

**Minutes
Town of Lake Park, Florida
Community Redevelopment Agency Board Meeting
Wednesday, April 7, 2010, 7:00 p.m.
Town Commission Chamber, 535 Park Avenue**

The Community Redevelopment Agency Board met on Wednesday, April 7, 2010 at 7:00 p.m. Present were Chair DuBois, Vice-Chair Osterman, Board Members Hockman, Francois, Longtin, Rumsey, Executive Director Maria Davis, and Agency Clerk Vivian Lemley. Board Member Suiter was absent.

Chair DuBois led the Pledge of Allegiance.
Agency Clerk Vivian Lemley performed the Roll Call.

ADDITIONS/DELETIONS/APPROVAL OF AGENDA

None.

Motion: A motion was made by Board Member Rumsey to approve the agenda; Board Member Francois made the second.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Steven Hockman	X		
Board Member Christiane Francois	X		
Board Member Jeanine Longtin	X		
Board Member Kendall Rumsey	X		
Board Member Michelle Suiter			Absent
Vice-Chair Patricia Osterman	X		
Chair Desca DuBois	X		

Motion passed 6-0

Consent Agenda

- 1. CRA Meeting Minutes of March 17, 2010**

Public Comment Open.

None

Public Comment Closed.

Motion: A motion was made by Board Member Francois to approve the Consent Agenda; Vice-Chair Osterman made the second.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Steven Hockman	X		
Board Member Christiane Francois	X		
Board Member Jeanine Longtin	X		
Board Member Kendall Rumsey	X		
Board Member Michelle Suiter			Absent
Vice-Chair Patricia Osterman	X		
Chair Desca DuBois	X		

Motion passed 6-0

Discussion and Possible Action

Report on Economic Development Director Outreach Activities on Park Avenue

Executive Director Davis explained that she was asked by the Board at the last meeting to develop a report regarding the comment made by Board Member Hockman who was told that Economic Development Director Jennifer Spicer was not known by most of the businesses in the CRA District, particularly on Park Avenue. She stated that a copy of an e-mail from Board Member Hockman was given to the board as a reference. She stated that from the e-mail she received, her report concluded that those businesses wish to remain anonymous. She asked CRA Economic Development Director Jennifer Spicer to give an overview of her activities within the CRA District and on Park Avenue.

CRA Economic Development Director Jennifer Spicer stated that she started with the Town in June 2009 and she made it a must to introduce herself to all of the businesses on Park Avenue and to give them a brief description of what was expected from the CRA. She met with the businesses as well as the building owners. She also established marketing ideas with all of the businesses, exchanged business cards with them and requested literature and fliers so that she could assist them in marketing and exposing their locations. She stated that she walks up and down Park Avenue on a daily basis and tries to continue the momentum so that everyone knows of her and what the plans are for the Town. She also exchanged many communications on the Town's vision, destination and goals which were making Park Avenue a destination area where businesses would profit. She did a wide research of restaurants within an 80 mile radius and took

advantage of a website that was a great marketing tool. She stated that she was able to outreach to over 50 restaurants through the marketing tool and was able to generate flyers. The flyer explained all business incentives and business loans that the Town was offering and if anyone wanted to see the flyer it was also posted in her office. As Park Avenue continues to generate traffic and business interest, they will see many others wanting to share the development on Park Avenue. She stated that she was very excited to be a part of Park Avenue and the Town of Lake Park. She stated that she was currently working with a business owner that wants to open a Haitian restaurant and who did not want to make their identity known. She was also working with a seafood restaurant who also wanted to come to Park Avenue as a second location. She was also working with a reputable ice cream parlor. She stated that since the recent Art Festival, Park Avenue has experienced a higher volume of traffic, more interest in new businesses and the involvement of current businesses. She gave an overview of the recent Art Festival.

Board Member Rumsey asked Ms. Spicer how many new businesses opened on Park Avenue since she began working with the Town approximately 10 months ago.

Ms. Spicer explained that she was influential in bringing in the restaurant Los Burritos, and a Pilates instruction business. She stated that there were many more to come.

Board Member Rumsey asked if there were three or four businesses who were currently thinking about coming to Park Avenue.

Ms. Spicer stated that there were currently three or four restaurants thinking of coming to Park Avenue as well as a previous restaurant who is thinking about returning to Park Avenue.

Board Member Rumsey asked Ms. Spicer to give an update on Mr. Ahrens' building and how many tours he did during the Town's Art Festival.

