

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
MONDAY, DECEMBER 11, 2017 - 5:30 PM

ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE WITH REGARD TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDING, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL 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. CRA Commendation Award to Mitchell Grant, Landscape/Grounds Technician III

5. CONSENT AGENDA

- 1. Minutes:
Approve Minutes of the November 14, 2017 CRA Board Meeting
- 2. Travel Requests: None

3. RESOLUTION NO. 2017-CRA-010

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CITY OF DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“CRA”), OF THE CITY OF DANIA BEACH FLORIDA, AMENDING THE FISCAL YEAR 2017-2018 CRA BUDGET BY CREATING AN ADDITIONAL POSITION WITHIN THE CRA AND AUTHORIZING THE EXECUTIVE DIRECTOR TO ADVERTISE AND FILL THE POSITION; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

6. PROPOSALS AND BIDS

7. DISCUSSION AND POSSIBLE ACTION

1. Dania Beach CRA Board Meeting Dates/Time for 2018
2. 2018 Dania Beach Arts and Seafood Celebration Revisited
3. RMA Marketing Consulting Services Month-to-Month Agreement (Revisited)

8. BOARD MEMBER COMMENTS

9. ADJOURNMENT

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Presentation

Continued from:

Requested Action (Identify appropriate Action or Motion)		
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CRA Commendation Award to Mitchell Grant, Landscape/Grounds Technician III		
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Purchasing Requests ONLY		
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Dept:	Acct #:	Amt:
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Fund:		
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Fiscal Impact/Cost Summary

Memo from Executive Director on CRA Commendation Award to Mitchell Grant
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Memo

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
CC: Brad Kaine, Public Services Department Director
Date: December 11, 2017
Re: CRA Commendation Award to Mitchell Grant, Landscape/Grounds Technician III
(Public Services Department)

The Dania Beach Community Redevelopment Agency (DBCRA) wishes to acknowledge and recognize City staff members who excel in their work and demonstrate dedication and commitment to go above and beyond the call of duty. These employees carry out their daily tasks with enthusiasm and a willingness to support their employer and by extension the community they serve. The DBCRA believes this type of service from an employee is sometimes a rare quality and when discovered it must be encouraged and recognized.

It is in this context that the DBCRA presents its third Commendation Award to Mitchell Grant, Landscape/Grounds Technician III of the Public Services Department. Mr. Grant is awarded for his outstanding service when assigned to tasks for the CRA. This year Mitchell used his initiative to guide staff in erecting the massive stage banner for the Arts and Seafood Celebration. In addition, he assisted with placing performance art boards throughout the site. Mitchell was also instrumental in assisting the CRA with the ongoing PATCH reset where he developed a system to fill hundreds of bags of soil in a short time frame which enabled volunteers to plant at the recent Harvest Festival. Mitchell has a positive and helpful demeanor and attitude which augers well for the City of Dania Beach.

We congratulate Mitchell for a job well done.

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

1. Call to Order/Roll Call

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

Present:

Chairman:	Tamara James
Vice-Chairman:	Bill Harris
Board Members:	Chickie Brandimarte Bobbie H. Grace Marco A. Salvino, Sr.
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

There was no report at this meeting.

4. Presentations

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

Teina Phillips, BRHPC TOUCH Program Director, provided an overview of how the grant could be implemented by the PATCH garden.

5. Consent Agenda

Items Removed from Consent Agenda: #5.3, #5.4

- 5.1 Minutes:

Approve Minutes of the October 3, 2017 Executive Director Interviews

Approve Minutes of the October 10, 2017 CRA Board Meeting

5.2 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)

5.5 RESOLUTION #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.

5.6 RESOLUTION #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.

Board Member Grace motioned to approve the Consent Agenda, with the exception of Items #5.3 and #5.4; seconded by Board Member Salvino. The motion carried unanimously.

5.3 Authorize payment to Redevelopment Management Associates for Invoices #4067, #4085, and #4086, in the amount of \$2,993.05

Chairman James questioned the hourly rate charged by RMA, and if we could cut the cost by having our own staff.

Board Member Salvino suggested we wait until the new Director comes on board and let her bring forward a proposal.

