



**Minutes**  
**Town of Lake Park, Florida**  
**Community Redevelopment Agency Board Meeting**  
**Wednesday, March 7, 2012, 6:30 p.m.**  
**Town Commission Chamber, 535 Park Avenue**

The Community Redevelopment Agency Board met on Wednesday, March 7, 2012 at 6:30 p.m. Present were Chair James DuBois, Vice-Chair Kendall Rumsey, Board Members Steven Hockman, Jeanine Longtin, Sue-Ellen Mosler, and Tim Stevens, Interim Executive Director Jamie Titcomb, and Agency Clerk Vivian Lemley. Board Member Christiane Francois was absent.

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

**ADDITIONS/DELETIONS/APPROVAL OF AGENDA**

**Motion: A motion was made by Vice-Chair Rumsey to approve the Agenda; Board member Stevens made the second.**

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Sue-Ellen Mosler	X		
Board Member Christiane Francois			Absent
Board Member Steve Hockman	X		
Board Member Jeanine Longtin	X		
Board Member Tim Stevens	X		
Vice-Chair Kendall Rumsey	X		
Chair James DuBois	X		

Motion passed 6-0

**Public Comment:**

*Giuseppe Cianflone, 850 Park Avenue*, stated that criminal activity is on the rise along Park Avenue. He stated that he needs police protection at Casper at Park restaurant. He explained that the police presence was noticeable in the past but not any longer and that it takes too long for the police to respond to calls for service.

Mayor DuBois asked Interim Executive Director Titcomb if a call to the Sheriff's office would be appropriate, in order to call attention to the issue.

Interim Executive Director Titcomb stated "yes" that he would contact Lt. Palenzuela and discuss the issue of staffing and patrolling of the area.

*Susan Lloyd, 220 Lake Shore Drive*, stated that ever since she has gotten involved with Town politics and decisions regarding the Town she has not liked the commitment to the CRA. She stated that she feels that the CRA has separated the Town into two sections. She explained that the CRA district has its own landscaping services, extra police protection, grants and low interest loans to businesses and its own CRA office. She stated that then there is the rest of the Town and because it is not in the blighted area it is not privy to the same opportunities. She stated that she questions why the Town stays in the CRA. She stated that she was told that the Town is committed for the next 30 years. She asked how the Town is committed for the next 30 years. She asked if the commitment to the CRA is because of grant obligations. She asked what the CRA has done for the Town other than make Park Avenue look neater through landscaping services that cost \$90,000 a year. She stated that she has copies of the bid proposals for the landscaping and is baffled on why the bids were accepted. She stated that the bid proposals should have been given back and told that the prices were too high and it should have been re-bid. She stated that now when the contract is up that the contract can be renewed for three more years at the same cost and asked who is watching over that. She stated that she has seen business come and go in the CRA including the costly art gallery. She stated that the CRA has been more successful in other Towns especially large communities. She stated that she does not see that success here and that all she sees are boarded up and whitewashed windows. She stated that it is time that Lake Park not be a part of that entitlement group. She stated that the Town has given enough to big government and that they now own a part of the Town because of the CRA. She stated that it is time to get out of the CRA whatever steps it takes. She stated that everyone knows that the CRA costs the Town more money than the Town will ever get or that the Town ever thought. She stated that there is nothing free in this world and that there are always attachments. She stated that if it sounds too good to be true then it is too good to be true. She stated that the CRA sounded too good to be true but those in charge at the time did not think it through and did not follow up. She stated that the Town should think it through and make wise decisions and do what is best for Lake Park. She stated that the Town should not have its hand out for freebies all the time and that it is unbecoming. She stated that the Town should learn to just say no. She stated that she wanted everyone to read the Lake Park blog [thestreetswhereyoulive.wordpress.com](http://thestreetswhereyoulive.wordpress.com).

Chair DuBois stated that he could not more disagree with Ms. Lloyd. He stated that there is not a single free thing coming to the CRA that is not available to the Town. He stated that there is a redistribution in the way that taxes are collected called Tax Increment Financing (TIF) program and that all of the taxes that are paid to the CRA through the TIF stay in the CRA. He stated that he simply disagrees with everything that Ms. Lloyd has said and suggested that Ms. Lloyd to read the CRA report. He stated that the CRA report has defined and outlined just about every aspect that Ms Lloyd has complained about as an item to address as the quality of life of this Town. He stated that he

appreciates that Ms. Lloyd has a different opinion than his but that he cannot just sit there and say thank you and agree with Ms. Lloyd.

Ms. Lloyd stated that she understands what Chair DuBois said. She stated that Chair DuBois is entitled to his opinion and that he has the opportunity to voice his opinion more often than she does because of his position. She stated that she does not agree with what he is saying right now. She explained that a Senator in another State has passed a bill to make it easier for towns to remove a CRA from their districts and wonders why a Senator would do that unless there are issues with CRA and that she believes that there are issues.

**CONSENT AGENDA:**

**1. CRA Board Meeting Minutes of February 01, 2012**

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

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Sue-Ellen Mosler	X		
Board Member Christiane Francois			Absent
Board Member Steve Hockman	X		
Board Member Jeanine Longtin	X		
Board Member Tim Stevens	X		
Vice-Chair Kendall Rumsey	X		
Chair James DuBois	X		

Motion passed 6-0

**DISCUSSION AND POSSIBLE ACTION:**

**2. 800 Park Avenue Request for Qualifications**

Interim Executive Director Titcomb stated that this item is a request for qualifications (RFQ) directly related to the 800 Park Avenue property. He explained that at the February 1, 2012 CRA Board meeting there was a request by the Board that staff prepare an RFQ for the potential occupancy of the 800 Park Avenue building. He stated the Board directed that building is to remain as an art studio and gallery. He explained that a draft RFQ has been included in the agenda packet. He stated that staff is recommending that the RFQ be coupled with a narrative regarding the property. He stated that the

narrative should include information regarding the Town's amenities, marketing, initiatives and funding, so that respondents are aware of the substantial investment in amenities and other possible pluses that the respondent might receive by applying for this RFQ.

