

AGENDA

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

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

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 |
| G. <u>DISCUSSION AND POSSIBLE ACTION:</u> | |
| 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 th to 8 th Street | Tab 4 |
| H. <u>BOARD MEMBER COMMENTS</u> | |
| I. <u>EXECUTIVE DIRECTOR COMMENTS</u> | |
| J. <u>ADJOURNMENT</u> | |

Consent Agenda

TAB 1



AGENDA

Community Redevelopment Agency Meeting
 Wednesday, February 1, 2012, 6:30 pm
 Lake Park Town Hall
 535 Park Avenue

James DuBois	—	Chair
Kendall Rumsey	—	Vice-Chair
Christiane Francois	—	Board Member
Steven Hockman	—	Board Member
Jeanine Longtin	—	Board Member
Sue-Ellen Mosler	—	Board Member
Tim Stevens	—	Board Member
.....		
Maria V. Davis	—	Executive Director
Thomas J. Baird, Esq.	—	Agency Attorney
Vivian M. Lemley, CMC	—	Agency Clerk

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 January 4, 2012 | Tab 1 |
| 2. Renewal of Intergovernmental Consultant (Lobbyist) Agreement | Tab 2 |
| G. <u>DISCUSSION AND POSSIBLE ACTION:</u> | |
| 3. Discussion Regarding Outsourcing CRA Management | Tab 3 |
| H. <u>BOARD MEMBER COMMENTS</u> | |
| I. <u>EXECUTIVE DIRECTOR COMMENTS</u> | |
| J. <u>ADJOURNMENT</u> | |



Minutes
Town of Lake Park, Florida
Community Redevelopment Agency Board Meeting
Wednesday, February 1, 2012, 6:30 p.m.
Town Commission Chamber, 535 Park Avenue

The Community Redevelopment Agency Board met on Wednesday, February 1, 2012 at 6:30 p.m. Present were Chair James DuBois, Vice-Chair Kendall Rumsey, Board Members Christiane Francois, Steven Hockman, Jeanine Longtin, Sue-Ellen Mosler, and Tim Stevens, and Interim Executive Director David Hunt, 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

Motion: A motion was made by Board member Francois to approve the Agenda; Board member Hockman made the second.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Sue-Ellen Mosler	X		
Board Member Christiane Francois	X		
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 7-0

Public Comment:

Guy Havilland, 7460 Monte Verde Lane, West Palm Beach, stated that based on his previous experience with local government, which have been negative, his experience here at Lake Park and with the Lake Park CRA has been positive. He stated that in particular the assistance from Economic Director Jennifer Spicer and Community Development Director Nadia DiTommaso have been great. He stated that based on the level assistance that he received; he is looking at doing more than one project within the

Town. He stated that he is concerned about the outsourcing of the CRA and whether the level of support would continue. He stated that when outsourcing is not a commercial operation the motive of the company providing the services is to raise the fee because it is the companies only source of income. Whereas, the motive of the CRA is to keep the costs down in order to invest more into the agency and the area it represents.

Diane Bernhard, 301 Lake Shore Drive, stated that there should be a temporary halt to the plans to develop the waterfront. She stated that the Town should reconsider its position and way its proceeding with developments. She stated that it appears that the Town has lost sight of what it wants and instead are focusing on what someone else has told us we need. She stated that the residents should be more involved in the process of determining what development would occur at the waterfront property.

Jim Lloyd, 220 Lake Shore Drive, stated that it is difficult to find out what and how things have happened in the CRA. He asked where the Tax Increment Financing (TIF) that was not properly allocated to the CRA went and what was it used for. He stated that the activities of the CRA have been a secret. He stated that the CRA needs more transparency.

Chair DuBois stated that the budget and audit reports of the Town and CRA will advise the activities of the CRA and the way the funds have been and will be expended. He stated that there have been several powerpoint presentations that would also provided the answers to his questions.

Susan Lloyd, 220 Lake Shore Drive, requested that the CRA Board make all decisions regarding the CRA thoughtfully and to question everything and be diligent in their deliberations. She thanked Interim Executive Director Hunt for his service and asked if he would be compensated for serving as Interim Executive Director. She stated that he should be compensated for the serving as Interim Town Manager and Interim Executive Director.

Richard Aherns, 1461 Kinetic Road, stated that he has received questions on who is buying 801 Park Avenue and advised that it is Guy Havilland.

Vincent and Altermeese Kendrick, 1617 Silver Beach Road, stated that they will be moving into Lake Park. He stated that Economic Development Director Jennifer Spicer and Community Development Director Nadia DiTommaso have been of great assistance in making their move into Lake Park possible. He noted that he has had a lot of experience with local government and offered his services to write grants for the CRA. He provided a copy of his resume and information about grants he has written. (see attached Exhibit "A"). He stated that the extension of Park Avenue is important and would make an excellent candidate for a grant or a public/private partnership. He stated that he would provide his services on a volunteer basis.

CONSENT AGENDA:

Board Member Longtin requested that the items be discussed separately.

CRA Board Meeting Minutes of January 4, 2012

Board Member Longtin stated that since the Commission, who is a big part of the CRA Board, has decided that accuracy in the minutes is not important that she will be voting no on the minutes. She requested that her comment appear in the minutes.

Board Member Stevens asked for an update on the status of placing the videos of the meeting on the Town website.

Interim Executive Director Hunt stated that the last discussion was about placing the meetings on YouTube. He stated that due to the limitations on the length and amount of content that YouTube allows to be upload that it would not be feasible because the meetings of the CRA exceed those limits. He stated that staff has been in contact with the Town's webhost and advised that the estimated cost is \$149.00 per month to place three meetings a month on the Town's website. He stated that the video files are large and the cost is primarily to pay for storage space.

Board Member Stevens stated that he believes that placement of the meeting videos on the Town's website would address Board Member Longtin's concerns regarding the accuracy of the minutes. He stated that he believes that the minutes are accurate but not necessarily as detailed as Board Member Longtin would prefer. He stated his support of placement of the meeting videos on the website and noted that it would be the most accurate depiction possible.

Board Member Longtin stated that she is not looking for detail but for accuracy. She stated that placement of the meeting videos on the Town website would help. She stated that the minutes are the permanent record of the meeting and that they need to be accurate.

Motion: A motion was made by Board Member Hockman to approve item 1 on the Consent Agenda; Vice Chair Rumsey made the second.

Board Member Mosler stated that she would be abstaining from voting on the minutes because she was not present at the meeting.

Chair DuBois stated that voting on the minutes is incumbent and asked for clarification from Attorney Baird.

Attorney Baird stated that is correct.

Board Member Mosler asked Board Member Longtin what is not accurate in the minutes.

Board Member Longtin stated that she did not state that these minutes are inaccurate. She stated that the Commission, which is a large part of this Board, has decided that accuracy is not important. She stated that she has attempted to correct minutes in the past that were not accurate and the Commission did not accept the amendments and so she does not waste her time on the minutes. She stated that she looks through them and sometimes she finds stuff and sometimes she does not.

Board Member Mosler stated that Board Member Longtin has voted not to accept the minutes but there is no particular reason not to accept these minutes.

Board Member Longtin stated that except for the fact of her concern regarding accuracy she has no amendments to these minutes. She stated that when a Town Manager is hired and deems accuracy in the minutes is important that she would then take her time to review the minutes. She stated with Interim Executive Director Hunt she will now begin to spend time and look for accuracy in the minutes.

Chair DuBois stated that there is an opportunity to recommend amendments to the minutes and it is up to the person who makes the recommendations to win over the other members that the recommended amendments should be adopted. He stated that it is a group decision to amend the minutes.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Sue-Ellen Mosler	X		
Board Member Christiane Francois	X		
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 5-2

Renewal of Intergovernmental Consultant (Lobbyist) Agreement

Interim Executive Director Hunt stated that Fasto Gomez is the Town and CRA Lobbyist in Tallahassee. He stated that the contract is the same as last year which includes a \$3,000.00 reduction over the entire contact. He stated that the expenditure is split between the CRA and the Town. He stated that a report will be presented at the end of the State of Florida Legislative Session.

Board Member Longtin asked if Mr. Gomez is present.

Interim Executive Director Hunt stated that Mr. Gomez is not present as he is busy in Tallahassee as the State of Florida Legislature is in session.

Board Member Longtin stated that she is in favor of the item however, she will be voting against it because Mr. Gomez is not present at the meeting.

Vice-Chair Rumsey asked Interim Executive Director Hunt if the letter from Mr. Gomez in the agenda package states that Mr. Gomez would not be in attendance at the February 1, 2012 meeting because the Legislative Session commenced early this year and that he would be in Tallahassee.

Interim Executive Director Hunt stated "that is accurate".

Board Member Longtin stated that for \$13,000.00 times two that Mr. Gomez could have been present at the meeting.

Motion: A motion was made by Vice-Chair Rumsey to approve item 2 on the Consent Agenda; Board Member Francois made the second.

Board Member Stevens stated that he believes the importance of Mr. Gomez to the Town and the accomplishments last year are accurately detailed in the agenda package and therefore he is voting to approve this item.

Chair DuBois stated that he is aware that Mr. Gomez is in Tallahassee working in behalf of the Town and the CRA.

Board Member Hockman stated that he spoke with Mr. Gomez and that Legislature is in session and he is working in the Town's interests. He stated that issues important to the Town such as Sober Houses are coming before the Legislature soon. He stated that Mr. Gomez normally attends this meeting however session was started early this year and his efforts are needed in Tallahassee.

Board Member Longtin stated that based on Board Member Hockman's comments that she will be voting yes on the item. She requested that he come at the end of the Legislative Session to provide the Commission with what he does for the Town. She stated that she is in agreement with this and thanked Board member Hockman.

Chair DuBois stated that Mr. Gomez typically comes and gives the legislative roundup once the Legislative Session has ended.

Board Member Hockman stated that when he spoke with Mr. Gomez earlier today, he asked how the sober house bill was going. He stated that Mr. Gomez informed him that it has been a struggle, but that he has been able to obtain additional support as of today, which is big thing.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Sue-Ellen Mosler	X		
Board Member			

Christiane Francois	X		
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 7-0

DISCUSSION AND POSSIBLE ACTION:

Discussion Regarding Outsourcing CRA Management

Public Comment Opened:

Richard Ahrens, 1461 Kinetic Road, asked what the outsourced management would cost and where their offices would be located. He stated that coordination between the outsourced management firm and prospective business owners would be difficult. He stated that he finds it difficult to see how the Town and CRA Board would be able to effectively manage the outsourced management.

Public Comments Closed:

Chair DuBois stated that there is a presenter and introduced Sharon McCormick.

Vice-Chair Rumsey stated that at the last meeting there was discussion regarding inviting Chris Brown from Redevelopment Management Association. He stated that he was to call Mr. Brown and invite him to come and he did so and Mr. Brown stated he would come. He advised that he received a call from Mr. Brown today and advised that Sharon McCormick was coming in his stead tonight.

Sharon McCormick, Marketing and Communications Director for Redevelopment Management Association, stated that Redevelopment Management Association is a consulting firm that has multiple clients. She stated that the Pompano Beach CRA is a client where they provide a full service solution providing all the employees at a location within the City. She noted they have other clients where their staff works with CRA staff providing consultant services on an as needed basis, such as Dania Beach CRA where she serves as the Marketing Director. She stated that the consulting relationship is structured in the way the particular CRA needs.

Chair DuBois asked if she has had a chance to look at the CRA budget. He stated that with the deferred TIF payments coming to end, the next budget will be greatly reduced.

Ms. McCormick stated that she has not had the opportunity to look at the budget or the structure of the CRA. She stated that one of the important things to Redevelopment Management Association is to save money and stretch the dollar. She stated that Chris

Brown suggested that the Board have a workshop to discuss the options and deal with the specific questions related to the Lake Park CRA.

Vice-Chair Rumsey asked that due to the fact that Redevelopment Management Associates is in multiple municipalities does Redevelopment Management Associates ever find the opportunity to recommend that a project proposed in one CRA would be better in another CRA.

Ms. McCormick stated "yes". She stated that working with the various CRAs Redevelopment Management Associates identifies the strategies and brand identity and what projects will work and what projects will not work within the CRA and Redevelopment Management Associates works to make sure the projects that support the strategies and brand of the CRA are brought forward. She stated that it is important to find and promote what is unique about a particular CRA.

Vice-Chair Rumsey asked if as a management company does Redevelopment Management Associates have staff that fulfill certain roles within the company that would fit into the Lake Park CRA needs.