Board Member Grace noted we should look at not extending this any further. If we do not have adequate staff that can handle it, then we should look for someone who can. This should be the last payment that we give them at this kind of rate.

Vice-Chairman Harris noted we should not be making any more payments to RMA in order to see if we can work with or without them.

Board Member Salvino motioned to approve the RMA invoices; 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		

5.4 RESOLUTION #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.

City Attorney Ansbro read the title of Resolution #2017-CRA-007, and noted the contract can be terminated with a 30-day notice.

Board Member Brandimarte noted the may exceed \$25,000.00 threshold could become expensive.

Interim Director Weekes requested that the Board extend the agreement until a decision is made by the new Executive Director.

Board Member Salvino recommended extending the agreement until the end of this calendar year.

Rickelle Williams noted the notice to terminate the agreement needs to be provided to RMA before the beginning of a month. She would like to see what their value is, and would like to get a recommendation from staff before making a determination.

Board Member Grace has the utmost confidence in Ms. Williams, and will take her recommendation to continue with RMA until she has an opportunity to look at the big picture.

Board Member Salvino motioned to approve Resolution #2017-CRA-007; seconded by Vice-Chairman Harris. 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 CRA Executive Director Employment Agreement

City Attorney Ansbro reviewed the terms of the agreement, and noted there are two concerns: lump sum severance and if she resigns, she needs to give 30 days notice; however, if the Board wants her to leave earlier, she would receive 30 days severance.

Board Member Grace motioned to approve the CRA Executive Director Agreement for Rickelle Williams; 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		

8. Board Member Comments

Board Member Grace commented on community activities, including a food giveaway at the PATCH.

Vice-Chairman Harris welcomed Ms. Williams.

Chairman James echoed the comments of Vice-Chairman Harris and Board Member Grace. She also reported dates for other upcoming food giveaways.

9. Adjournment

Chairman James adjourned the meeting at 6:30 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)

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CITY OF DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“CRA”), OF THE CITY OF DANIA BEACH FLORIDA, AMENDING THE FISCAL YEAR 2017-2018 CRA BUDGET BY CREATING AN ADDITIONAL POSITION WITHIN THE CRA AND AUTHORIZING THE EXECUTIVE DIRECTOR TO ADVERTISE AND FILL THE POSITION; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Purchasing Requests ONLY

Dept:

Acct #:

Amt:

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Memo from Executive Director on Budget Amendment for Position of Part Time Administrative Specialist 1 position, Resolution for CRA Budget Amendment for Part-Time Administrative Specialist 1, Proposed CRA Org Chart 12-11-17 - Exhibit A, Administrative Specialist 1 Job Description, CRA Administrative Coordinator Job Description, Current CRA Org. Chart

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: December 11, 2017
Re: **Budget Amendment FY 2017-2018: Part-Time Administrative Specialist I Position**

Background

On September 12, 2017, the CRA Board approved the CRA FY 2017-2018 budget. The approved budget included an allocation for personnel expenses for four fulltime employees (CRA Executive Director, CRA Manager, Economic Development Manager and CRA Administrative Coordinator) and three part-time employees (Patch Market Manager and two (2) Urban Farm Coordinators). The allocation included personnel costs associated with the CRA Director position, which remained vacant until November 15, 2017.

The current job description of the CRA Administrative Coordinator position includes duties related to public relations and marketing. However, many of the day-to-day tasks of the position limit the CRA Administrative Coordinator from fulfilling those responsibilities at an optimum level. These tasks include filing, answering phone calls, payroll processing, quote solicitation, and various budget and accounts payable functions. As a result, many of the marketing and public relations functions of the CRA have been outsourced as contracted services.

In an effort to increase the ability of the CRA Administrative Coordinator to perform in-house marketing and public relations efforts, a part-time (pension-only) Administrative Specialist I position is being requested. This position would include a maximum of 20 hours per week. The estimated total annual cost for the position is \$18,300.00 including salary and pension-only benefits. There would be no fiscal impact due to the cost savings realized from the budgeted allocation for the CRA Director position.

Recommendation

The CRA Executive Director recommends approval of a FY 2017-2018 Budget Amendment to reallocate funds and allow for a part-time (pension-only) Administrative Specialist I position.

