



CCRA Board Minutes January 31, 2008

Roll Call

CCRA Board:

*Stephen Thompson, Chairman
Irene Ingram, Vice Chair
Ed Leonard, Treasurer
Steven Lezman
Mike Rosario*

City & CCRA Staff:

*William R. Lisch, City Attorney
Sherod Halliburton, Executive Director
Rebekah Brightbill, Community Dev Specialist
Alison Hewitt, Special Projects Manager*

Call to Order

Mr. Thompson calls the special board meeting to order at 5:03 PM.

MLK Day Run

Mr. Halliburton states that Community Development Specialist Rebekah Brightbill presented the idea of a 5k Run to celebrate MLK Day. Ms. Brightbill states that the idea for a run on Martin Luther King Avenue was first suggested by Mr. Rodney Jones, Community Liaison for Bradenton Front Porch, who thought that an event of this nature would be an excellent way to bring people to East Bradenton in general, and the district specifically, and to show the community as a whole that East Bradenton is a wonderful community. Ms. Brightbill approached the agency with the event in conjunction with MLK Day, because none of the Manatee County events take place in Bradenton. The goals for this event are 1) to honor Dr. Martin Luther King Jr, 2) to promote Martin Luther King Avenue as a community main street, 3) to promote East Bradenton as an historic and present day destination, 4) to foster health and wellness, and 5) to provide a platform to highlight the CCRA projects as they continue to revitalize MLK Avenue as a community main street. Additionally, proceeds from the race could be designated to benefit a community organization—this could serve to bring in additional interest in the event. Mr. Jones has already done some work for the event, so there are community partners that are interested in the event. Ms. Ingram supports the idea, and asks what day the event would be planned for. Ms. Brightbill states that there are several pros and cons for the Saturday immediately before MLK Day, and the Monday of MLK Day presents certain challenges with individuals that do not have the day off. Mr. Halliburton states that the agency does not want to compete with existing events on the Saturday preceding the race, and that he feels that enough people do not work on MLK Day that a Monday event would be feasible. He

also states that it has been discussed that 13th Avenue Community Center be the beneficiary of the funds raised by the race. Mr. Lezman states that choosing one organization may alienate other organizations who are not the named beneficiaries, and suggests that several community organizations with health or fitness programs be named as the beneficiaries, in order to bring in the interest of multiple partners. Mr. Rosario states that most runs he has participated in take place on weekends, and he is concerned that a Monday is a good day for a race. Ms. Ingram states that she would be in favor of having the event on Monday, to strengthen the observation of MLK Day as a national holiday. Mr. Thompson asks if a racecourse has been chosen. Ms. Brightbill states that Norma Lloyd park will either be a starting point or an ending point, and most of the racecourse will be on MLK Avenue. There is board consensus that the race should either end or begin at Norma Lloyd Park. Mr. Thompson asks if sponsorship dollars would be requested from next year's budget, and Mr. Halliburton states that they will be. Mr. Rosario makes the motion that the CCRA move forward with the MLK Day run, Ms. Ingram seconds the motion, and the motion passes unanimously.

MLK Day Breakfast

The CCRA has purchased a table to the NAACP MLK Day Breakfast on February 16, 2008. Any board members that are interested in attending may contact the CCRA to RSVP. Mr. Thompson states that the board will underwrite the cost of any staff members to attend, if the number of board members and staff members interested in attending are greater than the number of seats at the table.

Affordable Housing Workshops

Per a directive from the chairman of the board, Ms. Hewitt has been working on a proposal to position the CCRA as the lead organization in developing a strategy for attainable workforce housing in Manatee County as a whole. Partnership commitments have been secured with Manatee County and the City of Bradenton. At the request of the chairman, the invitation has been extended to the City of Palmetto. The invitation is to have conversations with staff, community leaders, CRA Board Members, elected officials, and potential developers interested in working in this area, on the status of attainable workforce housing, and products that are available. The end product will be a report that is specific to the CCRA area, and the partners have agreed to that. Manatee County and the City of Bradenton have both agreed to \$10,000 each. Mr. Halliburton states that this is not a budgeted item, but in evaluating the re-allocation of other commitments, there will be funds available. Mr. Thompson states that this would be a \$15,000 well committed to this endeavor—there are many agencies working on this topic, but the participants have not been working together. Mr. Thompson thanks Ms. Hewitt for her work on this project on short notice. Mr. Rosario makes the motion to authorize the expenditure of \$15,000 for affordable housing workshops, Mr. Lezman seconds, and the motion carries unanimously.