Ms. McCormick stated that is one of the beneficial things of outsourcing with Redevelopment Management Associates is that they bring more to the table because it is an entire company that has expertise in marketing, management, incentives and finance. She stated that the CRA would receive a broader spectrum of expertise within the budget.

Vice-Chair Rumsey stated that the reason he has pushed for outsourcing the management of the CRA is because having a management firm would avail the CRA of expertise in many fields. He stated that having one person attempting to accomplish all the goal of the CRA Board is more difficult as opposed to a company that has experts available in every field.

Board Member Mosler asked how many people are employed at Redevelopment Management Associates.

Ms. McCormick stated that it depends on the services being provided. She stated that in Pompano there are nine employees. She stated that the Pompano Beach CRA was completely outsourced and that the personnel working at the Pompano Beach CRA are Redevelopment Management Association employees however, the CRA budget is set by the City. She further stated that Chris Brown provided consulting services to Delray Beach for the Downtown Redevelopment and that she provides marketing consulting services to the Dania Beach CRA.

Chair DuBois asked if any of the City of Pompano Beach employees have shared administrative expenses with the CRA. He stated, as an example, that the Town's Finance Director, Public Works Director and other Town Employees salaries and duties are shared on a percentage basis with the CRA.

Ms McCormick stated that she believes that the sharing of salaries and duties does not occur in Pompano Beach.

Board Member Mosler asked what other cities does Redevelopment Management Associates provides consultant services.

Ms. McCormick stated that Redevelopment Management Associates has contracts in Oakland Park, Delray Beach, West Palm Beach, Lauderdale by the Sea, Winter Park and various others in various capacities such as management, marketing, consulting and finance.

Board Member Stevens asked generally how Redevelopment Management Association is compensated for their services.

Ms. McCormick stated that the compensation varies. She stated if a Finance Plan or Marketing Plan is provided it is a fee for that project, other services could be on an hourly basis. She stated that Redevelopment Management Association is compensated hourly in Dania Beach for providing marketing services.

Board Member Stevens asked about the compensation schedule in Pompano Beach.

Ms. McCormick stated that it is one fee and the employees are paid their salary and benefits from that fee and they are exempt employees and not paid overtime.

Board Member Stevens stated that there are pros and cons for both outsourcing and keeping in house the management of the CRA. He stated that some of the pros include marketing scale and expertise and the cons included the ability of Town staff to provide personal service. He asked if there were any more pros and cons to outsourcing that Ms. McCormick could provide.

Ms. McCormick stated that the Board has a good overview and that the biggest benefit to outsourcing is having the availability of expertise in multiple areas. She stated that it is important to have all the elements blended together and to develop a strategic plan.

Board Member Stevens asked how the Town would get costs associated with providing management services.

Board Member Longtin suggested that the CRA budget be given to Redevelopment Management Associates and have Redevelopment Management Associates provide a cost estimate based on the budget. She stated that the budget is what it is and whether it grows would be up to Redevelopment Management Associates.

Chair DuBois stated that it should go through a bidding process.

Board Member Stevens agreed with Chair DuBois' comment regarding bidding.

Vice-Chair Rumsey stated that it would need an RFP (Request For Proposal) given the budget and scope of services. He stated that he was reviewing the website and saw that Redevelopment Management Associates offer a variety of services as follows: Management and Administration, Finance, Marketing Plans, Public/Private Partnership,

Special Districts, Infill Housing, Conflict Resolution and Zoning Regulations and asked if Redevelopment Management Associates could provide any of these services to the Town.

Ms. McCormick stated "yes".

Board Member Francois stated that it comes down to the Board determining what is wanted and what is needed and then discuss cost. She stated that she is in favor of having a workshop to discuss the outsourcing of the management of the CRA because she does not think there is enough information to make a decision today.

Chair DuBois stated that he would like input from the proposed CRA Advisory Board members and the stakeholders within the CRA regarding the outsourcing of the management of the CRA.

Board Member Hockman asked if Redevelopment Management Associates is involved with the financing going on in the Pompano CRA.

Ms. McCormick stated "yes". She stated that Redevelopment Management Associates is handling all the communication for the \$15 million construction along the beach in Pompano.

Board Member Hockman stated that his personal feelings regarding outsourcing are that a company such as Redevelopment Management Associates has a lot more specialties that can benefit the CRA. He stated that the Town needs to determine if it is interested in developing the CRA or leaving it the way it is today. He stated that if the determination is to develop the CRA the Town does not have expertise and having something like this could be beneficial. He stated that if the downtown was developed the tax would increase.

Chair DuBois suggested that other companies that provide these services be invited to participate in the workshop or be available to see what option would be available. He stated that through the discussion it has become apparent that the Board Members want to do a workshop on this matter.

Board Member Longtin requested clarification on what the workshop would entail and who would be participating.

Vice-Chair Rumsey stated that the workshop should be open to citizens to provide input on the vision of the CRA. He suggested that a vision statement for the CRA be developed at the workshop and invite companies that provide these services to provide input and input from Economic Director Jennifer Spicer and current business owners within the CRA. He stated that the workshop should be held on a different night than the regular meeting.

Chair DuBois stated that it would be like a charrette. He suggested that each Board Member get with the Executive Director to provide input as to the content of the workshop agenda and requested that the recent PowerPoint presentations and the

University of Miami Study regarding the CRA be placed in one folder on the website so that they may be easily accessed.

Board Member Mosler stated that the Advisory Board should have its first meeting before the workshop in order to get their input.

Chair DuBois suggested that the workshop be the first meeting of the Advisory Board and that it be a joint meeting between the Board of Directors and the Advisory Board.

Board Member Longtin stated that she would like to see the workshop opened up to anyone who provides this type of service because it would be nice to hear ideas from people who have worked CRAs.

Chair DuBois stated that the Treasure Coast Regional Planning Council would be a good resource. He stated the companies that provide these types of services could be invited or simply made aware of when the workshop will occur.

Vice-Chair Rumsey suggested that the workshop date be determined by the end of the following week and be scheduled to occur before March 16, 2012.

Interim Executive Director Hunt requested further direction from the Board regarding whether the Board wants an outside facilitator or for staff to put the program together.

Board Member Hockman stated that staff should be able to put the workshop together.

Chair DuBois suggested that Interim Executive Director Hunt put a program together and contact the Board Members individually for input.

Interim Executive Director Hunt stated that, in response to Board Member Longtin wanting to have the various companies that provide these services to present their ideas and services, there is a process called Request for Qualifications (RFQ). He stated that the RFQ process entails advertising a public notice and companies would submit their qualifications, then the companies would give presentations on the services they provide and based on those presentations the Board would determine a short list and get more in depth presentations and then go to a vote to select a vendor.

Board Member Longtin stated that she would like to put the RFQ out then have the companies give their presentations and then do the charrette and talk to people. She suggested that this process move forward even if the Advisory Board is not up and running.

Chair DuBois stated that the companies that respond to the RFQ could make presentations at the workshop and then the Board could decide if it wants to continue to an RFP (Request for Proposal).

Vice-Chair Rumsey asked how long it would take to develop an RFQ.

Interim Executive Director Hunt stated that an RFQ process from start to finish would take eighteen (18) to twenty (20) weeks. He explained that the process would include developing a draft scope of work, submittal requirements and contract wording, Board review and approval of the draft RFQ, advertising of the RFQ, receiving of the submittals and short listing of the vendors, signing the contract with the selected vendor and commencement of services.

Vice-Chair Rumsey asked for clarification if the eighteen (18) to twenty (20) weeks was to get the RFQ back or to have a signed an agreement with a firm to take over management of the CRA.

Interim Executive Director Hunt stated that the process outline is to get a signed contract and services commencing.

Vice-Chair Rumsey asked how long it would take to write the RFQ, get it out and schedule to responding companies to come in and make presentations.

Interim Executive Director Hunt stated that the initial draft scope of work would take two (2) to four (4) weeks and then receive Board approval of the draft RFQ and that process would take five (5) to seven (7) weeks. He stated that it would be the mid to later part of March to get the RFQ advertised.

Vice-Chair Rumsey asked if staff would be able to have the draft RFQ ready for Board review at the March 7, 2012 CRA Board meeting.

Interim Executive Director Hunt stated that he thinks that would be doable.

Board Member Mosler stated that she thought that the companies would come in and talk to the Board before the RFQ was developed. She stated that she does not know how the RFQ would be developed because the Board has not determined what services they want.

Interim Executive Director Hunt stated that the Board needs to clarify what services they want these companies to provide. He stated that the RFQ can bullet several different areas such as engineering/design architectural services, commercial realtor services, maintenance of the CRA Downtown, planning services, and other services as determined by the Board. He stated that the Board needs to provide this input and direct staff on what would be included in the scope of services for the RFQ.

Board Member Francois suggested that the Board have the workshop first.

Interim Executive Director stated that if the Board went through the workshop process it would provide a clearer understanding of what the Board wants in the CRA. He stated that doing the workshop first would provide the opportunity to go to the RFP process and forego the RFQ. He stated that the RFP process would take fifteen (15) to seventeen (17) weeks from start to completion, which would save about three weeks.

Vice-Chair Rumsey asked if the workshop could be scheduled by the middle of March.

Economic Development Director Jennifer Spicer stated that in her opinion a workshop should be first. She stated that she would work with the Interim Executive Director to prepare for the workshop.

Board Member Hockman stated that Economic Development Director Spicer should develop an agenda based on the current CRA plan. He stated that the businesses within the CRA and the residents should be involved. He stated that the future of the CRA needs to be defined before an RFQ or RFP can be written.

CRA Project Manager Pittman stated that he would work with the Interim Executive Director and Economic Development Director Spicer to put together an agenda for a mid March workshop.

Interim Executive Director Hunt stated that the draft of the workshop format will be brought back to the Board for input at the March 7, 2012 meeting. He stated that the meeting could be held during the week of March 12, 2012. He suggested that the workshop be held on a Saturday.

Board Member Hockman stated that the workshop should be during the week in the evening.

Chair DuBois suggested March 14, 2012.

The Board discussed the scheduling of the workshop.

The Board reached consensus to have the workshop on March 14, 2012 at 6:30 p.m.

Board Member Stevens stated that before the Board decides what services are wanted and discussion regarding what the CRA currently has is needed. He asked about the status of the austerity CRA Budget for next fiscal year. He requested that the list of current tenants and businesses in the CRA be distributed to the Board Members.

Interim Executive Director Hunt advised that he would distribute the list of tenants to the Board Members.

Finance Director Anne Costello stated that she would work with the Interim Town Manager. She stated that the Board would need to provide direction to staff regarding what the Board is willing to give up. She stated that a detailed presentation of the budget was presented, however direction was not given to staff on what they wanted to see reduced in the CRA. She stated that the CRA is pretty much operating under an austerity budget now. She stated that there is a shortfall expected from the current budget to next year's budget and that further austerity would need to be implemented.

Board Member Stevens asked how quickly proposals could be put together for further austerity in the next CRA Budget.

Finance Director Costello stated that she would work with the Interim Town Manager to put together proposals for the March 14, 2012 CRA workshop. She stated that the Town is completing the audit at this time, which must be completed by the end of March.

Commissioner Hockman asked for the status of the 800 Park Avenue building.

Executive Director Hunt stated that one proposal has been received and are waiting for two more from persons that have expressed an interest in the building.

Board Member Hockman asked how the proposals for the 800 building are being solicited.

Interim Executive Director stated that the former Town Manager found these persons through her connections in the arts community.

Economic Development Director Spicer stated that there was no formal advertisement for the 800 Park Avenue building. She stated that the former Town Manager was diligently working with Art organizations in order to ensure that the building was used for an arts related purpose with a good reputation.

Chair DuBois requested that art organizations in the area also be contacted and advised that the building is available.

Economic Development Director Spicer stated that she could contact those organizations and advised that Grants Writer Virginia Martin was also involved in the solicitation of proposals.

Board Member Longtin requested that she receive a copy of the list of the entities being contacted and solicited for a proposal regarding the 800 Park Avenue building.

Board Member Hockman stated that an advertisement should be done and placed in art magazines.

Economic Development Director Spicer stated that she would provide the list to the Board Members.

COMMENTS BY BOARD MEMBERS AND EXECUTIVE DIRECTOR

Board Member Longtin thanked the residents for coming out. She stated in response to Jim Lloyd's question that there is at least \$2 million in the land where the community garden is otherwise she does not know where the money for the CRA has gone. She stated that she still does not know what the money given to the CDC is being used for. She stated that the Green Market is held on Sunday's from 11:00 a.m. to 3:00 p.m. She requested that the Green Market be advertised on the calendar on the Town website.

