



**CRA Advisory Board Meeting**  
**Thursday, October 6, 2022 - 6:30 PM**  
**City Hall Chambers, 100 E. Ocean Avenue**  
**561-737-3256**

**ADVISORY BOARD AGENDA**

**AGENDA**

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Agenda Approval**
  - A. Additions, Deletions, Corrections to the Agenda
  - B. Adoption of Agenda
- 5. Information Only**
- 6. Public Comment**
- 7. Consent**
  - A. CRA Advisory Board Meeting Minutes - August 4, 2022
  - B. CRA Advisory Board Meeting Minutes - September 1, 2022
- 8. Assignments**
  - A. Pending Assignments
    1. Update on Registration and Travel Expenses to Attend the Florida Redevelopment Association 2022 Annual Conference on October 12-14, 2022 in Daytona, Florida
    2. Review and Discuss the CRA Funded Current and New Business Promotions and Marketing Events including Strategies to Promote the Marina
  - B. Reports on Pending Assignments
  - C. New Assignments
- 9. CRA Board Items for CRA Advisory Board Review and Recommendations**
  - A. Old Business
  - B. New Business
    1. Assignment to Community Redevelopment Advisory Board regarding

## Presentation of Parks Master Plan

### **10. Future Agenda Items**

### **11. Adjournment**

#### Notice

THE CRA SHALL FURNISH APPROPRIATE AUXILIARY AIDS AND SERVICES WHERE NECESSARY TO AFFORD AN INDIVIDUAL WITH A DISABILITY AN EQUAL OPPORTUNITY TO PARTICIPATE IN AND ENJOY THE BENEFITS OF A SERVICE, PROGRAM OR ACTIVITY CONDUCTED BY THE CRA. PLEASE CONTACT THE CRA, (561) 737-3256, AT LEAST 48 HOURS PRIOR TO THE PROGRAM OR ACTIVITY IN ORDER FOR THE CRA TO REASONABLY ACCOMMODATE YOUR REQUEST.

ADDITIONAL AGENDA ITEMS MAY BE ADDED SUBSEQUENT TO THE PUBLICATION OF THE AGENDA ON THE CRA'S WEBSITE. INFORMATION REGARDING ITEMS ADDED TO THE AGENDA AFTER IT IS PUBLISHED ON THE CRA'S WEBSITE CAN BE OBTAINED FROM THE CRA OFFICE.



## **ADVISORY BOARD ITEM 7.A.**

### **CONSENT**

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#### **SUBJECT:**

CRA Advisory Board Meeting Minutes - August 4, 2022

#### **SUMMARY:**

See attached minutes.

#### **CRAAB RECOMMENDATION:**

Approved August 4, 2022 CRA Advisory Board meeting minutes.

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#### **ATTACHMENTS:**

##### **Description**

- ▣ **Attachment I - August 4, 2022 CRA Advisory Board Meeting Minutes**



MINUTES  
COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD  
100 E. OCEAN AVENUE, BOYNTON BEACH, FLORIDA  
THURSDAY, AUGUST 4, 2022, 6:30 P.M.

**PRESENT:**

Sharon Grcevic  
Yvonne Skovron  
Naomi Cobb  
Joe Josemond  
Golene Gordon  
Warren Swee (arrived at 6:42 p.m.)  
Pernell Davis

Thuy Shutt, CRA Executive Director  
Timothy Tack, CRA Asst. Director  
Vicki Hill, Finance Director  
Vicki Curfman, Admin. Assistant

**1. Call to Order**

Chair Gordon welcomed all to the meeting and called the meeting to order at 6:30 p.m.

**2. Pledge of Allegiance**

The members recited the Pledge of Allegiance to the Flag.

**3. Roll Call**

Roll was called. A quorum was present.

**A. Discussion and Consideration of Nomination of New Chair**

Ms. Grcevic nominated Joe Josemond as Chair.

**Motion by** Ms. Grcevic, seconded by Ms. Gordon, to nominate Joe Josemond as Chair. Mr. Josemond declined.

Ms. Grcevic withdrew the **motion**.

Mr. Josemond nominated Naomi Cobb as Chair. Ms. Cobb accepted.

**Motion by** Mr. Josemond, seconded by Ms. Grcevic, to nominate Naomi Cobb as Chair. In a voice vote, the **motion** passed unanimously. (6-0)

Ms. Gordon passed the gavel to Chair Cobb.

**B. Discussion and Consideration of Nomination of New Vice Chair**



Ms. Grcevic nominated Joe Josemond as Vice Chair. Mr. Josemond accepted.

**Motion** by Ms. Grcevic, seconded by Ms. Gordon, to nominate Joe Josemond as Vice Chair. In a voice vote, the **motion** passed unanimously. (6-0)

#### **4. Agenda Approval**

**A.** Additions, Deletions, Corrections to the Agenda – None.

**B.** Adoption of Agenda – None.

*(Mr. Swee arrived at 6:42 p.m.)*

#### **5. Public Comment – None.**

#### **6. Consent**

**A.** Approval of CRA Advisory Board Meeting Minutes – February 3, 2022

#### **MOTION**

**Motion** by Ms. Grcevic, seconded by Ms. Gordon, to approve the February 3, 2022 Minutes. In a voice vote, the **motion** passed unanimously. (7-0)

**B.** Approval of CRA Advisory Board Meeting Minutes – April 7, 2022

#### **MOTION**

Motion made by Ms. Gordon, seconded by Ms. Grcevic, to approve the April 7, 2022 Minutes. In a voice vote, the **motion** passed unanimously. (7-0)

**C.** Pending Assignments – None. There is no report on pending assignments.

**D.** New Assignments

- 1.** Review and Discuss the CRA Funded Current and New Business Promotions and Marketing Events including Strategies to Promote the Marina.

Thuy Shutt, CRA Executive Director, reported that at the June 14, 2022 meeting, the CRA Board assigned this Board with the task of reviewing current CRA funded eligible funded business promotional events and research different ideas, concepts, and marketing strategies to determine any revisions or changes that could be made to improve their existing effort. The CRA Board also expressed an interest in learning about current events that could provide economic impact for the businesses as well as marine related promotional events that would activate the Boynton Harbor Marina and Intracoastal Waterway.

The Boynton CRA maintains and manages the Marina slips; they own and rent out 19 slips to spur and activate the Marina and to help small businesses that lease those slips from the CRA. Several marketing incentives are offered for the businesses such as competitive rates and fuel discounts for those slips. Rock the Marina is an event to promote the Marina; they hire fishing charters and utilize restaurants for meals that come with the events. The Marina is also promoted with different ads for shopping and dining, which is different than other events they do with Rock the Plaza and the Night Market.

The Board wants this Board to research and come back with different ways they can market Downtown and the Marina with activities; staff has provided some of the past events in the budget. Attachment #4 shows some of the events and budget for the past year and the valuation it cost to put on those events. Event Marketing is in a separate line item. One comment the Board had was how to get beyond Downtown. There has always been a thought it should be called One Boynton, as they want to promote and market beyond the CRA area or the Downtown Eastern Community. Eligible activities are shown in the staff report. Certain Statute requirements are listed as to what they can and cannot fund as a CRA. Most of the things they fund in the Safe Zone are physical activities. Their charge is to eliminate slum and blight, stabilize the tax base, and leverage their money with commercial or for-profit venture. Brick and mortar, infrastructure, Affordable Housing, and roadways are always safe to fund. These are promotional activities that usually have to be directed at CRA residents or businesses; it cannot draw from a large population; it is based on size.

Ms. Shutt commented on Walk the Plaza and other events that can be done in shopping centers within the CRA District. The draw for Tour Zoned related events is larger than the CRA area and it gets to be more questionable, which is why they are trying to wean themselves out of some things and transition. The CRA can still find some businesses within 500 Ocean because certain components can be used to directly equate and connect dollars. She mentioned major signature events in Delray Beach and Lake Worth, which are not funded by the CRA; those events are left up to the DDA, Downtown Development Authority, the DD&C, or the Joint Venture, which is a group consisting of the Chamber, City, and a non-profit. The Statute lists things the CRA can fund out of their Trust Fund and their understanding is that they can fund events and activities that provide a direct benefit to residents and businesses. Anything the CRA can fund should be in the CRA Plan and in the budget.

The CRA wants this Board to think of ideas and a list has been provided for members to consider. The CRA's direction was for this Board to consider brainstorming ideas such as the intent and purpose of the proposed event; if the event furthers goals; if an economic fund can clearly be identified and measured by providing the event; if there is a direct benefit to residents or businesses within the CRA area; what type of events will support the local business community; if there are specific locations or designated areas within the CRA where events must be held in order to qualify; how the cost can be leveraged with other CRA funds; and what type of expenses qualify for reimbursement under the budget.

