



**CCRA Board Meeting Minutes
December 7, 2006**

Call to Order

Mr. Thompson calls the meeting to order at 5:11 PM and leads the pledge of allegiance. Mr. Thompson announces that there is not a quorum yet, but that there is a board member en route, and that several items can be addressed without a quorum.

Roll Call

The following persons were present:

Stephen Thompson, Chairman
Irene Ingram, Vice Chair
Ed Leonard, Treasurer
Lynette Edwards
Steven Lezman
William Lisch, City Attorney

CCRA and City Staff:

Sherod Halliburton, Executive Director
Rebekah Brightbill, Cmty. Dev. Spec.

Old Business

Norma Lloyd Park

A letter was sent to Paul McCain, Chairman of the Board of 13th Avenue Community Center, on behalf of the CCRA board, requesting the information that the board would like to see before making their final decision on the particulars of the allocation of funds. Mr. Carnegie, executive director of the United Community Centers, is amenable to these requests, and the 13th Avenue Community Center will have these items for the January meeting.

Since the latest board meeting, Just for Girls, and their Executive Director Becky Canesse, have been incorporated into the plans for Norma Lloyd Park. Just for Girls is approaching the state for funding, and if they are approved for that, it would open the door to many more funding opportunities for the park. Progress is being made on the Lee Property, and it was probable that a proposal would be in place to present today, but it did not happen.

Approval of Minutes from October 26, 2006

A quorum has been reached, so Mr. Thompson entertains a motion to approve the minutes from the October 26, 2006 board meeting. Mr. Leonard motions to approve the minutes and Ms. Edwards seconds the motion. Mr. Lezman requests a spelling change in the word "enquires" to "inquires" on Page 6 in the Board Comments. The motion to approve the minutes passes unanimously, with no other changes.

New Business

Neighborhood Association

Dr. Willie Holley of Holley Marketing and Management Services is present to present the proposal that Mr. Halliburton has requested he provide regarding his involvement in the creation of a neighborhood association. The area in which the CCRA needs to improve the most is strengthening its ties to the community, and providing the community with a more organized mechanism to deal with the issues that it is facing. Dr. Holley has a long-standing reputation in Manatee and Sarasota Counties, and he has been the president of the Sarasota NAACP for many years. His expertise is community building. Dr. Holley focuses on capacity building to build strong communities. Communities have talents and passions, but they don't always have the skills. External entities can't build strong communities, the communities have to do it. There is a board consensus that the CCRA has had difficulty in bringing the community on board in the activities and projects of the CCRA. Dr. Holley states that common problem in struggling communities is empowering stakeholders so that they feel that they have a sense of ownership. This will be paid for out of the CDC budget (to which \$25,000 has been allocated to help grassroots organizations). One advantage to formalizing a neighborhood association is that there are different dollars (such as county beautification dollars) that can only be accessed by formal neighborhood groups. Additionally, there also needs to be a formal mechanism to help people take control of their destiny. Dr. Holley could also be utilized to garner greater community engagement for the CCRA community meetings, should the board see fit. Ms. Ingram notes that Dr. Holley has a great deal of respect within the community, and contracting with him would be profitable for the CCRA. Ms. Ingram motions to accept the proposal to work with the CCRA on the creation of the neighborhood association, Mr. Leonard seconds the motion, and the motion passes unanimously.

Bradenton Front Porch Move

Bradenton Front Porch is moving out of the CCRA office building to a location in the 500 block of Martin Luther King Avenue East that consists of two offices and a front room, effective January 1, 2007. They will have a need to outfit the office with furniture and equipment, and Mr. Halliburton is requesting that the board provide them with \$1,500 in support, from the CDC support portion of the budget. Ms. Edwards requests that consideration be given to a greater amount. Ms. Ingram requests that a right of CCRA first refusal on the equipment and furniture be built into the donation, should Front Porch cease to exist. Mr. Thompson calls for a motion. Ms. Edwards moves that \$2,500 be donated to Bradenton Front Porch for the outfitting of their new office, and that the CCRA be given the right of first refusal on any items purchased with these funds, should Front Porch cease to exist. Mr. Lezman seconds the motion. The motion carries unanimously.