Attachments

Job Description – Administrative Specialist I
Job Description – CRA Administrative Coordinator
Adopted FY 2017-2018 CRA Organizational Chart
Proposed FY 2017-2018 CRA Organizational Chart

RESOLUTION NO. 2017-CRA-010

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CITY OF DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH FLORIDA, AMENDING THE FISCAL YEAR 2017-2018 CRA BUDGET BY CREATING AN ADDITIONAL POSITION WITHIN THE CRA AND AUTHORIZING THE EXECUTIVE DIRECTOR TO ADVERTISE AND FILL THE POSITION; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the CRA approved the Fiscal Year 2017-2018 budget to include four (4) fulltime employees and three (3) part-time employees including the CRA Executive Director, CRA Manager, Economic Development Manager, CRA Administrative Coordinator, Patch Market Manager and two (2) Urban Farm Coordinators; and

WHEREAS, the Table of Organization of the CRA was approved by the CRA Board in the Fiscal Year 2017-2018 budget and it is necessary that it be amended to meet the needs of the CRA; and

WHEREAS, funding is available in the Fiscal Year 2017-2018 budget due to the cost savings realized from recently filling the CRA Executive Director position;

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 this reference.

Section 2. That the Executive Director is authorized to initiate a budget transfer to create a part-time Administrative Specialist I position as described in the Table of Organization, a copy of which is attached as Exhibit "A".

Section 3. That all resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

Section 4. That this Resolution shall be in full force and take effect immediately upon passage and adoption.

PASSED AND ADOPTED on December 11, 2017.

ATTEST:

