M I N U T E S
COMMUNITY REDEVELOPMENT AGENCY MEETING
CITY OF HOLLY HILL, FLORIDA

SEPTEMBER 11, 2006

1. CALL TO ORDER

Mayor Roland Via called the meeting to order in the Commission Chambers, 1065 Ridgewood Avenue at approximately 6:05 p.m. Attending with Mayor Via were Commissioners John Penny, Gilles Blais, Mark Reed, and Traci A. Anderson. Also attending were the following staff members: City Manager Joe Forte, Public Works Director/City Engineer Chris Hurst, Community Development Director/City Planner Doug Gutierrez, Finance Director Brenda Gubernator, Community Redevelopment Coordinator Marsha Radulovich, and City Clerk Valerie Manning.

2. AUDIENCE PARTICPATION
Regarding items not on the agenda.

None.

3. COMMUNITY REDEVELOPMENT LOGO

Mr. Forte mentioned that Ms. Radulovich has developed a Community Redevelopment logo which she would like to use for anything pertaining to the CRA district. An example of the logo is in their packets. Developing a logo is something that the Advisory Board has talked about in the past. Mr. Forte asked for some direction from the Mayor and Commissioners if they wanted staff to move forward in designing a CRA logo for the items that staff produces and puts out on advertisements to identify the CRA district.

Commissioner Reed moved for ***APPROVAL*** *for a temporary use of the CRA logo as presented by staff, seconded by Commissioner Anderson.*

Mayor Via asked for at least three different examples of a CRA logo and have staff bring it back to them for approval.

The motion **CARRIED** 5-0 on roll call: Reed – Yes, Anderson – Yes, Penny – Yes, Blais – Yes, Mayor Via – Yes.

4. MASTER PLAN CONSULTANT

Mr. Forte informed the Mayor and Commissioners that staff has had discussions with the Advisory Board and they are talking now in terms of bringing on a consultant to develop a Master Plan that is now going to dictate the capital improvements that will be done in the redevelopment area and then come up with a funding plan. This is not something that anybody on staff can do and it's generally what happens in redevelopment areas. Mr. Forte mentioned that this is something that he wasn't big on in the past because when they do something like this and they bring on a consultant and they open it up to the public, the Board may have one idea of where we are going to go and the public has another idea and if they are not one in the same, somebody gets offended. He believes that they are at that point that they should bring in a consultant that does do these types of plans that will meet with the CRA Board, Agency, members of the public, different stakeholders that are out there and then come back and develop a multiphase plan that we would budget over a period of time to accomplish the goals within the redevelopment area so that we can then say that we've done the job that it was set out to do so that they can sunset the CRA after they have accomplished what they are set out to do.

Mayor Via asked if staff had an approximate cost for the consultant.

Mr. Forte didn't have one at this time but could share with the Mayor and Commissioners what other cities have paid. There was some discussion on the items listed below as examples of what the consultant would work on:

- ✓ Removal of overhead utilities
- ✓ Property acquisition
- ✓ Linear park
- ✓ Landscaping
- ✓ Gateways
- ✓ Amenities

Mr. Forte mentioned other possible examples such as entranceways, bus enclosures, bus benches, sidewalk pavers, decorative light fixtures, and banners which all should be incorporated.

Mayor Via mentioned the possibility of having a budget for the consultant.

Mr. Forte informed them that if they do that, the consultant tends to hit that mark so he wants to try to do a comparison of what other cities have done.

Mayor Via asked if they would put out a Request for Proposal (RFP) for a consultant.

Mr. Forte mentioned they would put out a Request for Qualifications (RFQ) and not a proposal. They will hire a consultant that's qualified and then they negotiate a price from there as opposed to a bid which comes in with dollars. Mr. Forte mentioned in this type of situation, what he thinks staff is striving to do is get a feel of what the community is looking for out there and the direction from the Agency. In this scenario, they will not find "staff" leading the direction of this consultant.

Commissioner Reed mentioned that he would want to avoid the mistake that Daytona Beach recently went through with their visioning process.

Mr. Forte briefed them on what he envisions and that is a consultant coming in, lay out a timetable of tasks that would be accomplished, meet with the Agency, CRA Board, set up public meetings with stakeholders, inviting different sections of the City to the meetings to get a feeling and an understanding of what *they* want to see *before* anything is even put down on paper and then the consultant would come back to the CRA Board and the Agency again and say this is what we learned from the community and then get the direction on where to move forward from there.

