

Minutes
Town of Lake Park, Florida
Community Redevelopment Agency Board Meeting
Wednesday, October 20, 2010, 7:00 p.m.
Town Commission Chamber, 535 Park Avenue

The Community Redevelopment Agency Board met on Wednesday, October 20, 2010 at 7:00 p.m. Present were Chair Desca DuBois, Vice-Chair Patricia Osterman, Board Members Steven Hockman, Kendall Rumsey, Jeanine Longtin, Christiane Francois, Leila Kidd-McCann, Executive Director Maria Davis, and Agency Clerk Vivian Lemley.

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 Vice-Chair Osterman to approve the agenda; Board Member Rumsey 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 Leila McCann	X		
Vice-Chair Patricia Osterman	X		
Chair Desca DuBois	X		

Motion passed 7-0

Consent Agenda

1. **CRA Meeting Minutes of September 15, 2010**

Public Comment Open.

None

Public Comment Closed.

Motion: A motion was made by Board Member Rumsey to approve the Consent 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 Leila McCann	X		
Vice-Chair Patricia Osterman	X		
Chair Desca DuBois	X		

Motion passed 7-0

PUBLIC COMMENT

Sue Ellen Mosler 201 Foresteria Dr. – explained that she purchased 741 and 748 Park Avenue for three quarters of a million dollars between 1998 and 2001. She stated that she spent three and a half million dollars renovating the buildings since then. She gave a brief history and description of the projects she had done on the buildings. She stated that she pays \$60,000 a year in taxes on those buildings and her tenants pay \$10,000 a year in sales tax. She stated that she attended the Lake Park business meeting on Monday and she was surprised to learn that all the buildings within the CRA on Park Avenue have new parking facilities and her buildings do not. She stated that to her knowledge none of the tenants have done anything to fix their buildings up. She stated that it looked like the Town was rewarding the bad behavior of the tenants who have not done much to improve their facilities. She stated that she felt that her buildings were overlooked and she expressed her concern and disappointment about that.

Public Comment Closed.

DISCUSSION & POSSIBLE ACTION

Economic Development Update

Chair DuBois explained why they would be discussing the item and stated that one of the topics would be to discuss where certain designated funds have gone.

Town Manager Davis explained the reason for the discussion item. She stated that Board Member Rumsey had requested the item and the request was to have information on leases, loans, NEFCO, and events. She stated that staff was prepared to answer any questions and discuss what Board Member Rumsey wanted to discuss.

Chair DuBois stated that she wanted to clarify to residents where funds were being designated for development in the CRA District. She stated that Representative Mack Bernard had arrived to speak. She asked him to come forward.

Representative Mack Bernard greeted the Commissioners, Town Manager Davis and Town Attorney Baird. He gave a brief description of his position and how he was serving as an elected official. He discussed the sober housing issue and how he and Chair DuBois worked together on the issue. He stated that he hoped to push the issue forward in the next year. He discussed the case against the Town by the U.S. regarding the voting rights issue and also the issue regarding the proposed Army Reserve site. He asked Chair DuBois for a status update.

Chair DuBois stated that an announcement was supposed to be made regarding the Army Reserves decision regarding the Town's biotech property in August but did not and they then stated that they would make an announcement approximately two to three weeks ago but then went silent again.

Representative Bernard stated that he had also gotten the same feedback when he made calls to the Army Reserve. He thanked and congratulated the Town and Chair DuBois for their work on the census. He stated that the latest numbers released show that the Town's participation had increased to 64 percent from 57 percent in 2000. He stated that he hoped that the increased participation would allow the city to receive funding that they are entitled to. He discussed the job and economic crises.

Vice-Chair Osterman thanked Representative Bernard for his participation and help to the Town. She wished him the best of luck in his campaign.

Representative Bernard thanked the Board and stated that he would call the two new Commissioners to sit with them and talk with them about the Town.

Board Member Rumsey stated that he wanted to get some updates on the CRA since he's received a lot of questions from residents. He asked Executive Director Davis for the status of Dockside Sea Grille.

Executive Director Davis explained that Dockside Grille was no longer coming to Park Avenue. They were approached by their current landlord and told about a vacancy immediately next to them at their current location on Northlake Boulevard. She stated that they received a very good offer to expand their current restaurant. She stated that they were a little concerned with the lack of traffic on Park Avenue but their main motivation was to expand into the space next door to their current location.

Board Member Rumsey asked if the Town had given them a grant or loan.

Executive Director Davis explained that the Board approved a grant for \$20,000 and a loan for \$40,000 neither of which has been dispersed.

Board Member Rumsey stated that money was also granted to Kelsey Market. He asked how much money was approved.

Executive Director Davis stated that a total of \$100,000 was approved for Kelsey Market.