Board Member Stevens stated that he is glad that One Park Place is being purchased and would like to receive additional information on the green school. He stated that all the cost and obligations related to grant funds should be weighed carefully however looking at the CRA budget we need as much additional funds as we can get and so when possible the Town should take the grant funds and use it to the benefit of all the residents. He asked if the CRA could contribute funds towards the placement of meeting videos on the website.

Board Member Hockman stated that the Town can use a surplus computer and put up and FTP site and people could download the views. He stated there is an extra IP address at the art building. He stated that it would be simple to put up a web server to download the videos and it would not cost the Town anything.

Motion: A motion was made by Board Member Stevens directing staff to put together a proposal exploring ways of getting videos online for access by the residents and bring back for consideration; Board Member Hockman made the second.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Sue-Ellen Mosler	X		
Board Member Christiane Francois	X		
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 7-0

Vice-Chair Rumsey stated that he has nothing at this time.

Board Member Hockman stated that he was glad to see interest in the purchase of One Park Place. He stated that there is a lease agreement for the neighboring vacant property and wants to ensure that the lease agreement will be honored. He asked to receive a report on the restaurants that are supposed to be moving in such as Don Ramons, and Hot Pockets.

Board Member Mosler stated that she is happy to welcome new tenants on Park Avenue. She stated that she will encourage business owners to attend the March 14, 2012 workshop.

Chair DuBois stated that www.lakeparkcdc.com has information regarding the CDC.

Interim Executive Director Hunt provided to the Board Members a copy of the Downtown Lake Park Vacancy Report. (see attached Exhibit "B")

ADJOURNMENT

There being no further business to come before the CRA Board and after a motion to adjourn by Board Member Stevens and seconded by Vice-Chair Rumsey, and by unanimous vote, the meeting adjourned at 8:04 p.m.

Chair, James DuBois

Agency Clerk, Vivian Lemley, CMC

Town Seal

Approved on this _____ of _____, 2012

Vincent Kendrick, Sr.

(954) 551-7512

PROFESSIONAL PROFILE: Ambitious, results-oriented professional with an excellent record of growth and accomplishments. Strong reputation for ability to lead people develops and implements programs contributing substantially to cost saving opportunities.

MAJOR ACHIEVEMENTS

Drafted 4th round Atlanta Falcons 1973

Coached at University of Florida 5 years

Appointed Division Chief, City of Jacksonville, Florida 1984
(Population over 500,000 residents)

Successfully managed and supervised 25 recreation centers, athletics facilities and a staff of 1000 employees

Organized and coordinated development and construction of 4 major sport complexes including 17 field soccer and 8 diamond softball complex (4 million dollars), an Olympic pool and Little league complex (5 million dollars), football field and clubhouse (3 million dollars)

Successfully wrote proposals for corporate sponsorships with Pepsi (\$750,000-3years), UPS (\$40,000-4yrs), Coca Cola (\$125,000-5Yrs), Sun Sentinel (\$500,000-5yrs), Miller/Bacardi other alcoholic beverage co (\$400,000-3yrs), JM Toyota (\$20,000)

Successfully organized and produced 5 major special events which included an Olympic volleyball qualifying tournament, Super Power boat racing, 4-day founder's day celebration, and a 3-day concert featuring major recording artist, a Black tie banquet and a golf tournament. (THESE ARE YEARLY EVENTS- APPROXIMATELY 12 CITY SPONSORED EVENT ANNUALLY)

Organized, plan, design 23 capital project, over 19 million dollars, with grants and GOB; including 11 million in Broward School Projects, 6 1/2/ million at Deerfield Beach Middle School complex including an Olympic size pool, 4 diamond multipurpose fields, and 4.5 millions for Deerfield Beach High School Sport Complex.

WORK HISTORY

3/04/09 - Present	Manager Community Outreach Learning Center, LLC
3/99 - Present	Director of Parks and Recreation, City of Deerfield Beach
2005 -	Interim City Manager, City of Deerfield Beach
10/95 - 01/99	Recreation Director, City of Wichita, Kansas
04/88 - 10/95	Recreation Director, City of West Palm Beach, FL
03/84 - 04/88	Division Chief, City of Jacksonville, FL
08/78 - 03/83	Coach-University of Florida
1976 - 1977	NFL Player, Tampa Bay Buccaneers Football Team
1974 -1976	NFL Player, Atlanta Falcons Football Team

EDUCATION

1980 -	B.S. Degree Broadcasting, University of Florida
1970	Miami Springs Senior High School

HONORS:

Academic All Sec & Captain at the University of Florida -1973
Honorable Mention All-American Football
4th Round Draft Pick Atlanta Falcons
Who's Who in America
Appointed Division Chief of City of Jacksonville, FL
Director Parks and Recreation Deerfield Beach, FL

AFFILIATIONS:

Blockbuster Bowl 1990/1991 Tri-County Operations
Special Olympics Committee, Jacksonville, FL
Boys Club Hall of Fame, Jacksonville
High School Selection Committee Hall of Fame
FL Recreation and Parks Assoc. Foundation

REFERENCES:

Provided Upon Request
(See attached letters of Support)



Representative Gwyndolen "Gwyn" Clarke-Reed District 92

COMMITTEES:

PreK-12 Appropriations Committee
Elder & Family Services Policy Committee
Roads, Bridges & Ports Policy Committee

COUNCILS:

Health & Family Services Policy Council
Ranking Member

December 19, 2009

Vincent Kendricks
Director of Parks and Recreations
City of Deerfield Beach
445 SW Second Street
Deerfield Beach, FL 33441

Dear Vincent:

Congratulations on your retirement as Director of the Parks and Recreations in Deerfield Beach!
You are a very special person and someone who will not be easily forgotten .


Everyone in the Parks and Recreations Department and in the City of Deerfield Beach will miss your presence and direction. Through the years, your dedication to the City of Deerfield Beach has shown through your remarkable ability to provide outstanding leadership to its residents and your colleagues.

You have certainly made an impression in this City and I would like to take this time to express my appreciation for all that you have done for the City of Deerfield Beach.

Your accomplishments in the field of athletics both in college and professionally are to be admired.

Best wishes for continued success, happiness, prosperity, and good health.

Sincerely,


Gwyndolen Clarke-Reed
State Representative, District 92

District - Pompano Beach City Hall, 100 West Atlantic Boulevard, Pompano Beach, Florida 33060 (954-786-4848)
Tallahassee - 1402 Capitol, 402 South Monroe Street, Tallahassee, Florida 32399-1900 (850-488-0880)



United States Senate

WASHINGTON, DC 20510-0903

BILL NELSON
FLORIDA

December 19, 2009

Mr. Vincent Kendrick, Sr.
Parks and Recreation Director
City of Deerfield Beach
150 Northeast 2nd Avenue
Deerfield Beach, Florida 33441

Dear Mr. Kendrick:

As a United States Senator and one who believes in public service, I want to extend my heartfelt congratulations to you on being honored tonight for your many years of service to the City of Deerfield Beach. This represents a well-deserved recognition, as well as, an important milestone in your career.

Your contribution has made a positive difference in the lives of Broward County's residents. Your dedication and commitment to providing much needed services to people in your community is commendable. Thank you for your hard work, expertise, and personal dedication.

I celebrate this achievement along with you and wish you continued success in your vitally important work. God bless!

Sincerely,



*Certificate of Special
Congressional Recognition*

Presented to

VINCENT KENDRICK, SR.

*In honor of your valuable contribution
to the State of Florida*

December 19, 2009

Date

Bill Nelson

United States Senator

THE COUNTY COURT OF THE
FIFTEENTH JUDICIAL CIRCUIT
OF FLORIDA

CHAMBERS OF
REGINALD R. CORLEW
COUNTY COURT JUDGE

SOUTH COUNTY COURTHOUSE
200 WEST ATLANTIC AVENUE
DELRAY BEACH, FLORIDA 33444
561/274-1425

August 11, 2009

Re: Vincent Kendrick

To Whom It May Concern:

It is my pleasure to introduce to you Vincent Kendrick, who is Parks and Recreation Director in Deerfield Beach, FL. I have known Mr. Kendrick for over 25 years and consider him to be a close and personal friend. Throughout his career he has committed himself to working in communities and creating opportunities for young people, particularly those who come from distressed neighborhoods.

Mr. Kendrick is seeking to build a charter school and after school program named "My Choice Community Development, Inc." This program would be designed to teach and inspire young people to achieve academic excellence and build good character through basic core values. He understands that the cornerstone of youth development is education and character development. These values will be the cornerstone of the program curriculum that will help inspire the students beyond their current circumstances. In order for him to meet his objective, the program is in need of financial support. Your assistance in this undertaking would be a tremendous investment in the community and would help to strengthen families.

Mr. Kendrick has been exemplary in his character and a positive role model in his personal and professional career. He is without doubt an astute individual who is intelligent, gifted and extremely bright. I have great admiration and regard for Mr. Kendrick and believe in his vision to build a community center that will teach and develop good character and have a positive impact on youth development.

He has demonstrated throughout his life experiences and his professional career that he can undertake this project and make it successful. Therefore, I confer upon Mr. Kendrick my highest recommendation and believe that he would make an excellent candidate for any financing program you may offer.

If you have any further questions, please contact me at the above phone number.

Sincerely,


Reginald R. Corlew
County Court Judge

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

600 SOUTH EAST THIRD AVENUE • FORT LAUDERDALE, FLORIDA 33301-3125 • TEL. 754-321-2007 • FAX 754-321-2700

Robert D. Parks, Ed.D.
School Board Member
District 7
www.browardschools.com

SCHOOL BOARD

CHAIRMAN
V. J. ...
MEMBERS
ROBIN BARKER, M.D.
DAVID ...
BYRON ...
STEPHAN ...
S. J. ...
ROBERT D. PARKS, Ed.D.
JAMES ...

September 1, 2009

To Whom It May Concern:

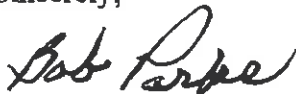
It gives me great pleasure to recommend to you Vincent Kendrick whom I have had the pleasure to know and work with on a professional level for the past 15 years. I can attest without equivocation that Vince is a man of high moral integrity and is well respected in our community.

In his position as Director of Parks and Recreation for the City of Deerfield Beach, Vince has been responsible for over \$11 million in projects in partnership with Broward County Public Schools, as well as a key influence for the success of each. Some examples are the Regional Athletic Facilities at Deerfield Beach High School, an aquatic complex shared by the city and school district, shutters for hurricane protection, lighting for athletic facilities, to name a few. Vince has developed and nurtured a very unique partnership with the city and the school district, and we know we can always count on him. He is a highly knowledgeable, successful professional with a passion for making things happen for the betterment of his community and its residents.

I have been consistently impressed by both Vince's attitude towards his work and his performance on the job. His ability to take the lead in analyzing problems and then outline necessary courses of action has proven to be invaluable. He has the ability to work well under pressure while being detail oriented and accurate. His expertise in working with the community and providing positive public relations is outstanding.

Vince Kendrick exemplifies all the qualities necessary to be successful in anything he undertakes, and it is with absolute confidence that I recommend him to you.