Ms. Spicer explained that Mr. Ahrens sat by his building during the Art Festival and had done approximately 60 tours on Saturday and 30 tours on Sunday.

Board Member Rumsey asked how many tours Mr. Ahrens had done before Ms. Spicer began working for the Town.

Ms. Spicer stated that she did not know.

Mr. Ahrens stated from the audience that he had not done any tours of his building before Ms. Spicer began her employment with the Town.

Board Member Rumsey stated that Ms. Spicer has been actively involved and helping Mr. Ahrens turn around the interest in his building. He stated that on the record Ms. Spicer was a blessing to the Town, she has done a phenomenal job, he wholeheartedly supported her efforts and hoped that she kept doing what she was doing.

Vice-Chair Osterman stated that she echoed Board Member Rumsey's sentiments. She stated that it was really great to see all of the activity going on at the Art Festival. She

stated that residents, business owners and people from out of town had positive things to say. She stated that she appreciated all the work Ms. Spicer has done for the Town.

Board Member Longtin asked when Ms. Spicer would be focusing on 10th Street instead of Park Avenue.

Executive Director Davis stated that Park Avenue was now the main focus and when she was comfortable that Park Avenue was up and running the focus would then turn to 10th St.

Board Member Longtin asked how often the board would get updates from Ms. Spicer.

Executive Director Davis stated that an update would be provided once a month.

Board Member Longtin stated that she would like Ms. Spicer to visit the board in person once a month to give an update.

Executive Director Davis asked what the wish of the Board was.

The Board came to consensus to have Economic Development Director Jennifer Spicer give an update in person to the Board once a month.

Board Member Longtin asked for a copy of the flyer Ms. Spicer spoke about. She asked who was hired for the Art Gallery Manager Position.

Executive Director Davis stated that no one has been hired yet but the offer was going to be made tomorrow.

Board Member Longtin asked what Ms. Spicer's rate of pay was.

Executive Director Davis stated that Ms. Spicer's rate of pay was approximately \$80,000. She stated that she wanted to discuss Ms. Spicer's rate of pay. She stated that she has repeatedly heard over the last year that Ms. Spicer was being paid at the top end of the pay scale. She stated that she wished that Board Member Suiter was present because she had been astute enough to go online and look at the survey for the rate of pay for CRA Directors in the State of Florida. She stated that Ms. Spicer's rate of pay was not comparable to rates of pay for CRA Economic Development Directors throughout the state. She stated that Ms. Spicer may be at the higher end of the pay scale that she had set up, but does not even come close to the pay rates throughout the state. She stated that she was glad to have the opportunity to discuss Ms. Spicer's rate of pay because she wasn't paid commensurate in her opinion, for what she does and it was backed up by a survey that Board Member Suiter took upon herself to research. She stated that she wanted to state for the record that she was really getting tired of people pounding on Ms. Spicer and her pay rate when they do not have the basis or foundation to pound on anyone when they did not have the backup information.

Board Member Longtin stated that she would not pound on Ms. Spicer but the Town for paying her that pay rate. She stated that she had not gone over the resumes but she had heard that there were candidates with more experience.

Executive Director Davis stated that she would not address that comment.

Board Member Longtin stated that it was okay that Executive Director Davis did not want to address her comment.

She stated that she had spoken with a gentleman earlier that day who stated that he did not want to voice his opinions because he was afraid of getting a visit from Code Compliance. She stated that she explained to the gentleman that those were the "old days" and not today. She stated that the fear exists even though it was not valid. She commended Board Member Hockman for going to business owners who chose to remain anonymous and giving them Ms. Spicer's information.

Chair DuBois stated that she goes by what she can see. She stated that she knew what Park Avenue looked like three years ago and what it looks like today and the difference since Ms. Spicer started working for the Town. She stated that she was chairperson for the Code Compliance Board for 10 years, and there was a time when the manager of the Town would use Code Compliance as a threatening tool. She stated that as chairperson at the time she quashed that practice. She stated that it was no longer the case in the Town and it was a silly notion from a decade ago. She assured everyone that they could say what they wanted to say without the threat of a Code Compliance violation.

