

TAB

A

Draft Minutes
PALMETTO COMMUNITY REDEVELOPMENT AGENCY
ADVISORY BOARD
AUGUST 10, 2010 - 5:30 PM

CRA Advisory Board Members Present:

Sia Mollanazar, Vice Chair
 Betty Ann Price
 Nick Costides

CRA Advisory Board Members Absent:

Charles Smith, Chair
 Mickey Presha

Staff and Others Present:

Jeff Burton, CRA Interim Director
 Scott Rudacille, CRA Advisory Board Attorney
 Deanna Roberts, Administrative Assistant

Mr. Mollanazar called the meeting to order at 5:30 p.m. followed by a Moment of Silence and the Pledge of Allegiance.



1. CRA ADVISORY BOARD AGENDA APPROVAL

MOTION: Ms. Price moved, Mr. Costides seconded, and motion carried 3-0 to approve the August 10, 2010 5:30 p.m. agenda.



2. APPROVAL OF MINUTES – July 13, 2010

MOTION: Mr. Costides moved, Ms. Price seconded, and motion carried 3-0 to approve the July 13, 2010 minutes from the CRA Advisory Board meeting.



3. FARM CITY WEEK, COUNTY FAIR BILLBOARD & MURAL BAGS (Gretchen Leclizio)

MOTION: Mr. Costides moved, Ms. Price seconded, and motion carried 3-0 to approve the art project for Farm City Week, the county fair mural, billboard & promotional bags in an amount not to exceed \$9,800.

Mr. Burton informed the Board that the CRA has the opportunity to do a joint venture with Farm City Week and the Fair. They are looking for an image to market all three at one time. By pooling funds, they can save money. By the time of Farm City Week he would like to have the image and be able to unveil a mural. The same theme can be used by the Fair in January. He asked for approval to expend funds this year so the mural is ready for the Fair in January. The billboard can be used at the City booth at the Fair, and the mural can be mounted following the Fair. He would like to be ready to go by September 1 in order to have prolonged use of the image for marketing purposes. The money would come from advertising funds


Gretchen Leclizio with the Palmetto Art Center presented a rough draft of a proposed mural. The photos to be used are historical Manatee County Fair images downloaded from the USF web site. The theme of the Fair this year is "Capture the Magic." She proposed adding a kiss of color on the black and white images to bring the magic into the mural. The image and the theme will be imprinted on the bags. The cost would be just under \$10,000 to do the mural. The quote for the mural includes moving the existing mural to the Wine Warehouse and putting the new mural on the site at Popi's.

Mr. Burton explained the mural would be fully funded through the CRA, as it will belong to the CRA. Farm City Week will be contributing 1,000 bags. The Fair role is still to be determined. There is \$2,100 left in this year's budget for murals which would help offset the \$10,000.

Mr. Costides suggested starting earlier next year and perhaps looking at corporate sponsors for funding.

 4. ADVERTISING THROUGH RADIO, WLSS 930AM (Jay Ellis)

Jay Ellis, Account Executive for WLSS- Salem Communications, delivered a short presentation on radio advertising for the CRA. He played a sample radio spot with the theme, Cross Over The Bridge. The spots would help to entice businesses and individuals to cross over the bridge into the City of Palmetto. The PowerPoint presentation will be included as a part of the permanent record of this meeting.

 5. RESIDENTIAL REDEVELOPMENT PROGRAM (Beverly Minnix)

Action Request: Motion to recommend approval for Residential Redevelopment Program administered under Habitat for Humanity partnered with VISTA/ AmeriCorps.

Following a lengthy review and discussion of the program, it was the consensus of the Board not to recommend approval at this time. They all favored the concept but are looking for more detail. They expressed concerns and reservations about the program as presented.

Ron Turner, Executive Director, Diana Shumaker, Family and Volunteer Programs Manager of Habitat for Humanity, and Al Gideon, an AmeriCorps member, addressed the Board with Mr. Burton to answer questions.

Mr. Burton explained that the CRA would work with several entities including Code Enforcement which will identify viable properties for the program. Code Enforcement will determine the scope of the work using the International Property Maintenance Code. Applicants must live in the CRA and be current on property taxes. They must qualify under the Habitat for Humanity Brush with Kindness Program. The process is Habitat's process. They will verify income, and CRA will do the title search. The maximum funding for each house is \$20,000.00. Once the application is preliminarily approved, Habitat, Code Enforcement and Vista will do a site inspection to make sure it is a viable property. Habitat will provide an estimate for the cost of the work. All money goes to Habitat; not to the homeowner. The CRA acts as the funding agent, Habitat acts as the contractor and Vista and AmeriCorps act as subcontractors.