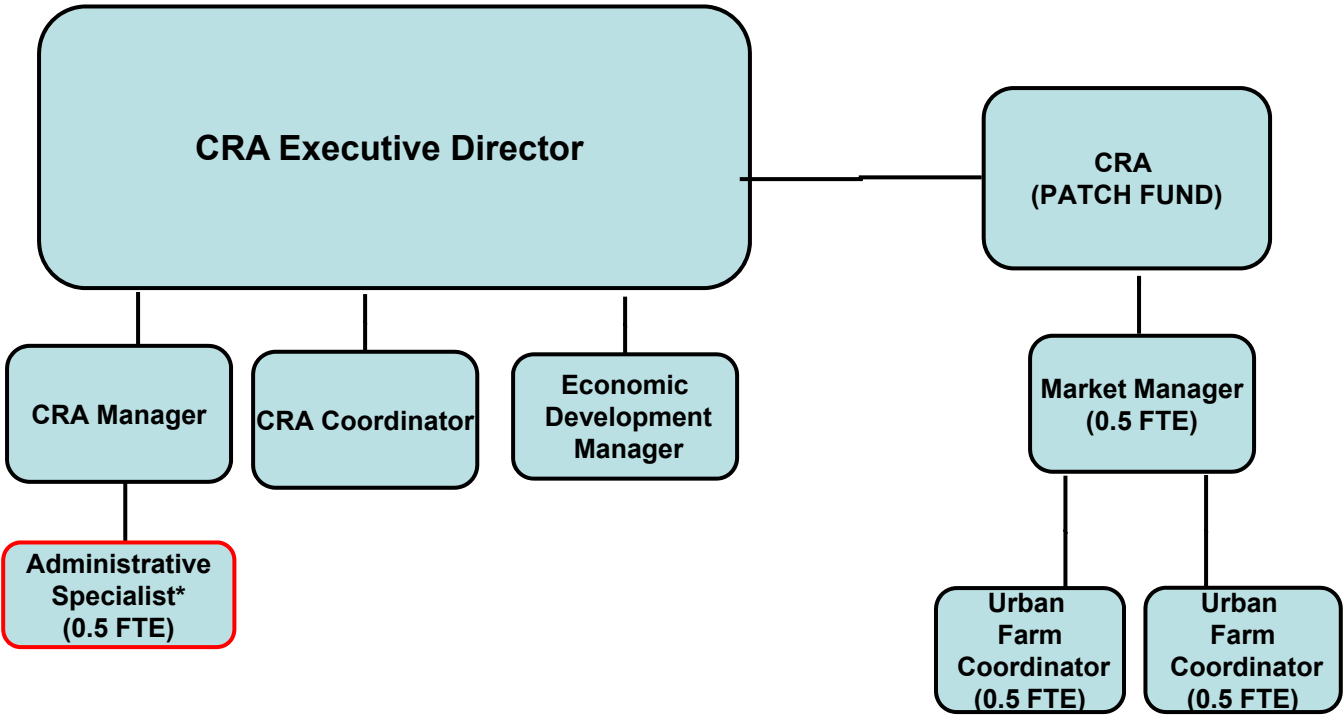
LOUISE STILSON, CMC
BOARD SECRETARY

TAMARA JAMES
BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY

Community Redevelopment Agency
FY 2017-2018
Proposed Revision



FY 2016/17	17/18
Staff FTE - 5.5	6.0

Administrative Specialist I

CITY OF DANIA BEACH, FLORIDA Classification Description

CLASSIFICATION TITLE:	Administrative Specialist I	FLSA Status:	Non Exempt
DEPARTMENT:	Community Redevelopment Agency	Union Status:	Not Eligible

WORK OBJECTIVE

Performs routine to moderately complex administrative support work according to established procedures, departmental guidelines, and regulatory requirements applicable to the work. Work includes coordination of various schedules, calendars, projects, and programs of the assigned unit. Essential functions as outlined herein are performed according to functional area of assignment.

ESSENTIAL FUNCTIONS

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

- Processes and/or prepare various correspondence and forms required of assigned department, e.g., memos, reports, personnel forms, invoices, work orders, purchase orders, requisitions, applications, and other relevant materials.
- Prepares and processes unit payroll.
- Performs budget and accounts payable functions for the department to include invoice payment, quote solicitation, budget transfers, purchase orders, etc.
- Establishes and maintains department logs, records maintenance procedures, and filing systems to ensure efficient department operations.
- Compiles, prepares, and may be responsible for distributing daily/weekly/monthly/annual reports, news releases, invoices, announcements, and other relevant materials of the department.
- Coordinates schedules for meetings, interviews, travel, equipment repair and service, and department functions.
- Answers phones and greets customers.
- Receives and reviews various reports, plans, and/or forms for the purpose of verifying accuracy, and ensures necessary copies of pertinent documents are made and distributed to appropriate entities.
- Performs routine to moderately complex administrative tasks requiring use of standard automated office systems, e.g., computers, telephones, facsimile machines, photocopiers, calculators, adding machines.
- Functions as liaison between supervisors, professional staff, department head, other departments, and outside agencies, gathering and relaying information as needed.
- Assists other unit personnel in supporting department objectives and efficient operations.
- Responds to inquiries, concerns and complaints from the general public; provides resolution or directs to the appropriate department/entity.
- Performs related duties as directed when such duties are a logical and appropriate assignment to the position.

MINIMUM QUALIFICATIONS

High school diploma or equivalent required. Must be proficient in Microsoft Word, Excel, PowerPoint, and Outlook; data entry clerk skills, records management and filing experience required; minimum of one year of previous administrative experience required, or an equivalent

Administrative Specialist I

combination of training, education and experience. Experience with a CRA, public sector entity, or non-profit organization preferred. Associates or Bachelor's Degree preferred.

PHYSICAL REQUIREMENTS

Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds).

ENVIRONMENTAL REQUIREMENTS

Work is performed in usual office conditions with rare exposure to disagreeable environmental factors.

The City of Dania Beach is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Dania Beach provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

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

Name (print)

Supervisor's Name (print)

Employee Signature

Supervisor's Signature

Date

Date

CITY OF DANIA BEACH, FLORIDA

Classification Description

CLASSIFICATION TITLE:	CRA Administrative Coordinator	FLSA Status: Non-exempt
DEPARTMENT:	CRA	Union Status: Not Eligible

WORK OBJECTIVE

Performs highly complex public relations, marketing, administrative and technical support work of considerable variety requiring advanced administrative and technical skills in business management, public relations, marketing and office systems technology. Position is responsible for advanced knowledge of established procedures, departmental guidelines, legal requirements, and regulatory standards applicable to the work. Work includes facilitation and coordination of all public relations and marketing efforts for the CRA including social media, website development, and maintenance, CRA special events including festivals, meetings and CRA publications such as newsletters and other correspondences. Work also includes coordination of various schedules, calendars, projects, and programs of the CRA. Work includes handling matters of a sensitive and/or confidential nature, and requires considerable interaction with outside agencies, administrative officials, and the general public. Essential functions as outlined herein are performed according to the functional area of assignment. Independent action must be exercised in the disposition of routine work matters, providing information, receiving inquiries and complaints, and other public contact work.