Board Member Mosler stated that it appears that the CRA is trying to hire someone to do what the CRA was doing.

Economic Development Director Jennifer Spicer stated that the intention of the RFQ is to provide the same service as before but at a lesser expenses. She stated that the RFQ is intended to have a third party come in and provide the services and cover the current expenses of the building, such as utilities and maintenance. She stated that this is probably the best route to go as long as the building is kept for arts use.

Board Member Mosler stated that the respondent would run the gallery as the CRA did and make enough money to pay rent.

Economic Development Director Spicer stated that the CRA cannot charge rent for the building. She stated that basically the only thing the Town can charge is for utilities and maintenance of the building and that cannot exceed between \$9,000.00 to \$10,000.00 a year. She stated that there is no revenue for rent.

Board Member Mosler stated that she does not understand why the building cannot be rented.

Economic Development Director Spicer stated that because of the loan and other restrictions on the property the CRA cannot rent the building.

Interim Executive Director Titcomb stated that the purpose is to put in an independent contractor/provider to provide the programs and services the CRA intended for the space without using CRA employees or resources. He stated that in order to be compliant with the covenants of the loan that any monies paid to the CRA by a third party must only cover the cost of utilities, insurance and building maintenance.

Chair DuBois stated that it is his understanding that the building could be leased for \$1 a year or \$1 a month, but essentially it is a non revenue lease that provides all of the services that the CRA provided.

Board Member Mosler asked how the renter would receive revenue from the building.

Chair DuBois stated that based on the proposals that are submitted the proposers would receive some form of rent for shows, for providing services.

Vice-Chair Rumsey stated that fees for classes could be charged and commission on sales from the sale of art.

Board Member Mosler stated that the grant that the CRA received for the building prohibits the CRA from leasing out the building.

Chair Dubois stated that the CRA received a loan for the building and that the loan documents prohibit the CRA from leasing the building for more than the cost of utilities, insurance and building maintenance.

Board Member Stevens stated that it is his understanding that the name would stay the same "Art on Park".

Economic Development Director Spicer stated that it is staff's intention to keep it as an arts location.

Board Member Stevens stated that there would be monthly scheduled arts classes, monthly exhibitions openings to the community and the general public and that the leasee would be responsible for utilities, property insurance and maintenance.

Economic Development Director Spicer stated "that is correct".

Board Member Stevens stated "not rent".

Economic Development Director Spicer stated "not rent".

Board Member Hockman asked since the CRA is not charging rent, will the CRA bill the person for the utilities or is the person leasing the building going to be responsible for FPL and other utilities on their own.

Economic Development Director stated that staff has not determined that yet. She stated that she is not sure how legally it must be done and requested direction from the Board. She stated that she thinks that the person should have the utilities in their name and the CRA have nothing to do with it. She stated that as for the building maintenance the leasee could use the same company as the CRA and the CRA could bill the leasee for the difference.

Board Member Hockman stated that the way it is documented in the RFP is that the CRA will submit a bill to the leasee to pay it. He stated if the leasee is going to be responsible then it needs to be changed to stated that the leasee is responsible for maintaining the utilities and maintenance.

Economic Development Director Spicer stated that the RFQ in the agenda package is a rough draft and it is being presented to get feedback from the Board Members. She stated that the draft RFQ was a starting point and intended for the Board to provide input.

Board Member Hockman stated that on page 10 of the RFQ the last paragraph references the Town Commission should that be changed to the CRA Board. He asked if the CRA is going to approve the award.

Economic Development Director Spicer stated that it should be the CRA Board.

Board Member Hockman asked if the leasee is going to be allowed to charge for classes.

Economic Development Director Spicer stated that based on her last conversation with former Finance Director Costello and it is supposed to be a non-profit organization. They should not be charging for classes, it should be beneficial to the community, CRA and the public.

Board Member Hockman stated that the non-profit organization language should be included in the RFQ documentation. He stated that this will prevent those interested who want to open a business and want to make a profit from submitting.

Vice-Chair Rumsey stated that a non-profit can charge.

Board Member Hockman stated that if it is going to be restricted that the leasee cannot charge for classes, then that needs to be stated in the RFQ, so that the leasee knows exactly what they are getting into.

Vice-Chair Rumsey stated that a non-profit organization can charge for classes, there is nothing by law that says a non-profit cannot charge.

Board Member Hockman stated that a non-profit is not supposed to make money.

Vice-Mayor Rumsey stated that a non-profit does not make money, but they can charge. He explained that if a non-profit organization were going to have a teacher come in and teach a ceramics class, the teacher has to be paid and can be paid through the charges for the class.

Board Member Hockman stated that it was to be clear that if the CRA is going to require that the classes be free that the RFQ needs to state that the classes are free.

Chair DuBois stated that it is his understanding that the CRA charged for classes and whatever group that is operating the building may have to charge for classes and he does not object to that. He stated that the charges for the classes tend to be nominal to cover expenses.

Board Member Mosler asked if the leasee must be a non-profit or can it be a for profit enterprise for the leasee.

Chair DuBois stated that he does not know and thinks that is why the CRA is putting out the RFQ. He stated that the CRA must decide if a non-profit or a for-profit is the best fit for the CRA.

Board Member Mosler asked if the intent is to cover any of the interest or the CRA bills related to the loan.

Chair DuBois stated that the CRA is prohibited by the loan agreement from collecting monies from leasee to cover those expenses. He stated that he thinks the point is try to reproduce the CRA's original goal at a cost savings of \$35,000.00 a year. He stated that if the CRA is unable to find a good fit through these proposals the CRA may decide to sell

the building. He stated the problem with selling the building was that the current appraisal is at somewhat of a loss. He stated that if the building were to go out to market the building may get closer to the CRA's actual expenditures, but the RFQ is an effort to replace the art program. He stated that option number two is to sell the building.