Ms. Shutt encouraged the Board to look at the timeline and how long they have to report back to the CRA. If it will take longer than a few meetings, anything being recommended that requires money or CRA expenditures, must be done prior to April 2023, because that is when staff starts budgeting for Fiscal Year 2023/2024. Board members can assign or volunteer to take different components, but they cannot work together because she would have to advertise under the Sunshine. There will probably be another meeting

for final changes to the budget and if the CRA wants this Board to review the second round of the budget. Anything after that is up to this Board to decide, so it will help them get the packet out or to disseminate information to everyone.

Ms. Gordon mentioned three business owners from Boynton Beach Boulevard who inquired how they can get money from the CRA to upgrade their businesses. She told them she did not have an answer and advised there is an upcoming election and there will be a new Board.

Ms. Shutt indicated anyone within the CRA District qualifies; anyone can apply for their grant. There are two Grant Programs, and grant applications are on their website; Bonnie Nicklein is the Grants and Project Manager. There are specific requirements; grants can only be given once every five years. It is a Reimbursement Grant, so the money must be spent first and then the money will be reimbursed from the CRA. There is a maximum of \$50,000 for food related businesses and hotels. There is a list of Tier 1 businesses that are eligible for interior and exterior improvements up to \$50,000 or 50%, whichever is less. The other program is Rent Assistance; the CRA will pay 50% up to a certain amount of monthly rent for a year. A Tier 1 food business would get \$1,750 per month and a non-food related business, which is a Tier 2 or Tier 3, are allowed up to \$1,250 per month or a maximum of 50% of the rent for a year. Marketing and Promotional are also provided with the use of publications for Mother's Day and the Marketing Marina. Videos are done for all businesses that want to apply. They also do ribbon cutting and social media help. As soon as a business has a Business Tax Receipt from the City, they contact them, have them fill out what they need, and guide them to grants and connect them with their social media person, Renee Rosario, who will teach staff how to have the best online image digitally. All this is available on their website.

Ms. Gordon mentioned a new building coming up by the Post Office, which is a restaurant currently on Boynton Beach Boulevard and moving into the new location.

Ms. Shutt advised they have already received a grant from the CRA, but they are late, and an extension was done. There was a restaurant at the same location that received money, but they had to withdraw because they did not go through with it. The current owner, Tropical Island, already has a grant. She reiterated businesses can apply every five years, but if they are expanding more than 50% during that time, they can apply for more money. This money is meant to offset the initial burden for the first couple years.

Ms. Gordan asked if the business can get funds from the CRA and the City as well.

Ms. Shutt replied the City's program is for businesses outside the CRA. She noted the grant can be used if a business is being displaced by redevelopment. Relocation money is not to build a new place, it is typically for property owners they would buy from, and it is usually for moving expenses or comparable rent for the first month; they do not have that kind of policy because their grant is much more. Their grant is successful, and very few businesses go out of business. They try to retain businesses in the CRA area by giving them a second chance if they are expanding 50% or more.

Ms. Skovron mentioned the previous screen under Program Details; Signage. She thought that was taken away when there is a non-profit.

Ms. Shutt stated non-profits are not allowed to use their grant.

Ms. Skovron commented about three years ago there was a non-profit in the CRA District and their signage needed upgrading.

Ms. Shutt advised that was a different grant program, but it was taken away due to a lack of interest. It was for the entrance neighborhood sign if it was dilapidated or needed repair. There was only \$5,000 per application and some residents wanted to use the money to redo the entranceway, which costs thousands of dollars.

Ms. Gordon mentioned a Welcome to the City of Boynton Beach that was run over in 2019 that was removed and never replaced.

Ms. Shutt stated she would have to investigate. It might be a City sign that was replaced with billboards and digital signs. She noted the CRA is getting fresh new allocation this year, but they must wait until October 1, 2022, to accept applications. Every year a trilingual flyer is released that says, "Money is Available".

Mr. Swee questioned what things have been considered successful in the past and similarly unsuccessful.

Ms. Shutt replied in her opinion, all the events have been successful. Certain plazas are more popular than others because of their businesses; different people are attracted depending on the band playing. Rock the Plazas are popular especially with One Boynton because all the businesses participate; and Rock the Block at 500 Ocean was also very popular. There was not a lot of participation at the Ocean Palm Plaza. If enough merchants are willing to participate, it makes the event more successful.

Ms. Skovron questioned how success is calculated.

Ms. Shutt stated additional surveys are conducted during promotional events and there is a \$5 off a meal in the back of the survey. Behind the Rock the Block items, there is a note that asks for a zip code because it tracks when patrons are coming back. The point is to show people these services are available. The CRA pays for the coupons and staff will determine how much was spent. Businesses can break up the coupons however they prefer, and they must show what coupon was used and show proof it was used to be able to get the reimbursement.

Ms. Skovron asked how much it benefits the businesses because \$50,000 might be laid out and the businesses are getting a \$5,000 profit.

Ms. Shutt indicated as part of the application and receiving funding from the CRA, businesses have to do a post event analysis; there is a certain questionnaire they must answer to let them know how effective the event was.

Ms. Skovron noticed a certain business is extremely quiet during some of the events and asked if anyone ever looks at that.

Ms. Shutt advised certain restaurants do not want to participate, so the CRA started making it an application procedure.

Ms. Skovron commented when she sees all the restaurants are busy and one is not busy, it raises a question of what is wrong with the restaurant. They might want to rethink the ones that are not participating.

Ms. Shutt stated staff knocks on all the doors and certain people do not want to participate. The perception might be different, but there is nothing they can do. A lot of new shopping centers are coming on board, so their recommendation is that one of the events will be going to one of the new shops. They are only responding to people who feel it is helping them. Ms. Skovron's point is good because they need to have a Return of Investment to justify expenditures for these things. There is a report on the recaps; they used to have the attendees but attending and spending money must be equated somehow. They are trying their best with the Boynton Bucks promotional events.

Ms. Grcevic welcomed new Board members, Warren Swee and Pernell Davis.

Ms. Grcevic understands that the Board needs to think about how they might want to approach some of the ideas. She asked if a Board member with a suggestion should be discussed with the CRA.

Ms. Shutt stated ideas can be discussed during this meeting.

Chair Cobb commented that the Board would like to have time to get some ideas and bring them back for discussion.

Ms. Shutt indicated this will be a pending assignment, so the Board could report back with ideas at the September meeting. During that time, research can be conducted.

Chair Cobb mentioned that so much happens throughout the tri-county area and many times they travel between the counties, so any suggestions are welcome.

Ms. Shutt advised staff could ask organizations such as COBRA, the Coalition of West Boynton Residents, if they have meetings. They used to do the movie theater and the public would see things through previews. If there is another venue, they can do that as well. She does not think print ads are good in terms of reporting back; Facebook and other things can be tracked.

## **7. CRA Board Items for CRA Advisory Board Review and Recommendations**

### **A. Old Business**

#### **1. Consideration and Discussion of Fiscal Year 2022-2023 Project Fund Budget**

Vicki Hill, Finance Director, presented this item as follows:

- Milage rates have changed; the City is 7.85% and the County is 4.71%.
- What previously was presented to the Board was changed to 18.9%.
- They get their money from ad valorem taxes; property taxes, and they can only get those monies from properties within the CRA boundary. Likewise, they cannot spend outside of their boundary; that is why only CRA businesses can get CRA money.
- The milage rate is not taxed; they get 95% of the ad valorem taxes from the City and 95% from the County that are in their District.
- The Marina is unsecured funds and 18.9% or \$1.1 million was added since the Marina is full. This is an approximate figure.
- Debt service is \$2.1 million.
- Operating Expenses is budgeted at \$3.6 million and the \$1.1 million was taken out of the Marina.
- They pay TIRFA, which are funding agreements. Approximately \$466,000 is paid to C1 Cove and this is their last year; approximately \$227,000 is paid for Phase 2 and this is the ninth year; \$32,000 is paid for the Cornerstone Preserve and this is the eighth year; and \$578,000 is paid for 500 Ocean.
- There is a loan at Valley Bank for the Oyer property, which they are trying to pay back.

Ms. Shutt stated all these are debt service. When you hear the CRA Board is giving TIF, Tax Increment Funding, to help a public component such as Affordable Housing developers are bringing in, they would give out tax rebates. The developers would pay once they complete the project; they would pay a certain amount of taxes to the City and County and the CRA will refund them a certain percentage for so many years.

Ms. Gordon asked if there is a mortgage with Valley Bank for the Oyer property of \$2.5 million and if it must be paid before closing.

Ms. Hill replied they need to pay the lender off.

Ms. Shutt stated as part of the agreement, they must turn over a land free of encumbrances and this is an encumbrance because they owe debt on it.

Mr. Davis questioned if business owners at 500 Ocean pay taxes.

Ms. Shutt indicated they have to pay up front to get the reimbursement. They only get a certain percentage; 75% of the taxes back, but they must pay the full 100%. She stated it decreases under their agreement. Each agreement has different specific requirements; for the first three years it is 75% and the next three years is 50%. It decreases and the money back to them decreases within those ten years.

Ms. Hill stated they must pay taxes, but when the tax rolls come out the City gives them 75% and keeps 25%.