ESSENTIAL FUNCTIONS

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

- Coordinates all public relations and marketing efforts of the CRA including press releases, marketing efforts, event planning, social media and website development and maintenance.
- Coordinate and facilitate all special events and publications such as the newsletter
- Coordinates flow of work product produced by departmental staff when applicable to the functional area of assignment.
- Creates and generates complex materials appropriate to assigned department, e.g., correspondence, memos, agendas, minutes, permits, legal documents, Board packets, orders, requisitions, ordinances, reports, manuals, budgets.
- Compiles, prepares, and may be responsible for distributing daily/weekly/monthly/annual reports, legal notices, news releases, invoices, public service announcements, and other materials of the department.
- Arranges calendars and coordinates schedules for meetings, interviews, travel, equipment repair and service, and department functions.
- Receives and reviews various reports, plans, and/or forms for the purpose of verifying accuracy, and ensures necessary copies of pertinent documents are made and distributed to appropriate entities.
- Establishes and maintains department logs, budget(s), records maintenance procedures, and filing systems to ensure efficient department operations.
- Processes various correspondence and forms that may be of a confidential or sensitive nature, e.g., personnel forms, invoices, work orders, purchase orders, requisitions, applications.
- Performs computer related tasks requiring broad working knowledge of a wide variety of standard computer applications, e.g., word processors, database systems, spreadsheet programs, report presentation packages, calendar schedulers, electronic file maintenance.
- Performs skilled administrative tasks requiring use of standard automated office systems, e.g., computers, telephones, facsimile machines, photocopiers, calculators, adding machines.

CRA ADMINISTRATIVE COORDINATOR

- Functions as liaison between supervisors, professional staff, department head, other departments, and outside agencies, gathering and relaying information as needed.
- Monitors and tracks cash receipts, departmental accounts and related payment processing records when applicable to the functional area of assignment.
- Responds to inquiries, concerns and complaints from the general public; provides resolution or directs to the appropriate department/entity.
- Performs related duties as directed when such duties are a logical and appropriate assignment to the position.

MINIMUM QUALIFICATIONS

Bachelor's degree required. Minimum three years experience in highly responsible administrative and executive support functions. Prior experience in business development, economic development, redevelopment, marketing, or similar industry required. Proficiency in Microsoft Office applications (Word, Excel, Outlook) Knowledge of graphics software. Use of standard office equipment (e.g., computers, telephone, facsimile machines, photocopiers, scanner, calculators). Demonstrated ability to work independently with minimal supervision. Demonstrated verbal and written communication proficiencies (i.e., grammar, spelling, articulation, business writing). Must be able to work flexible schedules, including evenings and weekends.

PHYSICAL REQUIREMENTS

Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds).

ENVIRONMENTAL REQUIREMENTS

Work is performed in usual office conditions with rare exposure to disagreeable environmental factors.

The City of Dania Beach is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Dania Beach provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

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

Name (print)

Supervisor's Name (print)