Employee Longevity Program

Mr. Thompson has asked Mr. Halliburton to come up with an incentive program to reward, or provide incentive for the (now) two (later more) employees of the CCRA. Particularly with a small office, attrition can be a problem, but a bonus system can be based on performance during the year—it wouldn't be automatic, but could be used to spur on good work. Mr. Lezman suggests a tiered system based on length of tenure. Ms. Ingram would like to change the word "bonus" to "incentive." Ms. Edwards would like to include a time factor in the system that recognizes the time spent with the agency. The year levels are 0-3, 4-7, 8 and above. The first tier would be the base, and then each year would be that base, plus a percentage. (For this year, the amount would be \$2,000). It could vary each year, and it could vary depending on the budget, or the performance of

the staff. The incentive would be paid out in the final month of the calendar year. Mr. Lezman approves the motion with the verbiage additions discussed. Ms. Ingram seconds. The motion carries unanimously.

Economic Development Committee Report

CCRA Financial Programs – Veatrice Farrell

Mr. Halliburton commends Ms. Farrell on the excellent job she has been doing building networks with a wide variety of financial lenders and intermediaries. This has raised the profile of the CCRA throughout the community. Ms. Farrell is present at today's board meeting to seek approval for a move forward on the Manatee County Business Revolving Loan Program. The CCRA is projecting that the funds to cover the administration of the program will come from CDBG funds, and the program administration will be by the CCRA's CEDC staff. The target market is the Central CRA, the DDA, and the Palmetto CRA. The DDA has already committed \$10,000 of their budget towards this program. This is a financial development tool to target the different redevelopment zones. It is not a direct loan program, but rather a loan guarantee program, that will guarantee between 50-90% of loans made by local banks in targeted areas. The percent of the guarantee would depend on the strength of the loan, and the CCRA's willingness to offer the guarantee would depend on the individual—it wouldn't be offered to any individual that walks through the door. The money would only be accessed if the loan defaulted. The loan program will only work with as much money as the CCRA has on hand—guarantees would never be made over the amount of money on hand. With funding from the City and the County, we can market the programs to people outside of the district. When different banks see what the CCRA has already done, it adds credibility to the program, and it will also add credibility when they see that the board has approved the program. The CCRA is looking to partner businesses with financial institutions, rather than intermediaries—we are helping them negotiate the relationship with a bank, so that they can have the capacity to do so themselves, by themselves, in the future. The loans will be evaluated by the loan committee, which would have representation from all the parties in the loan fund. The banks themselves will handle the servicing of the loans, and the committee will report to the board on a quarterly basis. The top range of the loans is generally \$15,000, but if one of the investor banks asked for a \$20,000 loan, that request would be taken to the board. At this time, the request is not for an amount, but for an approval of the concept. Mr. Thompson calls for a motion. Mr. Lezman moves that the CCRA move forward with the CCRA revolving loan program. Ms. Edwards seconds. The motion carries unanimously. Additionally, Ms. Farrell has been approaching some of our sister CRA's about marketing our loan programs—if we establish formal partnerships, and they refer people to us, they can compensate us for counseling hours we committed to people from their CRA's. The financial matrix will have the name of each entity on it, but they number will call will be the CCRA's phone number.

Tax Training

Mr. Thompson enquires about the tax preparation.—will the CCRA be doing low-income tax preparation at the center this year? Mr. Halliburton informs him that the CCRA is trying to locate volunteers, but that it is a bit of a challenge to get individuals that are able to commit 40 hours towards the training (for people who have done the training before, the training hours are about 24).

Acknowledgement of Mike Kennedy, Executive Director of the DDA

Mr. Halliburton thanks Mr. Mike Kennedy, Executive Director of the Downtown Development Authority, for his contributions to the CCRA. The DDA gave money to the MLK project to cover

the cost of the streetlights on the north side of the road, which made the project lighting possible. Mr. Kennedy thanks the board for the opportunity to be present at the meeting, and states that he looks forward to further partnership with the CCRA and the other bordering CRA's. Mr. Kennedy provides a brief overview of some of the plans of the DDA, including an effort to bring affordable housing to one of the tracts of empty land in their district. Mr. Kennedy thanks Ms. Calpin for her role as a steering committee member in the master planning process. Mr. Halliburton thanks Mr. Kennedy for his compassion, which impacts his development mindset. Ms. Ingram thanks him for his role in the MLK Streetscape Improvement Project, and the impact it had on the main thoroughfare. Mr. Thompson tells Mr. Kennedy that the support he gives is a two-way street.