Instead of taking the properties to the Code Enforcement Board, the proposal would place a lien on the property for the amount invested for up to five years. If the property is maintained, the lien would be removed after five years.

Mr. Burton said he has money in the budget for three houses this year and ten next year.

Mr. Costides asked if Habitat adds any money to the \$20,000. Mr. Turner replied that \$20,000 is the amount they work with; Habitat provides volunteer and staffing resources. The Brush with Kindness home repair program is tried and tested through Habitat International. He asked about income verification, and Ms. Shumaker said this is done as part of the application process, and they make sure there is enough income to maintain the property. He asked Mr. Burton if the owner would have to give permission to have the lien put on the home, because the money is not going to the homeowner but to Habitat. Mr. Burton said the homeowner would have to sign a contractual agreement.

Mr. Mollanazar asked if a family would be denied if they had bad credit. Ms. Shumaker replied that credit and financial counseling is part of the process to help applicants become successful homeowners. He asked about administrative costs. Mr. Burton said there will be an application fee. Mr. Turner said Habitat manages the construction process, and their Family Services prequalifies families and offers homeowner courses. These administrative services offered by Habitat will have a nominal fee to help

cover their costs. Mr. Mollanazar expressed concern that \$20,000 might not be enough once certain costs are deducted from that amount.

Mr. Mollanazar also expressed concern about the lien. He said he would rather see a caveat that the homeowner could not profit from the CRA investment for five years. He would like to see the requirements of the Brush with Kindness program. He thinks this is a great idea, but again is concerned about the amount.

Mr. Costides said he would like to see a brochure detailing the program for potential applicants. It could be used for advertising the program by leaving it in the public library, for example.

Ms. Price commented that her greatest concern was the amount of work that actually would get done after administrative costs were charged. Mr. Turner said the preliminary fee is \$175.00 for the site visit and assessment. Taking it to the final level for approval and getting the title search would be an additional \$325.00 and then a 15% fee to manage the project.

Mr. Mollanazar said he is not comfortable approving the program as presented. He would like to see the guidelines and the Brush with Kindness program. He would like to have cost overruns addressed, and he is not in favor of the lien as presented.

Ms. Price said she would like to have the fee structure in writing before making any decisions.

Mr. Costides recommended having the applicant at least pay the \$175.00 once they have sufficient information so that they have a stake in the program. CRA can pick up the rest after approval. Mr. Mollanazar said perhaps that could be refunded after approval.

Mr. Burton said the Board has the ability to have the fees on top of the \$20,000. He has the money in the budget. Mr. Mollanazar said he would like to have the \$20,000 as actual construction funds, exclusive of all fees. Ms. Price asked to have all costs/fees outlined clearly. The Board was looking for much more detail in writing. Mr. Costides asked to have cost overruns addressed in the guidelines.

The Board recessed for a five-minute break.



5. STOREFRONT GRANT # SF10-05 600 PALMETTO LC EXTENSION (Beverly Minnix)

MOTION: Ms. Price moved, Mr. Costides seconded, and motion carried 3-0 to recommend approval of a 45-day extension on Storefront Grant SF10-05 600 Palmetto, LC due to extenuating circumstances. No budget impact.



6. REPAIR OF CRA BILLBOARD (Jeff Burton)

Action Request: Motion to recommend approval for repair of CRA Billboard. Expense not to exceed \$5,100.00. Amount to be expensed against account 1905594634.

Mr. Burton said he had received two quotes. Mr. Costides recommended postponing action to the next meeting. It's possible the repair could be more than \$5,100, and the whole sign might have to be replaced. He feels the Board needs a more definitive quote of the scope of work. There was a consensus to postpone to the next meeting.




7. ESTUARY BUDGET SHORTFALL (Alan Tusing)

MOTION: Mr. Costides moved, Ms. Price seconded, and motion carried 3-0 to recommend approval to transfer \$47,635.39 from CRA 1905598214 to Grant Account # 00170163049005 to pay for the Estuary shortfall.

Mr. Tusing explained that the City was awarded a grant to upgrade Estuary Park. In order to meet the deadline for the grant, he had to outsource some of the work. He is asking for the cost overrun to be reimbursed by CRA.

The Board agreed to move Item 12 up on the agenda per Mr. Tusing's request.

 12. CRA PROJECTS MANAGED BY PUBLIC WORKS WARD 1, PHASE II (Alan Tusing)

Mr. Tusing appeared before the Board to give an update on CRA projects. Ward I Phase II was estimated at \$2.8 million by the engineer. He thinks CRA budgeted \$3 million for the project. The low bid, to be awarded on September 13, was \$2,227,764.50. The City applied for a \$750,000 CDBG grant for a portion of the project. He expects a formal letter of award by October. The cost to CRA now will be \$1.6 million; substantially less, and money that can be spent on other projects in the CRA.

