



**CCRA Board Meeting Minutes
October 26, 2006**

Call to Order

Mr. Thompson calls the meeting to order at 5:05 PM and leads the pledge of allegiance. Mr. Thompson announces that there is 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.*

Approval of Minutes from September 28, 2006

The board reviews the minutes and Mr. Thompson entertains a motion to approve the minutes. Mr. Leonard makes a motion to approve the minutes, Mr. Lezman seconds, there is no further discussion, and the motion carries unanimously.

Changes to the Agenda

There is a change to the order of the agenda. The Martin Luther King Beautification Project Update under 7) is being moved to the first item on the agenda because the individual presenting the item has to leave early, due to a previous engagement.

Martin Luther King, Jr. Beautification Project Update

John Moody from John Moody & Associates is at the meeting to present a design for the south side of Martin Luther King Avenue East. While the community has been very pleased with the project so far, there has been some community concern that the project has not addressed the south side of the road. Mr. Halliburton has asked John Moody & Associates to come up with a design that will be inclusive of the existing topography. Mr. Moody is recommending that groupings of colorful plantings be put in along the existing Washingtonian Palms, and that different groupings of crepe myrtles and junipers be put in where there are gaps in the trees (which will match the medians). Irrigation would be put in place throughout, and would be run off of the lines irrigating the medians. The estimated cost for the project is approximately \$30,000, and he has built a contingency into the estimate for unknowns. Mr. Halliburton states that the MLK project is already up to the allotted

\$600,000, and possibly even a bit over, so it would have to be paid for out of the contingency for 2006/2007 (which there was some cushion built into) if Mr. Leonard feels it to be appropriate in terms of the budget. Mr. Leonard confirms that there are enough contingency funds to cover these additions. Mr. Thompson states that he feels these changes are important to make the project look complete. Mr. Leonard makes the motion to approve the use of an additional \$30,416.28 towards the MLK project, Ms. Edwards seconds, and the motion carries unanimously. Mr. Thompson commends John Moody & Associates for their work on the Martin Luther King Avenue Streetscape Project.

New Business

PDC Group/Palm Harbor Homes—Nick Pavonetti

Mr. Halliburton has invited Mr. Nick Pavonetti, an affordable housing consultant from the PDC group, who has been engaged by Palm Harbor Homes, the largest manufacturer of modular homes in Florida, to the meeting because Mr. Pavonetti has approached Mr. Halliburton and the CCRA with some different strategies to address the lack of affordable housing in the district.

Mr. Pavonetti's professional background is as a developer and a development manager. He had mainly worked on market rate housing, until the Hillsborough County school district approached him to do a project to provide affordable housing for their teachers. On this project, construction costs were too high to build anything that was affordable, so he located Palm Harbor homes (a manufactured home company), which he thought to be a company with a good product and a social conscience. They didn't know how to break into the affordable housing market, and he was hired on to be their consultant.

The turnaround period for the system built homes is much quicker than traditional homes. They are Energy Star rated 15% cheaper to build. Palm Harbor Homes has a variety of features to make the homes more affordable—they have developed different models that are easier to disassemble and reassemble than others. They also offer other products, such as home owners insurance at rates 20-40 percent below Citizen's rates. The construction costs are 30 percent lower than comparable site-built homes. Palm Harbor homes has agreed to sell 5000 homes per year directly to city governments and non-profit organizations, which has reduced the price of the homes to below the wholesale price. However, in cutting out the developer, they are committed to making sure that the non-profits and city governments (which may or may not have development knowledge) are still empowered to move forward on the project. Without developers in the mix, financing is often necessary, and there are two different banks (CitiBank and SunTrust Bank) are willing to finance the projects 100%, providing the land is owned by the entity building. Palm Harbor handles the site preparation and the erection of the housing on-site, and finishing. Palm Harbor also has several strong sources of affordable mortgages, which work with the different down-payment subsidies that are available through non-profits and government entities. Those who are eligible to take part in the purchase of these reduced rate homes are county and municipal governments, non-profit developers (primarily CDC's and other similar types of organizations), and for-profit developers, *only if* they are working under a government sponsored program. The only other constraint they have in place is that the clients have a plan in place for sustainable affordability (something that ensures that the clients are able to maintain the homes after they have purchased them—ie; taxes, etc). Per Mr. Halliburton's request, Palm Harbor Homes has also stated that they can modify the two-story town-

home design, so that the first floor is retail, and the front wall is glass instead of a garage door, in order that the design is suitable for mixed-used development.