Board Member Rumsey stated that his concern was that at the last meeting Board Member Hockman made the comment that there were a lot of people on Park Avenue who did not know CRA Economic Development Director Jennifer Spicer. The Commission asked Board Member Hockman to provide a list of those businesses. On March 31, 2010 Board Member Hockman indicated that those people did not wish to have their names revealed. He stated that his concern was that if there were a lot of people who claimed not to know Ms. Spicer he would have thought that out of a lot of people at least one of them would have given their name so that Ms. Spicer could visit them and better the community. He stated that his concern was that there may have been one or two people on Park Avenue that did not know Ms. Spicer and he would have hoped that Board Member Hockman would have provided those names to at least Town Manager Davis. He stated that he found it hard to believe that there a lot of people who did not know Ms. Spicer. He hoped that Board Member Hockman at this point would provide Town Manager Davis a list of those people for the betterment of the Town and the list would not have to be made public but kept between Board Member Hockman, Town Manager Davis and Ms. Spicer.

Board Member Longtin stated that she brought up the question about 10th St. because Board Member Hockman mentioned the CRA District as a whole. She stated that she also would not mention anyone's name if they chose to remain anonymous. She stated that it was someone choice as to whether they want to remain anonymous or not.

Board Member Hockman explained that the word “a lot” could be used in many different ways. He stated that he asked for Ms. Spicer’s specific boundaries and was told that she handled parts of 10th St. and was told that she was only in charge of 7th St. to 10th St. He stated that if someone came to him and asked that he not give their name he would honor that and not just start telling names when those people felt threatened by what has happened in the past.

Mayor DuBois asked if the threats that those people were referring to were things that happened back in the 90’s or something that has happened more recently.

Board Member Hockman stated that he was not referring to anything that has occurred over the last two years. He stated that it was a general occurrence that happens in all Towns, municipalities or places of businesses. He stated that when he spoke of a lot of businesses, ten would mean a lot to him when maybe fifty would mean a lot to someone else. He stated that he simply asked that Ms. Spicer take the time to walk the area and make herself known. He stated that he did not want to get into a he said, she said and felt that the Board should not be arguing about the issue.

Board Member Rumsey stated that he agreed that a lot to him could be fifty versus a lot to Board Member Hockman could be more than ten. He asked Board Member Hockman if it was more than ten businesses who stated that they did not know Ms. Spicer.

Board Member Hockman stated that it was more than ten businesses, but it depended on the exact boundaries that Ms. Spicer was responsible for. He stated that he had not received a map of what Ms. Spicer was responsible for.

Board Member Rumsey asked Board Member Hockman if it were possible that those businesses were not within Ms. Spicer’s boundaries or the CRA District.

Board Member Hockman stated that it was not the time to get into an argument about it.

Board Member Rumsey stated that it was the time to discuss the matter and that the people of the Town wanted to see the Board being truthful in their comments.

Board Member Hockman stated that he was being truthful and honest and again the business people asked to remain anonymous.

Board Member Rumsey asked Board Member Hockman if at this time he would still keep the list of business owners private and not sharing it with the Town Manager so that the issue could be addressed and move the Town forward.

Board Member Hockman stated that he would work with the Town Manager and try to get the business owners to agree to meet with her.

Board Member Rumsey asked Board Member Hockman when the Board could expect for him to do that.

Board Member Hockman stated that he could not make people change their mind and if the people ask him to keep their names private he has to abide by their wishes.

Board Member Rumsey asked Board Member Hockman at what point would he have a conversation with the business owners telling them that he would keep their name private except for the Town Manager and explain to them that all the Board wants to do is have Ms. Spicer come meet with them.

Board Member Hockman stated that he would speak with the business owners again in the next few weeks and try to convince them but if they want to keep their name private he has to abide by their wishes.

Board Member Rumsey asked for an estimated time as to when he will have a list given to Town Manager Davis and when he would speak with the business owners.

Board Member Hockman stated that he would speak with the business owners in the next three weeks but he could not guarantee that the business owners would not still want to remain private.

Board Member Rumsey stated that he understood and respected privacy. He asked that Board Member Hockman provide a report to the Board of his findings after having conversations with the business owners.

Board Member Osterman explained that the CRA boundaries were established in 1996 and could not be changed without a large and arduous process. She stated that the map was available on the Town's website. She stated that the Board was now focusing on Park Avenue. She asked Board Member Hockman how many businesses on Park Avenue between 7th and 10th Street did not know Ms. Spicer.

Board Member Hockman stated that there were approximately three businesses on Park Avenue that stated that they did not know Ms. Spicer.

Board Member Osterman stated that she hoped those businesses were visited and the issue was resolved quickly.

Board Member Francois stated that she has owned a business in Lake Park for the last five years and she has seen a lot of positive changes. She stated that she has been visited at her place of business from day one regarding the CRA as well as businesses next to her on 10th St. She stated that she did not understand why there were businesses who did not know Ms. Spicer. She stated that businesses also have an obligation to come forward and work with the organization that they are a part of. She stated that if there was a problem she could not understand why a business could not come forward and state who they were.