Board Member Rumsey asked for the status of Kelsey Market's project.

Executive Director Davis stated that Kelsey Market has not acted in good faith and has not come into sign the paperwork and has missed the deadlines that she had set for completed paperwork and plans. She stated that she was considering asking the Board to rescind its approval.

Board Member Rumsey stated that he would ask the Board to rescind the offer for her.

Chair DuBois asked if the Board could vote on a time limit for businesses to comply with the deadlines for grant approvals.

Board Member Rumsey recommended a 90 day time limit. He stated that he was disappointed that Ms. Mosler has not received assistance when she has complied with the Town's rules and guidelines for her buildings on Park Avenue.

Board Member McCann stated that Ms. Mosler has done a wonderful job on her buildings on Park Avenue. She stated that if those businesses that were approved for grant money have not started on their improvements then they did not plan to follow through. She asked about the status of the grant money that was given to 850 Park Avenue for a grease trap that was approved over a year ago.

Chair DuBois asked Executive Director Davis for the status of the grease trap.

Executive Director Davis stated that the permit for the grease trap was signed that day and she also sent a letter to the owner of the building giving him a specific deadline. She stated that she believed that the owner would begin the project in good faith.

Board Member Rumsey asked if the Board would need to act as a whole to rescind the grant to Kelsey Market and it would have to be done in two votes.

Executive Director Davis stated that it could be done in one vote.

Board Member Rumsey asked if the vote could be taken that night.

Executive Director Davis explained that it could not since it was not an agenda item. The item could be placed on the agenda for the next CRA Board Meeting.

Commissioner Rumsey stated that he did not have an issue with rescinding the Kelsey

Market grant.

Board Member McCann stated that she agreed and would do the same.

Executive Director Davis asked for direction from the Board since two board members stated that they would vote to rescind the Kelsey Market grant and wanted the item on the next agenda.

Vice-Chair Osterman stated that she was willing to hear from Kelsey Market before rescinding the grant but agreed with placing the vote on the next agenda.

Board Member Hockman stated that if Kelsey Market were to quickly respond between now and the next meeting he would not rescind the grant but agreed with placing the vote on the next agenda.

Board Member Longtin stated that she agreed with Vice-Chair Osterman.

Board Member Francois stated that she agreed with Board Member Rumsey and stated that she wanted the vote placed on the next agenda and she would rescind the grant because there was no excuse for not answering two notices from the Town when the Town was trying to give them a loan and a grant.

Chair DuBois stated that she agreed with Vice-Chair Osterman and Board Member Francois.

Vice-Chair Osterman stated that she did not want to see the 850 Park Avenue grease trap get delayed in paperwork and permitting.

Executive Director Davis explained the history and the reasons for the delays and she stated that she had given the owner deadline of October 31, 2010 to provide plans which he already had done and he had to commence construction by November 15th and complete construction by December 15th.

Board Member Longtin asked for clarification as to why the owner received \$8,000 for a grease trap over a year ago and it is just now at the permit stage.

Executive Director Davis explained that since the grant was approved staff has changed the requirements and deadlines for those types of loans and grants. She stated that it would not happen again.

Board Member Longtin stated that Dockside Grille and Kelsey Market submitted incomplete paperwork. She discussed the issues with the paperwork and stated that staff did not follow through with the paperwork properly. She stated that the Board did not hold staff accountable and hopefully they can learn from the experience. She discussed her concerns with the CRA's look. She stated that the CRA needed to have a unified look.

Chair DuBois stated that the CRA money could only be spent within the CRA.

Board Member McCann discussed the proposed awnings on Park Avenue and stated that they were a good idea for the look of the buildings and the street. She stated that the Board needed to work on the alleyways behind the Mos'Art Theatre and the community garden.

Executive Director Davis stated that she should have answers regarding the parking behind that 700 block by the next CRA Meeting. She stated that she would be bringing a couple of items for deliberation regarding the project. She stated that she would like to propose some recommendations for the extra funds from the project at the next CRA Meeting.

Board Member Hockman asked about the grant that was given to the Mexican Taco because they never moved in.

Executive Director Davis stated that the funds were reallocated.

Board Member Hockman stated that he was under the impression that they were installing awnings along the 700 block.

Executive Director Davis stated that it was proposed to do just the two blocks and the third was not considered because Ms. Mosler had done a great job on the façade of her building and it did not look like it was needed.

Chair DuBois asked if everyone on the Board had the presentation that the University of Miami did for the façade improvements on Park Avenue.

The Board members stated that they had a copy of the presentation.