Vice-Chair Rumsey stated he thinks that he remembers in the last go around that the gallery was required to be open seven days a week.

Economic Development Director Spicer stated "correct".

Vice-Chair Rumsey stated that the RFQ does not have that requirement. He stated that the RFQ does require that the gallery be open for special events.

Economic Development Director Spicer stated that the RFQ states that the gallery must be open during special events and that the hours of operation must be approved by the Board.

Vice-Chair Rumsey stated that he thinks that from the beginning of this process the CRA should make sure that the lease commits to being open seven days a week. He stated that the gallery being open seven days a week should be a part of the general requirements listed on page five of the RFQ. He stated that he did not understand the math of \$35,000.00 savings as stated by Mayor DuBois. He asked if the \$35,000.00 was a combination of the \$10,000.00 for utilities, maintenance and insurance and the cost saving of \$25,000.00 by not having CRA staff.

Chair DuBois stated "yes".

Board Member Hockman stated that his understanding was that it was \$36,000.00 and it is the lease payment or mortgage payment which the CRA is not recouping. He stated that the CRA is still going to be paying the \$36,000.00 and that CRA is not going to pay the electric, water and employee costs and that is the cost savings.

Board Member Stevens stated that given that the debt service is approximately \$36,000.00 that will still be paid by the Town, he requested that some of the art classes and shows be free to the public. He stated he wants to make sure the CRA is getting some benefit for the debt service payments. He understands that the CRA is saving some money over the last budget, but the CRA is still paying the debt service and the CRA and the residents should get something for those payments.

Vice-Chair Rumsey asked if preferential treatment could be given to residents.

Attorney Baird stated that the covenants in the loan would address that issue. He stated that he does not believe that the loan documents address the issue.

Chair DuBois stated that maybe there is an opportunity that Lake Park Resident may get a benefit.

Board Member Stevens stated that he is not saying all classes should be free, but that some of the classes are free so that Lake Park residents get a benefit.

Board Member Longtin stated that she thought that rent could be charged so that the CRA could recoup some of the expenses.

Economic Development Director Spicer explained that as long as the amount does not exceed what is currently being paid in utilities and other expenses related to the maintenance of the building. She stated that the currently the CRA is paying \$9,000.00 at year and that is the maximum that can be charged.

Board Member Longtin stated that if the CRA can charge something it should be charged because this is being given away cheap.

Chair DuBois stated that the CRA can recoup the cost of utilities, insurance and building maintenance.

Economic Development Director Spicer stated that the charges for the building have nothing to do with the loan. She stated that the CRA cannot charge anything for the interest fees or anything related to the loan. She stated the charges must be only what the CRA has been paying for utilities, maintenance and insurance.

Board Member Longtin stated that the leasee will pay for insurance.

Economic Development Director Spicer stated that the leasee will pay for every expense.

Board Member Longtin stated that she agreed that the utilities should be in the leasee's name. She stated that she is going to ask that this item be tabled because she would like to know if the CRA is going to be outsourced. She explained that if the CRA is going to be outsourced that the company that the CRA is outsourced to should be given the perimeters of the building and ask what can be done with it. She stated that the CRA tried to run this program and failed and yet we are micromanaging it in this bid. She stated she thought the RFQ would be put out with a wish list and then pick and choose what the respondents to the RFQ can do.

Chair DuBois stated that the CRA will not be beholden to accept one or another of the proposal. He explained that the CRA could reject all the proposals and decide to sell the building or decide some other way to handle the building. He stated that the workshop is March 14, 2012 and based on the direction provided to staff the RFQ could be on the agenda for discussion and possible action.

Economic Development Director Spicer stated that the redraft of the RFQ could be on the workshop agenda.

Board Member Hockman stated that he wanted to clarify that the \$9,000.00 to \$10,000.00 is the total whether it is electric, water, rent or whatever. He asked if utilities bill the electric goes above the \$10,000.00 is the CRA going to have to come back and pay the difference.



Economic Development Director Spicer stated that the RFQ will clearly state that the tenant is responsible for the utilities. She stated that the tenant would be responsible for the total utilities.

Board Member Hockman stated that the Bond Attorney stated that the charges for utilities cannot be more than \$9,000.00 to \$10,000.00.

Chair DuBois stated that he wanted to recap what he got out of this discussion. He stated that the comments by Interim Executive Director Titcomb were the same as he had regarding the narrative and that it needed to be more descriptive (“fattened up”) so that the applicant knows that there is some shared opportunities here including opportunities to be advertised on the website. He stated that these opportunities are not high dollar high input costs for the CRA but the CRA can do whatever it can. He stated the tenant will have well placed business opportunity with high visibility; it is an attractive building with ample parking. He stated the tenant would have a footprint that has proven its self to be an operable art area with all of the backing of the CRA. He stated that the tenant would have all the momentum that has been built which includes several million dollars worth of improvements to the building. He stated that this is a good opportunity and that the applicants should recognize that they are not going it alone necessarily. He stated that the utility charges will be clarified. He stated that his thought regarding charges for classes and showings is to leave that portion as is and see what is proposed. He stated that the facility will be open seven days a week and that language will be added to the RFQ. He requested that the language be checked throughout the document as to references to the CRA versus the Town. He suggested that the changes be made and brought back at the workshop or next meeting.

Interim Executive Director Titcomb stated that he thinks it would be appropriate to address the RFQ at the workshop. He stated that the Board may want to add a component for a narrative from the applicants such as a business plan, program offering or something that would address a number of these items. He stated that the applicant may not have all the particulars, but that the applicant could indicate their vision or mission as part of the proposal.

Chair DuBois stated that a list of arts organizations including schools should be developed in order to solicit for proposals.