Board Member Comments

Board Member Hockman stated that he enjoyed the Art Show. He talked with a lot of people including spectators and artists. He stated that there were a total of 31 booths at

the show. He stated that there were concerns from spectators and artists about there being too much space between the booths. The other concern was that the artists were told that they could show up at 5:30 to set up but there was no one there when they showed up. He stated that if the artists are told to show up at a certain time then several people need to be there to help them set up. He stated that the artist badges said vendor on them and the artists were not happy. He stated that they want to be considered artists not vendors. The artists were also upset about the fact that according to all of the Art Show literature there were supposed to be fourteen awards and only two were given. He stated that there were people upset on Sunday afternoon that the artists were packing up between 2 and 3 p.m. due to possible inclement weather that never took place. He stated that in his experience with art displays he has never broken a display down before 5 p.m. and the only reason he would break one down before that was if there was a tornado warning in the area. He stated that it was not a good thing because a lot of people come out between 2 and 3 p.m. and since they saw artists breaking down they remember that for the next year. He asked for a breakdown of the cost of the Art Show and stated that they needed to start planning now for next year's show. He stated that the show needed more than 31 artists. He stated that there were 46 artists who were approved for the Art Show. He requested a financial breakdown of the Art Show and stated that hopefully they could move forward and make it a better event next year.

Vice-Chair Osterman stated notice was taken that there were things that needed to be improved at the Art Show. She stated that the turn-out was great on Saturday, but unfortunately the turn-out was not as great on Sunday due to the weather. She stated that she had volunteered to work one of the booths and the Town has sold \$750 worth of merchandise. She stated that there was obviously a great interest in the Town and what it was doing downtown. She thanked and congratulated staff for a job well done and stated that she was sure that the Town would have an even better Art Show next year.

Board Member Longtin

None

Board Member Rumsey stated that he wanted to focus on the positives of the Art Show. He stated that the Art Show was phenomenal and staff did a phenomenal job and the show helped put the Town of Lake Park on the map. He stated that there were some issues that needed to be addressed and that would come in time. He recommended setting up a workshop to discuss the issues and comments from the Board.

Vice-Chair Osterman asked if Board Member Rumsey wanted to add the item under discussion at the next meeting.

Board Member Rumsey recommended adding the Art Show issues as a discussion item at the next meeting. He thanked the Town staff that came out to volunteer for the event. He named Vivian Lemley, Dena Davis, Milena Petit, Greg Durgin, Karen Mahnk, Janet Perry, Janet Miller, and Virginia Davis as staff who volunteered. He stated that it was a sign of quality staff who would give up their weekend to come out to help the Town. He stated that he spoke to every single artist that was at the show and about 80% of them stated that they were willing to come back to the show next year. He also mentioned that on Saturday night of the Art Festival the Town had the opening of its gallery and Art Co-

op and it was great to see Vice-Mayor Osterman, Mayor DuBois, Board Members Suiter and Francois there. He thanked staff for all the work they did on the Art Show.

Board Member Francois stated that the Art Show was very nice and she agreed with Board Member Rumsey's statements. She stated that there were mistakes made but hoped that the Art Show would be much better next year.

Board Member Suiter

Absent

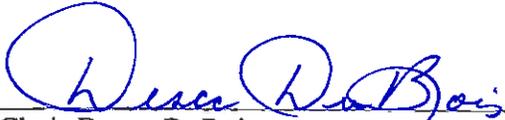
Chair DuBois stated that she agreed that there needed to be issues addressed at the Art Show. She stated that the artists were impressed with staff and the sheriff's office and how they policed the event. She asked for a round of applause for Captain Douglas Reece and his staff. She recommended better parking and more accessible areas at the Art Show for handicapped or disabled individuals.

Executive Director Davis

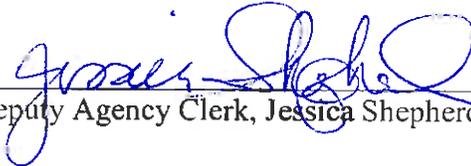
None

ADJOURNMENT

There being no further business to come before the Board and after a motion to adjourn by Board Member Rumsey and seconded by Board Member Francois, and by unanimous vote, the meeting adjourned at 7:50 p.m.



Chair Desca DuBois



Deputy Agency Clerk, Jessica Shepherd, CMC



FLORIDA
Approved on this 14 of July, 2010