows:

Single: \$0.51	Family: \$1.22
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Life Insurance

The City provides basic term life insurance in the amount of \$100,000 to department heads through Reliance Standard at no cost to the employee. Additional insurance may be purchased by the employee in values of \$10,000 up to \$200,000 for the employee and up to \$50,000 for the employee's spouse. Whole life policies with Trustmark are also available for purchase.

Other Benefits

The City offers a variety of other benefits to include flexible spending accounts, employer paid short-term disability, supplemental insurance through AFLAC, pre-paid legal and identity theft protection plans, and a free and confidential Employee Assistance Program (EAP) available to employees and their dependents 24/7.