Board Member Longtin stated that she requested that information on this building be given with the RFQ and the information regarding the building is coming from the January 4, 2012 meeting item 4. She stated that the building has an almost \$341,000.00 balance due on the loan and that there is a pre-payment penalty of \$95,000.00, therefore the building would have to be sold at \$435,000.00 to be able to let it go and move on.

Chair DuBois stated that he believes that an appraisal is included in that information.

Board Member Longtin stated “yes” and that when the CRA bought the building a year old appraisal was used, so she was concerned by the whole thing.

Board Member Mosler asked who holds the mortgage for the building.

Assistant to the Finance Director Deborah Doiron stated that it is part of the Bank of America Loans.

Board Member Longtin stated that the RFQ states that the limit on the number of pages in the proposal is six and that she does not think there should be a page limit. She stated references alone could be six pages. She stated that Vice-Chair Rumsey and Board Members Hockman and Mosler have experience in this area and if they think six pages is fine then she would go along.

Chair DuBois stated that he does not have a problem with removing the page limit on the number of pages for attachments. He stated he would like to have more information than less.

Board Member Mosler stated that she agrees with removing the page limit for attachments.

### **3. Discussion of Draft Agenda for the March 14, 2012 Workshop**

Interim Executive Director Titcomb stated that the intent of this item is to go over the content of the March 14, 2012 workshop agenda. He stated that one of the key components to the workshop is a Presentation presentation. He stated that the presentation will give the Board the state of the CRA in all its aspects; the assets, challenges, activities and projections. He stated that the draft agenda provided in the agenda package lays out the proposed order of the meeting. He stated there are some special invitation speakers to speak globally about the CRA and economic climate issues.

Board Member Longtin stated that Interim Executive Director Titcomb stated people and that she sees only one person listed on the agenda.

Interim Executive Director Titcomb stated that Mr. Chase is the one listed, but that he was also including members of staff. He stated that item two is the CRA boundary Map & Zoning Description and that Community Development Director Nadia DiTommaso would give an overview of just the structure. He stated that he is aware that the Board had a workshop back in the fall about these items so some of these technical items will just be for review and to refresh the collective audiences understanding of the scope, boundaries and the intent of the CRA. He stated item three is CRA overview and this item will be about CRA Facts, Vision & Focus Areas and Required and ongoing responsibilities to achieve vision and mission of the CRA. He stated that this is part of the proposed Presentation presentation. He stated the next item on the agenda is responsibilities of the CRA technically and financially to meet its mission. He stated that the next item on the agenda is challenges of the CRA, overview of the public infrastructure road conditions, drainage and lighting, updates on the individual properties, programs and incentives, financial status, budgeting, projections, potential shortfalls, and alternatives and options. He stated that the next item would be a wish list consisting of things that will be needed to move initiatives forward and get them accomplished. He stated that there will be a section for Public Comment added to the agenda and a section for the Board Members to

make comments. He stated that the agenda lays out the basic concept and outline for the meeting. He stated that staff is seeking specific direction from the Board regarding specific issues, problems or other items that the Board wants to add to the agenda.

Chair DuBois stated that discussion regarding third party administrators of the CRA needs to be added. He asked Vice-Chair Rumsey if that was one of the goals that Vice-Chair Rumsey had envisioned for the workshop.

Vice-Chair Rumsey stated that is one of the items on his list.

Chair DuBois stated discussion regarding the CRA Stakeholders Advisory Committee (SAC) and the process regarding the formation of that committee needs to be added to the agenda.

Interim Executive Director Titcomb asked for clarification regarding the committee.

Chair DuBois stated that the Board had discussed the formation of a Stakeholder Advisory Committee. He stated that he wondered if a Business Development Board (BDB) member might be interested in doing a presentation. He stated that Ed Chase, CEO Northern Palm Beach Chamber of Commerce, is a good speaker and is glad that staff reached out to Mr. Chase to participate in the workshop. He suggested inviting Kelly Smallridge President and CEO of the BDB.

Vice-Chair Rumsey stated that he thinks it would be worthwhile to invite Kelly Smallridge or someone from Ms. Smallridge's office.

Interim Executive Director Titcomb suggested inviting Kelly Smallridge or Gary Hines from the BDB.

Vice-Chair Rumsey stated that maybe Ms. Smallridge could speak about the Bioscience Overlay as to any possibilities that the CRA may have in that area.

Chair DuBois stated that a significant area of the CRA is in the Bioscience Overlay area, so there are opportunities there.

Vice-Chair Rumsey stated that this area is not necessarily areas of the CRA that one sees at first glance, it is not just Park Avenue but the industrial area to the west and it would be great to have Ms. Smallridge speak to these areas.

Chair DuBois stated that he thinks it would be a good idea to make the BDB aware that there is a CRA and there are industrial opportunities.

Vice-Chair Rumsey asked if the Board will see the Presentation prior to the workshop.

Interim Executive Director Titcomb stated that it is his intention to provide the Presentation to the Board once it is pretty much finished in terms of drafting of it. He stated that a meeting is scheduled for Friday for internal stakeholders to review the Presentation. He stated that it is more likely that the Board would receive the Presentation

early next week and not in conjunction with the release of the regular agenda package. He stated the reason for the delay is because of the volume of information going into the Presentation.

Vice-Chair Rumsey stated that his concern with the meeting is that he had hoped that before now, a week out that the Board would have seen something more substantial than a one page outline of what the meeting is going to be. He stated that he would have hoped by now that staff would have invited the Kelly Smallridge's of the world and other people. He stated that now the meeting is a week out and crossing our fingers that possibly these people could come. He stated that the people discussed are stakeholders in the process that the Board wants to hear from them at the meeting. He stated that one of the things that the Board has discussed is outside CRA management companies and asked if any companies that provide CRA management services have been invited to attend the meeting to discuss how they work. He stated that he thinks at the last meeting when the workshop was discussed that the Board was clear on having these companies at the meeting. He stated that he thought various companies would be advised of the workshop and invited to come and tell the Board how they operate. He asked if any companies have been contacted.