Riverside Drive is under construction. The week of August 23 they will be working on the median to restrict a left turn onto 8th Avenue. He expects the project to be complete by mid-September.

Received comments today from FDOT on the 100% plans for the roundabout at Haben Boulevard. The engineer will resubmit the plans. The engineer is working on the project estimates and the bid documents, and it should out to bid no later than January.

 8. CHAPTER 1 & 2, CRA PLAN DRAFT (Jeff Burton)- Informational only

Chapter 1 and 2 are included in the packet for the Board to review. Mr. Costides asked for Map 1 referred to on page 7, which is a timeline of the acquisition of properties into the CRA.

 9. 2010-2011 CRA BUDGET (Jeff Burton)

The budget is in a spreadsheet that he will email to the Board. The only major change will be a job incentive program that will give the City of Palmetto \$5,000 for each job created. The criteria and selection process is already in place. He will set aside money in the CRA budget for economic incentives for job and business creation.


Mr. Burton informed the Advisory Board that they must review the CRA budget and make recommendations before it goes to the CRA Board. Mr. Costides asked that a discussion of the outstanding debt that the CRA has on loans, and the interest being paid on those loans, be put on the next agenda. Mr. Burton said that will be addressed as part of the budget process.

 10. SCREENVISION ADVERTISING (Jeff Burton)

Action Request: Motion to recommend approval for CRA advertising not to exceed \$9,000.00 from 1905594891

The item died for lack of a motion.

Discussion: A video was made to promote the City of Palmetto and the CRA. Mr. Burton is exploring different ways to use the video. It could be shown at movie theaters, and the cost quoted was \$9,000 for a weekly run for a few months. Mr. Costides said it did not offer incentives to lure individuals and businesses to the City. Mr. Mollanazar concurred and suggested running it on MGA which is probably free.

 11. CRA ACTION STATUS SPREADSHEET (Jeff Burton)

Informational only

Mr. Burton presented the CRA action status spreadsheet for review as requested

 13 PROMOTING BUSINESS WITHIN CRA DISTRICT

Informational only

A Palmetto business requested this agenda item regarding financing advertising of functions in the CRA. Mr. Burton said it is not the CRA policy to promote individual businesses in the City. The CRA Board can decide if they want to change the policy, but it is the attorney's opinion not to advertise for one and not all.

Mr. Costides commented that if the CRA was enhanced because of a community function he would be in favor of it. There may be some functions that are worthwhile, and each should be reviewed on its own merit.

Mr. Burton said he has money in the budget for permanent signage at the gateways to the City. If the Advisory Board wishes him to pursue that, he will.

 14. CRA ATTORNEY'S COMMENTS

Mr. Rudacille – No comment

 15. CRA INTERIM ADMINISTRATOR'S COMMENTS

Book one of two books of the compliance audit is on the way to the attorney's office. Mr. Dodd did an unbelievable job of investigating and pulling the documents together. Once the attorney reviews it, it will be coming to the Advisory Board.

 16 CRA ADVISORY BOARD COMMENTS

Mr. Costides- no comment

Ms. Price – Asked if a plan was ever done for the advertising budget: Mr. Burton said the Advisory Board had asked for money to work on a plan and to improve the image of the CRA. It went to the CRA Board and no action was taken to move forward to spend the money. Mr. Burton said there was \$27,000 in the budget at the beginning of the year for advertising, but it was used for billboards and to advertise the budget. Ms. Price asked for a running tally of monies paid to the Palmetto Art Center for this year.

Mr. Burton said the murals are not advertising, but the billboards are.

Mr. Mollanazar asked if the Board can sole source to the PAC, or should it be bid out? Mr. Rudacille commented there is nothing to prohibit it as long as they are all different projects. It is not prohibited by the City's purchasing code.

 17 CITIZENS COMMENTS

Commissioner Brian Williams was in the audience. He asked when the next CRA Advisory Board meeting would be. Mr. Burton said September 14. Mr. Williams replied that will not get their budget to the CRA Board in time to discuss it. Mr. Burton will speak to the attorney and review the ordinance for the action that must be taken by Advisory Board members.

Commissioner Williams remarked it was an interesting meeting, and he was glad he stayed. He thanked the members for their service.

18.ADJOURNMENT

Mr. Mollanazar adjourned the meeting at 8:16 p.m.

Minutes approved:

Jeff Burton, CRA Interim Director