



## CCRA Board Meeting Minutes June 28, 2007

### Roll Call

CCRA Board:

*Stephen Thompson, Board Chair*

*Irene Ingram, Vice Chair*

*Ed Leonard, Treasurer*

*Romonia Calpin*

CCRA Staff:

*Sherod Halliburton, Executive Director*

*Rebekah Brightbill, Community Dev. Specialist*

### Call to Order

Mr. Thompson calls the meeting to order at 5:00 and leads the Pledge of Allegiance. There is a quorum.

### Approval of Minutes:

Mr. Leonard makes the motion to approve the May 24, 2007 Board Meeting minutes, Ms. Calpin seconds the motion, and the motion passes unanimously.

### MLK Mixed Use Development

Fawley-Bryant Architects was contracted to do the initial renderings for the project, but further work on the project was put on hold until the property tax issue was brought to a more certain resolution. Now that there is more certainty, Fawley-Bryant has begun to move forward again. The CCRA can actually anticipate roughly \$200,000 increase in TIF revenue. The initial size dimensions that the City had given are not completely accurate, so Fawley-Bryant had to rework the renderings. Mike Bryant of Fawley-Bryant comes forward to speak. The initial phase was to prove that it would workable in concept on the site, and it showed that it would. The next phase will bring it to a higher level of detail with the complete survey, to make it ready to send it to RFP. Tonight, the question up for approval is the extension of the services presented in the June 25, 2007 letter. Ms. Ingram asks when the RFQ will be ready to go out, and Mr. Halliburton says that it should be ready within 60 days. Depending on the type of product the CCRA selects to build, it would be 2-3 months for a modular product, or 6-9 months for a traditional site build. Instead of going through a traditional zoning change process, the CCRA will go through a public hearing process. Mr. Thompson asks if the City would waive any application fees for zoning changes, and Mr. Halliburton responds that the City had not indicated that they would do anything different with the CCRA. But, the CCRA will get certain credits for impact fees, and

the CCRA will ask for certain concessions as the City's contribution to the project. Mr. Thompson calls for a motion to approve the additional contract with Fawley-Bryant. Mr. Leonard makes the motion, Ms. Ingram seconds, and the motion passes unanimously.

### **DCF Building / Professional Training Center**

Mr. Bryant from Fawley-Bryant has also been working with the CCRA on plans for the DCF building. The CCRA submitted an application to the City of Bradenton today for \$100,000 in CDBG funds to rehab the building. The CCRA had to do a non-binding letter of intent for that application to show that the CCRA has site control. The letter of intent submitted a bid for \$1,000,000 on the \$3.1 million asking price, providing a starting point for negotiations. In the letter of intent is a 9 month due diligence period, which gives the CCRA 9 months to put the project together. Also included is a clause which would provide a \$10,000 security deposit (which would be refunded at the end of the 9 month period). Mr. Bryant has been putting together renderings of the building, because the building is currently very unattractive to the potential tenants that are interested in the building. Mr. Thompson asks if the Fawley-Bryant renderings can include some ideas about interior renovations as well. Mr. Bryant says they will include that in the plans. Mr. Leonard makes the motion to approve the April 12, 2007 agreement with Fawley-Bryant to produce renderings for the DCF Building, Ms. Ingram seconds, and the motion passes unanimously.

### **Planning Department – EAR**

Tom Cookingham, Assistant Planning Department Director, is present to discuss the Planning Department Evaluation Appraisal Report based amendments (EAR), an addendum to the comprehensive plan of the City of Bradenton. The CCRA is looking to contribute funds to the Planning Department's planning process. The funds would come from the Neighborhood Plan section of the budget (because Wilson Miller will not be contracted to do anything more this year). \$23,000 is left in that section of the budget, and the remainder will be taken from the Connectivity Plan portion. Mr. Thompson states that the CCRA wants to support the City in their planning efforts, but wants to ensure that the CCRA is incorporated in the planning process. Ms. Ingram asks if there is a plan for periodic updates and input from the different partners. Mr. Cookingham states that all the groups will be involved at different points throughout the process, and prior to any decisions being made, the different partners will be briefed. This plan will seek to create continuity in the City's Comprehensive Plan, and will be incorporated into it. Ms. Calpin makes a motion to approve the CCRA share of the funding for the EAR based comprehensive plan amendments in the amount of \$36,420. Ms. Ingram seconds, and the motion carries unanimously.