Ms. Shutt commented that they still have to pay the full amount to the County. The City gets 95% and they are rebated 75% of what they pay. They must pay first and must show proof of payment.

Ms. Hill advised the last thing on the list is Town Square; the CRA pays \$3.5 million for this building; that is their contribution.

Ms. Hill stated after everything is taken out, there will be \$5.8 million to reallocate into the project fund and projects will be done in the CRA District in Boynton Beach.

Ms. Hill indicated audits are every year. There will be an interim audit in July and then a final audit in November.

Ms. Hill stated they have had a clean audit on 13 years.

Ms. Hill mentioned the following ongoing projects and noted there are funds that will roll over from this year to next year; those funds are estimated.

- MLK: \$2 million
- MLK, Jr.: there is money for that, but it is already in a purchase order for the Local Government Match.
- Cottage District: Pulte says they do not need CRA money, but \$385,000 was allocated. When the Development Agreement is signed, the Board will decide what will happen with the \$385,000. There may be sewer upgrades for the area such as water and drainage upgrades. If it is not necessary, the money can be used within that project for the community in that area.

Mr. Josemond questioned if anything can be done to help drainage through MLK, etc.

Ms. Shutt replied they can do infrastructure, water, sewer, drainage, roads, lighting, and landscaping. From what she understands, drainage on Seacrest Boulevard is maintained by the County. Any property that needs to be developed must have adequate public facilities; water, sewer, and drainage before the units are placed. Along Seacrest Boulevard, drainage is a problem. The money can be spent on drainage and infrastructure, but the amount needed to do an area wide drainage and storm water is a lot more. A study would be required to see how it can be done.

Mr. Josemond questioned how it works with the County controlling Seacrest Boulevard.

Ms. Shutt stated Pulte will have to retain it on site; they will have to have retention; dry retention, wet retention, and a lake to contain storm water before it filters out.

Tim Tack, Assistant Director, stated there are many ways to provide quality and retention of storm water. The County owns the right-of-way, and they are built to a certain capacity. They can service that area with whatever their drainage basin is. They talked to the City about increasing the capacity for that area, which will require modeling and design. They are going to have to come in and see what they need to provide, and they probably are going to oversize it based upon the area it is servicing. For the City's use, they will have to coordinate with the City through their permitting process.

Ms. Shutt indicated Pulte or any other developer that comes in other than a single-family home development will have to see how they will hold the rainwater and for how long and how to convey it to the canals or wherever it goes through piping and easements. That is a coordinated effort through the County, the City, and the developer. The CRA will help offset any costs the City will need if they have not planned on doing drainage for that area. They are working with Gary Dunmeyer, the City Engineer, his staff, and Utilities Staff, to see how they can go after grants for big projects because there are only a few ways to contain, filter, and release the water. Digging a lake to contain the water will take more developable area, so there will not be as many units. One reason the Pulte project looks good is because they have accommodated drainage on their site, all the other developers showed a green space, but with garages and other things, which they have not thought about. Pulte says they will pay for the land and do Affordable Housing, which is about 41 units between \$169,000 to \$219,000; 2,000 square feet to 2,300 square feet, and two-car garages. They said they will keep the rent low for 15 years and that is why the Board felt it is a win-win situation. They will try to market it so Boynton Beach residents could have a chance to apply for those as well.

Mr. Josemond asked where this is located.

Ms. Shutt stated it is four blocks north of Boynton Beach Boulevard on the east side on the right side between 4<sup>th</sup> and 5<sup>th</sup> Avenue. It is a good location, and they will have to make sure people and families are income qualified so they do not make too much to go into those homes.

Ms. Grcevic commented the Plans are shown on the site.

Ms. Shutt advised the public can see who is buying what and what they were offering. She referred to the CRA packet to see exactly what Pulte submitted.

Ms. Hill mentioned \$410,000 is being added to purchase Cherry Hill next year.

Ms. Hill stated \$1.5 million is needed for the Boynton Beach Boulevard Streetscape Improvement Project by 2023/2024, and they have already allocated a little over \$1 million. More money will be added at the next CRA Board meeting to make it the \$1.5 million needed. CRA staff received \$2.9 million from the State and the County Transportation Planning Agency in 2018; it is a five-year grant program. It is FDOT plus Federal DOT money to transform Boynton Beach Boulevard into a walkable and multimodal so there will be bike lanes, nine-foot sidewalks with a wave pattern, and to make their town more unique. The project is going to be about \$9 million and their cost out the door is approximately \$1.5 million. DOT is requesting the City give them \$1.1 million by October 1, 2022, and the City in turn has an Interlocal Agreement the CRA to pay that. The CRA is paying for a lot of things the City is doing because the City does not have money allocated. The bottom of the page shows the layout Pulte provided to the CRA and the CRA direction to them is to bring more single-family in versus townhouses. The Board wants Pulte to do more single-family so some townhouses will be converted to single family and the lots will be smaller so they can fit more single-family units; not smaller units, but more; the lots will shrink a little so more units will be available to the public. The Board would like to see more aesthetics or architecture to make the project look more unique. It was noted Pulte is building the same units at Carver Square in Delray and



the difference is the sites in Delray Beach have back-to-back units with about 25 feet in between the back doors of each other.

Ms. Shutt indicated it is good to have a mixture of units; not everyone can afford a single-family home. The townhouses are just as nice; they are about 2,000 square feet and are two stories with a two-car garage. They are going to have Pulte tweak the aesthetics, some banding stopped in the front elevation, and they would like them to carry it around. They are looking at the Site Plan to see if they can squeeze more single-family in. Pulte started in Delray in March and almost all the units are dried in, meaning they have the roof and walls. There are probably about four units that do not have a complete roof, but in four months they were able to get the work done. Pulte is funding this; they do not need a bank to fund the project, which means they will accept a reverter clause.

Ms. Hill stated for property acquisition, they already have \$1.8 million, and \$1 million is being added to make it \$2.8 million. The Neighborhood Police Officer's Program is supposed to come back on September 1, 2022, so there will be approximately \$300,000 from this year that can be added for next year. They need \$497,000, so the only thing they need from next year's budget is \$197,000. Ms. Hill commented on the following projects:

- They are adding \$500,000 for the Marina seawall.
- There is currently \$600,000 in the Grant Program and \$375,000 is being allocated for that. There are seven bays at MLK, which will be needed for businesses.
- They are adding \$500,000 to Commercial Exterior Improvements.
- This year there is \$175,000 for Business Promotion and Events and they are adding \$266,000. She was not sure if they are going to do the Pirates Fest this year. If so, more money will need to be added next year because the \$175,000 is what they were going to give for the Pirates Fest.

Ms. Skovron asked why they did not want to do the Pirates Fest.

Ms. Shutt advised it is not that they do not want to do Pirates Fest; as a CRA, they are looking to transition it to the City and they have done all they can, they even extended their contract with the person who helped set up the event. Last December. They talked to the former City Manager, but she felt \$400,000+ was too much to allocate without asking the new Commissioners and doing it during the planning stages, which is around April. Unfortunately, the previous City Manager is not here and there was no follow up from City staff. The issue is the money; they have to help, either with in-kind services or at least the cost for the full event of about \$440,000. There is money left over from other events; about \$175,000, which can be contributed, but they will not be able to contribute \$440,000, so they are asking the City to authorize some money to cost share. They have already told the City if they do not retain the services, the vendors, and the people to help, their staff cannot do it all. There are public Procurement procedures the City must follow because the contract that was extended to May 2022 has lapsed. The contract was extended so the City could piggyback. They still need someone to come up with the other half of the money, whether it is in-kind Policing or in-kind services. All the budget valuations have been provided and they met with the former City Manager; they have also had meetings with the City and City Staff. Ms. Shutt does not know if they can pull this off in ten weeks. There is six months of planning on staff's part for a two-day festivity and everyone must be on board by August 15, 2022.

Ms. Hill stated they have \$47,000 this year for Business Promotional Marketing that will be rolled over to next year and \$98,000 will be added to bring it up to \$145,000. They have \$169,000 for Site Work Demolition, but it is more like \$165,000 now and \$125,000 is being added to make it \$294,000. Regarding Professional Development Services, they can roll over \$190,000 and \$100,000 is going to be added to make it \$290,000. There is nothing to roll over in Legal Services, but \$190,000 is going to be budgeted.

Mr. Gordon questioned how \$175,000 was calculated.

Ms. Hill stated Legal had \$150,000 before and they went over this year. There are new Board members and they have been contacting Legal a little more and wanting them to sit in on a lot of meetings. Even if they do not use the entire \$175,000, they can always reallocate it or roll it over the following year. She noted they are going to roll over \$100,000 for Contingency and add \$50,000 bringing it to \$150,000. At the end of this, there is about \$655,000 remaining that needs to be reallocated. A line was added for a potential grocery store in the Heart of Boynton and that recommendation can be reviewed in the Board packet on the website. There is a column on the spreadsheet in case Board members have any suggestions.

Ms. Shutt advised the Chair will do a brief summary with recommendations and the packet will be revised to show the Board's recommendations.