Board Member Hockman stated that of all of the buildings on Park Avenue, Ms. Mosler's is the nicest. He stated that all property owners on Park Avenue should be included in granting money to. He stated that Ms. Mosler should not have to have the burden of everything when the Town is giving assistance to other property owners on Park Avenue. He stated that it was important to talk with all of the building owners and leases of those buildings as well.

Board Member Francois stated that she was under the impression that when they voted on the two blocks for the proposed awnings that it was just the beginning of the process of installing awnings and changing the facades along Park Avenue.

Vice-Chair Osterman agreed that the parking on the 700 block should continue to go forward. She stated that Ms. Mosler was a good citizen and resident of the Town who is always willing to step in and support various organizations and the children of the Town and that should be reciprocal. She stated that she wanted to accommodate Ms. Mosler and allow her to have a lighted sign on her theatre building.

Executive Director Davis stated that the code was changed to allow Ms. Mosler to have the lighted sign but there were not enough funds to have the sign but now they can look into other options in order to have the sign.

Vice-Chair Osterman stated that she agreed with Board Member Longtin's recommendation to expand the CRA area but that the Board was focusing on changing the image in the area at the moment and making a bigger impact in a smaller area.

Chair DuBois asked Ms. Mosler if she would like to come back up and speak about the comments that the Board made regarding her properties.

Ms. Mosler stated that she did not want awnings on her building right now. She stated that if there was all awnings down the street it would look too uniform like a strip mall. She discussed the different signs that were placed on the Mos'Art theatre and stated that funds ran out for the sign after changing it several times. She stated that if there was grant money left over it would be wonderful to give them for the lighted sign.

Board Member Rumsey stated that he wanted to discuss the events that have taken place on Park Avenue. He applauded staff for their hard work on the events. He stated he thought that the Town was trying to do too much too quick. He stated that it would be better to have three to four great events a year instead of twelve average events. He stated that staff has not had enough time to put into the events. He stated that the ideas were great but more sponsorship was needed and a beer festival with four featured beers was not a beer festival. He stated that a motorcycle event on a Sunday afternoon at the beginning of football season would never work. He recommended pulling back on the events and focusing on coming up with three or four signature events and making them great so that they could draw thousands of people to the Town. He recommended that the Board make a list of the events with a timeframe and budget.

Chair DuBois stated that she was under the impression that the Executive Director Davis had already pulled back on the number events to regroup.

Executive Director Davis stated that staff has pulled back on some of the events.

Board Member Rumsey asked what events were already scheduled.

Executive Director Davis stated that they cancelled the Pet Parade. She stated that there was a Car Show scheduled for that Saturday and a Seafood Festival scheduled. She recommended not cancelling because they have received positive response.

Board Member Rumsey asked how many vendors were booked for the Seafood Festival.

CRA Economic Development Director Jennifer Spicer stated that she had 15 vendors booked for the Seafood Festival and expected to have a total of 30.

Board Member Rumsey asked what the date of the Seafood Festival was.

CRA Economic Development Director Spicer stated that the Seafood Festival was scheduled for November 13, 2010.

Board Member Rumsey stated that the Car Show is brought to the Town by someone

else. He also recommended that the dates of the events be looked at more closely. He asked for the status of the Holiday Craft Event.

CRA Economic Development Director Spicer stated that the event has been advertised in several publications.

Board Member Rumsey asked how many vendors were booked for that event.

CRA Economic Development Director Spicer stated that there were approximately 12 vendors booked for that event.

Board Member Rumsey stated that at least 40 vendors are needed to make a dent on Park Avenue. He stated that the event needed to be reevaluated in a month. He recommended having one event each quarter of the year.

Board Member Longtin stated that she agreed with Board Member Rumsey's comments. She recommended having consistent events such as the Marina's Sunset Party and having it every Friday night or one night per week.

Board Member Hockman stated that he also agreed. He made suggestions for the Car Show Event.

Sue Ellen Mosler discussed a car show event that she observed over the weekend.

Board Member Francois stated that she agreed with doing fewer events and she stated that the Town has not marketed enough and marketing is the key. She stated that Delray Beach advertises their events on a billboard on I-95 in Riviera Beach.

Board Member Rumsey stated that a billboard would be great but they cost approximately \$120,000.

Board Member McCann stated that the best advertising was free and that flyers would be the best way to get the word out. She stated that the only thing she has seen about the car show was the banners. She recommended that flyers be given to businesses on Park Avenue and Northlake Boulevard be given flyers regarding the event.

Executive Director Davis stated that staff has gone out to distribute flyers.

Board Member McCann stated that she had not received any flyers at her shop on Park Avenue.

Board Member Hockman stated that he thought that it was discussed at a previous meeting to utilize businesses on Park Avenue to advertise for the Town's events.

Vice-Chair Osterman stated that there was a way to research groups and organizations that would be interested in various events to get the word out to them as another advertisement option. She discussed the different avenues of advertising that staff could utilize for specific events.