MLK Mixed Use Development

Mr. Ed Jennings of JDG Development updates the board of the status of the MLK Mixed Use Development Project. Mr. Jennings has been into his contract 31 days, and will be providing an

update on 11 areas related to the project (the transition from developer consultant to developer, Phase I environmental study and other engineering, design and aesthetics of the project, assembling the potential purchasers of the units, grants and incentives, CCRA or CEDC, Inc as master tenant of the commercial space, workforce housing funding and other funding sources and development incentives, use of minority owned businesses in the construction process, suggestion of connecting the Knight Foundation opportunity to the project). Both modular and site built products will be evaluated because both products have their advantages and disadvantages (modular is less expensive to build, but site built is less expensive to insure with the wind ratings). Mr. Jennings also discusses parking. Mr. Thompson asks about the water retention issues, and Mr. Jennings and Mr. Halliburton discuss options and issues. Mr. Jennings and Mr. Polk have discussed how this project is just the beginning of other developments on the MLK corridor, so it may be important to begin discussions about how to handle water retention on additional projects on the corridor. Mr. Halliburton asks if a 3rd party tenant would work in Mr. Jennings's economic model, as opposed to the CCRA as the master tenant, and he says that it would. Mr. Halliburton states that several groups have expressed interest in serving as the master landlord, provide that the tenant situation was appropriate, and the numbers came out to their advantage. Mr. Jennings states that the cost figures are all indicating that the construction costs will be under \$150/square foot at this point. Mr. Jennings predicts that the projects is 3-6 months from breaking ground. The next step in the project is to hire an engineer. The total contract is for \$50,000, but the first portion of the contract is for \$16,200 (Phases I and II). Certain portions of the project may be able to be reduced in terms of timing and costs due to the CCRA's relationship with the city as a quasi-city agency. King Engineering is starting out with a 20% reduction in the cost of their services, which would have made their contract amount \$60,000. Mr. Halliburton states that the contract must be approached in phases, due to the City requirement that contracts must be sent to bid. This contract also allows for existing services of Fawley Bryant Architects to be performed at the appropriate time in the process. Mr. Thompson states that he would like the approval of the contract to be subject to the approval of Mr. Lisch's approval. Mr. Thompson states that Mr. Lisch will also be the attorney to handle the condominium documents for the project. Mr. Jennings states that there are two components that he addresses in the document process: 1) the creation of documents and 2) educating the future homeowners and reshaping the language of the documents so that it is more comprehensible to the homeowners. Mr. Thompson suggests that Mr. Jennings and Mr. Lisch coordinate efforts. Mr. Leonard makes the motion to approve Phases I and II of the contract with King Engineering, pending Mr. Lisch's approval. Mr. Halliburton requests that if there are any changes in the language after Mr. Lisch's review, that he be able to sign the contract without bringing it back to the board, provided the changes are not significant, and that there are no changes to the fee structure. Mr. Leonard amends his motion to allow for that provision. Ms. Ingram seconds. Ms. Ingram asks if any modifications would need to be added to be the contract if the project was 1 or 2 buildings, and Mr. Jennings says that the contract would apply if the project was 1 or 2 units. The motion carries unanimously.

Norma Lloyd Update

There is a funding agreement under negotiation between the City, County, and CCRA. There are timeline challenges on the project, and the funding agreement must be signed in order for the County to move forward. The FRDAP grant has an impending completion deadline, and the

project must begin to move forward. Mr. Halliburton requests board authorization to move forward with negotiations with the funding partners, on behalf of the board. The board has already designated specifics of the dollar amounts, and these negotiations would not deviate from that; rather, they would pertain to the County's contributions. Ms. Hewitt states that the changes would involve a change to the wording, which would have the contract state that the County "currently" has not budgeted any funds for the project to ensure that the partners know that County is going to be adding the funds to their budget. Secondly, the City requests that the language is added to section five that reports are produced quarterly. Thirdly, it is requested that language is added that notes that the reports are in compliance with the FRDAP grant. Mr. Thompson states that he is in agreement with this and asks why the County has not moved the project forward since the CCRA presented the \$250,000 check to the county 8 months previously. Mr. Halliburton states that the County must have a signed agreement in place before they are able to move the project forward. Mr. Lezman states that the language in the funding agreement may be a bit vague in whether the CCRA is designating \$1 million or \$2.5 million. Mr. Lezman states that he would like to see a clause in the agreement that says that the amount will be "at the discretion of the CCRA Board." Mr. Halliburton states that the requested language will be included. Mr. Halliburton states that the CCRA is looking to cover the costs of the engineering of the project as a whole, and the portions related to the FRDAP grants, since the portions Mr. Lezman makes a motion to authorize negotiations for the proposed changes to the funding agreement, including the clause "at the discretion of the board," regarding the amount of CCRA funds designated to the project in the third "whereas" clause. Mr. Leonard seconds. The motion passes unanimously.