Chair Cobb mentioned infrastructure and asked if there was ever a consideration for infrastructure for technology in some of the communities to ensure access for those who may not have internet.

Ms. Shutt stated the City has been considering that. The City Library would have to work with the service provider to make sure there is power and getting the cost allocation. Another way is that anyone 13 and older, accompanied by a parent, can come to City Hall and check out a laptop to do their homework. City Hall is open to the public if the City Library is open.

As far as bringing infrastructure and Wi-Fi, etc. to the community, she was not sure if that has been discussed. Usually, it has to do with having those facilities and lines in the right-of-way. They do not have rights to do things in the City's right-of-way, it would have to be initiated by the City and then they would come to the CRA to see if they can fund some of the project as part of roadway improvements. She and Mr. Tack are working with the City on the streetscape and lighting for the MLK corridor.

The City Engineer is working on a scope of work with an Engineer to look at doing that and possibly undergrounding lighting, which helps for storm events and then there can be decorative lighting throughout the corridor for special events, etc. They want to make it special because they have the synergy and catalyst with the Centennial Project. The acquisition money is where they can offer to buy properties within a certain amount of appraised value so they can start assembling land because they are out; they sold 115 North Federal Highway to Affiliated for the mixed-use project, and they are now going to do a Purchase and Development Agreement with Pulte for the next assemblage. They need to start assembling more land to do redevelopment and once they have enough, they can seek development proposals. The acquisition money is there and throughout the CRA, but the Board was specific that they want a line item for acquisition for a grocery store in the Heart of Boynton. They are putting in \$2.8 million on Line Item

10, District wide, which is for any of the priority areas and MLK. They have properties there already and it would be nice to add to it to have site control of what they want to do along the corridor.

Ms. Gordon questioned if money from the year end financials used for contingency is allocated so they know where the money is going.

Ms. Hill stated they never used a contingency before, but this year they had to go into it so they could pay the Legal fees.

Ms. Skovron questioned how the Statute could be changed if the CRA disagrees on some things that are not allowed. It is great to do development, but the Fire and Police Departments are not increased, so it puts an extra burden on them. She questioned why certain CRA money cannot be used.

Ms. Shutt stated the Statute says the CRA cannot pay redevelopment dollars for the purposes of redevelopment. It is not to pay for money that would be expended by the City for services that are supposed to be provided by the municipal government. If violated, public trust will be gone because they are not complying with minimum Statutes. There are rules that regulate what is done.

Ms. Skovron questioned if part of the requirement for developers can be that they give extra because the number of Police Officers needs to be increased or the number of Fire trucks.

Ms. Shutt replied there is nothing that guides what they can negotiate with developers, but it has to have a logical nexus to what their rules and regulations are. They can volunteer extra, but they cannot be forced to do so. As a CRA, they cannot force developers to provide extra. They used to have the concurrency, which has Fire, but the CRA does not think about the salary that is normally paid by the City; that is separate. There is a lot more than just funding that service and she did not if they could equate how much 200 units would cost and having to fully fund two or three service providers.

Ms. Hill indicated the consensus would probably be to approve recommending what the CRA has as is.

Chair Cobb agreed.

**Motion** by Ms. Gordon, and duly seconded, to approve the budget as is. In a voice vote, the **motion** passed unanimously. (7-0)

Ms. Shutt mentioned two Workshops that Mr. Josemond and Mr. Swee attended. It is available online and is very good in terms of providing basic information about CRA's and what they can spend money on and examples of projects they have spent money on under those categories.

## 8. Adjournment

There being no further business to discuss, Chair Cobb adjourned the meeting at 8:23 p.m.

[Minutes transcribed by C. Guifarro, Prototype, Inc.]



## **ADVISORY BOARD ITEM 7.B.**

### **CONSENT**

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#### **SUBJECT:**

CRA Advisory Board Meeting Minutes - September 1, 2022

#### **SUMMARY:**

See attached minutes.

#### **CRAAB RECOMMENDATION:**

Approved September 1, 2022 CRA Advisory Board meeting minutes.

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#### **ATTACHMENTS:**

##### **Description**

- ▣ **Attachment I - September 1, 2022 CRA Advisory Board Meeting Minutes**



MINUTES  
COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD  
100 E. OCEAN AVENUE, BOYNTON BEACH, FLORIDA  
THURSDAY, SEPTEMBER 1, 2022, 6:30 P.M.

**PRESENT:**

Sharon Grcevic  
Yvonne Skovron  
Naomi Cobb, Chair  
Joe Josemond, Vice Chair  
Pernell Davis

Thuy Shutt, CRA Director  
Timothy Tack, CRA Asst. Director  
Vicki Curfman, Admin. Assistant  
Leslie Harmon, Prototype, Inc.

**ABSENT:**

Golene Gordon  
Warren Swee

**1. Call to Order**

Chair Cobb welcomed all to the meeting and called the meeting to order at 6:31 p.m.

**2. Pledge of Allegiance**

The members recited the Pledge of Allegiance to the Flag.

**3. Roll Call**

Roll was called. A quorum was present.

**4. Agenda Approval**

A. Additions, Deletions, Corrections to the Agenda – None.

B. Adoption of Agenda

**Motion** made by Vice Chair Josemond, seconded by Ms. Grcevic, to adopt the agenda. **Motion** passed by unanimous voice vote. (5-0)

**5. Information Only – None.**

**6. Public Comment**

Ernest Mignoli, 710 NE 7<sup>th</sup> Street, Condo #407, Boynton Beach, Florida, believes the CRA and City is corrupt.

**7. Consent – None.**

**8. Assignments**

**A. Pending Assignments**

Thuy Shutt, CRA Director, indicated Pending Assignments are to review the CRA funded Current and New Business Promotion and Marketing Events and include strategies to promote the marina. At the last CRA Board meeting, the CRAAB Board was assigned a two-month period to investigate and bring a report back to the Board, which will be presented to the CRA Board at their November 9, 2022 meeting. The packet that goes to the Board with the agenda is due on October 25, 2022, by 5:00 p.m., so this Board will have the October 11, 2022 meeting to make last minute changes. She suggested members look at this discussion to come up with ways to outreach, market, and promote CRA events. New eligible events that might have been researched with costs associated or at least a budget would be helpful for the CRA, and then perhaps they could elect a Board member to help draft or write the report and present it to the CRA Board during their November 9, 2022 meeting. It was noted that members can tag team each other at the meeting, but they cannot work on this as a group project.

Ms. Skovron questioned if a Workshop could be announced.

Ms. Shutt stated she would have to advertise a Workshop, record the minutes, and make sure staff is available.

Ms. Grcevic thinks it is a little touchy with Sunshine laws and using staff's time, which is very limited. It is a good idea, but the logistics could be touchy.

Ms. Shutt commented they could probably use the October 11, 2022 meeting to discuss things. They can even put a white sheet on the meeting and ideas can be filled in. There must be a consensus on those types of things. The Board could recommend some things CRA staff are doing are okay and maybe they would like to have more outreach to the western community because that is part of Boynton Beach. She will have to check the schedule because it is a tight deadline since the packet is due the next Tuesday.

Mr. Davis liked the second idea about October 11, 2022, but he also liked Ms. Skovron's idea. Even if they have discussion on October 11, 2022, they are still rushed and if it is done as a Workshop, they have time to collaborate with each other.

Ms. Shutt reiterated they would have to hire a court reporter because minutes must be taken, and they have to advertise in the newspaper. It would have to be the week after the CRA Board meeting, so there is only a window of one or two weeks.

Ms. Skovron asked if the next meeting could be held as a Workshop.

Ms. Shutt recommended discussion at the October 11, 2022 meeting at which time ideas can be put on the screen. She stated the last agenda had things to consider as they are researching. She referenced the last bullet on the second page; Additional Assets to Consider When Brainstorming. She noted the first three bullets talk about what staff has been doing and the last bullet talks about the aspects; the intent, goals in the CRA Plan, and Economic benefits that can be clearly identified and measured by providing the event. One example is why they cannot expand business promotion to include Pirate Fest or some of the larger events is because they are free. Larger events become more of a tourism type of event because of the number of attendees, unless money is charged to show money has been expended somewhere in the CRA District. They try to follow up by having people at the event answer questions and by having Boynton Bucks to report back.

Ms. Skovron asked if the City could take over the Pirate Fest and charge a fee.

Ms. Shutt replied that has been discussed. The cost is almost \$440,000 and when this was discussed with the former City Manager and her staff last January, an effort was made to extend the contracts. At that time, the City Manager said the event is a lot of money and she can pay several jobs for that cost; it is too big for her to decide as a City Manager and she would like to meet with the incoming Commissioners and talk to them during budget time. Unfortunately, she was not there shortly after the election to tag the Interim City Manager and the City starts budget planning in April. The City can pay for the event and the CRA is willing to pay half, but the issue is that discussion did not start until July, and they normally start the Pirate Fest in June.

Ms. Skovron commented that this could be relooked at for next year.