Sincerely,



Robert D. Parks, Ed.D.
School Board Member

RDP:ms

CITY OF DEERFIELD BEACH

Parks and Recreation Master Plan Implementation Program

Bolt Text = City of Deerfield Beach 'Priority Park Improvement' - 2003 Bond Program
* Excludes Acquisition Costs

Task	Estimate Of Probable Cost	Phasing
1. NEIGHBORHOOD PARKS		
• Enhance Johnnie Mc Keithan Park	\$200,000	2003
• Upgrade Existing Neighborhood Parks and Playgrounds	\$100,000	2003
• Develop a New Neighborhood Park in the Southeast Sector of the City (e.g. the proposed Cove Neighborhood Park)	\$250,000*	2005
• Enhance Ecidar, Sullivan and Constitution Parks	\$750,000	2005
• Develop a New neighborhood Park at SW 10 th Street Linear Park	\$250,000	2005
• Explore Opportunities for Partnerships w/ Private Schools, Churches to Meet Remaining Neighborhood Park Needs	n/a	ongoing
• Expand / Develop Mayo Howard and Hillsboro Parks	\$500,000*	2005
• Work with Broward County to Improve Highland Park, Sandspur Park and North Pompano Beach Park in the Proposed Southern Annexation Area	n/a	ongoing
• Improve Access to neighborhood Parks from Adjacent Neighborhoods	\$200,000	ongoing
2. COMMUNITY CENTERS / PARKS		
Redevelop Pioneer Park, including:		
• New Community Center Building	\$1,500,000	2003
• Removal of Apartments	\$200,000	2003
• Boat Ramp & Parking	\$300,000	2003
• Renovate Westside Community Center Building, Athletic Fields	\$900,000	• 2003
• Community Center, West Deerfield Beach	\$900,000	
• Explore Opportunities to Build a New Community Center/ Park West of I-95 (e.g. Quiet Waters Park, Sports Mall)	\$10,000,000*	2005-2006
• Work with Broward County to Expand / Renovate North Broward Community Center	n/a	Ongoing
• Work with Broward County to Eventually Develop the Landfill into a Community Park w/ Athletic Fields	n/a	Ongoing
• Re-establish Pioneer Park as the Central Civic / Historic Site for the City, including Amphitheater, Interpretive Exhibits, etc.	\$500,000	2004 -2005
• Improve the Existing Teen Center and Facilities on Powerline Road	\$500,000	2005

CITY OF DEERFIELD BEACH
Parks and Recreation Master Plan
Implementation Program

Bolt Text =City of Deerfield Beach 'Priority Park Improvement' – 2003 Bond Program
 * Excludes Acquisition Costs

<ul style="list-style-type: none"> • Provide Additional Teen/Youth Programs Throughout the year, Including Additional Summer camps 	\$100,000	2005
<ul style="list-style-type: none"> • Provide and Additional Gymnasium Within the City 	\$1,000,000	2006
3. SPECIAL USE FACILITIES		
<ul style="list-style-type: none"> • Park Improvements to North Beach Pavilion Boardwalk 	\$200,000	2003
<ul style="list-style-type: none"> • Acquire Land for Constitution Park Arboretum 	\$400,000	2004 - 2010
<ul style="list-style-type: none"> • Develop a Beachfront Promenade to Connect and Unify the City Beachfront 	\$1,000,000*	2004 -2005
<ul style="list-style-type: none"> • Develop a Beachfront Outdoor Amphitheater/ Civic Gathering Space for events 	\$1,500,000*	
<ul style="list-style-type: none"> • Enhance Memorial Gardens and Pineview Cemeteries as Passive / Historic Parks 	\$ 800,000	2004 -2005
<ul style="list-style-type: none"> • Enhance and Promote the Constitution Park Arboretum 	\$100,000	2005
<ul style="list-style-type: none"> • Develop Dog Park at an Existing Park 	\$50,000	2005
4. STREETS, PARKWAYS AND BIKEWAYS		
<ul style="list-style-type: none"> • Adopt Proposed New Design Sections for City Streets, Boulevards and Parkways, including Proposed Standards for Sidewalks, Bikeways and Street Trees 	n/a	2003
<ul style="list-style-type: none"> • Establish a Goal of Retrofitting all City Streets by 2025 (for the City's Centennial) to Create an Interconnected System of Livable Streets, Sidewalks and Bikeways, including Annexation Area 	\$15,000,000 \$15,000,000 \$15,000,000 \$15,000,000	2004 -2010 2010 -2015 2015 -2020 2020 -2025
<ul style="list-style-type: none"> • Work with Broward County and FDOT to Accept City Design Standards for County / State Roads, including Sidewalks and Bikeways 	n/a	Ongoing
<ul style="list-style-type: none"> • Re-establish Hillsboro Boulevard as the City's "Main Street", from the Railroad Station to a "Focal Point" Terminus at the Beach 	\$2,000,000	2003 - 2005
<ul style="list-style-type: none"> • Continue to Calm Traffic in the Neighborhoods 	\$1,000,000	Ongoing
<ul style="list-style-type: none"> • Develop and Implement a City-wide Gateway, Directional and Identification Signage Program 	\$750,000	2003-2005
5. GREENWAYS AND TRAILS		
<ul style="list-style-type: none"> • Construct Independence Bay Linear Park (Phase II) 	\$200,000	2003
<ul style="list-style-type: none"> • Construct Crystal Lakes Linear Park (Phase I) 	\$300,000	2003
<ul style="list-style-type: none"> • Develop Powerline and Hillsboro Canal Greenways / Trails 	\$1,750,000	2004-2006

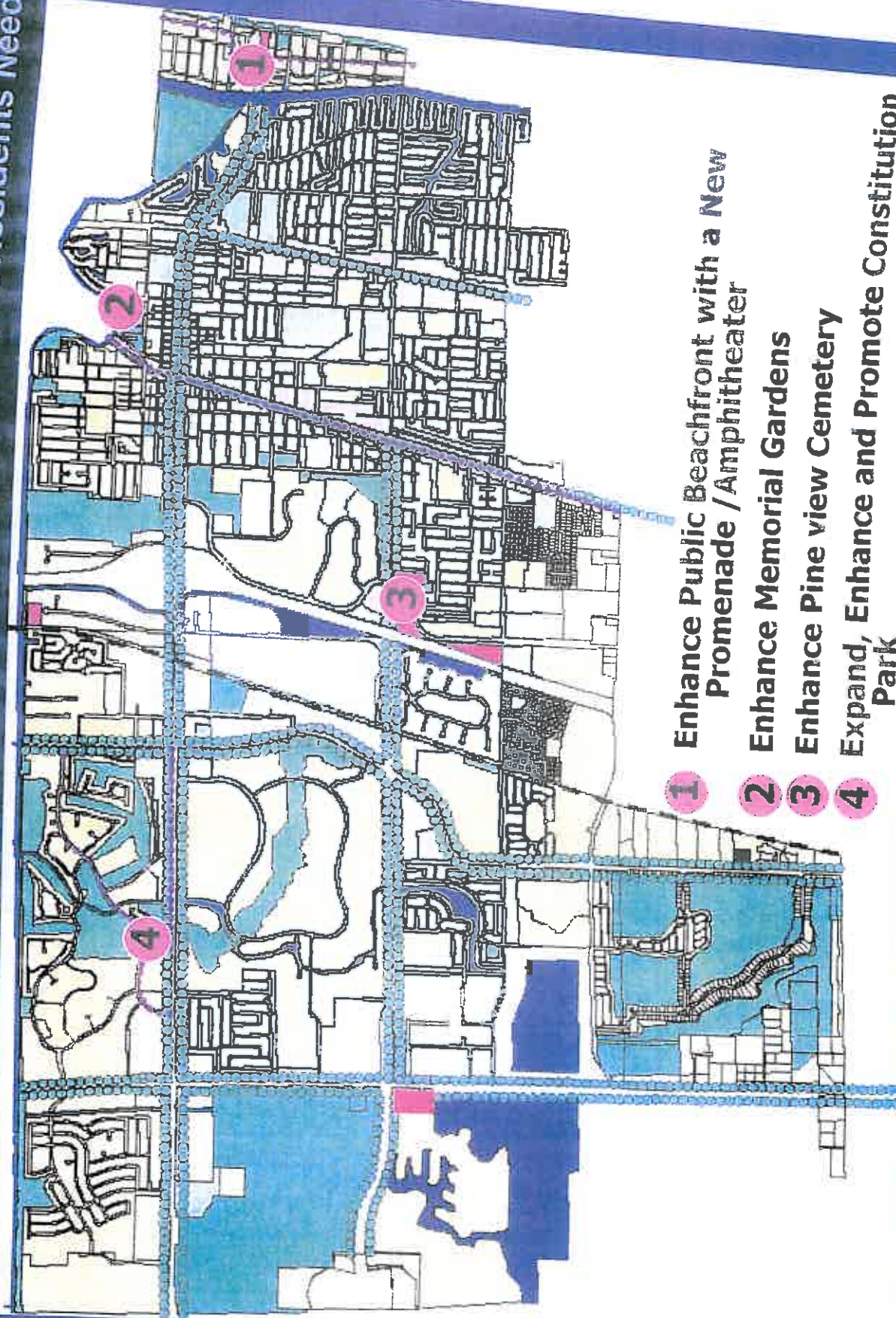
CITY OF DEERFIELD BEACH
Parks and Recreation Master Plan
Implementation Program

Bolt Text =City of Deerfield Beach 'Priority Park Improvement' – 2003 Bond Program
 * Excludes Acquisition Costs

<ul style="list-style-type: none"> Coordinate with Broward County to Develop Dixie Highway, Federal Highway and Military Trail "Greenways" 	n/a	Ongoing
<p>6. HISTORIC / CULTURAL SITES</p>		
<p>Enrich the City's Public Spaces and Celebrate the City's History Through:</p>		
<ul style="list-style-type: none"> 1) Historic Exhibits and Interpretive Programs 2) Public Art 	<p>\$100,000 / year \$200,000 / year</p>	<p>On-going On-going</p>

2025 Vision - Special Use Facilities

Provide High Quality Special Use Facilities to Meet Residents Needs



- 1** Enhance Public Beachfront with a New Promenade / Amphitheater
- 2** Enhance Memorial Gardens
- 3** Enhance Pine view Cemetery
- 4** Expand, Enhance and Promote Constitution Park

Beachfront Promenade



CRA Improvement Area – Ocean Promenade

Beachfront Promenade and Amphitheater



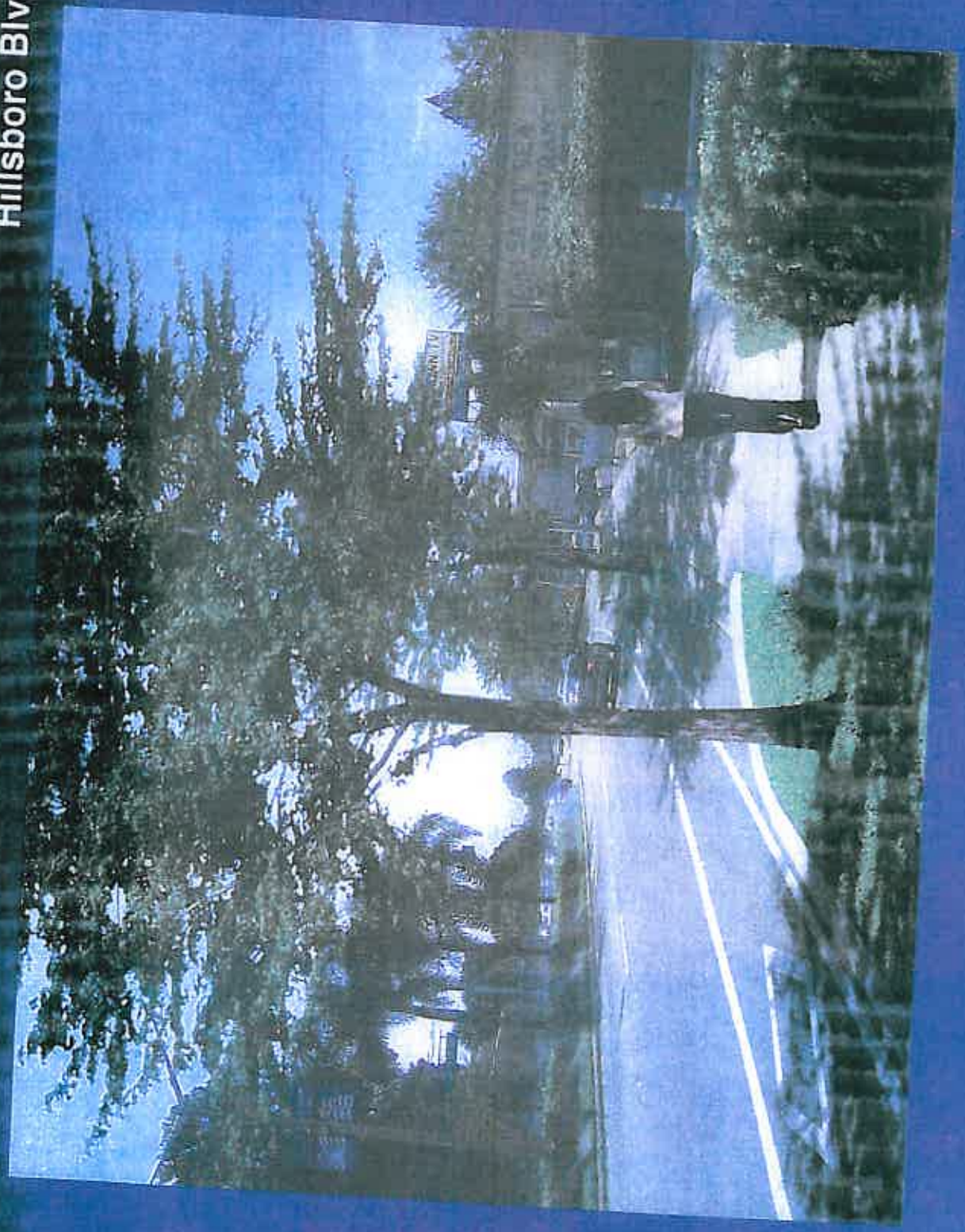
Boulevards, Avenues and Streets
Hillsboro Blvd. - Before