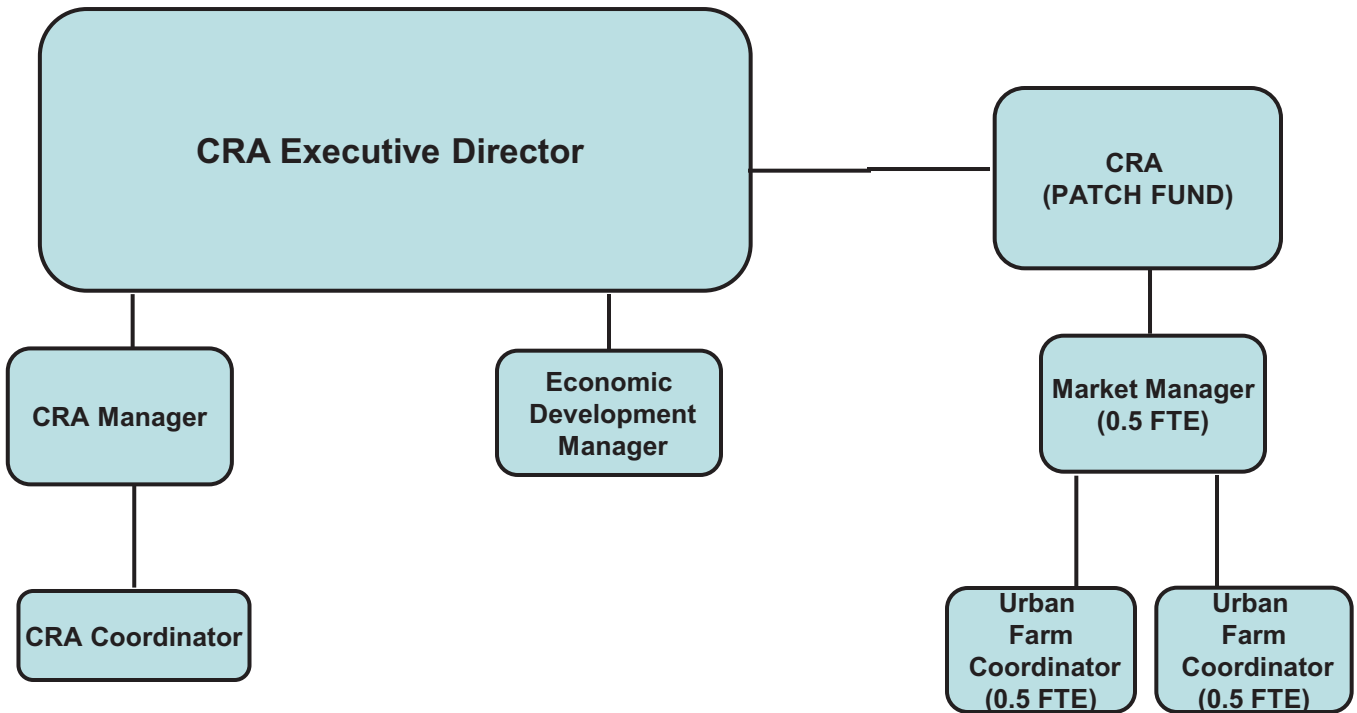
Employee Signature

Supervisor's Signature

Date

Date

**Community Redevelopment Agency
FY 2017-2018**



FY 2016/17	17/18
Staff FTE - 5.5	5.5

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Discussion

Continued from:

Requested Action (Identify appropriate Action or Motion)		
Schedule CRA Board Meeting dates and time for 2018		

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

Fiscal Impact/Cost Summary

Exhibits Attached
Memo from Executive Director on Dania Beach CRA Board Meeting Dates/Times for FY2018

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: December 11, 2017
Re: **Dania Beach CRA Board Meeting Dates/Time FY 2017-2018**

Background

The CRA Board, also serving as the sitting Dania Beach City Commission, currently holds its scheduled meetings on the second Tuesday of every month at 6:00 PM, which is one hour prior to the first City Commission meeting of the month. This schedule was considered beneficial and efficient for Board Members, enabling them to cover two meetings on the same evening.

Discussion and Possible Action

The CRA would benefit from a change to this schedule as one hour has proven to be insufficient time to conduct the CRA Board meeting. The suggested change is to start the scheduled meeting at 5:00 PM providing two hours between the start of the CRA Board meeting and the City Commission meeting. Other alternatives could include starting the scheduled meeting at 5:30 PM moving the meeting to another day of the week, or making no change.

Recommendation

This is provided for discussion and consensus purposes to finalize a CRA Board meeting schedule for FY 2018.