Ms. Shutt advised it is already budgeted. Pirate Fest is in October, so it would have had to be in last year's budget to be able to spend it during this upcoming year; it is a preplanned event. Three options were also proposed to the City in July: Rock the Block in the 500 Block in the parking lot, one event on the Centennial Park site, and a full blow event. There was money and costs associated with each scenario, but the problem is that the events are free, and they cannot control who goes in and out, so people will descend on that small block. If only a certain amount of money is budgeted for Security and Police, no one will be at the crossing for the railroad tracks and safety is always an issue. They did not think it was safe to have an event at Centennial Park because it would have to be fenced. Crowd control is the biggest issue and safety in getting access for people with health issues. They decided it was easier to take a year off and she has committed to make sure the City budgets this amount for next year. She noted it is not easy to get staff to give up weekends and nights to work these events. The City is funding the event and they are putting \$300,000+ in the budget. The CRA can still pay one-fourth of the cost for the business promotion part; they can still do the promotion, the treasure hunt, and marketing, but someone has to hire the food vendors, other vendors, and the characters.

Ms. Skovron asked when the City would have to make that decision.

Ms. Shutt hopes the budget adoption will be on September 20, 2022. There will be a new City Manager and they need to make sure the Finance Director has this item in the line item for next year. They will have to go out for an RFP for services, which is usually is as little as 14 days or a three-week process to be out on the street. Three quotes are necessary for anything over \$2,000 and a formal bid must be done for non-construction projects over \$35,000.

Vice Chair Josemond mentioned Rock the Arts.

Ms. Shutt stated it is feasible because they do the Night Market, which is a maximum of four-hour events. They need to look at what kind of promotion there is to the businesses, and they must be mindful of the intent and purpose. There is an Art District already, so it must be in conjunction with some of the artists because that is the CRA District. The Art District has their own events, which the CRA supports. They try to find people to publicize and promote their area. The CRA provides the band and food trucks to activate the Arts. A larger event like a Night Market with artists in Centennial Park is possible, but the question is the number of artists who would participate. She asked if Vice Chair Josemond was looking at Affairs of the Art.

Vice Chair Josemond replied yes.

Ms. Shutt mentioned that is a little more difficult because it is a huge event and it cannot be during March and April, it must be in the fall. If that is the case, it will compete with Pirate Fest next year. They are looking at having more than one event in culture or Arts next year; she can look at the dates. She commented if they are looking for something quarterly, that could be a suggestion and maybe one could involve the Arts. She asked if Vice Chair Josemond was looking at a smaller event activated at the Art District or one that brings people to Downtown.

Vice Chair Josemond replied one that brings people Downtown.

Chair Cobb mentioned National Good Neighbor Day, which is September 28, 2022; it is usually the last Thursday or Friday of each year and questioned if this could be an annual event.

Ms. Shutt indicated that is up to the Board and how it repeats is based on the success of the first event. They would have to distinguish if it is a City event versus a CRA event. CRA events are usually to leverage business commercial dollars with CRA dollars and events for neighbors have to do with clean up or something to address slum and blight.

Chair Cobb commented one of the white papers she wrote is all neighbors, including businesses and residents in the same neighborhood, so they all become neighbors.

Ms. Shutt thought the City was trying to have a One Boynton approach. She questioned where these events would be held and noted they must be in the CRA District.



Chair Cobb stated that includes Seacrest and some of the park areas.

Ms. Shutt showed the CRA boundaries, which are primarily along Federal Highway, Woolbright up to the FEC Railroad tracks east, which includes Boynton Beach Boulevard to Industrial Avenue on the north, then it jogs along Seacrest and 2<sup>nd</sup>, then goes up to 26<sup>th</sup> south of Miner Road, to the north end. The heart of Boynton Beach is about 40% of their area. Anything north of the Stanley Canal, which goes east/west is not in the CRA District.

Vice Chair Josemond asked if there is anything north of there.

Ms. Shutt stated there is a sliver east of NE 4<sup>th</sup> Street.

Ms. Skovron questioned how much time the CRA needs to organize an event.

Ms. Shutt replied at least two months for a smaller event. They are currently working on the Rock the Marina event that will be held the first week of November. Usually, the CRA Board approves all the dates and expenditures for each event at their Budget meeting. She mentioned last months' CRA meeting, so members would have an idea of what is going to be approved; the Board has already approved 95% of the budget. There is a list of events and expenditures for the events as well as the dates.

Ms. Skovron mentioned street painting in Lake Worth and suggested doing something with Pete's Pond. She noted work will begin in January 2023, so with the Marina event around the corner, it would be nice to have kids drawing something.

Ms. Shutt advised that is done by a non-profit, not by the City or a CRA. As far as the pond, it would probably have to be contingent on the City and how their construction works with the contractor they hire. She is not sure of the ceremonial part of the infrastructure projects and did not know if they would want kids around. She noted that anything like that needs to be part of the Rock the Marina event because there is no way they would be able to do anything during the holiday events. They are currently booking boats for the Rock the Marina event because there is an environmental component. As far as reusing the pavers, she would have to ask Gary Dunmeyer, City Engineer.

Ms. Skovron stated all the stamped concrete is being pulled up.

Chair Cobb asked about other events to get clarity of the inclusivity of all the communities in Boynton Beach, particularly in the CRA areas that are not around the Downtown area. She questioned if there has been a multicultural event on Martin Luther King or if there has been something to include minorities with businesses within the City; Black owned businesses and Women owned businesses.

Ms. Shutt stated the CRA used to have MLK Unity Day, but that has been transferred to the City since they have broader powers and can be more inclusive whereas the CRA has to concentrate on their area. Neighborhoods around the Downtown area are very limited; they can get the Homeowner's Association contacts from the City. For something more inclusive, it would probably be a City event versus a CRA event.

Chair Cobb asked which events the CRA is involved with.

Ms. Shutt referred to the attachment and mentioned events already scheduled and other events that were mentioned last month. Next year, under the MLK Mixed-Use project, they are looking at Rock the Plaza at Heart of Boynton Village. By this time next year, the Mixed-Use and ground floor retail will be done. Five businesses will be serving the community and they are looking to do Rock the Plaza at that location, which will highlight the Heart of Boynton. This is something the CRA can fully support because there will be businesses on MLK that are serving the community. There could be a Blarney Bash or Rock the Block in March, so they could have an option. They are not looking to do St. Patrick's Day anymore; they are staying away from holidays that can be done by the City. They do the boat parade because they promote the Marina.

Chair Cobb wants to make sure their cultural events represent the same thing, that there is an equity not just to new homeownerships or dwellings, but also for businesses in those communities and some of which have been on MLK for many years, so they have an opportunity to be highlighted.

Ms. Shutt stated they will approach all the businesses but noted some of the businesses do not want to participate for whatever reason. They always provide a packet of how to brand the event and ask businesses if they would like to participate, but sometimes they do not want to.

Chair Cobb thinks both the CRA, and the City have to look at this. She thinks it builds good relationships with Law Enforcement for all different parts of the community; it creates a different kind of level of relationship in communities and makes everyone feel like neighbors. She stated parking is an issue.

Ms. Shutt commented if it is a relationship building between the businesses and the community, they need to figure out which businesses will commit to participating in the events; they are finding they are lacking in staff. Out of 54 vendors they have in the Night Market, only 11 CRA businesses could participate because they cannot man their business and send one or two staff members out.

Chair Cobb stated the City Parks and Recreation is having the same issue; they were going to have an event at one of the parks a few weeks ago and were told they could not do it because they did not have staff.

Mr. Davis questioned why not allocate monies.

Ms. Shutt stated that could be a recommendation. Each event is \$12,000; they normally allocate \$500,000 for business grants and rent assistance, and they find those programs are longer lasting and more helpful to the businesses than a one-day event because \$3,000 may be able to pay for several months of rent assistance. Another thing to think about is how to slate who gets the \$3,000; is it a lottery or first come first serve and what do businesses have to submit to the government to verify what they are losing or what it takes to operate for one day. Many people are funny about giving away their business information for such a small amount. She would recommend parameters to encourage more business participation, a set amount, and how to slate the businesses and track the success of that night. It is a great idea to cover the staffing shortage. The key is how to implement it.

Chair Cobb commented this is not about advocating for black businesses; this is a multicultural area, and 17 languages are spoken. She mentioned Broward by the Numbers and would like to see how they can be more inclusive.

Ms. Shutt stated one of the parts of the assignment was to look at ways to market and promote events. She mentioned a property sold to a Haitian talk radio station and one thing the CRA gets is free ads and radio time. Staff works with them, but that only covers Creole speaking demographics. When releases are granted, it is done in three languages. They could reach out and use the radio station as a way to promote and invite people to get the word out.

Mr. Davis asked about social media.

Ms. Shutt advised they print material and use social media. She asked what other platforms the Board would like to see and what the best ways to reach out to the communities are.

Chair Cobb stated there are several different Chambers, but the focus should not be on one racial or cultural group. Maybe they need to find out who lives in the City and in the CRA zones and not make an assumption as to who lives there.

