



## **Meeting Minutes September 28, 2006**

### **Call to Order**

Mr. Thompson issues welcome and leads pledge of allegiance. Mr. Thompson called the meeting to order at 5:07 PM on September 28, 2006 in the City Council Chambers at 101 Old Main Street, Bradenton, FL 34205. There is a quorum. Mr. Halliburton announces a change to the agenda—a report by code enforcement officers—near 7) in the agenda.

### **Roll Call**

*The following persons were present:*

Stephen Thompson, Chairman

Irene Ingram, Vice Chairman

Ed Leonard, Treasurer

Mike Rosario

Romonia Calpin

William Lisch, City Attorney

*CCRA and City Staff:*

Sherod Halliburton, Exec. Director

Rebekah Brightbill, Cmnty Dev. Specialist

### **Approval of Minutes from August 24, 2006**

Mr. Thompson entertains a motion to approve the minutes. Mr. Rosario motions to approve the minutes from the August 24, 2006 CCRA Board Meeting. Mr. Leonard seconds. Minutes approved unanimously.

### **Old Business**

#### ***Washington Park Neighborhood Plan***

The Washington Park Neighborhood Plan is the end product of two months of data accumulation and dialoguing with the community and the CCRA, to come up with a solid redevelopment plan to implement in the Washington Park Neighborhood. If the CCRA Board approves of this plan, the next step will be to take the plan to the City Council (and any other applicable agencies and entities) for approval.

This plan was compiled by Chris Johansen from Market Knowledge (who did the market study); Bruce Lyon from Swan Development (who did the real estate analysis); Michael English and Evan Johnson from the planning staff of WilsonMiller; and Lea Del Tosto, Siobhan MacCauley, and Lee Grey from the landscape architecture planning staff of WilsonMiller.

Lea Del Tosto and Siobhan MacCauley from WilsonMiller, along with Bruce Lyon (from Swan Development) were in attendance to present the final neighborhood plan for Washington Park, to the board.

The goal in the project, they felt, was to look for redevelopment opportunities within the community that can foster economic development neighborhood pride at the same time.

#### Recap of Community Meetings:

The first community meeting involved a review of the goals for the project and the process, and then a time of interaction where attendees did the 4C's exercise which got community feedback on partnering and community views of the neighborhood, followed by a group discussion on community feelings about the neighborhood, and where they would like to see the process go. Shopping preference surveys, and a visual preference survey, where stickers were placed on the different sites, prioritizing what things they would like to go where.

At the second community meeting, they presented the results of the 4C's analysis, the market analysis, real estate analysis, and surveys, and the visual preference analysis, and reviewed the site concepts that were generated. After that, they had a group discussion on ideas for the sites.

#### Market Analysis:

Part of the charge to WilsonMiller was that they were given sites they were supposed to look at. They used an urban market analysis approach called the 4C's of opportunity: customers, channel partners (community relationships—Tropicana, bank, boys club, PAL, social fabric that would help new businesses move forward and be strong), competitors, community assets. Customers—Washington Park is the least densely populated neighborhood in Bradenton, and residents have the lowest wealth factors, or income. There are a lot of families and single mothers as customers, lots of people coming to the area for work or church or other social activities. 35 surveys were done. No survey response said they love the retail in Washington Park, or the service, or the prices. Survey focused on retail, but people don't like the streets, sidewalks, public amenities—they want things to be improved overall. Overwhelmingly people asked for a supermarket. People want a variety of good restaurants, convenience retail, like dry cleaners and sporting goods stores (named specifically), a gym, banking, check cashing or organic food stores, which are important nuances to capture. Competitors are those to be expected. Channel partners are MCC, schools, or county government. Surveys and community meetings revealed this. Community assets—contractors, restaurants, real estate brokers, physicians, finance, dentists, attorneys. Some of this was what people said, but WilsonMiller didn't find it statistically validated. Maybe there's one dentist that everybody goes to, but they don't see a lot of them in the area. There aren't many retail opportunities for retail within the community—furniture and lawn and garden type stores aren't there. Retail dollars are going outside. There are a lot of opportunities for white collar businesses—attorneys, accountants, business support services. Housing issue is prevalent. There is a big opportunity for the job training center—it's rather market driven by several channel partners, who are willing to write the check to pay for these services. (WilsonMiller used the Visual Preference Survey to determine the different usages for the different sites. Individuals at the meeting were given stickers that referenced

different site usages, and were asked to put them at locations where they felt different uses were appropriate.)