**Boulevards, Avenues and Streets
Hillsboro Blvd. - After**



**Boulevards, Avenues and Streets
Hillsboro Blvd. - After**



2nd Avenue Linear Park



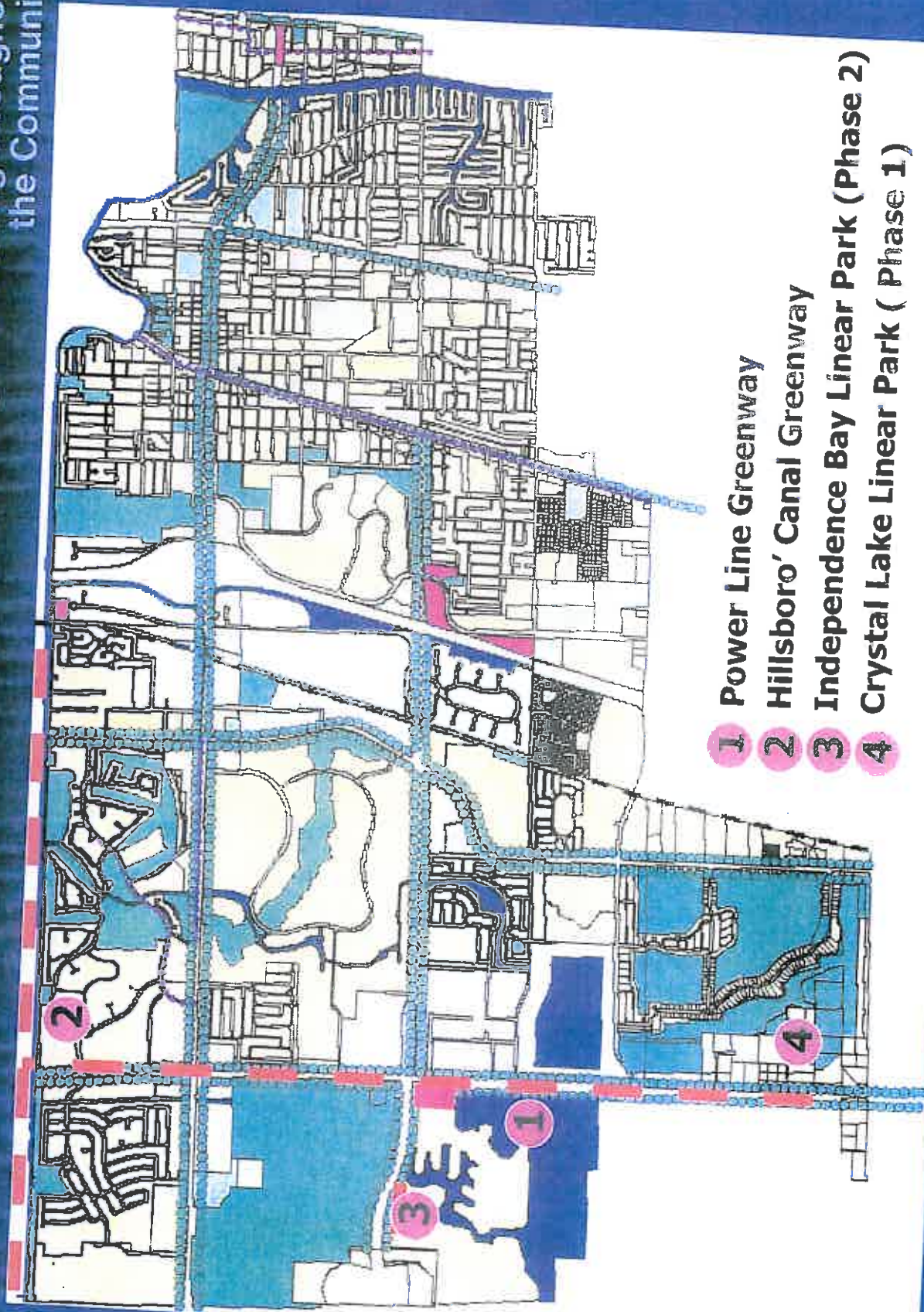
Looking North

2nd Avenue Linear Park



2025 Vision – Greenways

Provide Multi-purpose Trails for Bicycling, Walking and Skating throughout the Community

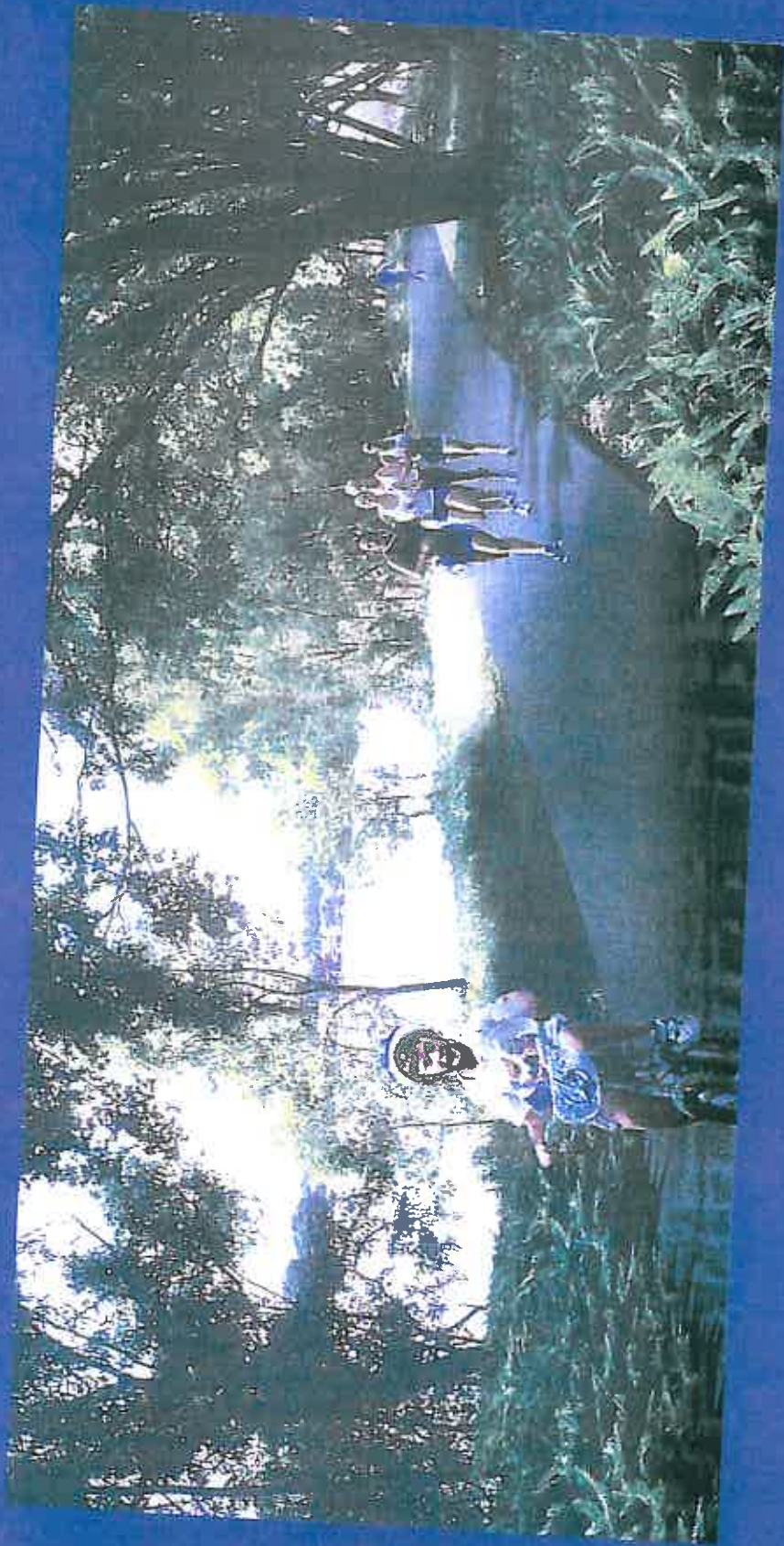


- 1 Power Line Greenway
- 2 Hillsboro' Canal Greenway
- 3 Independence Bay Linear Park (Phase 2)
- 4 Crystal Lake Linear Park (Phase 1)

Power Line Greenway



Power Line Greenway



All figures are \$1,000.00

	2012	2013	2014	2015	2016 Total
Community Development Block Grant with Town of Lake Park (HUD)		250	250	250	750
Quantum Foundation	100	\$100	150		350
2011 Lab Naming Rights		150	150		300
Kresge Foundation					
South Florida Management District	100				100
Carbon Credits 300 tons per yr. (DOE)		150	100	100	450
Dell--hardware IBM software e-rate/FCC Energy Star rating or better (DOE)	400				400
MacArthur Foundation /Community Found OF PALM BEACH		150			150
Department of Transportation Tiger Grant Public Works Project		250	1,500	1,500	3,250
Florida Power & Light net metering grid (DOE)	75	50	50	50	275
Department of Energy Solar/Renewable Hybrid vehicles	400	400			800
Protection Tax Credit for Renewable Energy (PTC); \$1.85/SF (Dept. of Trea.)		50	50		100
Waste Management/SWS/Recycle (EPA)	100	100			200
Energy Efficiency & Conservation Block Grant (DOE)		100	100		200
Social Innovation Fund (Dept. of Commerce)	500	150			650
New Market Tax Credits credit/Enterprise Zone (Dept. of Trea.)	2800				2800
Forestry (U.S. Forestry)		150			150

All energy efficient equipment incl e-rate discount to all tele-comm

Includes land donations from Lake My Choice, County,-- gas tax as ma Rebates for all energy efficient eqi included in construction budget Including two busses, two cars, on

Land and Water ERM (FL Depart. of Env. Prot)		250		250					500
EPA healthy school initiative (Dept. of Ed./Smart School)				150	150				300
FRDAP (State Parks and Recreation)				250	250				750
FIND (FL Inland Navigational District)									
DEP (Dept. of Environmental Protection)				150	150				450
Historical Society					150				300
Department of Veteran Affairs								1500	1750
HUD								400	800
Total				4475	3250	3300	3250	2050	16325

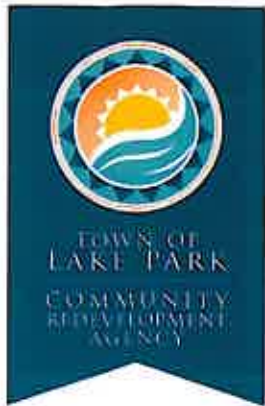
Exhibit "B"

DOWNTOWN PARK AVENUE
VACANCY STATUS

ADDRESS	SQ. FT.	OWNER	STATUS
754 PARK AVENUE	5000	DEAN LAVALLE TOWN OF LAKE PARK	CURRENTLY FIXING PROPERTY FOR A POSSIBLE COMMISSARY/RETAIL
800 PARK AVENUE	2200	RICHARD AHRENS	PENDING - ARTS ORGANIZATION OFFER MADE TO BANK
801 PARK AVENUE	34,000	JULIE LETHACH	WAITING FOR PHO HOT POT TO OPEN/ WILL LEASE TO A FRIEND
822 PARK AVENUE	1500	JULIE LETHACH	PHO HOT POT- PENDING FINAL ON GREASE TRAP INSTALLATION
826 PARK AVENUE	3000	JACK BATHO	WE HAVE RECEIVED INQUIRIES ON THIS LOCATION. IT WAS A PREVIOUS HAIR DRESSER, UNFORTUNATELY, THERE ARE TOO
846 PARK AVENUE	900		MANY ON PARK AVENUE. 8 TOTAL ON PARK
917 PARK AVENUE	900	LAMBERT JOHNSON	VACANT- PREVIOUSLY INS. COMPANY- RELOCATED TO 929
918 PARK AVENUE	5000	JOHN CONNELLY	CONTRACT IN PLACE/ PURCHASE
933 PARK AVENUE	2200	JOHN LITTLE	DON RAMON'S RESTAURANT- COMING SOON
936 PARK AVENUE	6000	SALVATORRE MIRRA	LEASE AGREEMENT PENDING- SPECIALTY STORE
947 PARK AVENUE	2500	SCOTT DIAMOND	LISTED WITH REALTOR
955 PARK AVENUE	1700	DAN WOLFE	VACANT

Discussion And Possible Action

TAB 2



**CRA
Agenda Request Form**

Meeting Date: **March 7, 2012**

Agenda Item No. *Tab 2*

- | | | | |
|--------------------------|-----------------------------|-------------------------------------|-------------------|
| <input type="checkbox"/> | Public Hearing | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | Ordinance on Second Reading | <input checked="" type="checkbox"/> | Discussion |
| <input type="checkbox"/> | Ordinance on First Reading | <input type="checkbox"/> | Bid RFP/Award |
| <input type="checkbox"/> | General Approval of Item | <input type="checkbox"/> | Consent |
| <input type="checkbox"/> | Presentation | <input type="checkbox"/> | Other |

SUBJECT: Request For Qualifications - 800 Park Avenue

RECOMMENDED MOTION/ACTION: APPROVAL.