### **Property Tax Reform**

The legislature has taken a two pronged approach. The immediate rollback in tax rates was to 2006/2007 rates, which results in a 9% cut for Manatee County and a 9% cut for Bradenton. The impact for the CCRA was negligible, because the majority of CCRA revenue comes from commercial properties, and the plan is designed to help residential property owners. This year, the CCRA will actually see an increase in revenue. The second round of cuts comes from the

voters on January 29, 2008. Any round of cuts the legislature passes will probably be deeper. The cuts will be less damaging to the CCRA, but because they will hurt the CCRA's City and County counterparts, will necessitate greater levels of cooperation.

### **Norma Lloyd**

The first phase of Norma Lloyd Park has been reached—13<sup>th</sup> Avenue is preparing to move forward on the build out of the press box. The County Commission has approved a contribution of \$100,000, the CCRA is contributing \$100,000, and 13<sup>th</sup> Avenue is contributing \$100,000. The press box won't be completed by the start of football season, but it will be completed by late November/early December. 13<sup>th</sup> Avenue is responsible for contributing the remaining \$10,000. This is the first and only project Parks and Recreation that the County has unfrozen funds to accommodate. 13<sup>th</sup> Avenue has applied for \$750,000 of CDBG funds, and it is imperative that those funds are approved for the community center project to move forward. The soccer field will be built out over the next two years. Ms. Ingram asks if any of the potential grant applications have been submitted by 13<sup>th</sup> Avenue. Mr. Halliburton states that they have submitted an application to a federally funded program to allow the federal government to buy down the interest rate of non-profit entities trying to borrow money for capital projects, which would indicate they are trying to borrow money. Ms. Ingram requests that 13<sup>th</sup> Avenue be brought in for an update at the end of the summer.

### **Neighborhood Association**

Ms. Rebekah Brightbill, CCRA Community Development Specialist, presents a report on progress of the neighborhood association. The Washington Park neighborhood association has met twice, and formed a steering committee. There was a definite interest in creating a formalized structure—they definitely want to unite to better their neighborhood. The chair and co-chair will be meeting to start planning a community outreach event to pull in broader community participation. There will be one “get to know you event,” and then a second event to draw in community feedback. The board members ask to receive notice of the meetings and events. Ms. Calpin asks the number of people involved. Mr. Halliburton states that the role of the CCRA is to serve as an intermediary and guide for the neighborhood association as they are equipped and strengthened. Ms. Calpin asks how long the homeowners have been in the neighborhood. Ms. Brightbill responds that there seems to be a great variety of homeownership lengths—one of the homeowners in the association has family roots there for 53 years, whereas others in the neighborhood are relatively new.

### **CEDC Non-Profit**

Ms. Veatrice Farrell, the CCRA Business Financial Consultant, is present to present the latest developments with the Central Economic Development Center. CDFI's are entities created to provide credit, financial services, and other related services to communities that lack these types of community development services. CDFI's have the primary mission of serving communities as a financing entity that is a non-governmental agency. CDFI's are private sector organizations that can apply for certain funds, such as New Market Tax Credits. There are a variety of structures, such as loan funds and banks, and they can participate in and promote things like

rebuilding housing and businesses in underserved communities, to aid them in using capital. Before the CDFI could be started, a sister 501 (c) 3 corporation would need to be started. Creating a non-profit entity would allow the CCRA to carry on the work of the CEDC as a non-profit entity. As a non-profit, non-governmental agency, the non-profit arm could attract grants that the CCRA CEDC is not currently eligible for. Today, the request is not that the board approves the creation of a CDFI, but rather that they approve the creation of a not-for-profit entity, and that they begin to think about the creation of a CDFI in the future. Mr. Halliburton states that creating a not-for-profit will allow the CCRA to do some of the things they had hoped to do in the past, without having to obtain a separate partner. The first step to take is incorporating a separate entity. The second step is applying for non-profit status with the IRS with the new corporation. A later step would be applying to be a CDFI. Carl Callahan with the City feels that this is a forward thinking idea, to create a separate corporate entity, and is in support of it. Three board members are needed for the creation of the organization. Mr. Lezman, Mr. Thompson, and Ms. Ingram have indicated that they could serve as these board members, at least in the interim. The board gives their approval to the creation of the incorporation of a separate corporation for the CEDC, as well as to the securing of non-profit status.