Arthur Kowitz, Chairman of the CRA Board, Kowitz Realty, 1501 – 217 Ridgewood Avenue, spoke briefly about the Master Plan consultant. Mr. Kowitz mentioned that this is something that the Board has discussed at their meetings and much like Mr. Forte, Mayor Via and Commissioner Reed had said earlier, the Board is not interested in paying someone to do what the Board can do. This has been going on for about ten years now, since 1996, and they are ready to do something and this is an excellent way to do so. Mr. Kowitz stated that a disinterested, impartial party would be better gathering the opinions from church groups, business groups, neighborhoods, etc., than we or you might be able to because there's no implied agenda there. He thinks they would get more objectivity from an outside party and the money is there for this.

Steve Tyler, CRA Board member, Tyler Properties, Inc., 721 Ridgewood Avenue, spoke briefly. Mr. Tyler mentioned that he would like to see the Master Plan come up with some ideas for types of businesses we want. He doesn't think it should be cast in stone by any means. He thinks they need to be very flexible with it. He likes the idea of putting infrastructure and the amenities in there but they need to have something to where we can say, we would love to see an *Outback Steak House* or a large chain restaurant, hotel, motel or something.

Mr. Forte discussed establishing a committee like they did for the auditor, made up with a member from the City Commission, a member of the CRA Board, City Attorney, and probably one or two staff members, including myself and Ms. Radulovich and Mrs. Gubernator.

Commissioner Penny made a motion to direct staff to begin the process to hire a Master Plan Consultant, seconded by Commissioner Blais.

Commissioner Reed stated that he would be happy to be on the committee representing the Commission.

The motion **CARRIED** 5-0 on roll call: Penny – Yes, Blais – Yes, Anderson – Yes, Reed – Yes, Mayor Via – Yes.

5. BOND ISSUE ALLOCATIONS

Mr. Forte included this on here because a couple of people have asked about it and he included a streetscape as well. In their packets they will find a list of the Capital Improvement Program, estimated costs of CRA projects financed by TIF revenues and implementation process with a five year timeline, and a copy of what's been encumbered and what the expenditures have been. Mr. Forte briefly discussed these sheets with the Mayor and Commissioners. Mr. Forte informed them that this is a loan that runs the life of the CRA. If they are capable of putting together a Master Plan and it has phases and they fund those phases over a certain period of time where they use this money and they use new revenues that are coming into the CRA as a result of the development of Marina Grande, he thinks they could accomplish a lot of that capital in a relatively short period of time – six to ten years, start to finish.

Mayor Via mentioned the residential program grants and asked Ms. Radulovich to speak briefly about that.

Marsha Radulovich, Community Redevelopment Coordinator, spoke briefly about the notification of the residential program grants and stated that letters were sent out to everyone in the CRA to let them know they are eligible for this program and if awarded with a grant, they are noticed in the *Daytona Beach News-Journal*. There is also mention of this program in the Holly Hill *Heartbeat*.

Mr. Forte spoke briefly about a linear park and informed the CRA Board members who were present, that they will discuss this at their September 20th CRA meeting. Mr. Forte described to them what it entails which is a concept of a park that runs not in acreage but in a linear distance, starting from the North end of the City and then coming South as far as they can along as what they identify as the Northeast canal. Mr. Forte stated that Palm Coast is doing a linear park and at this time he showed the Mayor and Commissioners what it looks like. There was consensus to leave the linear park to the consultant.

6. SERVICE AGREEMENT

Mr. Forte mentioned that this service agreement is an agreement between the City Commission and the Community Redevelopment Agency Board. This puts an agreement between the two agencies to do things like what they're doing as far as Ms. Radulovich is concerned, the Police Department, with the five officers they hired. It's a way to bring dollars from the redevelopment area back into the General Fund to help offset expenses. It could fund the City Manager's salary out of there, Finance Director's salary, part of the Human Resource Director's salary and other related expenses, the dollars that they spend on the City Attorney that are directly related to work in the redevelopment area, right now that's being paid out of the General Fund, that could come out of the redevelopment fund. Mr. Forte briefly discussed the agreement with the Mayor and Commissioners.

Mayor Via asked when will Mr. Forte be taking action on this.

Mr. Forte stated as soon as the Mayor and Commissioners let him. He is going to bring it to the CRA Board and get a recommendation from them and then bring it back to the City Commission in a form of a Resolution to move forward on it. Mr. Forte informed them that they would have to approve it as the Agency and then as the City Commission.

7. ADJOURNMENT

The meeting officially adjourned at approximately 6:50 p.m.

Attest:	City of Holly Hill, Florida
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Valerie Manning City Clerk	Roland Via Mayor