MLK Street Improvements

There is a need to improve medians on Martin Luther Avenue West. The irrigation system installed previously has fallen into disrepair, so Keep Manatee Beautiful has taken in bids for the improvement (including new vegetation). There are 5 medians, and A, B and C are within the CCRA boundaries. Mr. Halliburton will be requesting that the DDA support medians D and E on the north side. Keep Manatee Beautiful will manage the project; the CCRA will simply need to support it financially. The CCRA's financial responsibility on the project will be roughly \$15,000. This will be in addition to the other improvements that were approved at the last meeting, which was on the south border of east side. Mr. Leonard makes the motion to approve, Ms. Ingram seconds, and the motion carries unanimously.

The final numbers for the south side of the MLK East have come in, and the cost will be \$15,736 for the irrigation and \$9,892 for the landscaping. The south side will be completed in five weeks. The grey cement light poles will be removed after the new lighting is completed. Mr. Halliburton would like to commend Mr. Carl Taylor for his excellent work in cutting costs on the project—he reduced the cost by \$200,000 in one 30 minute meeting, and Mr. Halliburton would like to publicly commend him for his work.

MLK Redevelopment Opportunities

Mr. Halliburton, Mr. Rosario, and Mr. Tim Polk (Director of Planning and Community Development for the City of Bradenton) visited the Palm Harbor Homes plant, and they were collectively impressed by the quality of the product. Mr. Halliburton is drafting a letter to the city clerk to request that the property at the corner of 3rd Street East and Martin Luther King Avenue East be turned over to the CCRA, to be used to for a mixed use development. This would consist of 7,000 square feet of office space (which will cost roughly \$50/per square foot to build), which would be owned and leased by the CCRA for the first 12 months. (Seven two-story town homes would be built on top of the office space.) After the offices reach 100 percent occupancy, Mr. Halliburton anticipates selling it to a private developer. It would be market rate office space for everyone, but it would be based on certain conditions (such as living in the district, participating in the CEDC, owning a business currently operating in the district, rebates based on certain criteria). Once the property changes hands, the CCRA would make up the difference, but any concessions would be time sensitive—the reduced rates wouldn't last forever. The time it takes to build is 2-3 months, so the CCRA would not be left with a long length of time where they have a great long-term financial outlay. Tonight, Mr. Halliburton is looking for authorization to obtain a survey of the property to ascertain whether or not this project is feasible on the property. Ms. Ingram makes the motion to authorize Mr. Halliburton to obtain feasibility studies on this parcel of land, up to the

amount of \$5,000, Mr. Leonard seconds, and the motion carries unanimously. Mr. Lezman requests a business plan for the project, and Mr. Halliburton agrees to bring it to the next board meeting.

Lee Property Purchase

It was hoped that there would be a contract to be voted for at this meeting, but an agreement was not reached yet.

15th Street East/MLK Property Purchase

The CCRA has been offered a 1.29 acre parcel of vacant land to purchase. The CCRA has a contract with the owners in the amount of \$550,000, but the appraisal came back in the amount of \$510,000. This location is very important, and will become very important to the district, but if the CCRA were to purchase it now, it would be with the understanding that it would be for use several years down the road. Ms. Ingram asks if the CCRA has the money to purchase the property, and Mr. Leonard says that the CCRA does not currently have the money to purchase it, in light of all of the other commitments the agency has. Ms. Ingram questions whether or not the property would be affordable, or available for purchase, should the CCRA choose to wait two years. Mr. Halliburton states that he would not support the purchase, unless the CCRA was simultaneously was issuing an RFP to sell the property originally intended for the library, since the library is most likely not going to be put there anyway. Ms. Edwards says that she would support selling the library property and buying the 15th Street East property, because of the importance of this location, and because of the shortage of available land within the district. Mr. Lezman inquires as to the value of the property, and Mr. Halliburton states that the property values are most likely equal. The board is interested in purchasing the property, however, the CCRA budget as it stands now will not allow for it.