#### Site Recommendations:

**Site 1** is bordered by MLK, 9<sup>th</sup>, 13<sup>th</sup> and 7<sup>th</sup>. It's roughly 7 acres, future land use is downtown mixed use, and is currently zoned residential on one portion, and commercial on the other. The majority of those surveyed said they would like the training facility to be located here. It's ideal for mixed used and office. "Urban feel"—buildings fronting on the street, parking in back. Walking edge along 9<sup>th</sup> Street. 2 story training facility, flanked by one story portions, with outdoor seating areas, with lakes/retention ponds. To the north, they are looking at locating a banking facility with a separate drive-thru, and then retail with some type of architectural element that identifies the neighborhood. The site could be built out in different phases—the south side of the site would be Phase I. A feasibility study would need to be undertaken before the business incubator moves forward, because it is essentially the startup of a new business, and CRA's are not the best at starting small businesses. The feasibility study would ensure that it is feasible, and that this is structured so that it is not a burden to the CCRA, and actually compliments all that it is doing already. WilsonMiller is also recommending a written commitment be made with Tropicana for the land, and money for the project, and that the CCRA move forward on securing the final parcels of land. The second step beyond that would be securing potential tenants, and seeing whether the CRA would be doing this, or whether we would be hiring a developer, or whether we would be selling this to developers.

**Site 2** is a 9 acre site bordered by MLK, on the north by 13<sup>th</sup> to the south, and 6<sup>th</sup> st. ct and 6<sup>th</sup> street on either side. Future land use is downtown mixed use and current zoning is residential. Visual preference survey yielded a high count for both residential and mixed use, and both were incorporated into the plan. The office configuration was placed along MLK because MLK tends to be commercial. Mixed use was not strongly received at the last community meeting. These offices could possibly be medical offices, or other professional offices, with parking behind. This was set up with strong central access to the offices through the housing. Two to three styles of houses—townhouses in the center with zero lot lines and front porches with parking in back, patio homes at the south end garages in front with a front stoop, preserving the existing church, a lake, open spaces. Because the neighborhood is not densely populated, and incomes are low, the housing is crucial. Since the CCRA has site control, doctor's offices will in a sense take care of themselves, as other things start to develop. Housing is very important to the neighborhood and should be focused on first—it is going to be more complicated because it's buried in the middle of the neighborhood (where there are already existing homes), and there is varied property ownership. They recommend that the CCRA continue to acquire property, and partner with the city and county to develop mixed income housing, and implement the plan in phases, or do programs to revitalize existing homes in the neighborhood, even, which will make the neighborhood look more attractive to outside developers. There are a variety of ways to handle the development of the property, but in allowing developers to come in, it is important that they are required to follow the guidelines they have been given.

**Site 3** is a 3 ½ acre parcel at the intersection of 301 Boulevard and 13<sup>th</sup> Avenue, currently zoned commercial (the current home of the 13<sup>th</sup> Avenue Community Center) and is zoned for future use

as residential and commercial. The survey results yielded that mixed use or residential was the strong component for this site. WilsonMiller analysis found that retail is the strongest component—it's a very visible site, and can be capitalized on. Something like a Walgreens or a CVS would work well there. An organic food store, physical therapy center, or a gym would also work there too. People wanted a grocery store, but the site is not large enough to hold one. A grocery store is the only thing that was asked for on the surveys that the sites are not able to support. Mr. Halliburton states that he has talked to several grocery store chains about this site, and the shape and size of the site is problematic. He has dialogued with Walmart about the possibility of an urban model Walmart near 15<sup>th</sup> Street and MLK. Regarding Site 3, the plans will remain on hold until after the 13<sup>th</sup> Avenue Community Center moves to its new location. Use the relationships within the industry to find retailers or developers that would be interested in the site, and then issue an RFP.

In the neighborhood plan, WilsonMiller tried to accommodate all the requests, and locate everything where it would make sense in conjunction with traffic patterns and how it would make the sites accessible to residents, even by walking. Further recommendations: The CCRA has to be thinking about gentrification now, not five years down the road. The CCRA needs to figure out how to increase housing, increase population density, and increase wealth. The CCRA needs to try to get the private market interested in the revitalization area.

Mr. Thompson asks for clarification on the business incubator/training facility. Mr. Lyon clarifies that its function would be two-fold: it would provide skills training that could provide skilled labor for Tropicana from the pool of area residents, *and* it could be a business incubator type of center that can offer business support services to businesses in the area. There are many ways the business incubator can go—the CCRA needs to decide exactly what it wants it to be (an arm of the CCRA, a non-profit, or just a training center. Residents and property owners within the neighborhood are aware of the potential changes that will be taking place. Different commitments and land holdings need to be secured for the project to move forward.