Ms. Shutt indicated the City should have their demographics. Most times they go to churches and utility bills. They have also done door hangers.

Mr. Davis suggested reaching out to schools to advertise and having sports announcers provide the information at high school games, etc.

Ms. Skovron mentioned they could put banners on Fire trucks.

Ms. Shutt stated she would put a list together of these ideas for the next meeting.

Ms. Grcevic asked if the events could be shared with businesses so they can help advertise. She questioned if anything could be done to the flyers that say, "Come in for your Boynton Box" and how they can track who is coming to the events.

Ms. Shutt stated they cannot do anything outside of the CRA area, but they have a scan code on some of the flyers, so people can scan it and do a quick survey, which is by zip code. There are key questions and that is how they report back as to whether a campaign is effective or not. Merchants that honor Boynton Bucks after an event turn it in and staff writes the zip code and the amount spent.

Ms. Grcevic mentioned the Boynton Beach Toy Drop for Christmas and noted that people have been dropping off at her office due to COVID.

Ms. Shutt asked if Chair Cobb could summarize his discussion, so they have something to narrow down at the next meeting. She stated that the CRA prints posters for events and anyone who wants to pick them up can come to their office.

Chair Cobb commented that some of the churches in the zone are doing electronic programs for Sunday services.

Ms. Shutt advised they give everything to the Coalition of Clergy in their area and sometimes print out 50 to 100 flyers for the Pastors and Ministers to distribute during their services. She stated the Back-to-School program with the Police Department was well received and mentioned the Halloween event, which families attend.

Ms. Grcevic mentioned calendars have not been done for the City and asked if there is any way to invite kids to pick the top 12. Perhaps that can be suggested when some of the Art events are done.

Ms. Shutt stated that is a City question.

Ms. Skovron asked if articles posted on social media for events could be shared with businesses by email, so they could use them on their social media page rather than sharing.

Ms. Shutt asked if Ms. Skovron if she was talking about businesses they are doing events for.

Ms. Skovron replied yes.

Ms. Shutt advised the CRA has Media Kits for the businesses. The kits provide graphics and a logo, and all the businesses have to do is fill in their information. Staff does fun engagement activities to make advertising exciting. They also have something called a SMOCK program, which is a social media outreach program. As soon as they receive Business Tax Receipts from the City of new businesses in the CRA, staff contacts those people. They offer them the grant that is available, free social media assistance, staff will tell them how to schedule their media, how to have a professional look, and how to boost their post. People must subscribe to the newsletter, which is on the CRA website. Their website has many platforms.

Ms. Grcevic asked who watches the local news every morning and only three of the members replied yes.

Ms. Shutt stated one or two press releases are done a month and Fridays are not good because there is too much competition for the weekend. They can look at the media, but unfortunately, the CRA does not decide what is picked. She noted that residents do not know about CRA's, but businesses do, so they need to figure out ways to reach the public. She mentioned the Awareness Campaign to make people aware of what CRA dollars can do and what has been done in their neighborhood. The CRA pays for a lot of development that people do not know about.

Chair Cobb thinks Faith communities are learning as they are moving into a different level of connection with communities and that it is going to come from multiple sources. St. John Baptist Church used to be the hub of information, but it is not anymore. There are gatekeepers in every community, and it would be a good idea to know who those gatekeepers are in those communities.

Ms. Grcevic commented the visibility of the CRA on Atlantic Avenue was much more visible about 20 years ago.

Chair Cobb commented that people see change, but they do not know what is going on. It is a matter of a neighbor helping a neighbor to help get the information out, so they do not feel they are going to be gone.

Ms. Shutt indicated that perhaps a CRA Awareness Campaign needs to be reactivated because it needs to connect to the residents. One thing she learned from Delray is that they had an Annual workplan that mirrors the budget. After the budget gets adopted, the workplan gets attached informally, but it can be done indirectly. While there, she had their social media person meet with the press, so they could control the message and show the workplan to neighbors.

Chair Cobb stated the public needs to get information from the volunteer Board members. She thinks a better communication plan from the CRA will cover everything discussed.

Ms. Shutt provided the following recap:

- Look at media and maybe connect to neighborhoods in the CRA.
- An Awareness Campaign for the neighborhood to connect to residents and create a workplan.
- The City would like events that promote the Marina. The CRA owns and leases out 19 slips to tenants.
- Bring school bands and local vendors to Pete's Pond.
  - Parking is an issue and, in the past, they did a separate agreement with the owner let them use it for parking, but the new owner did not receive the parking agreement very well and want all the risk and liability on the CRA.
- The agreement for public parking allows for 150 parking spaces, so they need to consider additional parking at other places.
- Reactivate banners.

Ms. Shutt asked the Board who they would like to be their spokesperson at the CRA Board meeting.

Vice Chair Josemond volunteered.

Ms. Shutt provided a recap for ways to market and promote CRA events as follows:

- Announcements at high school events, sports programs, etc. to outreach to parents.
- Advertising on Fire trucks, Police Cars, churches, buses, specifically Palm Tram, bus shelters and benches, and the Tri Rail.
- Channel 20.
- More outreach for residents, which may be through a CRA Awareness Campaign, more posting on CRA projects and programs, and churches within the CRA District. Anything outside of the CRA District will have to be partnered with the City to see how to get the message out to those churches.

- HOA groups.
- Run promotions on the screen at meetings.
  - Look at City Commission meetings as well.
- Incorporate an Arts component to the Night Market and increase the number of Night Markets.
- National Good Neighbor Day or an event that will promote Multicultural attendees and participants.
- Promote Marina by using the Boynton Beach Boulevard Extension to advertise with banners at the intersection and reactivating the Banner Program for the Marina. Any events with the Marina will require additional parking for attendees and one example is to try to do some improvements in the parking lot behind Veteran's Park.
- Engaging bands and performers to activate Pete's Pond.
- Vice Chair Josemond, speaker for the CRA Board, will report back to the Board in November.
- Put list in a more organized fashion for the next meeting.
- Look at more TV media sources, but that would be subject to who the Editor is or what news they pick up.
- Branding Downtown requires more public input for something people will recognize.

B. Reports on Pending Assignments – None.

C. New Assignments – None.

## **9. CRA Board Items for CRA Advisory Board Review and Recommendations**

### **A. Old Business**

#### **1. Review and Discuss the CRA Funded Current and New Business Promotions and Marketing Events including Strategies to Promote the Marina**

See Item 8A.

**B. New Business – None.**

## **10. Future Agenda Items**

Ms. Shutt announced the FRA Conference will start on October 12 through mid-day October 14, 2022, Wednesday through Friday. The CRA Board has a budget for five CRA Board members and if they cannot attend due to other obligations, they usually leave spots open to two Board members from the CRAAB. She requested everyone look at their calendars for availability and select two CRAAB members to attend if there are spots open. Mr. Davis and Chair Cobb volunteered. Vice Chair Josemond volunteered if there is a third opening.

There was a consensus for Mr. Davis and Chair Cobb to attend the Conference and if there is a third opening, Vice Chair Josemond will attend.

The next meeting is scheduled for October 6, 2022.

Ms. Shutt advised the Parks Master Plan Presentation may possibly be given during the October meeting.

## **11. Adjournment**

There being no further business to discuss, Chair Cobb adjourned the meeting at 8:41 p.m.

[Minutes transcribed by C. Guifarro, Prototype, Inc.]



## **ADVISORY BOARD ITEM A.1.**

### **PENDING ASSIGNMENTS**

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#### **SUBJECT:**

Update on Registration and Travel Expenses to Attend the Florida Redevelopment Association 2022 Annual Conference on October 12-14, 2022 in Daytona, Florida

#### **SUMMARY:**

The Florida Redevelopment Association (FRA) is our agency's statewide professional organization operating under the Florida League of Cities. This year's annual conference will be held on October 12-14, 2022, at the Hilton Daytona Beach Oceanfront Resort in Daytona. The conference provides valuable information to staff and board members on CRA related issues, best practices, programs and legislative updates.

The registration information and conference program information is found on the FRA's website: <https://redevelopment.net/2022-annual-conference/>. The deadline to register is October 3, 2022 (Attachment I).

#### **CRA Advisory Board Member Attendance Policy:**

The CRA Board established a policy during Fiscal Year 2016-2017 that only two members of the CRAB are permitted to attend the FRA Annual Conference per fiscal year if CRA Board members are unable to attend and the CRA will only reimburse the cost of the conference registration fee, hotel, and mileage.

Since three CRA Board members are unable to attend this year's conference, the CRA Board have approved for the three selected CRAB members, Chair Cobb, Vice Chair Josemond, and Mr. Davis to go in their place.

#### **FISCAL IMPACT:**

FY 2021-2022 Budget, General Fund, Line Item 01-51010-225: \$10,000 available

#### **CRAAB RECOMMENDATION:**

In anticipation of the opportunity that may be provided by the CRA Board, the CRAB has nominated two attendees, Ms. Naomi Cobb and Mr. Pernel Davis, with Mr. Joe Josemond as an alternate, to attend the 2022 FRA Annual Conference at their September 1, 2022 meeting.