Executive Director Davis stated that she was accustomed to having the businesses and merchants assisting in events. She stated that the ideas that the Board had were wonderful but there was one part-time and one full-time person doing all of the work and it could not all be done alone. She stated that businesses and merchants needed to step up.

Board Member Rumsey stated that he completely agreed. He asked if there was an e-mail list of all of the businesses within the CRA District.

Executive Director Davis stated that there was a list of e-mails for all of the businesses on Park Avenue.

Board Member Rumsey asked how often those businesses are e-mailed.

Executive Director Davis stated that the businesses were e-mailed periodically depending on what's going on.

Board Member Rumsey recommended e-mailing the businesses once a week to update them on what's going on and alerting them to flyers that are available for an event and letting them know that those flyers could be picked up at the Economic Development Office.

Board Member Longtin recommended adding businesses on 10th Street to that e-mail list. She requested a listing of events that are happening for the entire year on the flyers.

Executive Director Davis stated that a listing had already gone out to the businesses.

Vice-Chair Osterman discussed other advertising options and the possibility of utilizing volunteers.

Commissioner Hockman stated that Suncoast High School students must have 20 hours per month of Volunteer work or Community Service. He stated that his Boy Scout Troupe has had difficulty looking for Community Service opportunities.

Board Member Francois asked how many people the Town had on E-Blast.

Executive Director Davis stated that there were over 500 currently on the Town's E-Blast.

Board Member Rumsey addressed Art Gallery Manager Crista Eide and told her to keep up the good work and that she was doing a phenomenal job. He asked for the status on the Ahren's building.

Executive Director Davis explained that people have been unable to get financing in the state that the economy is in. She explained how the Town has also been unable to obtain certain financing. She stated that Mr. Ahren's has had several deals fall through but was still currently working with some people.

Board Member Hockman stated that Mr. Ahren's has not completed the building. He asked if Mr. Ahren's was willing to complete the building in order to lease it.

Executive Director Davis explained that Mr. Ahren's did not have any money to complete the building.

Board Member Hockman asked if there was anything in the permit that would fine Mr. Ahren's for not completing the building.

Executive Director Davis stated that there was not any provision in the permit to fine Mr. Ahren's upon incompletion of the building.

Board Member Longtin stated that Mr. Ahren's had stated back in March that his building was 75 percent leased and that was just not true. She asked if the tag sales on Park Avenue would still take place.

Executive Director Davis stated that it was not something she would recommend at this point.

Board Member Comments

Board Member Francois

None

Board Member Rumsey congratulated "Brown Baggin It" and Board Member McCann for the featured article on her sandwich shop.

Board Member McCann thanked the Town and Commission for their support.

Board Member Longtin stated that she agreed with having awnings on the buildings on Park Avenue to make the businesses stand out. She stated that she recommends Brown Baggin It all of the time.

Vice-Chair Osterman

None

Board Member Hockman

None

Board Member McCann congratulated Executive Director Davis and Art Gallery Manager Crista for the grand opening of the Art Co-op and Art Gallery. She stated that it was phenomenal and she was happy that she attended.

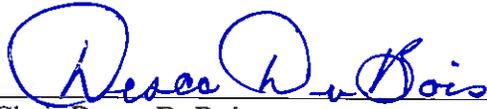
Chair DuBois

None

Executive Director Davis announced ceramic classes at the Art on Park Art Gallery on days, nights and weekends and that anyone can feel free to go check it out and sign up. There will be a Car Show on Saturday, October 23 on Park Avenue from 5 p.m. to 8 p.m. She stated that the Town had posters made of it Inaugural Fine Arts Festival back in March and she received two of those posters signed by Burt Reynolds. She stated that one of the posters will be hanging in Town Hall and the other in the Art Gallery. She thanked Economic Development Director Jennifer Spicer for making that happen. She stated that there were still plots available in the Town's community garden. She encouraged everyone to become members and attend workshops and weekly meetings at the library. She recommended contacting Erin Flaherty at 252-7179 regarding the community garden. She stated that she had a heartwarming moment when she went to "Brown Baggin It" that day and saw that it was standing room only. She stated that she went into the kitchen to tell Board Member McCann that she was going to do her a favor and not have lunch there that day since she did not want to add to her stress. She applauded Board Member McCann and her two partners for hanging in there and becoming so successful.

ADJOURNMENT

There being no further business to come before the Board and after a motion to adjourn by Board Member Hockman and seconded by Board Member Francois, and by unanimous vote, the meeting adjourned at 8:20 p.m.



Chair Desca DuBois



Deputy Agency Clerk, Jessida Shepherd, CMC

Town Seal



Approved on this 1st of December, 2010