CCRA Office Update / Room Scheduling Policy

A number of different groups have been requesting use of the training space, but no formal and uniform policy has been in place. Mr. Halliburton directed Ms. Farrell and Ms. Brightbill to create a policy to handle the requests. Ms. Brightbill describes the policy, which distinguishes between community organizations, for profit businesses from the community, and for profit businesses from outside of the community. Ms. Ingram suggests that a point be added to bullet three that specifies that the CCRA does not provide refreshments, and that the groups using the room must clean up after using the room. Mr. Lezman asks for clarification of the term "events" under the heading "not-for profit organizations." He does not want social events to displace training events that are in line with the mission and vision of the CCRA. Mr. Halliburton requests that a clause be added that states that the CCRA and the CEDC, Inc reserves the right to permit the use of the room at our discretion. Mr. Lezman also requests that a line item be added that requires groups who reserve the room to inform the agency of cancellations in advance, with a nominal cancellation fee charged before they schedule again if they do not provide notice 24 hours before the event. Additionally, Mr. Lezman would like to see a fee charged to groups who do not clean up after events. Discussion over the amount of the fee. Mr. Halliburton discusses the mechanism for the room rental fee mechanism. Ms. Farrell states that the agency plans on having businesses provide a copy of the sign in sheets from classes as proof for the amount that they owe for the room rental. Businesses will be required to sign a copy of the policy at the time of the room reservation. Mr. Thompson says that the board supports the policy, and they give discretion to the staff in implementation of the policy. Mr. Lezman asks about the policy clause that requires businesses to have valid occupational licenses. Ms. Farrell states that either an

occupational license, or proof from the state that the business is registered with the Secretary of State would be acceptable. Ms. Ingram asks if the policy intends to address weekend use. Mr. Halliburton states that weekend use would fall under the “discretion of the staff” clause. Ms. Ingram moves to approve the CCRA Room Scheduling Policy, with the necessary corrections. Mr. Lezman seconds. The motion passes unanimously with no further discussion.

Prosperity Campaign

Tropicana Federal Credit Union donated 1,000 door hangers to be hung throughout Bradenton Village and Washington Park by VISTA volunteer organized volunteers, to advertise Free Tax Preparation. A show was taped on METV with representatives from Tropicana FCU, the IRS and Whole Child. An ad went in “The Tempo,” along with an article. Flyers went to churches. The City put the information on their website, and put notice in all of their paychecks. The tax preparation is a wonderful introduction to financial education and financial relationships that they would not normally have a connection to. Ms. Ingram asks about the constraints of the program, and whether there are income limits on who may participate in the tax returns. Mr. Halliburton states that only individuals with complicated stock exchanges, rental properties or business incomes to report would not be able to participate, but otherwise income is not a restrictor. The amount of Earned Income Tax Credit dollars that go unclaimed is substantial, and the program will be tracking the number of returns processed, the total amount of the returns, the number of people who received the EITC, and the amount of EITC recaptured. The preparers look specifically for individuals who are eligible for these credits. Mr. Lezman asks if there is CCRA signage, and tax preparation signage in place. Mr. Halliburton states that all signage is in place now.

Washington Park Neighborhood Redevelopment Strategy

Mr. Halliburton will be discussing the financial considerations of the potential Washington Park acquisitions with Mr. Leonard before any additional updates are available. Mr. Thompson requests an update at the February 21, 2008 Joint Committee Meeting.

Property Disposition

Two responses were received to the 30-day public notice. After preliminary meetings with Habitat for Humanity and ATI Wellness, ATI Wellness withdrew their bid. The CCRA will be scheduling additional meetings with Habitat for Humanity to continue discussions. Conflict of interest forms are on record now, per the request of board members, should they feel it necessary to sign them. Mr. Halliburton states that in following the directive of the board, he will be seeking to cover the initial investment on the property, which is approximately \$500,000, on the front end of the sale, and the remaining \$210,000 of the appraised \$710,000 property value after the units have been sold. Mr. Halliburton will be looking to have Ms. Ingram participate on the negotiations on the price of the property.