Mr. Thompson thanked WilsonMiller for their work on the project.

## **New Business**

### ***West Coast Black Theater Troupe***

Michael Fluker and Nate Jacobs from the West Coast Black Theater Troupe are present. The mission of the WCBTT is to be a net for young people who are on the street corners because they cannot define who they are. However, he does not see African-American children in the seats of the theaters, so he has put together a proposal for program, which will expose African-American young people to the theater, particularly African-American theater. The request is for \$4,000 to take 75 children to 4 separate performances. The troupe will provide transportation to and from the shows, and there will be reception for the children attending, where they will meet the actors and director, and be able to dialogue with them. Bradenton Front Porch and 13<sup>th</sup> Avenue Community Center will be used to ensure that the children who participate are from the CCRA district. The CCRA and the children attending will be recognized at the show, as well as any

CCRA board members in attendance. Ms. Ingram motions to approve the \$4,000 for the theater exposure program. Mr. Rosario seconds. The motion approved unanimously.

## **Return to Old Business**

### ***East Bradenton Library***

Mr. Halliburton reports that the Library Board (an advisory board, whose recommendations are not binding) advised that the county fund two libraries this upcoming fiscal year, both of which are east of I-75—one north of the river in Parrish, and the other south of the river in Lakewood Ranch. Three other communities, including the East Bradenton Library, were rejected. They reasons they gave for rejecting the other three sites cited proposal items that they feel are outside the purview of a library—childcare, computer room, meeting rooms, cultural activities. At this point Mr. Halliburton recommends that it would be most appropriate to see exactly what the library board would fund, and then go from there, instead of continuing to push forward on a project that they will not fund. And possibly, it would be wise to wait until this neighborhood takes off and grows demographically. This project is not un-viable, but it possibly needs to be tweaked, and then strengthened if this is still something the community wants. Energy has waned, but if the interest is still there, interested parties need to become more vocal again, including the Friends of the Library group becoming active. Board discussion. Mr. Thompson suggests that this be referred to Ms. Edwards because she had been the board champion of this project. Since the CCRA's first property investment dollars were spent on this piece of property, he is not in favor of dropping it.

## **Economic Development Committee Report**

### ***Code Enforcement Report***

Barbara Hogan and Cheryl Landers have been doing proactive inspections in the Washington Park area. There are about 350 homes in the area, and they are systematically going through the neighborhood and trying to educate people in the area about abandoned cars, trash, visual things, and other things that diminish the curb appeal. They some materials in Spanish that they can use with the Spanish-speaking residents. They have also partnered with sanitation to place dumpsters around where they can put large volumes of waste, or things like refrigerators. Having one individual clean up their property often works like a domino effect—their main goal is education. They aren't just there to give violations—they give residents information on rehabilitation programs as well—the ultimate goal is compliance. They are trying to show their faces in the community and let people know that they are not the enemy. The Bradenton Police Department has also gotten Code Enforcement involved after their drug enforcement crew has been involved. Their strategies involve getting out, and getting known in the neighborhoods, meeting people, letting them know that they don't have to be afraid of code enforcement, and letting them know that there are grants and assistance programs available for rehabilitation. Mr. Halliburton informs the board that Ms. Hogan and Ms. Landers have been doing an excellent job keeping the CCRA aware of properties that we may be interested in, and they have been doing an excellent job of working in concert with the Bradenton Police Department in shutting drug houses down.

### ***Boot Camp Graduation/CEDC Update***

Mr. Halliburton informs the board that there were over twenty graduates from this session. Encouraging note—the student was encouraged to start her catering business, and she's since picked up other customers, and made her business legitimate. People are taking advantage of the resources and responding. Advertising is spreading the word. We held a Women and Minority Certification Course with twenty students. People inside and outside the district are discovering us. The DDA has committed \$10,000 to the CEDC so that we can service businesses from their CRA's, and Veatrice Farrell the CCRA Business Financing Consultant is working with other CRA's in surrounding areas to set up similar arrangements.