Approved by Executive Director *[Signature]* Date: 3/2/12

<p>Prepared By: Jennifer Spicer, <i>Economic Development</i> Director</p>	<p>Costs: \$ 0 Funding Source: Acct. #</p>	<p>Attachments: Request For Qualifications- 800 Park Avenue</p>
----------------------------------------------------------------------------------------------	-----------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------

Summary Explanation/Background:

At the February 1, 2012 CRA Board Meeting, there was a request of the Community Redevelopment Agency Board (CRA Board) to prepare a Request for Qualifications (RFQ) for the potential occupancy of the 800 Park Avenue building. Per previous Board meetings, it has been recommended that it shall maintain as an "Arts Studio Gallery/Arts" usage. Attached is the draft for the RFQ for review.

TOWN OF LAKE PARK

535 Park Ave.

Lake Park, FL. 33403

REQUEST FOR QUALIFICATIONS

RFQ No. _____

800 PARK AVENUE TENANT OCCUPANCY

Prepared by:

TOWN OF LAKE PARK

Jennifer Spicer- Economic Development Director

921 Park Avenue

Lake Park, Fl. 33403

Tel. 561-881-3122

Fax 561-881-0122

Email: jspicer@lakeparkflorida.gov

Town of Lake Park RFQ No. _____

Date of Advertisement: March ____, 2012

INDEX

<u>TITLE</u>	<u>PAGE</u>
Cover	1
Index	2
Request for Qualifications Advertisement	3-4
Article I. Introduction and General Requirements	5
Article II. Required Professional Disciplines	6
Article III. Evaluation Criteria	7
Article IV. Application Form	8-10
Article V. Submission of RFQ Letter of Response	10
Article VI. Proposal Evaluation Method	10
Article VII. Final Selection	11

**TOWN OF LAKE PARK
REQUEST FOR QUALIFICATIONS
800 PARK AVENUE TENANT OCCUPANCY
RFQ No. _____**

NOTICE IS HEREBY GIVEN that the Town of Lake Park, Florida is soliciting **(letter of response/ applications)** from qualified arts organizations or individual artists to operate a Town of Lake Park and Town of Lake Park CRA Art Studio and Gallery (Gallery). The Applicant/Lessee must provide benefit programs to the community & general public a monthly schedule of classes for Arts & Crafts that will be open to the community and public and shall organize monthly exhibitions open to the community and public. The Gallery must be operating during sponsored Town of Lake Park CRA events open to the community and public. All utilities, general building and grounds maintenance expenses shall be at the **LESSEE'S** expense. Lessee's must provide operating hours for the Art Studio & Gallery. **In addition, any structural changes to the property will require Commission Board and Town of Lake Park CRA Board advance approval.**

Local presence is a major consideration in the selection of the qualified Applicant/Lessee.

RESPONSE PROCEDURE: Qualified applicants are encouraged to submit a letter of response in hard copy and on compact disk to the Town Clerk by 11:00 A.M. local time, March __, 2012. The Town Clerk's Office is located on the second floor of Town Hall at 535 Park Avenue, Lake Park, Florida 33403.

Letters of Response should be submitted to the Town Clerk pursuant to the above directions and shall not exceed six pages in length and must, at a minimum, include the following information:

- a. Response to RFQ Number _____
- b. Applicant name and address of the responsible office.
- c. Contact person, phone number and Internet Email Address.
- d. A statement regarding qualifications of the arts organization/artist.
- e. Intentions on the usage of such Arts Studio & Gallery property.
- f. Reference letters
- g. Additional Benefits/Qualifications

The Town intends to develop a shortlist of three qualified arts organizations/artists who then will be invited to submit a detailed "qualification package". The qualification package submittal shall include but not be limited to the specific requirements as outlined in the Request for qualifications.

RFQ Package Pickup in the office of the Town Clerk: March? 2012

Letter Response Deadline: 11:00 A.M. March __, 2012

Shortlist Selection Date: April __, 2012

Qualifications Submittal Deadline for Applicants: 11:00 A.M. March __ 2012

Respond To:

Vivian Lemley, Town Clerk Town of Lake Park, 535 Park Avenue, Lake Park, Fl. 33403, tel. (561) 881-3311.

The Town Commission reserves the right to reject any and all submittals, to waive any and all informalities, irregularities and technicalities not involving price, time or changes in the commodities and or services, and the right to disregard all non-conforming, non-responsive or conditional qualifications. The Town also reserves the right to accept any submittals regardless if it's determined that it would be in the Town's best interest to do so.

Vivian Mendez Lemley, Town Clerk
Town of Lake Park, FLORIDA
Published on: _____2012, Palm Beach Post

**TOWN OF LAKE PARK
REQUEST FOR QUALIFICATIONS
RFQ No. _____**

ARTICLE I. INTRODUCTION AND GENERAL REQUIREMENTS

The Town of Lake Park is soliciting applications from qualified art organizations/artists for Tenant occupancy, for 800 Park Avenue. (Art Studio and Gallery) The selected Tenant/Lessee will occupy the 800 Park Avenue building/property, owned by The Town of Lake Park and Town of Lake Park CRA to provide programs to the community and general public.

General Requirements:

- Tenant/ Lessee, must provide benefit programs to the community and general public.
- Monthly schedule of Arts/Crafts classes that will be open to the community and general public.
- Shall organize monthly exhibitions; open to the community and general public.
- Must be operating during sponsored Town of Lake Park CRA events.
- Tenant/Lessee shall be responsible for all utilities, the Town property insurance and the building and grounds maintenance expenses.
- Must provide in writing the hours of operation for the Art Studio and Gallery.
- The Art Studio and Gallery name (“Art on Park Studio Gallery”) shall remain the same.
- Any structural changes to the property will require Commission and Town of Lake Park CRA Board advance approval.
- The Town of Lake Park must have full access to the property, for security reasons.
- The Town of Lake Park shall perform building inspections with proper notice.

Note: The Town will keep the following equipment at the building for Lessees use.

Note: Lighting system is high maintenance.

Note: An antenna mounted on the building and electric service and wiring to antenna, Kiln, microwave, partitions, (2) potters wheels, desk, jewelry case, chairs, filing cabinet, and security cameras shall remain on premises.

ARTICLE II. REQUIRED PROFESSIONAL DISCIPLINES

All letters of response/application shall include sufficient information to clearly describe the Applicant/Lessee's their ability to occupy and operate the premises (Art on Park Studio Gallery), required in Article I. The letter of response shall include the disciplines and capabilities of the organization or artists.

The Applicant/Lessee shall clearly identify the names and qualifications of the "core" team fulfilling the requirements/qualifications. The "core" team shall include the name and contact information of the team leader who will also serve as the primary contact for the occupancy of such property.

The Town's selection of the successful proposer will be based, in part, on the qualifications and capabilities of its defined qualities and references. The local presence of the Applicant/Lessee and is a major consideration.

Additionally:

- **All Artists must have a bio on file at the reception desk and business cards with artwork.**
- **All artists must maintain a neat working environment and remove all trash from the premises on a daily basis.**
- **All artists are responsible for providing their own displays, cases, supplies and means of displaying work.**
- **Payment of lease amount is due upon receipt of invoice.**
- **Pornography, obscene images and art depicting violence of any kind are strictly prohibited.**
- **Smoking is strictly prohibited inside the premises.**
- **Interior and exterior of the premises must be kept clean at all times.**

ARTICLE III. EVALUATION CRITERIA FOR SHORT LISTING

The evaluation criteria are as follows: (Any letter of response submitted shall follow the following outline in the order shown and shall be tabbed to delineate the categories and the components of the categories.)

Category

Qualification and Experience of the Arts Organization or Individual Artist.

- Qualifications and experience of organization/artist with the types of services described in Article I.
- Availability of qualified personnel.
- Past performance records in support of local governments or Arts and Museums participations.

Qualifications and Experience of Applicant "Core Team"

- Qualification and experience of the organization's or "core team" staff and team leader.
- Quality control procedures.

Plans for maintaining effective communication between the Town and Organizations/Individual Artist.

- Physical location of the Organization/Individual Artist. i.e. office in Palm Beach County and having employees who are involved in the administration of the **800 Park Avenue** premises, who reside in northern Palm Beach County
- Proximity of key personnel
- Availability of key personnel
- Approach to maintaining good communication.
- Need or use of Town equipment

ARTICLE IV. APPLICATION FORM

Attached is a "sample" Application between the Organization/Artist and the Town.

APPLICATION FORM

800 PARK AVENUE, Lake Park, FL 33403

Applicant Information: Date _____ Name _____

Home Address _____ City _____ State ___ Zip ___

Home Phone # (____) _____ Work Phone # (____) _____
Fax # (____) _____

NEW Business to Occupy Leased Space:

Proposed Move in Date _____

Company Name

Principal's Name(s)

Please Choose One - Corporation Partnership Sole Proprietor or Other _____

Type of business (gallery, Art Studio, etc.)

Description of business activities

Current Business Information: *If not applicable, check here* ___

Company Name

Principal's Name

Address _____ City _____ State ___ Zip ___

Phone # (____) _____ Fax # (____) _____

Please Choose One - Corporation Partnership Sole Proprietor or Other

Years in business _____ Annual Sales/Revenue _____

Type of business (retail, restaurant, etc.) _____

Description of business activities

Business REFERENCES: (Businesses you deal with on a regular basis)

1. Company Name

Address _____ City _____ State ___ Zip ___

Phone # (____) _____ Fax # (____) _____

Type of business _____

Description of business activities _____

2. Company Name

Address _____ City _____ State ___ Zip ___

Phone # (____) _____ Fax # (____) _____

Type of business _____

Description of business activities _____

3. Company Name

Address _____ City _____ State ___ Zip ___

Phone # (____) _____ Fax # (____) _____

Type of business _____

Description of business activities _____

Bank REFERENCES:

1. Name of Bank _____
2. Contact Name _____
3. Address _____ City _____ State ___ Zip ___
Phone # (____) _____ Fax # (____) _____
Account # _____

1. Name of Bank _____
2. Contact Name _____
3. Address _____ City _____ State ___ Zip ___
Phone # (____) _____ Fax # (____) _____
Account # _____

I/We confirm that all the information I/we have supplied is true and correct. I/We understand that I/we can be turned down for the property if I/we have falsified any information on this application. I/We hereby authorize the verification of all above information by THE TOWN OF LAKE PARK. This application does not constitute a contract, lease or agreement for space.

Applicant's Name (Print) _____

Applicant's Signature _____ Date _____

ARTICLE V. SUBMISSION OF "Letter of response".

LETTER OF RESPONSE SHALL BE FORMATTED IN THE CATEGORY ORDER OF; ARTICLE III, EVALUATION CRITERIA, AND SPECIFICALLY ADDRESSING ALL ELEMENTS OF EACH SECTION.

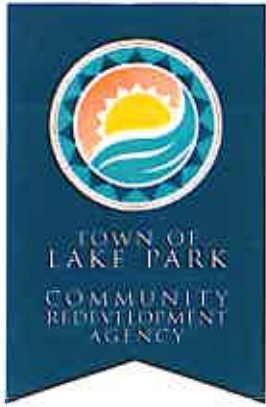
ARTICLE VI. PROPOSAL EVALUATION METHOD

The Town Manager of Lake Park will appoint a committee consisting of members of the Town staff to evaluate responses and to select no fewer than three Letters of Response deemed the most highly qualified that meet the requirements of the Town. The committee shall present at least three short listed applicants to the Town Manager. The Town Manager will announce the applicants at a Town Commission meeting. The applicants will be officially notified the day following the Town Commission meeting.

ARTICLE VII. FINAL SELECTION METHOD

The applicants would be allowed approximately two weeks to prepare and submit a comprehensive letter of response and to provide seven (7) hard copies (and CDs) elaborating on the applicant's qualifications as described in Article I and criteria as described in Article III. The applicants would be reviewed by the Town Commission and the short-listed letters of response interviewed by the Town Commission at a public meeting within six weeks after the short-listing announcement. The Town Commission will select in order of preference three organizations deemed to be the most highly qualified to perform the required programs following the interview.