CEDC Update

Ms. Farrell presents an update on the CEDC. Approximately one year ago, the CCRA authorized the creation of a non-profit entity to separate the economic development activity. The

CEDC, Inc continues to provide business counseling, loans and business services, in addition to other services that will be provided through the certifications they are pursuing. This non-profit partner can assist the CCRA by accessing funds for projects that the CCRA would not be able to access on its own. Mr. Thompson asks the status of the 501(c)3 status. Ms. Farrell states that they are confident that the latest dialogue with the IRS will result in a positive response. Ms. Ingram thanks the CEDC for their work and commitment on the project. She states that the next CEDC board meeting is February 20, 2008 at 12 PM. Mr. Halliburton states that the individuals at the Florida Redevelopment Agency regional meeting were very complimentary of the idea of a non-profit entity, and he is excited to see industry colleagues affirming the formation of this entity. This is the first redevelopment agency in the state to do so. Despite the clear-cut delineation between the two entities, he is excited about this proactive step in the face of the potential of compromised funding. Mr. Halliburton thanks the CEDC staff for their hard work. Mr. Thompson thanks Ms. Farrell for her update.

Director's Report

The CCRA has met with Representatives from Congresswoman Kathy Castor's office, as well as representatives from Congressman Vern Buchanan's office regarding the foreclosure problem. Manatee County, the Center for Financial Independence, and the City of Bradenton, are seeking to develop a strategy to address the foreclosure issue. A roundtable with banks is being organized with the tentative date of February 29th at 10:30. Congresswoman Castor and Congressman Buchanan's office will be presenting. Ms. Ingram states that she attended the meeting to discuss this, and she is happy that there has been follow-through on this.

Board Comments

None

Citizen Comments

Mr. Jennings states that the CCRA's work in the area of foreclosure is another example of the agency's forward thinking. Secondly, Mr. Jennings states that he would like to have community meetings during the planning process of the MLK Mixed Use project to foster community buy-in. Mr. Thompson affirms, and also states that he would like to provide an update to the City Council as to the progress of the projects. Mr. Thompson suggests giving the Tax Preparation door hangers to the City Council Members to distribute to constituents.

Mr. Halliburton states that the Washington Park Neighborhood Plan write-up from WilsonMiller is being revisited. The CCRA has a list of revisions that they would like WilsonMiller to address. Mr. Halliburton asks the board's permission to have WilsonMiller exploring the idea of rental units as opposed to purchase units. Ms. Ingram asks if Mr. Halliburton foresees using Holley Marketing Management group in this process. Mr. Halliburton states that the relationship with Dr. Holley's group has formally ended, but with the foundation established, and the networks that have been established, these can be used to gather the information that is returned to WilsonMiller. Ms. Brightbill and Ms. Hewitt have expressed concerns with the number of participants that participated in survey process. The CCRA staff is interested in adding

additional information to the report (due to additional resident input, changes to the Enterprise Center, and additional focus areas), which would strengthen the plan, and require additional dollars on the contract. Ms. Hewitt discusses the role that the attainable workforce housing workshops will play in the project. A result of the workforce, due to the higher CCRA contribution rate, will be an analysis of CCRA parcels in the Washington Park focus area. The promotion of home ownership in the district is a profitable goal, but there are many individuals who are not able to purchase a home, when median home values are over \$200,000, and the homebuyer assistance programs are pulling funds from many different sources to make the purchases feasible. Mr. Thompson states that the board would be supportive of the exploration of these measures. The board is interested in hearing all of the options, and they extend leeway to Mr. Halliburton to explore the different products, incentives and options available.

Next Meeting Dates

- *Joint Committee Meeting*: February 21, 2008 (8:00-9:30 AM)
- *Board Meeting*: February 28, 2008 (5:00-7:00 PM)

Adjournment

Adjournment moved by Mr. Thompson, seconded by Ms. Ingram, and carried unanimously by Mr. Thompson and Ms. Ingram (the two members in attendance at close). The meeting is adjourned at 6:50 PM.

Minutes Submitted By: _____

Minutes Approved By: _____