Mr. Thompson opens the floor for discussion. Discussion ensues. Ms. Ingram asks several questions. Mr. Rodney Jones, Bradenton Front Porch Community Liaison, in attendance at the meeting, states that he has toured a Palm Harbor Homes site and done research on their products, and that they build quality homes. Mr. Lezman asks whether Palm Harbor's target is affordable housing or workforce housing, and Mr. Pavonetti says that it's both. Mr. Leonard asks the average construction price per square foot—it is in the \$70's. Ms. Ingram asks if a stipulation could be included into the contract that requires that minorities to be used at any stage of the process where non-Palm Harbor Homes labor is needed, and Mr. Pavonetti said that it can be. Mr. Thompson asks for the cost of the 19 foot wide town-homes with the garage underneath—they are roughly \$87,000.

Mr. Halliburton states that at the parcel that is being evaluated, these mixed use town-homes could be sold at a modest profit, and the profit could be used to off-set the cost to develop the business portion of the facility, and off-set the cost of rents for businesses in the district. At the price they are being sold at, they would need to be sold through a lottery system. Manatee Coalition for Affordable Housing would be brought in as a partner—Mr. Halliburton has discussed the idea with their executive director.

Mr. Thompson thanks Mr. Pavonetti for his presentation, and states that the CCRA would like to consider how they can move forward on doing something with regards to the affordable housing in connection with Mr. Pavonetti and Palm Harbor Homes.

Neighborhood Improvement Strategy

Dr. Holley was not able to be present at the meeting, so the formal discussion will be postponed until the next month's meeting. However, Mr. Halliburton presented to the board that the impetus for the neighborhood association is that the CCRA has not been able to connect with the community and the neighborhoods as well as it would like to, and there has not been as much community involvement in the planning and change process as there could and should be. Dr. Holley will be working with Rebekah Brightbill, CCRA Community Development Specialist, to develop a neighborhood association, to help develop a neighborhood watch and develop community policing strategies. Dr. Holley can provide professional guidance to the process. This will strengthen and improve the CCRA's reputation in the community, and help strengthen the muscle of residents in the community, who are tired of the negative elements which are taking over their neighborhoods, but may be uncertain what they can do to take action.

Old Business

Central CRA Business Office

Certain board members had suggested that the CCRA purchase the CCRA office building, so a property appraisal was obtained on the building. The appraisal for the CCRA building and some of the surrounding property came in at \$250,000. Discussion ensues. There are certain improvements that the CCRA would like to make to the parking areas or landscaping, which possibly should not be made, if the building is a rental property. The CCRA is currently paying the Housing Authority roughly \$29,000 per year in rent (\$8/square foot), and there are another six to nine months left on

the 2 year agreement, with a year renewal option at the end of that time period. Ms. Ingram asks if the CCRA has money in the budget to pay for the purchase, and Mr. Leonard replies that this would take away from the Norma Lloyd carryover for 2008 and the Love Note balloon payment, and that borrowing or refinancing or selling one of our properties is always an option. At the end of the 3 years that are locked in, there is no way of telling what the Housing Authority would care to do with regards to renewal, and with the potential of a training center being built, it may not be the most wise choice to purchase this building. The board consensus, without a vote, is to wait to make the decision until a later date. In the meantime, dialogue can be initiated with the Housing Authority to ascertain their interest in renewing the lease or selling the building and property. There is enough time left on the lease that no decision is necessary at this time.

Norma Lloyd Park

Mr. Halliburton informs the board that a deal is being negotiated such that the 13th Avenue Community Center is being given the land that they are going to be placing the community center on in the Norma Lloyd Park complex. The CCRA will be giving the land to the City of Bradenton, and the City of Bradenton will in turn deed the land to the 13th Avenue Community Center. However, 13th Avenue Community Center must complete the project within a certain period of time, or the land will revert to the City of Bradenton, and be managed by Manatee County. Additionally, if the 13th Avenue Community Center should decide to leave the community center business, the land would also revert to the City of Bradenton. Today, the City of Bradenton is asking that the CCRA continue with the \$2.5 million total commitment that has been made to the Norma Lloyd Park project (\$2.1 million the park itself and \$400,000 to the 13th Avenue Community Center for the community center building). Mr. Halliburton is not asking that the CCRA immediately write a check to the 13th Avenue Community Center, but that the CCRA place their stamp of approval on the plans that are being agreed upon by all the parties in the arrangement. There are two considerations on the table: 1) the transfer of property, and 2) the consideration of the existing resolution regarding the distribution of funds—it will not be the same resolution as before (different land costs, engineering costs, surveys, etc. are included in the \$2.1 million commitment). Tonight, Mr. Halliburton would like to see the board vote on the transfer of property, inasmuch as the negotiations have been precarious to this point, and at a future meeting the financial part of the agreement will need to be voted upon. Discussion ensues. Ms. Ingram and Ms. Edwards request that the 13th Avenue Community Center bring financial records and statements to the next board meeting, and the rest of the board affirms that they would like to see a report on the progress of their fundraising, along with plans for the new community center, preferably by the next board meeting. Mr. Thompson calls for a motion to approve the transfer of property to the 13th Avenue Community Center. Mr. Leonard makes the motion, Ms. Edwards seconds, and the motion passes unanimously. Mr. Lisch will put together a resolution with the proper wording to address the financial portion of the agreement. Mr. Lezman makes a motion to authorize Mr. Halliburton to obtain a survey on the parcel of property to be allocated to the 13th Avenue Community Center and Ms. Ingram seconds the motion. No discussion. The motion carries unanimously.