Economic Development Director Spicer stated that she checked the nearest municipalities and the only company she came across was Mr. Chris Brown of Redevelopment Management Association that provides services at Pompano, Delray and Northwood. She stated that she has not come across any other management company in the area.

Vice-Chair Rumsey stated that it is his understanding that there is a State Association of CRA Management Firms.

Interim Executive Director Titcomb stated that there is a CRA Association of CRA Executives and Associates.

Vice-Chair Rumsey asked if the Association had been contacted to let them know about the workshop.

Economic Development Director Spicer stated that she would look into it.

Vice-Chair Rumsey stated that his fear is that the meeting will not be what the Board designed it to be and rather than to bring the public in and not have the meeting that the Board had hoped for that he would prefer to put the meeting off and get the meeting to be what the Board designed it to be. He stated that he is not comfortable with what is being presented. He stated that Ed Chase will be great however, he thinks that there are other stakeholders that need to be at this meeting that would be a big voice in the CRA that he does not see on the list and that staff has not made contact with at this point.

Chair DuBois stated that he does not mind delaying the meeting. He stated that he thinks that during the time when the meeting was first discussed and today that the CRA has been through traumatic events and staff has been somewhat distracted. He stated that he does not mind putting the meeting out a little further so that the agenda can be establish more ("thickened up a bit") because it is a very important subject.

Economic Development Director Spicer explained that the next CRA meeting will be April 4, 2012 and suggested the workshop be held on March 28, 2012 or would the Board prefer to go into the next month.

Chair DuBois suggested going into the next month because people's calendars will be pretty much set for this month and next month. He thought staff would have a hard time getting people a couple of weeks out.

Vice-Chair Rumsey agreed and that he is not available on March 28, 2012. He stated one of the things that the Board discussed is whether to have the meeting on a regular meeting night or not on a regular meeting night. He asked if the Board wants to come in on a regular meeting night and make a long night of it and have the meeting at a regular CRA meeting.

Board Member Longtin stated that she would prefer a workshop.

Vice-Chair Rumsey stated that the Board can have a workshop during a regular meeting.

Board Member Longtin stated that she understood that, but that she would rather have a whole separate workshop because if this is done the way she thought the Board had envisioned it that the Board could be having a whole bunch of people speak. She stated that there are many management firms out there, whether they would be interested or not, but if at least three came each could give a half an hour presentation. She stated that she would like to see the Board set up a whole separate day to do a workshop.

Board Member Hockman suggested April 11, 2012 that is the second Wednesday in April. He stated that would give staff a month to tie this down.

Vice-Mayor Rumsey requested that the Board receive a progress report in case the Board needs to go back and look at this again.

Chair DuBois stated that progress reports can be provided on March 21, 2012 and April 4, 2012

Board Member Longtin stated that March 21, 2012 is a Commission Meeting and April 4, 2012 is a CRA meeting. She recommended that the status report be given at the April 4, 2012 CRA meeting so that all of the CRA Board can participate.

Chair DuBois asked if a status regarding the meeting could be provided at the Commission Meeting on March 21, 2012.

Interim Executive Director Titcomb stated that a progress report could be provided at the March 21, 2012 meeting. He stated that he knows that the Board wants to bring in a number of CRA field experts to talk about some of the content subject matter and asked if in addition to that does the Board want this workshop to include presentations by other providers as in a proposal style.

Board Member Hockman stated that Vice-Chair Rumsey invited Chris Brown come to the last meeting and Mr. Brown was sick so he did not show up. He stated that his assistant came and she was kind of unprepared. He stated that the way he understood it is that Chris Brown and RMA were going to come to this workshop and present outsourcing the CRA management versus staff managing the CRA in-house.

Chair DuBois suggested checking the minutes that there is a lot of discussion about what the Board was hoping to get out of the workshop.

Vice-Chair Rumsey stated that he does not think that the Board should expect a proposal from each company but maybe just a full review of what services each company offers.

Board Member Hockman stated that the companies should provide an overview of services as an idea of what they provide.

Chair DuBois stated more like introductions.

Vice-Chair Rumsey suggested giving the companies the CRA budget and see what the CRA has and come in with a couple of ideas on how the companies can work with the CRA and how the companies can make an effective partnership. He stated that if each company is going to do a presentation he would give each company a time limit.

Board Member Stevens stated that he thinks that the extra focus should be placed on the budget. He stated that he thinks the CRA financial status will allow the Board to know where the CRA currently is before the Board makes all these great plans about where the CRA will be going. He stated that former Finance Director Costello was going to put some proposals together and with her vacancy it may take some time to get a more detailed CRA austerity budget together, but he thinks that the Board really needs to know where the CRA is and the CRA financial status is where the extra focus should be devoted.

Board Member Longtin stated that other Board Members threw out some name such as Kelly Smallridge and Hines and asked who these people are.

Interim Executive Director Titcomb stated that both Ms. Smallridge and Mr. Hines are representatives of the BDB. He stated that the BDB is the contracted agency that provides business marketing and business economic development services to Palm Beach County on a regional basis to connect interested businesses and parties with available real estate and acreage, incentive program, tax programs and other services.

Board Member Longtin stated that Interim Executive Director Titcomb stated that he had a meeting with CRA stakeholders and asked who the stakeholders are.

Chair DuBois stated that no, he was talking about the Stakeholders Advisory Committee.

Interim Executive Director Titcomb stated that he did not have a meeting.

Board Member Longtin stated that she briefly looked at the CRA agendas for January 4, 2012 and February 1, 2012 and a lot of this information is in there and she was hoping that this workshop would be more of a "let's see who else wants to come in and maybe do something with our little asset there". She stated that the progress update on the workshop that Chair DuBois request on March 21, 2012 is fine, but that another update should be provided at the first CRA meeting of the CRA Board.

Chair DuBois stated yes on April 4, 2012.