Therefore, the board will be returning the issue to committee to consider how this can work. A joint committee meeting will take place on December 18, 2006 at 5:00 PM at the CCRA office. A special board meeting will be held on January 4, 2007 in the City Council Chambers at 101 Old Main Street.

CCRA Virtual Office

The CCRA Virtual Office will be available for businesses effective February 1, 2007.

Multi-Purpose Professional Training Center

The school board, MTI, Tropicana, City of Bradenton, and the CCRA are all interested partners in the project now. A summary of the current status of the project is included in the board packet, but Mr. Halliburton will be bringing more particulars on the project at the January board meeting.

Business Incentive Program

There is an opportunity to bring a high-impact employer into the district, and Mr. Halliburton would like approval from the board to put the details in place for a business incentive program that the board can approve at the next meeting. The incentives would be capped at 25% of the property and equipment taxes that would be derived from the business moving into the district. This would be a rebate of sorts, which would be available for a fixed time period, and the amount would be at the discretion of the board, and would build in thresholds and would look at factors such as the net incomes of individuals working there, and whether or not they have hired individuals from the district. In order to max out the incentive, they would have to meet all of the preordained conditions. Mr. Thompson asks for a motion for Mr. Halliburton to move forward with the development of the incentive program. Mr. Lezman motions, Ms. Edwards seconds, and the motion carries unanimously. Mr. Lezman states that there are some programs that match city training

dollars to state dollars in a 20% to 80% match, and asks if this could be incorporated into the program. Mr. Halliburton tells the board that he, Mr. Kennedy from the DDA, and Nancy Engle from the Manatee Chamber will be meeting with the individual that previously coordinated business incentive programs for the City of Bradenton, to discuss possible options, and he will bring this suggestion into the discussion.

Finance Report

September

The September report is more complicated than usual, because it is closeout of the fiscal year. There were some accounts receivables that were paid out in October that were adjusted to show on the September report. The most significant piece of the September financials is that the carryover is greater than anticipated, at \$1.279 million, which means that the CCRA 2006/2007 fiscal year opens with a balance of \$1.279 million.

October

In revenues relative to expenses, there were no inordinate actions. No major purchases or actions took place during the month of October.

Directors Report

During the month of December, Mr. Halliburton will be meeting with Ms. Brightbill to discuss increasing her salary from \$26,000 to \$30,000, due to the expansion of her job duties. Ms. Ingram makes the motion to increase her salary to \$30,000, and Mr. Lezman seconds. Mr. Thompson asks for a formal job description to be prepared. The motion passes unanimously.

Citizen Comments

Mr. Rodney Jones thanks the board for their financial support in the move to the new building, and the CCRA for their support throughout the years. Bradenton Front Porch has appreciated the relationship that sharing a building has provided, but he and their board are also excited about the possibilities that a separate building can offer. He thanks the board for their efforts in improving the façade of the community—it has done much to improve community pride. Mr. Jones also encourages the board to purchase the piece of land at 15th Street East, and again encourages the board to continue to keep up the good work, and tells the CCRA they will be missed.

Board Comments

Ms. Ingram encourages the board to continue to keep their face present in the community at CCRA events, such as groundbreakings and community meetings, because in trying to engage the community, it may send a negative message to community members if they do not see board members present at events.

Mr. Thompson asks if the City Council is updated regularly on the CCRA's projects and programs, and Mr. Halliburton informs the board that the CCRA is putting a end of year report together that will be ready for distribution after the first of the year. The CCRA has also begun updating the blog established by Fox Advertising. The blog has been used to provide updates about CCRA news and events. The blog can be located by searching for the CCRA's name on Google, or by linking to it from the CCRA website.

Next Meeting Dates

Special Meetings

- ***Joint Committee Meeting***—December 18th, 2006
- ***Board Meeting***—January 4th, 2007

Regular Meetings

- ***Joint Committee Meeting***—January 18, 2006
- ***Board Meeting***—Thursday, January 25, 2006

Adjournment

Mr. Thompson calls for a motion to adjourn. Ms. Ingram makes the motion to adjourn, Mr. Lezman seconds the motion, the motion carries unanimously, and the meeting is adjourned at 7:12 PM.

Minutes Submitted By: _____

Minutes Approved By: _____