TAB 3



**CRA
Agenda Request Form**

Meeting Date: **March 7, 2012**

Agenda Item No. *Tab 3*

- | | | | |
|--------------------------|-----------------------------|-------------------------------------|-------------------|
| <input type="checkbox"/> | Public Hearing | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | Ordinance on Second Reading | <input checked="" type="checkbox"/> | Discussion |
| <input type="checkbox"/> | Ordinance on First Reading | <input type="checkbox"/> | Bid RFP/Award |
| <input type="checkbox"/> | General Approval of Item | <input type="checkbox"/> | Consent |
| <input type="checkbox"/> | Presentation | <input type="checkbox"/> | Other |

SUBJECT: Draft - CRA Workshop agenda

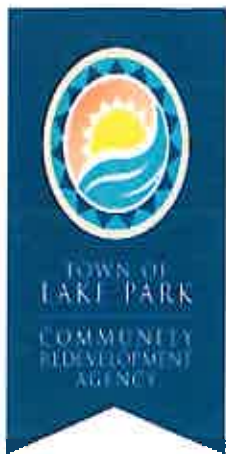
RECOMMENDED MOTION/ACTION: Discussion and recommendations

Approved by Executive Director *[Signature]* Date: *3/2/12*

<p>Prepared By: Jennifer Spicer, <i>Economic Development Director</i></p>	<p>Costs: \$ 0 Funding Source: Acct. #</p>	<p>Attachments: Draft - CRA Workshop agenda</p>
----------------------------------------------------------------------------------------------	-----------------------------------------------------------------------	-----------------------------------------------------------------------

Summary Explanation/Background:

At the February 1, 2012 CRA Board Meeting, there was a request of the Community Redevelopment Agency Board (CRA Board) to prepare a workshop presentation, whereas it will give an overview of the CRA focus and vision. Attached is the draft agenda for the March 14, 2012 workshop for the CRA Board to review. Staff is seeking recommendation as to the discussion topics prior to finalizing the workshop agenda.



CRA WORKSHOP

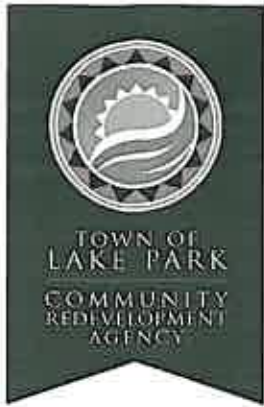
Workshop

Draft agenda

March 7, 2012

1. Special Invitation- Spokespersons
 - Ed Chase- CEO Northern Palm Beach Chamber-
2. CRA boundary Map & Zoning Description
 - Nadia DiTomasso- Community Development Director
3. CRA overview
 - CRA Facts
 - Vision & Focus Areas
 - Required and ongoing responsibilities to achieve
4. CRA
 - Responsibilities
5. CRA
 - Challenges
 - Public Infrastructure Road Conditions/Drainage/Lighting
 - Updates
 - CRA Financial Status
 - Wish List
6. Public Comments
7. Final Comments

TAB 4



**CRA
Agenda Request Form**

Meeting Date: March 7, 2012

Agenda Item No. *Tab 4*

- | | | | |
|--------------------------|-----------------------------|-------------------------------------|-------------------|
| <input type="checkbox"/> | Public Hearing | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | Ordinance on Second Reading | <input checked="" type="checkbox"/> | Discussion |
| <input type="checkbox"/> | Ordinance on First Reading | <input type="checkbox"/> | Bid RFP/Award |
| <input type="checkbox"/> | General Approval of Item | <input type="checkbox"/> | Consent |
| <input type="checkbox"/> | Presentation | <input type="checkbox"/> | Other |

SUBJECT: Discussion/Selection of Hedge Plant for Downtown Alleyway, 7th to 8th Street

RECOMMENDED MOTION/ACTION: Select Cocoplum or Another Plant

Staff Signature *Richard Pittman* Date: February 28, 2012

Approved by Executive Director *James Titus* Date: 2, 29, '12

<p>Prepared By: Richard Pittman CRA Project Manager</p>	<p>Costs: \$ N.A. Funding Source: Acct. #</p>	<p>Attachments: Photo Ficus Whitefly Information Cocoplum Information</p>
------------------------------------------------------------------------	--------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------

Summary Explanation/Background: There is a need to discontinue the use of Ficus in the CRA landscape. Another plant material needs to be considered for hedges.

The Downtown Alleyway Improvements were under construction during the 2008/2009 time period. The landscape improvement part of the project included Ficus as a hedge material. There is currently over 2,500 linear feet of Ficus hedge being maintained in the Downtown alleys. The Ficus hedges have had to be treated for Ficus Whitefly for the past two years. The treatment cost is approximately \$1,000/year. The Whitefly problem appears to be long term.

The Downtown Alleyway between 7th and 8th Street is currently under construction. The use of Ficus as a hedge along the south right-of-way of the alley was proposed. Ficus is now not recommended for the project.

The hedge along the alley will screen the existing chain link fence per code requirements. Approximately 550 linear feet of hedge needs to be constructed. The soil in this area is sandy, alkaline and will be irrigated. A recommended hedge material is Cocoplum. This recommendation is based on low maintenance, low water requirements and the initial cost is similar to other plant species which could be considered.

Other plant considerations could be Podocarpus which is at the high end of initial cost. The low end of initial cost would be Sea Grape. Intermediate cost plant species which could be considered are Orange/Chalcas Jasmine, Schefflera Arboricola (Green), or Hibiscus.

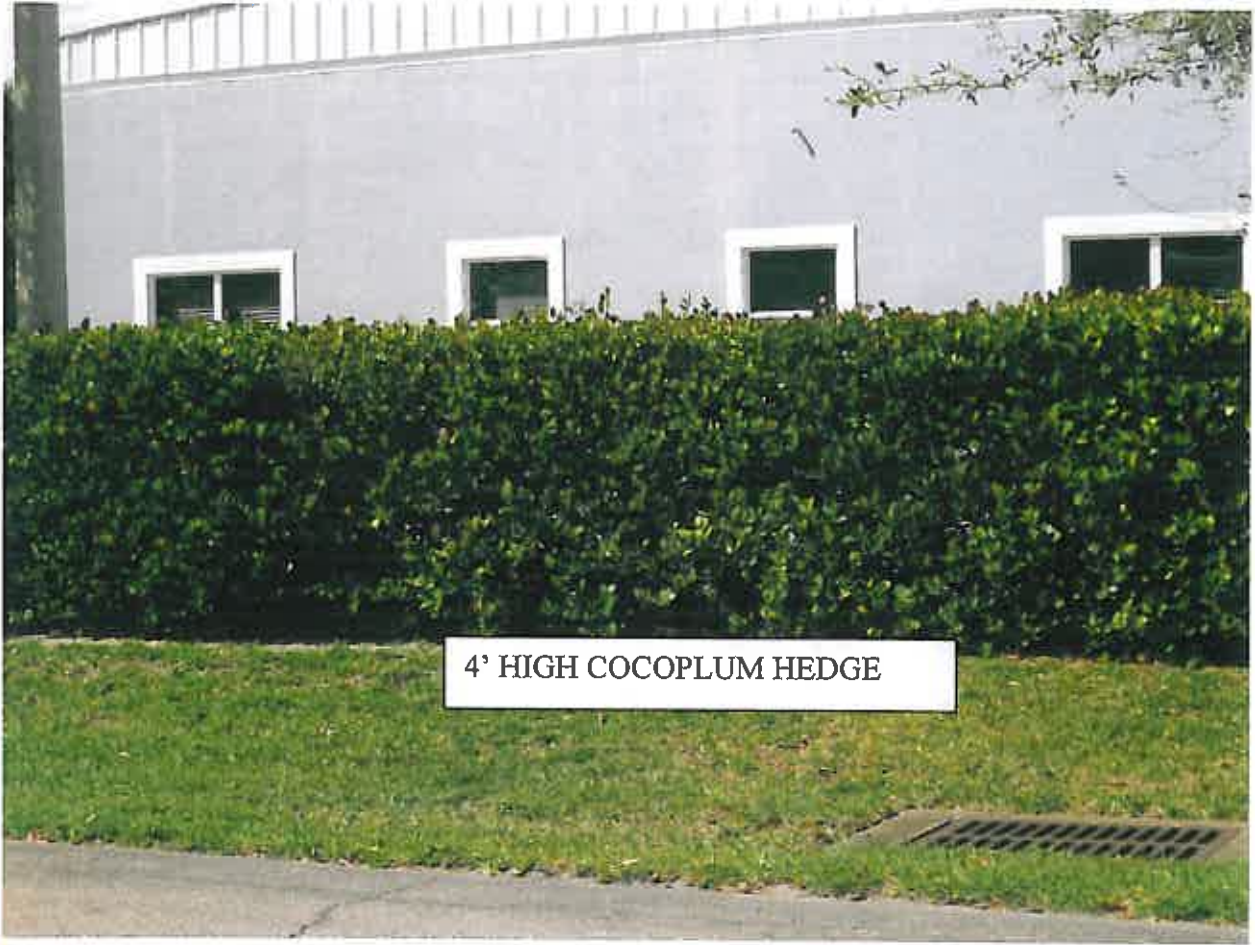
The alley landscape plan currently includes Viburnum, Copper Leaf, Variegated Arboricola, and Floratam sod. These plants will be on irrigation zones different from the hedge material so that watering times can be adjusted to conform to the needs of these plants once established.

CRA Board discussion and selection of a hedge plant species for the Downtown Alley, 7th to 8th Street, is requested.

TYPICAL EXISTING ALLEWAY LANDSCAPE PALETTE

FICUS HEDGE





4' HIGH COCOPLUM HEDGE

Ficus Whitefly

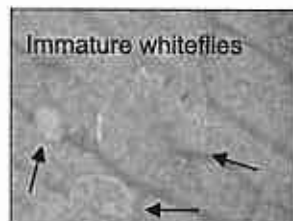
A New Pest in South Florida

Introduction: There is a new pest attacking ficus trees and hedges in Miami-Dade, Broward and Palm Beach Counties, Florida. This pest was identified as the fig (ficus) whitefly, *Singhiella simplex*, and is a new US continental record. Whiteflies are small, winged insects that belong to the Order Hemiptera which also includes aphids, scales, mealybugs, and bugs. These insects typically feed on the underside of leaves with their "needle-like" mouthparts. Whiteflies can seriously injure host plants by sucking juices from them causing wilting, yellowing, stunting, leaf drop, or even death.

Description and Damage: The leaves of ficus trees infested with whiteflies begin to turn yellow before the leaves are dropped from the plant. Ficus trees without their leaves are one of the most obvious symptoms of a whitefly infestation. This whitefly has been most commonly found infesting weeping fig (*Ficus benjamina*) but has also been reported on *F. altissima* (lofty fig, false banyan tree), *F. bengalensis* (also called "banyan tree"), *F. microcarpa* (Cuban laurel), *F. aurea* (strangler fig), *F. lyrata* (fiddle-leaf fig), and *F. macclandii* (= *F. binnendijkii*) (banana-leaf fig). This whitefly may eventually be found on other species of ficus.



If the foliage is disturbed the small, white gnat-like adult whiteflies can be seen flying from the foliage. The adult whitefly resembles a very small moth with a yellow body and white wings with a faint grey band in the middle of the wings. Immature stages (eggs and nymphs) can be found primarily on the underside of the leaves. Prior to adult emergence, the nymphs are tan to light green discs with red eyes. The underside of infested leaves look like they are dotted with small, silver or white spots which are actually the empty "skin" of the pupae after the adult emerges.

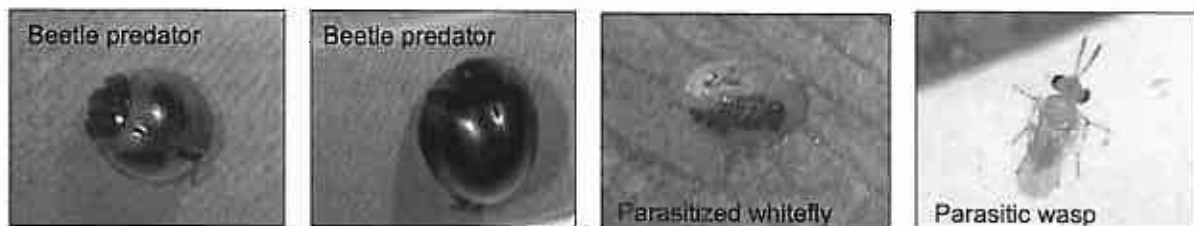


Biology: The life cycle of the ficus whitefly is approximately one month. Eggs which are usually laid on the underside of leaves hatch into a crawler stage. The crawler wanders around the leaf until they begin to feed. From this point until they emerge as adults, they are

immobile and remain in the same place on the plant. These feeding, non-mobile stages (nymphs) are usually oval, flat, and simple in appearance. The early nymph stages can be very difficult to detect.