Board Member Mosler stated that it was her understanding that this workshop was supposed to be a meeting of the Board and the Advisory Committee and that the two groups together would decide what they thought the CRA should be doing and focus on vision. She stated that this was an opportunity to have input for the business people in the CRA and as a result of the meeting between the two groups the Board would decide whether to manage the CRA in-house or outsource the management. She asked if that is what the result of the workshop is supposed to be.

Chair DuBois stated that at least one of the goals is some direction towards third party administration.

Board Member Mosler asked what the other goals of the workshop are.

Chair DuBois stated that he thought one of the other goals was to discuss the organization tree of the Stakeholders Advisory Committee.

Board Member Mosler stated that she thought the main goal of this workshop was to find out if the Board wanted to continue with the CRA as it is now and improve it, if necessary or go with an outside organization.

Chair DuBois stated yes and that he thinks that is what Vice-Chair Rumsey was discussing.

Board Member Longtin stated that she is getting confused with the title stakeholder that keeps getting thrown around. She stated that in the Town Charter when the word stakeholder is used she thinks of the citizens and then the business owners. She asked if the stakeholder advisory committee was going to be made up of residents and business owners that are in the CRA or is the Board also looking at the BDB and Northern Palm Beach Chamber of Commerce to be on the committee as well.

Chair DuBois stated that actually that is a good idea. He stated that as he sees the makeup of the CRA is largely commercial, it is largely commercial tax base. He stated that was what he was talking about when he brought up the idea of building some representation for those people other than the three minutes they have at the microphone because they do not have the same access to the Board as the residents who are voters. He stated that "if the residents like what we do they vote us in, if they don't like what we do they vote us out". He stated that the business owners don't have that opportunity and business owners have expertise, different experiences and slightly different motivation than the

residents do and is happy to hear some of the advise that business owners have regarding the CRA. He stated that was his idea behind the Stakeholders Advisory Committee.

Board Member Longtin stated that she does not know that she would call the Northern Palm Beach County Chamber of Commerce a stakeholder. She stated "yeah sure we are all one and one planet and all that stuff but ultimately it is the citizens and the business owners that are literally in the CRA", and that is who she would call stakeholders. She stated that she keeps getting confused because stakeholder keeps getting thrown out there.

Chair DuBois stated that members of the Northern Palm Beach Chamber of Commerce seems to be a good thoughtful group and whatever advice that they have he thinks would be valuable. He stated that he thinks the same thing of the BDB. He stated that the BDB is a stakeholder in the community from the point of view that they have an incredible opportunity of marketing the businesses in the CRA to a wider range and as well as providing incentives to retain businesses and expand businesses that are in the community already.

Board Member Longtin stated that she does not consider that a stakeholder, but they would have great advise and the Board should reach out to them and all these groups, but as far as stakeholder they don't own property in the CRA and they don't own a business in the CRA. She stated that these organizations are a wealth of information that the Board should reach out to.

Chair DuBois stated that half of the funding for the BDB comes from Palm Beach County taxes and in a sense we are all stakeholders in the BDB. The other source of funding come from whatever the BDB is able to get from State, Federal and private funds. He stated that one of the large property owners in the Town is on the Board of Directors or has been on the Board of Directors of the BDB for a number of years as well as the Chamber of Commerce. He stated that he thinks that there is a stake that some of these organizations hold in the activity of the CRA and he thinks it may be a large enough committee that they won't have the opportunity to direct all the discussion.

Board Member Longtin stated that the Board will look at this again on April 11, 2012 with a couple of updates in between, but to pretty much keep it how it is and invite more people and other management firms and that's pretty much where the Board is headed.

Chair DuBois stated the recommendations that have taken place through this discussion and everyone has taken notes and has the gist of it.

Interim Executive Director Titcomb stated that he wanted to make sure it was clear that the invitation of different experts to the workshop is to make presentation to the Board and will not make them automatic members of the stakeholders committee.

#### **4. Discussion/Selection of Hedge Plant for Downtown Alleyway, 7<sup>th</sup> and 8<sup>th</sup> Street**

Interim Executive Director Titcomb stated that there was previous action to install planting in the downtown alleyways in the CRA area. He stated that subsequent to the



decisions to install planting in the downtown alleyways there were some concerns raised regarding the selected plant material and related issues. He stated that CRA Project Manager Richard Pittman prepared the item and will present the item to the Commission.

CRA Project Manager Richard Pittman stated that during the 2008/2009 timeframe the downtown alleyways were reconstructed and the reconstruction included landscaping. He stated that the current landscaping in the alleyway consists of Ficus hedges, Crown of Thorns, Viburnum, Oak trees and other plant material. He stated that the issue is that since the Ficus hedges were planted there has been a pest throughout Palm Beach County called Whitefly and the CRA has spent over \$2,000.00 trying to control the Whitefly infestation of the Ficus hedges. He stated that the alleyway between 7<sup>th</sup> and 8<sup>th</sup> Street are currently under construction. He stated that the current landscape plan also includes Ficus hedges and that he is before the Board suggesting that Ficus not be used in that section of the alleyway. He recommended that the Cocoplum be used instead and stated that he has contracted Jeff Blakely, a local resident landscape architect, and that Mr. Blakely suggested the use of the Cocoplum. Mr. Blakely also suggested the use of green or white variety of Scheffiera as a second choice. He stated that other alternative plantings are the Chalcas or Hibiscus. He stated that he is not a landscape expert, but he does recommend that the use of Ficus hedges be discontinued.

Chair DuBois stated that he read the correspondence with Jeff Blakely and appreciated that Mr. Pittman reached out to a local expert for advice. He stated that his only thought was to avoid Orange Jasmine because it is an Asian Citrus Psyllid attractor, which is a problem for the citrus industry.

CRA Project Manager Pittman concurred with the remarks regarding the Orange Jasmine.

Board Member Longtin asked if this item should go through the Planning and Zoning Board. She stated that she knows this is just a shrubbery issue, but the Planning and Zoning Board is continually by-passed.