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Discussion

Continued from:

Requested Action (Identify appropriate Action or Motion)		
Revisit the cancellation of the 2018 Dania Beach Arts and Seafood Celebration		

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

Fiscal Impact/Cost Summary

Exhibits Attached
2018 Dania Beach Arts and Seafood Celebration Revisited

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: December 11, 2017
Re: **Dania Beach Arts & Seafood Celebration 2018 (Revisited)**

Background

The Dania Beach Community Redevelopment Agency (CRA) introduced the Arts and Seafood Celebration in 2013 as an annual outdoor event intended to attract South Florida residents and visitors to the City of Dania Beach. Recently completing its fifth year, the award-winning event offers guests the chance to enjoy the work of talented artists, live entertainment, culinary delights, various family activities and the creation of beautiful sand sculptures.

The Arts and Seafood Celebration engages the Dania Beach community and serves to build a positive image of Dania Beach through art, food and music to ultimately cultivate a sense of place and encourage economic investment. An estimated 20,000 people attended the event in 2017.

On September 29, 2017, the CRA Board conducted a workshop to plan the 2018 Arts and Seafood Celebration. On October 10, 2017, the CRA Board approved the cancellation of the 2018 Arts and Seafood Celebration in favor of developing a Request for Proposal (RFP) for the event in 2019.

For Discussion and Possible Action

CRA investment in the Arts and Seafood Celebration has helped to develop an enduring premier event in the City of Dania Beach and by extension added revenue city-wide through increased development. The positive exposure gained from the event offers an intangible benefit to Dania Beach that can be difficult to gauge objectively.

Taking into account the many factors that impact the success of the event, losing consistency may negatively impact potential success in future years. After evaluating possible alternatives and modifications for overall event production and sponsorships, the Arts and Seafood Celebration 2018 would realize an improved net operating cost.

Recommendation

This is provided for discussion purposes to consider approving the Arts and Seafood Celebration for May 19-20, 2018.

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Discussion

Continued from:

Requested Action (Identify appropriate Action or Motion)		
RMA Marketing Consulting Services Month-to-Month Agreement (Revisited)		

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

Fiscal Impact/Cost Summary

Exhibits Attached
Memo from CRA Executive Director on RMA Marketing and Consulting Services Month-to-Month Agreement, RMA Proposal: Part-Time Marketing Consulting Services (Month-to-Month), Resolution NO:2017-CRA-007

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: December 11, 2017
Re: **Redevelopment Management Associations (RMA) Month-to-Month Agreement (Revisited)**

Background

On November 14, 2017, the CRA Board approved a month-to-month agreement with Redevelopment Management Associates (RMA) for marketing and consulting services. The agreement was approved on a retroactive basis to account for services provided by RMA during October 2017. The CRA Board discussed the potential discontinuation of the agreement, pending an evaluation period by the CRA Executive Director. The CRA Executive Director has met with staff and RMA Principals Kim Briesemeister and Chris Brown to discuss and evaluate the month-to-month agreement and scope of services.

For Discussion and Possible Action

After evaluating the marketing consulting services provided under the month-to-month agreement, cancellation or modification to the agreement is advised. If the CRA Board decides to hold the Arts & Seafood Celebration during 2018, event marketing and communications services from RMA would benefit the CRA. This will require a modification to the month-to-month agreement to eliminate other services.

Otherwise, marketing consulting services may not be required if a part-time Administrative Specialist I position is approved and filled. In this case, the recommended date for cancellation would be January 31, 2018, with no services rendered after that date.

Attachments

Resolution NO. 2017-CRA-007

RMA Proposal: Part-Time Marketing Consulting Services (Month-to-Month)



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

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.

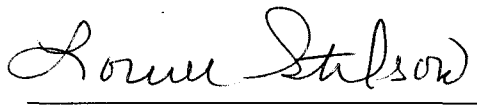
Section 4. That funding for consulting services is planned and appropriated in the FY 2017-2018 Community Redevelopment Agency Fund Professional Services Account Number 106-52-01-552-31-10.

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:

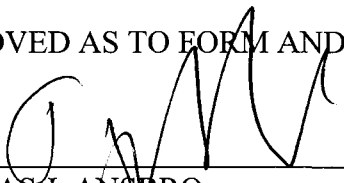


LOUISE STILSON, CMC
CRA SECRETARY



TAMARA JAMES
CRA CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:



THOMAS J. ANSBRO
CRA ATTORNEY





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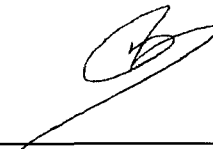
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