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**ATTACHMENTS:**

**Description**



**Attachment I - FRA Registration Information and Tentative Program Schedule**

# THE FLORIDA REDEVELOPMENT ASSOCIATION

## 2022 ANNUAL CONFERENCE

**October 12-14, 2022**  
**Hilton Daytona Beach**  
**Oceanfront Resort**

### REGISTRATION INFORMATION

The **2022 Florida Redevelopment Association Annual Conference** will be held in person on **October 12-14, 2022**, at the **Hilton Daytona Beach Oceanfront Resort** in Daytona Beach, FL.

The conference is an opportunity for redevelopment professionals, elected officials and appointed officials who oversee administering redevelopment (economic development) programs in Florida cities and counties and community redevelopment agencies/CRAs who have separate, dedicated trust funds that can be spent on redevelopment projects to meet in person. Attendees at the conference will have opportunities to enhance leadership skills, learn from municipal experts, share ideas with peers, discuss strategies for Florida's future and hear about the latest in products and services for redevelopment projects.

Don't miss this opportunity to learn, network and share.

#### DEADLINES

**September 16, 2022:**  
Hotel reservations cutoff

**October 3, 2022:**  
Conference registration fee  
increases by \$100.00 after 5:00  
p.m. on October 3, 2022

**#FRA2022**

## REGISTRATION FEES

### Full Registration (10/12-10/14)

Member: \$395.00; Nonmember: \$495.00

### CRA Board Training Course (10/12)

\$50.00

### Tours (10/12)

\$50.00 per tour

### Awards and Academy Graduation Dinner (guest ticket)

(10/13)

\$75.00

### Guest/Spouse Registration (spouse, partner or other nonprofessional relation) (10/12-10/14)

\$325.00

**Full** registration and **Guest** registration fees cover your name badge and admission to all conference sessions and the exhibit hall, refreshment breaks, light continental breakfasts each day, Wednesday's Welcome Luncheon in the exhibit hall, Wednesday's Welcome Reception in the exhibit hall, Thursday's Networking Luncheon in the exhibit hall and Thursday's Awards and Academy Graduation Dinner. Tours are an additional fee. NOTE: Registration fees will increase by \$100.00 per registration/guest for all registrations made after October 3, 2022.

## CANCELLATION POLICY

Conference registration cancellation requests must be sent in writing via email to [hhogarth@flcities.com](mailto:hhogarth@flcities.com). All cancellations received in the FRA office by 5:00 p.m., **October 3, 2022**, will receive refunds, minus a **\$50.00** cancellation fee. Refunds will be issued after the conference. **No refunds will be made after October 3, 2022, or for early departure from the conference.**

## REGISTRATION INFORMATION

### Online Registration – Credit Cards Only

**Click here** to register online and pay with a credit card. The FRA accepts Visa, Mastercard or American Express.

### Mail Registration – Checks Only

Complete the registration on page 6 if you are paying by check. Mail the registration form and check to the Florida Redevelopment Association Annual Conference, P.O. Box 1757, Tallahassee, FL 32302 by **October 3, 2022**.

## HOTEL INFORMATION

The **Hilton Daytona Beach Oceanfront Resort**, 100 North Atlantic Ave., in Daytona Beach is the conference hotel and is not accepting reservations at this time. Your paid registration confirmation will include the hotel link/code for you to make the reservations. The cutoff date for reservations is September 16, 2022. Hotel reservations cannot be guaranteed for anyone, nor the exact date on which the hotel block will sell out, **so register early**. FRA has secured the special rate of \$145.00 per night, single or double, inclusive of the hotel's resort fee. Parking fees are \$10.00 for daily self-parking/overnight self-parking.

**Should you receive ANY calls or emails from anyone other than Heidi Hogarth regarding room rates and availability at the hotels, DO NOT respond. These are scam callers!**

## SPECIAL NEEDS

If you are physically challenged and require special services, or if you have special dietary needs (i.e., allergies or Kosher or vegetarian meals), please attach a written description to your registration form.



### QUESTIONS?

Contact Heidi Hogarth, Meeting Planner, Florida Redevelopment Association/ Florida League of Cities, Inc., 850.701.3605; [hhogarth@flcities.com](mailto:hhogarth@flcities.com)

# TENTATIVE PROGRAM

(schedule and speakers subject to change)

## TUESDAY, OCTOBER 11, 2022

1:00 p.m. - 5:00 p.m.

**Registration Desk Open**

3:00 p.m. - 6:00 p.m.

**FRA Board of Directors Meeting**

## WEDNESDAY, OCTOBER 12, 2022

7:30 a.m. - 6:00 p.m.

**Registration Desk Open**

8:00 a.m. - 11:00 a.m.

**Bus Tour: City of Holly Hill**

(additional fee of \$50.00)

Tour participants will experience the “Pictona” project, which came about from an innovative idea of the City of Holly Hill – a public-private partnership between the city, a charitable foundation and a Volusia County ECHO Grant. The project addresses the decline in overall community health and blighted areas in the center of the City. Prior to 2008, the City of Holly Hill had a thriving youth baseball program that operated out of a park called Hollyland Park in the center of the City. However, for a number of reasons, the park lost its place in the baseball program. Hollyland Park became a blighted area attractive to the homeless and a place where drug deals were happening every day.

The City needed to find a way to encourage physical activities and provide educational and cultural programs to the community. Since there is a proven need for health and wellness awareness and demand for affordable alternatives, the City had a desire to provide free outdoor facilities to enjoy playing recreational activities such as bocce ball, shuffleboard, horseshoes and croquet to the community. The recreational courts were incorporated into the Senior Activity Center that was developed as part of the pickleball complex. Although these courts are part of the overall Pictona complex, unlike the pickleball courts, these programs are free for all residents.

Pictona has over 900 members and is hosting large, national pickleball tournaments several times a year. The project will be completed in October 2022 with 49 courts in its world-class facility. This is a pure public-private partnership at its best.

8:00 a.m. - 11:00 a.m.

**Bus Tour: Daytona Beach – Riverfront Esplanade**

(additional fee of \$50.00)

Spanning a mile of Intracoastal Waterway, the Riverfront Esplanade is a premier gathering space and botanical garden in the heart of Daytona Beach. Composed of more than a mile of waterfront running trail with comfortable benches and swings overlooking the Halifax River, the Riverfront Esplanade also features a dog park with an agility course and a state-of-the-art splash pad. The Riverfront Esplanade is under construction. The north Esplanade is open, and the south Esplanade is opening at the end of 2022.

8:00 a.m. - 11:00 a.m.

**Bus Tour: City of South Daytona CRA**

(additional fee of \$50.00)

This tour will take place on U.S. Highway 1 between the City of Daytona Beach, heading south to Port Orange and New Smyrna Beach. The South Daytona CRA main commercial corridor is U.S. Highway 1. A major streetscape and undergrounding of utilities was completed in 2013 along one-third of this roadway through CRA, Tax Increment Funding (TIF) and Florida Department of Transportation (FDOT) funding. Vacant riverfront sites planned for development will be pointed out, and the Enclave at 3230 apartments, completed in 2021, will also be a focal point of the tour.

8:00 a.m. - 12:00 p.m.

**CRA Board Training Course** (additional fee of \$50.00)

This is a general educational session designed for CRA staff, elected and appointed officials, volunteers and advisory board members. It provides a succinct overview of what you need to know that you don't know in the universe of CRAs. Learn some helpful, practical, legal and administrative best practices for CRA policymaking success.



11:00 a.m. - 7:30 p.m.

**Exhibit Hall Open**

11:30 a.m. - 12:45 p.m.

**Welcome Luncheon in the Exhibit Hall**



12:45 p.m. - 1:45 p.m.

**Welcome and Keynote Presentation**

**Welcome:** Jeff Burton

**Keynote Speaker:** Richard Rothstein, Author

Richard Rothstein is the author of “The Color of Law: A Forgotten History of How Our Government Segregated America,” an explosive, alarming history that finally confronts how American governments in the 20th century deliberately imposed residential racial segregation on metropolitan areas nationwide. “The Color of Law” documents how American cities, from San Francisco to Boston, became so racially divided as federal, state and local governments systematically imposed residential segregation.

Mr. Rothstein is a Distinguished Fellow of the Economic Policy Institute, the Thurgood Marshall Institute of the NAACP Legal Defense Fund and the Haas Institute at the University of California – Berkeley.

2:00 p.m. - 3:30 p.m.

**Session: Coming Together for Affordable and Workforce Housing Strategies**

There are different methods and programs for addressing affordable and workforce housing through counties, cities and CRAs. With creative thinking, layering programs can lead to successful affordable and workforce housing developments.

2:00 p.m. - 3:30 p.m.