Chair DuBois stated that it is up to the direction of the CRA Board.

Board Member Longtin stated that it is not up to the direction of the CRA Board and asked if there was a procedure for this stuff.

Chair DuBois stated that because it is here that it has probably been vetted through that procedure.

CRA Project Manager Pittman stated that Board Member Longtin had a good point and that he did not even think about the Planning and Zoning Board.

Board Member Longtin stated that is the way it has been going as of late. She asked if the Whitefly is also the problem with the trees down at Lake Shore Park.

CRA Project Manager Pittman stated that he is not familiar with the exact pest related to the trees at Lake Shore Park.

Board Member Longtin asked what efforts have been made and who has made those efforts to eliminate the Whitefly problem.

CRA Project Manager Pittman stated that it has been handled on an individual basis. He stated that the problem has been moving South to North and he does not know of any government agency that has gotten involved to resolve the problem.

Board Member Longtin stated that the agenda states that "The Ficus hedges have had to be treated for Ficus Whitefly for the past two years. The treatment cost is approximately \$1,000/year", who has been providing this treatment.

CRA Project Manager Pittman stated that he misunderstood the question. He stated that Chris Wayne the landscape maintenance contractor that provides the CRA landscape maintenance to has provided the treatments. He stated that the Ficus hedges were sprayed and a granular insecticide put on the ground and is absorbed by the root system.

Board Member Longtin stated that this is a bigger issues beyond the CRA and is going into Lake Shore Park and there are some pretty decent trees over there.

Chair DuBois stated that the Whitefly infestation is everywhere including private homes.

Board Member Longtin asked if the plants being recommended are Whitefly resistant plants.

CRA Project Manager Pittman stated that based on his research of Cocoplum the Whitefly issue has not popped up and that in the correspondence he had with Mr. Blakely there is no reference to Whitefly being found on Cocoplum.

Board Member Longtin asked how much this is going to cost.

CRA Project Manager Pittman stated that the landscaping has already been budgeted and the variety of material selected. He stated that the Cocoplum and the Arboricola are about the same price range. He stated if Ficus is used approximately 210 plants are needed to cover that section of the alley.

Board Member Longtin asked how much is it for the planting material, plus labor and all that and does this address the other sections of the alleyway in the CRA that have Ficus hedges. She stated that if the Board is going to do something about it the Board should look at everywhere that has the Ficus hedge.

CRA Project Manager Pittman stated that is a good point and stated that he did not want to bring that up, but if it were to go to the Planning and Zoning Board he would bring out the detail regarding whether this is a plant that should be considered for replacement instead of controlling in other areas. He stated that Ficus in the plant finder book is approximately the same price as the Cocoplum and Arboricola.

Board Member Longtin stated that in her opinion she would like to show the respect to the Planning and Zoning Board. She stated that there is some expertise on the Planning and Zoning Board and Mr. Blakely can speak with the Planning and Zoning Board.

Chair DuBois stated that he agrees with Board Member Longtin's suggestion. He stated that he would be happy to have the Planning and Zoning Board get it and perhaps look at the other areas where Ficus is planted on Town property and consider replacing it.

Board Member Longtin stated that by then it may be more than the Ficus and that this is not a time sensitive item.

Board Member Hockman stated that it is stated in the literature that the Figs and a bunch of plants are affected by the Whitefly, so it is not just the Ficus itself.

Board Member Stevens stated that he can speak from personal experience that his Banyan tree has whiteflies. He stated that his Seagrape is totally unaffected and they are right next to each other, so he would push Seagrape especially if it is cheaper than the Cocoplum Arboricola. He stated that the Seagrape also has a lower nutritional requirement and that Mr. Blakely is the expert, but in his experience Seagrape is really good and really hardy.

Board Member Mosler stated that the Seagrape is messy.

Board Member Stevens stated that yes the Seagrape is messy, but Ficus and Cocoplum will need to be trimmed as well. He asked if there was any way to grant a code variance to not even require landscaping given budgetary restrictions.

Chair DuBois stated that if the variance is granted for the CRA it would have to be granted for everyone else.

Board Member Stevens said ok.

CRA Project Manager Pittman stated that this is along the Community Garden and that it has not been hedged for several years.

Board Member Stevens stated that because this is next to the Community Garden that he does not think the Community Garden cares.

CRA Project Manager Pittman stated that there is one single family home right adjacent to the Community Garden.

Board Member Longtin stated that Board Member Stevens says the Community Garden doesn't care, but doesn't the Whitefly get on the food plants.

Chair DuBois stated that the Whitefly gets on everything.

Board Member Stevens stated that he means that the Community Garden does not care if the fence is just left as a fence.

Chair DuBois stated that maybe the Planning and Zoning Board can look at that.

CRA Project Manager Pittman stated that he would be happy to take this to the Planning and Zoning Board.

Interim Executive Director Titcomb stated that in Mr. Pittman's defense the issue was looking to address a substitution issue on this particular project, but it begs the question if the problem is here is it everywhere and that could clearly raise to a Planning and Zoning Board discussion.

Chair DuBois asked if the University of Florida Whitefly paper could be put up on the website.

CRA Project Manager Pittman asked if that was the Whitefly paper that is part of the agenda.

Chair DuBois stated "yes" and that the paper had good information.

Board Member Stevens stated that for those people having Whitefly issues the Bayer Advanced Tree/Shrub insect control work really well. He stated to put the insecticide around the affect plants and it kills the Whitefly pretty well.

Board Member Mosler asked how long it will take to go through all this procedure.

CRA Project Manager Pittman stated that he would put the item on the next Planning and Zoning Board meeting that he can get on the agenda.

#### **COMMENTS BY BOARD MEMBERS AND EXECUTIVE DIRECTOR**

**Board Member Longtin** stated that she guesses that there is some sort of barbeque cook-off something later this month. She stated that she knew nothing about it, but if maybe someone has it on their list to talk that she really does not know anything about it.