## **Grants**

The CCRA just submitted a \$100,000 application to the City CDBG program for the build-out of the training center, and is working with the City on a minimum \$1,000,000 request to the Ford Foundation for funds to be used for the same purpose. A proposal has been submitted from CEC, a group that can assist the CCRA in securing an \$80,000-\$100,000 EDA Department of Commerce planning grant. These funds would help cover the costs of a feasibility study and a business plan for the business incubator. In order to apply for a Department of Commerce grant, you absolutely must have a feasibility study, so this is a first step towards the larger grant. The yield on this grant isn't very large, with respect to the time and effort that go into getting the grant, but it is very important to establish a relationship with the Department of Commerce to be in line for other grants, and the CCRA plans on applying for a \$1,000,000 grant for the business incubator. If the planning activities amount to \$100,000, the federal government would reimburse for half of that. Mr. Halliburton is seeking to move forward on procuring that grant writer. The board concurs with the procurement of that grant writer, as this is consistent with the vision of procuring funding from multiple sources. Ms. Ingram asks how much assistance WilsonMiller has been providing with grants. Mr. Halliburton states that they are no longer under contract because they have not delivered.

## **Financials**

March, April and May financials are up for approval. The latest financial report shows that approximately \$1,235,000 is in the bank. A \$70,000 purchase was approved at the last meeting, a \$100,000 contribution to 13<sup>th</sup> Avenue is pending, and a \$75,000 contribution to Just for Girls is pending. While the \$75,000 will most likely roll over to next fiscal year, it would leave a \$552,000 balance at the end of this fiscal year, if the entire budget is spent. With a little cutting, it should leave \$650,000 or \$700,000 in the bank. There is plenty of cash coming in. With the property tax issue stabilized, the CCRA could go to the bank to refinance some of the debt. On

the revenue side, some of the grants aren't coming in as quickly as anticipated, but on the expense side, if the grants don't come in, we won't make any grand expenditures. Ms. Ingram makes a motion to accept the March, April and May financial statements as presented. Ms. Calpin seconds. The motion to accept the reports is carried unanimously. Mr. Thompson requests that a discussion about the long term plans for the Love Properties be added to a future agenda.

### **Director's Report**

- 1) The CCRA is looking to bring on a new hire into the position of Special Projects Manager between now and the next board meeting. This position will be replacing Fran Reese-Small, and will become more of an understudy to the Executive Director. There is extra money in the budget because of Ms. Reese-Small leaving in August. The salary range will be \$40,000 - \$50,000 per year, based upon experience. Additionally, the salary package would include a percentage of funds raised through grants (at the board's discretion)—5% total to the staff: 2% to Mr. Halliburton, 2% to the Special Projects Manager, and 1% to Ms. Brightbill. Ms. Ingram asks if the job description could include the number of hours, educational requirements, and salary specifications.
- 2) Director's Salary Review: The Florida League of Cities provided a list of salaries throughout the State of Florida. The comparable positions were selected, and put onto a separate chart. Also included in the board packets is a list of Mr. Halliburton's accomplishments throughout the past year. Mr. Thompson comments that Mr. Halliburton's base salary is \$10,000 less than the average of the other comparable positions. The board has been considering a 5-9% range, but settled on a 6% raise, with incentives, in light of the property tax situation. Mr. Thompson states that he wants to ensure that Mr. Halliburton is receiving an appropriate salary because he is accomplishing so much, particularly in light of what his peers are receiving. The salaries will also be reconsidered at the beginning of the fiscal year, to bring the salary evaluation process in line with the budget adoption schedule. The 6% raise will also be effective to Ms. Brightbill. Ms. Calpin makes a motion to give a retroactive raise of 6% to Mr. Halliburton and Ms. Brightbill, in addition to the incentives discussed. Mr. Leonard seconds. The motion passes unanimously with no further discussion.
- 3) Mr. Halliburton will be going to a retailers conference in Orlando in mid-August. The purpose of attending this conference is to build relationships with retailers that can be drawn into the district. Mr. Thompson asks what incentives can be provided to the retailers to attract them to the district. Mr. Halliburton states that land acquisition, rebates on taxes, loans of money, underwriting of costs, putting of money into the project, are some of the things that can be done. Mr. Thompson concurs that these are all things that the board would be open to doing, and Mr. Halliburton would be welcome to share them with retailers.

### **Board Comments**

None

### **Citizen Comments**

None

**Next Meeting Dates**

- *Joint Committee Meeting* July 19, 2007
- *CCRA Board Meeting* July 26, 2007

**Adjournment**

Mr. Thompson calls for a motion to adjourn. Ms. Ingram makes the motion, Mr. Leonard seconds, and the motion carries unanimously with no further questions. Meeting adjourned at 6:32 PM.

**Minutes Submitted By:** \_\_\_\_\_

**Minutes Approved By:** \_\_\_\_\_