

Minutes
Town of Lake Park, Florida
Community Redevelopment Agency Board Meeting
Wednesday, December 15, 2010, 7:00 p.m.
Town Commission Chamber, 535 Park Avenue

The Community Redevelopment Agency Board met on Wednesday, December 15, 2010 at 7:00 p.m. Present were Chair Desca DuBois, Vice-Chair Patricia Osterman, Board Members Kendall Rumsey, Steven Hockman, Jeanine Longtin, Christiane Francois, Gladys Bryant, 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 Board Member Hockman 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 Gladys Bryant	X		
Vice-Chair Patricia Osterman	X		
Chair Desca DuBois	X		

Motion passed 7-0

Consent Agenda

1. **CRA Board Meeting Minutes of December 1, 2010**
2. **AT Enterprises, Inc. Purchase Order for Ongoing Professional Communications and Marketing Services**

Public Comment Open.

None

Public Comment Closed.

Board Member Longtin stated that she wanted to pull item #2 for discussion.

Motion: A motion was made by Board Member Rumsey to approve item number 1 of the Consent Agenda; Board Member Hockman 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 Gladys Bryant	X		
Vice-Chair Patricia Osterman	X		
Chair Desca DuBois	X		

Motion passed 7-0

Public Comment Open.

None

Public Comment Closed.

Board Member Longtin asked Executive Director Davis to explain item number 2 of the Consent Agenda.

Executive Director Davis explained that the CRA has had an ongoing relationship with a communications firm that handles the CRA's marketing strategies and that \$40,000 had been budgeted to expend those dollars on an as needed basis.

Board Member Longtin asked if it was a one year contract for up to \$40,000.

Executive Director Davis explained that it was not a one-year contract but an ongoing contract with the funds of up to \$40,000 to be used within one year.

Board Member Hockman asked if price quotes were obtained.

Executive Director Davis stated that there were no price quotes obtained on communications.

Board Member Hockman asked why.

Executive Director Davis explained that the Town piggybacked on a competitively bid contract in 2008. She stated that she was very familiar with the firm and the firm was very familiar with the Town. She explained that to stop and try to educate another firm would be more time consuming. She reiterated that the contract was bid competitively two years ago and the Town piggybacked off of that contract. She stated that the firm does fabulous work.

Board Member Longtin asked Executive Director Davis to clarify whether the Town did a competitive bid or piggybacked off of the contract.

Executive Director Davis clarified and explained that a competitive bid was done two years ago and the Town piggybacked off of that competitive bid.

Board Member Longtin asked who the contract was competitively bid with.

Executive Director Davis stated that it was the City of Homestead.

Board Member Hockman stated that based on the paperwork received the date of the piggyback was in 2006.

Executive Director Davis stated that the piggyback was done in 2008.

Board Member Rumsey stated that on page 7 of the Agenda it showed the date of July 2008 on the "Compensation of Expenses".

Board Member Hockman stated that he was looking at the "Professional Service Agreement" which was dated 2006.

Board Member Rumsey stated that that was the contract for the City of Homestead.

Board Member Hockman stated that his concern was that there were a lot of other firms who provide the same service and he wanted to be sure that the Town's cost was within the average for what other municipalities spend on communications.

Board Member Rumsey stated that the business that he worked for just hired a communications firm and they are paying \$4500 and the rate changed to \$6000 a month in the bid process. He stated that in comparison it was not apples to apples but was pretty close.

Executive Director Davis stated that she would like the Board to consider there were certain services provided to the Town like the Town attorney and the Town's consulting engineer which the Town has had for eight or nine years. She stated that it takes time for a communications firm to get to know a town or city and work with staff. She stated that

she sees it as an ongoing relationship and would hate to stop midstream. The firm was an outstanding firm who has helped the Town win three referendums so far. Those referendums were the Alleyway Project Referendum, the Ad Valorem Tax Incentive Referendum and the Charter Change Referendum. She stated that she felt that the Town was getting its money's worth from the firm.

Board Member Longtin stated she felt that any firm could pick up where another has left off and she recommended that a cost comparison be done on other firms.

Motion: A motion was made by Board Member Rumsey to approve item number 2 of 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 Gladys Bryant	X		
Vice-Chair Patricia Osterman	X		
Chair Desca DuBois	X		

Motion passed 6-1

DISCUSSION & POSSIBLE ACTION

Request to Restructure the \$75,000 Loan Award to Julie Le Thach and the Hot Pot Restaurant to a \$25,000 Grant and a \$50,000 Loan

Board Member Francois stated that because of the amount of money and time Ms. Le Thach has invested in her business, she did not have a problem with restructuring the loan award.

Public Comment Open.

None

Public Comment Closed.

Motion: A motion was made by Vice-Chair Osterman to restructure the \$75,000 loan award to Julie Le Thach and the Hot Pot Restaurant to a \$25,000 grant and a \$50,000 loan; 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 Gladys Bryant	X		
Vice-Chair Patricia Osterman	X		
Chair Desca DuBois	X		

Motion passed 6-1

Board Member Comments

Board Member Bryant stated that she was happy with all of the decisions that were made that night.

Board Member Hockman

None

Vice-Chair Osterman

None

Board Member Longtin

None

Board Member Rumsey

None

Board Member Francois

None

Chair DuBois stated that the changes that have been made in the CRA have been very impressive. She stated that she has been made aware of the CRA being used as an example of what should be done in a CRA at chamber of commerce meetings and Business Development Board meetings and she was very proud of that.

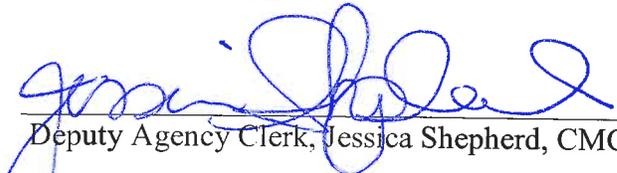
Executive Director Davis announced the Arts and Crafts Festival that would be taking place that weekend on Saturday and Sunday from 10 a.m. to 5 p.m. and would be featuring approximately 40 artists most of whom have been juried in. She stated that there would be food and entertainment. The Art Gallery will also be open and will have clay building and wood carving demonstrations.

ADJOURNMENT

There being no further business to come before the Board and after a motion to adjourn by Board Member Rumsey and seconded by Vice-Chair Osterman, and by unanimous vote, the meeting adjourned at 7:16 p.m.

for 

Chair Desca DuBois



Deputy Agency Clerk, Jessica Shepherd, CMC



FLORIDA

Approved on this 6 of April, 2011