**Board Member Stevens** stated "control your Whitefly population, use Bayer Shrub Control".

**Chair DuBois** stated that what he knows about the barbeque is that the promoter is going through the permit process and applying for a permit and seems to be moving through that process pretty well and will have a permit to do a special event. He stated that there are apparently two organizations in the United States that run barbeque competitions, one is the Texas Barbeque and the other Kansas City Barbeque and one of those organization is a judging the barbeque contest. He stated the promoter also does the Acreage Chili Fest and the Acreage Fall Fest and has been doing it for a number of years. He stated the two events started out very small and have become very successful. He stated that the promoter is good at creating community based and charity based events. He stated that he is delighted that the promoter is coming to Town.

**Vice-Chair Rumsey** stated that he has no comments.

**Board Member Hockman** asked if the CRA involved at all with the barbeque because on the flyer the CRA logo appears as though the CRA is sponsoring the event or have involvement.

Economic Development Director Spicer stated that initially when she met the promoter she was going to get involved, but the only assistance she has provided is getting him some vendors and because the event is in the CRA she was trying to promote the CRA and that is all she has done.

Board Member Hockman stated ok that he just wanted to make sure. He stated that he did look at the website and it is the Kansas City Barbeque that is backing the event and that hopefully it will be a fantastic event.

**Board Member Mosler** stated that the Whitefly infestation generally does not kill the plant it will grow back. She stated that as a business owner that one of the things she thinks the Board should do to help the business owners in Town is to re-evaluate some of the Town's building permit fees. She stated that during the process of seeking a sign variance that she was told just to make the request for approval that the fee was \$750.00. She stated that she thinks that is a lot of money just to make a request for a variance. She stated she thinks it is something that in the Board should discuss when discussing how the CRA operates and how to help business owners.

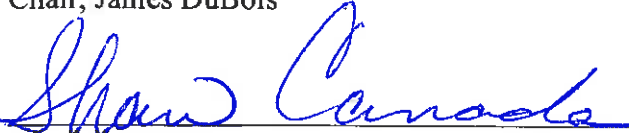
**Interim Executive Director Titcomb** stated that he had no comments, that he just wanted to assure the Board that staff has made notes of all of the Board's comments and will work these into the materials that the Board sees in subsequent reports regarding the workshop.

**ADJOURNMENT**

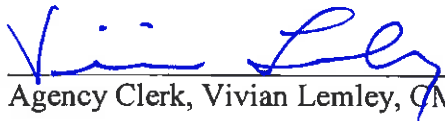
There being no further business to come before the CRA Board and after a motion to adjourn by Vice-Chair Rumsey and seconded by Board Member Hockman, and by unanimous vote, the meeting adjourned at 7:53 p.m.



Chair, James DuBois



Deputy Agency Clerk, Shari Canada, CMC



Agency Clerk, Vivian Lemley, CMC



FLORIDA

Approved on this 4 of April, 2012



# AGENDA

Community Redevelopment Agency Meeting  
Wednesday, March 7, 2012, 6:30 pm  
Lake Park Town Hall  
535 Park Avenue

<b>James DuBois</b>	—	<b>Chair</b>
<b>Kendall Rumsey</b>	—	<b>Vice-Chair</b>
<b>Christiane Francois</b>	—	<b>Board Member</b>
<b>Steven Hockman</b>	—	<b>Board Member</b>
<b>Jeanine Longtin</b>	—	<b>Board Member</b>
<b>Sue-Ellen Mosler</b>	—	<b>Board Member</b>
<b>Tim Stevens</b>	—	<b>Board Member</b>
.....		
<b>Jaime Titcomb</b>	—	<b>Interim Executive Director</b>
<b>Thomas J. Baird, Esq.</b>	—	<b>Agency Attorney</b>
<b>Vivian M. Lemley, CMC</b>	—	<b>Agency Clerk</b>

PLEASE TAKE NOTICE AND BE ADVISED, that if any interested person desires to appeal any decision of the Town Commission, with respect to any matter considered at this meeting, such interested person will need a record of the proceedings, and for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. *Persons with disabilities requiring accommodations in order to participate in the meeting should contact the Town Clerk's office by calling 881-3311 at least 48 hours in advance to request accommodations.*

- A. **CALL TO ORDER**
- B. **PLEDGE OF ALLEGIANCE**
- C. **ROLL CALL**
- D. **ADDITIONS/DELETIONS - APPROVAL OF AGENDA**
- E. **PUBLIC COMMENT**

**This time is provided for audience members to address items that do not appear on the Agenda. Please complete a comment card and provide it to the Agency Clerk so speakers may be announced. Please remember comments are limited to a TOTAL of three minutes.**

- F. **Consent Agenda:** All matters listed under this item are considered routine and action will be taken by one motion. There will be no separate discussion of these items unless a Board member or person so requests, in which event the item will be removed from the general order of business and considered in its normal sequence on the Agenda. Any person wishing to speak on an Agenda item is asked to complete a public comment card located on either side of the Chambers and given to the Agency Clerk. Cards must be submitted before the item is discussed.

**Consent Agenda Items Recommended For Approval:**

- |   |       |
|---|-------|
| 1. CRA Board Meeting Minutes of February 01, 2012   | Tab 1 |
| <b>G. <u>DISCUSSION AND POSSIBLE ACTION:</u></b>  |       |
| 2. 800 Park Avenue Request for Qualifications   | Tab 2 |
| 3. Discussion of Draft Agenda for the March 14, 2012 Workshop   | Tab 3 |
| 4. Discussion/Selection of Hedge Plant for Downtown Alleyway, 7 <sup>th</sup> to 8 <sup>th</sup> Street | Tab 4 |
| <b>H. <u>BOARD MEMBER COMMENTS</u></b>  |       |
| <b>I. <u>EXECUTIVE DIRECTOR COMMENTS</u></b>  |       |
| <b>J. <u>ADJOURNMENT</u></b>  |       |