Management: Although efforts to understand and control this pest are ongoing, there are several potential options for whitefly control. However, it is necessary to consider the site (landscape, hedge, large tree, container, production, etc), the size and number of trees, and the surrounding environment before taking steps to control this pest. For large trees, for example, a foliar spray may not be possible.

In the landscape, several natural enemies have been observed attacking this whitefly which can play an important role in long term control. Awareness of these natural enemies is very important so decisions for additional control measures can be made wisely so as not to also kill the natural enemies. The most commonly seen natural enemies include beetle predators, parasitoids, and lacewings.



Monitor your ficus plants for early signs of an infestation because it will be easier to manage the pest before it builds to high populations and causes major damage. Defoliation usually occurs after the whiteflies have been there for several generations. Also, if infested trees or hedges are trimmed, either leave the clippings on the property or if removing, bag the clippings to reduce the chance of spreading the insects. If clippings are being transported in a truck, be sure to either bag them or cover these clippings with a tarp. Although the eggs and early stages of the whitefly on fallen leaves will die, the last nymphal stage of the whitefly can likely survive, emerge into an adult and attack more ficus. Insecticidal soap or oil sprays may be an effective method of control for small trees or shrubs, but, thorough coverage of the undersides of the leaves is especially important. It will also be necessary to repeat these applications every 7 to 10 days. The use of other insecticides may be necessary to control this pest. However, it is important to use products that will not be detrimental to the natural enemies. Protecting natural enemies may be a critical component in the long-term control of this pest. Insecticides with systemic properties may be very useful in whitefly control because they can be applied as a drench to the soil and provide longer lasting control.

Control in the Landscape: The current recommendation is to drench the soil around the base of the tree or hedge with a product that contains a neonicotinoid compound (see below table). If applied appropriately, these products should provide sufficient control of the whitefly for 4-8 months (or perhaps longer) depending on the size of the tree or shrub. It is advisable to monitor your plants 3 months after application for the presence of live nymphs. Foliar sprays can also be applied to treat "hot spots" or get quick knockdown in addition to the soil applications. Products that can be considered for foliar applications are listed in the next section (Control in the Nursery), but it is important to only use those products that are allowed in the landscape. Also, the products (neonicotinoids) listed in the below table can also be

used as a foliar spray but it is not recommended that you use them as both a foliar and soil application and it is the soil application that will provide the longest control.

Products Containing Neonicotinoid Compounds

Active Ingredient	Trade Name	Over-the-Counter	Commercial Product
Clothianidin	Arena 50 WDG		X
	Aloft (combined with pyrethroid)		X
Dinotefuran	Safari 20 SG		X
	Spectricide Systemic Tree & Shrub Insect Control + Fertilizer	X	
Imidacloprid	Merit 75 WP, 75 WSP, or 2F; CoreTect		X
	Bayer Advanced Tree & Shrub Insect Control	X	
Thiamethoxam	Meridian 25 WG		X

Control in the Nursery: Follow the recommendations for whitefly management on <http://mrec.ifas.ufl.edu/lso/lawg/> or <http://mrec.ifas.ufl.edu/LSO/bemisia/bemisia.htm>. In addition to the neonicotinoid insecticides listed above, insecticides that can be applied to the foliage for whitefly control include Aria (flonicamid), Avid (Abamectin), Azadirachtin, BotaniGard (mycoinsecticide with *Beauveria bassiana*), Distance (pyriproxyfen), Endeavor (pymentrozin), Endosulfan, Judo (spiromesifen), Talus (buprofenzin), Talstar (bifenthrin) and Tristar (acetamiprid). However, as stated above, a soil application is recommended and foliar applications should be used when whitefly populations are extreme or there is a need for quick knockdown. Rotation of insecticides among different modes of action is critical in the management of pests and is especially important for whiteflies that have been shown to develop resistance to insecticides. If plants have received a neonicotinoid drench, DO NOT spray with another insecticide in this group.

Also available are products that contain more than one insecticide such as Allectus (imidacloprid + bifenthrin) which is for use in the landscape and Discus (imidacloprid + cyfluthrin) which is for use in production. Sometimes these products are useful because you get the benefits of two different insecticides, however, it is important to use these products only when there is a need for both insecticides. It is also important to apply them in a way to get that added benefit of two insecticides. For example, it would be advisable to use these only as a foliar application and not a soil application. No matter what insecticide is selected, it is very important to check the insecticide label to determine if the insecticide can be used in the landscape, in production, or both. Note that many of the products containing a systemic insecticide also have restrictions about using near water (ponds, lakes, rivers, etc.). Always follow the label directions – “The label is the law”.

There have been reports of this whitefly killing ficus trees and hedges. There have been cases of branch dieback which sometimes can be severe and in a few cases plant death. In most cases, the trees and hedges will grow new leaves. If the tree or hedge has suffered from a massive loss of leaves, it is important not to overwater. Without leaves, the plants are less efficient at taking in the water and start to rot in the roots or lower trunk which may lead to plant death. If the twigs are still supple, the plant will produce new leaves in a few weeks. As soon as new growth is evident, a systemic insecticide applied to the soil may provide protection to the new growth.

For more information, contact your local Extension agent for additional information. Please visit the UF/IFAS Miami-Dade County Extension website for updates <http://miami-dade.ifas.ufl.edu> or <http://mannion.ifas.ufl.edu>

Catharine Mannion, University of Florida, Tropical Research and Education Center; Lance Osborne, University of Florida, Mid-Florida Research and Education Center; Adrian Hunsberger and Henry Mayer, Cooperative Extension Service, Miami-Dade County; Greg Hodges, Department of Agriculture and Consumer Services, Division of Plant Industry.

Photo Credits: C. Mannion, H. Glenn, UF/IFAS, A. Hunsberger, UF/IFAS Miami-Dade County Extension

The use of trade names in this publication is solely for the purpose of providing specific information. UF/IFAS does not guarantee or warranty the products named, and references to them in this publication does not signify our approval to the exclusion of other products of suitable composition. All chemicals should be used in accordance with directions on the manufacturer's label. Check the label carefully as this information does change and our publications may not have the latest information. Use pesticides safely. Read and follow directions on the manufacturer's label.

The Institute of Food and Agricultural Sciences (IFAS) is an Equal Opportunity Institution authorized to provide research, educational information and other services only to individuals and institutions that function with non-discrimination with respect to race, creed, color, religion, age, disability, sex, sexual orientation, marital status, national origin, political opinions or affiliations. For more information on obtaining other extension publications, contact your county Cooperative Extension service.

U.S. Department of Agriculture, Cooperative Extension Service, University of Florida, IFAS, Florida A. & M. University Cooperative Extension Program, and Boards of County Commissioners Cooperating. Larry Arrington, Dean.

Cocoplum



Plant Creations, Inc.

plantcreations.com

28301 SW 172 Ave. Homestead, FL 33030 Tel: 305-248-8147 Fax: 305-248-8151

Cocoplum *Chrysobalanus icaco* Varieties

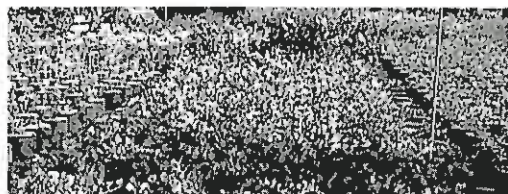
In the South Florida area are two main types of cocoplum with different growth habits.

Horizontal, or Beach, Cocoplum is found in coastal areas throughout the Tropical Americas. It has a low-growing, sprawling habit, and will fill in beds in sunny, well-drained locations. It typically stays under 3 feet in height.



New growth is a soft, coppery color.

The sweet fruits turn from creamy tones to pleasing peach. Cocoplum jam used to be made by the earliest arrivals to the low-lying Florida peninsula.



Here is a group in 3-gal. Unfortunately, we are

e-mail:
plants@plantcreations.com

[Home](#)

[Botanical Tags](#)

[Butterfly Host Plants](#)

[Cardinals at the nursery](#)

[Coastal](#)

[Cold Damage](#)

[Driving Directions](#)

[Feedback](#)

[Fragrant Plants](#)

[Groundcovers](#)

[Hammock](#)

[In the Shadehouse](#)

[Invasive Plants](#)

[Landscaping for Hurricanes](#)

[Managing Your Plants](#)

[Mealybug Destroyers](#)

[Misc. Tropical Plants](#)

[Our Nursery](#)

[Plant Archives](#)

[Plant List](#)

[Landscaping Jobs](#)

[References](#)

[Screening](#)

[Search Page](#)

[Services](#)

[Shipping](#)

[Stone Planters](#)

[Stoppers](#)

[Street Trees](#)

[What About the Environment?](#)

[Wildlife at Plant Creations](#)

[Xerophytes](#)

[Home](#)

[Botanical Tags](#)

[Butterfly Host Plants](#)

[Cardinals at the nursery](#)

[Coastal](#)

[Cold Damage](#)

[Driving Directions](#)

[Feedback](#)

[Fragrant Plants](#)

[Groundcovers](#)

[Hammock](#)

[In the Shadehouse](#)

[Invasive Plants](#)

[Landscaping for Hurricanes](#)

sold out of them for the rest of this year, but hope to have more to sell in 2010.

Redtip Cocoplum is the pineland variety of *Chrysobalanus icaco*.

We no longer grow redtip cocoplum, since it is commonly found at just about every other nursery in town. Still, here is some information that you might appreciate.

It grows in slightly wetter areas, to heights up to approximately 10 feet. The more sunlight they get, the fuller they will be.



Any questions about how this variety got its name?

Flowers are tiny things, not too showy, but they have a dainty, sweet fragrance that adds a thrill to a summer day. Pollinators come to sample the nectar they provide.



Fruits are dark blue and just as tasty as their peachy counterparts above. Fruits are ripe now. Go on, get jamming.

[Managing Your Plants](#)

[Mealybug Destroyers](#)

[Misc. Tropical Plants](#)

[Our Nursery](#)

[Plant Archives](#)

[Plant List](#)

[Landscaping Jobs](#)

[References](#)

[Screening](#)

[Search Page](#)

[Services](#)

[Shipping](#)

[Stone Planters](#)

[Stoppers](#)

[Street Trees](#)

[What About the Environment?](#)

[Wildlife at Plant Creations](#)

[Xerophytes](#)

[Home](#)

[Botanical Tags](#)

[Butterfly Host Plants](#)

[Cardinals at the nursery](#)

[Coastal](#)

[Cold Damage](#)

[Driving Directions](#)

[Feedback](#)

[Fragrant Plants](#)

[Groundcovers](#)

[Hammock](#)

[In the Shadehouse](#)

[Invasive Plants](#)

[Landscaping for Hurricanes](#)

[Managing Your Plants](#)

[Mealybug Destroyers](#)

[Misc. Tropical Plants](#)

[Our Nursery](#)

[Plant Archives](#)

[Plant List](#)

[Landscaping Jobs](#)

[References](#)

[Screening](#)

[Search Page](#)

[Services](#)

[Shipping](#)

[Stone Planters](#)

[Stoppers](#)

[Street Trees](#)

[What About the Environment?](#)

[Wildlife at Plant Creations](#)

[Xerophytes](#)

[Home](#)



Redtip cocoplum is one of the most commonly-used native plants. You see it all over the place, probably without realizing it. This is because it is usually box-cut to fit in narrow places in parking lots and other roadside areas.



Note the bare places in the photo above. That is a result of an automatic irrigation system spraying too much water in that particular spot.

At left is a close-up of the hedge above. The leaves are torn and chopped before they can develop the red foliage. The plant never really achieves a high level of health, since it is always under attack.

At right is an example of how design principles from ancient Europe continue to influence landscapers in the New World.

Redtip cocoplums are box cut at a height of 36 inches, which is the natural height of horizontal cocoplum.

In locations like this, where space is limited, horizontal cocoplum would be a better choice.



At right, is horizontal cocoplum, 36 inches high. It makes a great border plant. Naturally trim branches that grow into areas of traffic,



and it will lead a healthy long life .

Below is a redtip cocoplum, allowed to express itself to its greatest ability. It's about 9 feet tall, full of red tips and berries.



Last updated: 12/20/2011