Economic Development Committee Report

Update

Diane McGee was a student in the most recent Entrepreneurial Boot Camp. She catered three of the sessions—as a result of catering those three sessions, she was able to generate other business, and

now she is she is starting her own restaurant 117 17th Avenue East in Palmetto as a result of the class. She had wanted to start her own business for some time, but the class helped her to put her business plan together, and learn what she needed to do to become a legitimate business, serving as an impetus for her entrepreneurship.

CEDC Loan Program

Mr. Halliburton reports to the board that the changes that the board requested be made to the Contract Mobilization Loan Program, were made.

3rd Street East Redevelopment Opportunity

There is a piece of property on 3rd Street East that Carl Callahan with the City of Bradenton has said that City would be willing to designate as surplus property and then make available to the CCRA for redevelopment if the CCRA can present a development plan to them. The property is just under one acre, and is relatively narrow, but the CCRA would put two story townhouses over commercial use bottom level buildings. Mr. Halliburton asks for permission from the board to pursue something at this site. The numbers do not work on this site, if a developer is brought in, because a traditional developer does not stand to profit enough, but it can work if the CCRA stands as the developer, using someone such as Palm Harbor Homes. Mr. Lezman makes a motion to obtain a survey on the property, and Mr. Leonard seconds. No additional discussion. The motion passes unanimously. The board is favorable to the possibility of developing out 3rd Street East with affordable housing.

Finance Report

Mr. Thompson enquires as to the total revenues from the rental properties—Mr. Halliburton confirms that it is close to \$200,000 per year. There are no questions regarding the August financials. There are no September financials yet, due to continued delays from changes made to the budget. They will be ready by the next board meeting.

Director's Report

1) Rebekah Brightbill's title has been changed from Administrative Assistant to Community Development Specialist, because her titles have been much broader than Administrative Assistant. Because of those expanded duties, he would like to reevaluate her salary in January to make sure that her salary is commensurate relative to the new responsibilities. 2) Ms. Brightbill recently submitted an application to participate in the Grassroots Leadership Initiative, which is a local program to develop leaders who are not currently in leadership positions. This is a 12 month program that involves much networking and skill-building. Mr. Halliburton recommends that the board donate \$1,000 to sponsor Ms. Brightbill in the program, if she is accepted into it. Ms. Ingram motions to approve the \$1,000 sponsorship. Mr. Leonard seconds. No discussion. Motion approved unanimously. 3) The Florida Redevelopment Association Conference has highlighted some exciting funding opportunities that can be used to fund the training center, but he will provide the definitive information on that at the next board meeting. 4) Mr. Thompson asks for an update on the East Bradenton Library. While the Library Board said in their letter what they will not fund in a library, they did not say that they won't fund an East Bradenton Library at all. At the latest meeting of the East Bradenton Friends of the Library, Mr. Halliburton proposed that the library be

put on the perimeter of the Norma Lloyd Park complex, instead of at the Manatee Avenue site. The Friends of the Library committee seemed to be very amenable to making the library a part of the park complex (whereas the previous site had generated very little interest). The individuals present at the meeting also seemed favorable to scaling down the size of the library, making it more technology focused, and maintaining a culturally relevant selection of media.

Board Comments

Mr. Lezman inquires as to whether or not there is a plan for the CCRA to do anything in connection with the City of Bradenton's resurfacing of Martin Luther King Avenue East between 9th Street East, and 15th Street, the reworking of the intersection of Martin Luther King Avenue and 15th Street East, and the reworking of the intersection of 9th Street East and 9th Avenue East. Mr. Lezman would like to know if the CCRA could possibly do a landscape or crosswalks, and if John Ormando or Seth Kohn from the City of Bradenton come and present something to the board at the next meeting. Mr. Halliburton tells the board that he will have a City representative at the next board meeting. Mr. Thompson requests that a representative be at the next joint committee meeting. Board discussion. Agreement that it would be agreeable to participate in the improvements on this section of the road.

Mr. Halliburton updates the board that the CCRA has reached an agreement, in principal, on obtaining the land from the parties involved in the 10th Avenue drainage project. A formal agreement is being drawn up.

Citizen Comments

None.

Adjournment

Meeting adjourned at 6:56 PM.

Meeting Dates

- November 9, 2006 – **CCRA Joint Committee Meeting**, 2002 MLK Ave E,
- December 7, 2006 – **CCRA Board Meeting** – 101 Old Main Street,
Bradenton, FL 34205,
City Council Chambers

Minutes Submitted By: _____

Minutes Approved By: _____