### ***CEDC Loan Program***

The CCRA has been looking at a variety of ways to help businesses in the district without giving out grants, and Veatrice Farrell has developed this plan, which seems to be a fiscally responsible way to provide support to the businesses in the district. The CCRA also feels this is in line with the CCRA's interest in promoting women and minority certification to enter into the government bid process. One of the things the CCRA has developed is a direct loan program—while we did not initially want to do this because of the servicing requirements, we found that there is a need to do this with businesses that have gone through the classes, gone through the counseling, and have obtained multi-year municipal contracts, so that they can move forward on these contracts. The jump from small business to larger business requires capital to acquire new equipment. The loan would last for the duration of the contract, and the individual would be required to turn in a copy of the invoice they receive monthly with the loan payment. The loans would be no interest, and no greater than \$12,000, and they would be required to make a presentation to a board member. Discussion ensues. This would only be eligible to individuals in the CCRA district at this point, and it would not be open to any individual that walks through the door—only individuals that have proven themselves to be stable, and open to technical support and counseling—we have chosen to shrink the pool as small as possible. Discussion ensues. The CCRA has budgeted \$50,000 for business assistance, so any loans approved would come from that portion of the budget. Mr. Halliburton states that these stipulations cannot guarantee that the loan will succeed, but that it greatly increases the likelihood that it will succeed. Mr. Leonard suggests that the amount to be paid back to the CCRA be paid directly to the CCRA from the municipal entity. Ms. Calpin says that the CCRA is dropping the ball, in a sense, if we've helped a small business owner to do everything they need to do up until this point and then we can't help them on this final component to mobilize their business.

### ***Loan Candidate – Cut Etc., LLC***

Mr. Saffor described his business history and business plan, and involvement with the CCRA. He told the board that he has also picked up financing from other financing sources as well—this loan from the CCRA is a component.

Mr. Thompson stated the board's concerns that a formal agreement be established that incorporates the boards concerns, which were discussed at meeting. Provided that those

concerns are incorporated into any formal agreement, the board has no problems approving the program, or this loan in particular. Mr. Thompson opens the floor to a motion. Mr. Leonard moves to move forward with the program in concept, and Mr. Saffor's loan application in particular, with the previously discussed provisions. Ms. Calpin seconds. The motion passed unanimously. Mr. Saffor thanked the board for their support.

### ***Online Classes – Andy Fox***

Mr. Fox has developed an online delivery mechanism for the business plan, marketing, and management classes, along with Dr. Carol Darling, and the creator/patent-holder of online distance learning, to provide entrepreneur training for small business owners, who are often very busy, and do not have time to come to classes at a set time in a classroom. This is not strictly 100% online—two of the five sessions would be in person—a mixed-mode format. This would allow the CCRA to expand the reach of its market. The initial setup of the online class system is \$8,500, and the total cost for the development of the three classes and the entire program would be \$41,500. The only ongoing expense is the teacher component of \$4,000. Students would get a handbook, plus the web content. Discussion ensues. Members of the board request additional information, and additional information on the other two classes, because the proposal has detailed information on one class only. The board requests their presence at the next Board Joint Committee Meeting to present the web module.

### **Strategic Planning Committee Report**

#### ***Martin Luther King Avenue Beautification Project Update***

The project is moving forward very aggressively, and will be finished in October, except for the lighting, which will be completed by the end of November. The dedication is scheduled for December 4<sup>th</sup> at 10:00 AM on the corner of 3<sup>rd</sup> Street East and Martin Luther King Avenue East. MLK is budgeted for this year, but we aren't going to finish paying for it in this fiscal year, so we need to have a motion to approve the total cost of the project (\$760,000), but put it on a commitment schedule, so that the budget is not compromised. Mr. Leonard makes the motion. Ms. Calpin seconds. Motion carries unanimously.

#### ***Redevelopment Opportunities***

Mr. Halliburton is tabling these until the next meeting so they can be discussed in greater detail.

### **Director's Report**

The 13<sup>th</sup> Avenue Streetscape Beautification Project won the Community Beautification Award from Keep Manatee Beautiful. The CCRA was the only winner of a Community Beautification Award in the entire county this year.

### **Board Comments**

Ms. Ingram asks if the CCRA will be sponsoring a table the Minnie Rogers Spirit Awards Luncheon at the 13<sup>th</sup> Avenue Community Center. Due to the high cost of table sponsorship, the board authorizes Mr. Halliburton and Ms. Ingram to attend as emissaries of the CCRA.

**Citizen Comments**

Mrs. Norma Dunwoody—1) Commends the CCRA for their work on behalf of the community, 2) states that she has developed a good working relationship with Mr. Halliburton, and tells the board that they are fortunate to have him in the role of executive director, and 3) corrects last month’s minutes—it was the last Lincoln High School prior to the merger—it was not the original Lincoln High School.

**Adjournment**

Meeting adjourned at 7:33 PM.

**Meeting Dates**

- October 12<sup>th</sup> – **CCRA Joint Committee Meeting**, 2002 MLK Ave E
- October 26, 2006 – **CCRA Board Meeting**, 101 Old Main Street,  
City Council Chambers

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

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