**Session: Economic Impact of Lakeside Park Developments**

Florida is noted for its coastal community developments and the economic impact on real estate development along our Atlantic and Gulf shorelines. More and more interior communities are investing in their lakeside shorelines through

creative improvements that have significant economic impacts on CRAs. The speakers will present their reasons for their particular investments and how it has generated additional investment in their CRAs.

2:00 p.m. - 3:30 p.m.

**Legal Session: Unlocking the Economic Power of Vacant Land and Clearing Title Through Lien Collection**

Every CRA has vacant land that should be put into use for housing and for projects that support community goals. The key to clearing blight and making projects real is using liens to clear the title. This session will include CRA representatives who have put a successful program to work.

3:45 p.m. - 5:00 p.m.

**Session: The Resurgence of the Seahorse: How Public Art Can Help Renew a City Brand**

The Palmetto CRA successfully undertook a public art project to put in an award-winning seahorse statue that called back to the history of the city and helped renew placemaking. This session can teach you how to do similar things in your CRA.

3:45 p.m. - 5:00 p.m.

**Session: Do's and Don'ts of Marketing & Special Events**

Many CRAs sponsor or produce events, programs and campaigns to activate public spaces and reinvent blighted commercial districts. This session will highlight creative strategies to ensure statutory compliance while producing engaging community events or campaigns designed to further your CRA goals. We will talk about tweaking your program to tighten the criteria or other aspects to focus on economic development. Attendees will gain valuable insight to ensure that their existing or future event programs and marketing campaign strategies contain the specific elements necessary to meet or exceed statutory guidelines.

5:00 p.m. - 6:30 p.m.

**Welcome Reception in the Exhibit Hall**

## THURSDAY, OCTOBER 13, 2022

8:00 a.m. - 3:00 p.m.

### **Registration Desk Open**

8:00 a.m. - 1:00 p.m.

### **Exhibit Hall Open**

8:00 a.m. - 9:00 a.m.

### **Light Continental Breakfast in the Exhibit Hall**

9:00 a.m. - 10:15 a.m.

### **Session: Community Safety Action Plans – Lessons from Tampa and Riviera Beach**

Several redevelopment organizations in Florida are currently implementing unique and comprehensive Community Safety Action Plans. This session will summarize how these plans were developed, the impacts they have had on both real and perceived safety and why they are important to equity, community-driven solutions and a better policing balance.

9:00 a.m. - 10:15 a.m.

### **Session: Opportunities in Smaller Downtown CRAs to Attract Hotel Development Within Their Urban Core**

A challenge for smaller downtown main street areas is attracting hotel development common to larger urban locations. Success is attributable to a bold vision by policymakers in understanding the unique barriers of downtown development. The 2021 completion of the Hilton Tapestry in downtown Melbourne is an example of an innovative CRA public-private partnership.

9:00 a.m. - 10:15 a.m.

### **Legal Session: Hot Legal Topics in Redevelopment**

Join us as we hold a session on ad hoc hot legal topics regarding redevelopment. We will have our best CRA legal minds discuss their list of need-to-know opinions and legislation on topics impacting redevelopment and CRAs.

10:30 a.m. - 11:30 a.m.

### **Session: The Community Reinvestment Act & Redevelopment: Partnerships that Support Communities**

The federal Community Reinvestment Act encourages banks to support activities that benefit low-income areas and residents, including affordable housing, community services, economic development and neighborhood revitalization. Join the Federal Deposit Insurance Corporation and the Office of the Comptroller of the Currency for a discussion on how bank partnerships support redevelopment.

10:30 a.m. - 11:30 a.m.

### **Session: Redevelopment, Flooding and Climate Adaptation**

This session explores how to navigate the challenges and opportunities associated with redevelopment and planning for future conditions related to climate change. Case studies, challenges and solutions addressing infrastructure and open-space vulnerability in the redevelopment process will be discussed. Regulations, policy approaches and other examples will be offered.

11:30 a.m. - 1:00 p.m.

### **Networking Luncheon in the Exhibit Hall**



1:00 p.m. - 2:30 p.m.

### **Keynote Presentation Keynote Speaker: Rick Whitted, President & CEO, U.S. Hunger**

Join Rick Whitted, CEO of the non-profit U.S. Hunger, as he discusses the root causes behind social inequities and how data equips a city to create sustainable solutions for its underserved residents.

Whitted has overseen the launch of several of the organization's initiatives, including expanding home delivery of fresh produce into its supply chain and developing a Software-as-a-Service solution that uses predictive analytics and machine learning to identify root causes of food insecurity in the United States.

He graduated from Stetson University and Nova Southern University, and he received a bachelor's

degree in political science/American studies and a Master of Business Administration in business administration and management, respectively.

2:45 p.m. - 3:00 p.m.

**Annual Membership Meeting**

3:00 p.m. - 4:30 p.m.

**Session: Collaborative P3 Aided by TIF and Rapid Response Permitting: A Winning Redevelopment Formula for Manatee County**

This session will describe a successful P3 where TIF and rapid response permitting were used to attract private sector investment. Working with both the land developers and the master developer resulted in a big win: A Fortune 10 company coming to Manatee County with \$30 million new investment and 400 additional jobs.

3:00 p.m. - 4:30 p.m.

**Session: Sports as an Economic Driver**

Florida's sports industry creates over \$57 billion in economic impact for the Sunshine State, provides over 580,000 jobs for its citizens and attracts over 16 million out-of-state visitors each year. From pickleball courts to waterskiing competitions, sports facilities are a catalyst for urban redevelopment. This session will highlight examples of Florida CRAs using sports to address slums and blight.

6:00 p.m. - 9:00 p.m.

**Awards and Academy Graduation Dinner**

**FRIDAY, OCTOBER 14, 2022**

7:00 a.m. - 10:30 a.m.

**Registration Desk Open**

8:00 a.m. - 11:00 a.m.

**Breakfast with the Experts**

This flexible networking breakfast will have breakout groups focused on redevelopment hot topics such as housing and FRA resources. This will be a great opportunity to network, share success stories and learn from your peers.

9:00 a.m. - 10:15 a.m.

**Legal Session: Ethics Laws for Redevelopment**

This workshop is geared toward CRA attorneys and others who want to learn about ethics requirements specific to CRAs as well as general requirements for all governments. It will feature instructors who are members of the Florida Bar with a great deal of legal ethics experience that is specific to CRAs. They will break down basic ethics requirements for CRA practitioners, board members and volunteers who work with community redevelopment agencies in Florida. Topics will include general and ethics opinions, gift laws, conflict of interest law for CRAs, doing business with one's agency, 1% statutory rule on conflicts of interest test, public records and social media lessons learned, and Sunshine Law and financial disclosure for CRA board members and volunteers.

11:00 a.m.

**Conference Adjourns**

# THE FLORIDA REDEVELOPMENT ASSOCIATION

## 2022 FRA ANNUAL CONFERENCE REGISTRATION FORM

Hilton Daytona Beach Oceanfront Resort • Daytona Beach, FL • October 12-14, 2022

Florida Redevelopment Association  
P.O. Box 1757 • Tallahassee, FL • 32302-1757 • 850.701.3605 • [hhogarth@frcities.com](mailto:hhogarth@frcities.com)

**Paying by credit card (Visa, Mastercard, American Express):** [Click here to register for the 2022 FRA Annual Conference](#)

**Paying by check:** Return the completed form with check payment to Florida Redevelopment Association, P.O. Box 1757, Tallahassee, FL 32302-1757. Complete one form per registration.

**Registration deadline:** October 3, 2022. After October 3, 2022, any on-site registrations are subject to a \$100.00 fee increase.

**Special Needs:** If you require special services or have dietary needs, please attach a written description to your registration form.

**Cancellation Policy:** Cancellations must be submitted in writing and received by 5:00 p.m. on October 3, 2022. Please email cancellation requests to [hhogarth@frcities.com](mailto:hhogarth@frcities.com). Refunds will be issued after the conference minus a \$50.00 administrative fee. There will be no refunds for "no shows" or cancellations after October 3, 2022.

Full Name: \_\_\_\_\_ Nickname (for badge): \_\_\_\_\_

Title: \_\_\_\_\_ Organization: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Guest/Spouse\*\* (if purchasing): \_\_\_\_\_ Nickname (for badge): \_\_\_\_\_

REGISTRATION TYPE	MEMBER	NONMEMBER	TOTALS
<b>Full Registration</b> (10/12-10/14)	\$395.00	\$495.00	_____
<b>CRA Board Training Course</b> (10/12 8:00 a.m.)	\$50.00	\$50.00	_____
<b>Tour (bus): Daytona Beach-Riverfront Esplanade</b> (10/12 8:00 a.m.)	\$50.00	\$50.00	_____
<b>Tour (bus): City of Holly Hill</b> (10/12 8:00 a.m.)	\$50.00	\$50.00	_____
<b>Tour (bus): City of South Daytona CRA</b> (10/12 8:00 a.m.)	\$50.00	\$50.00	_____
<b>Guest/Spouse**</b> (10/12-10/14)	\$325.00	\$325.00	_____
<b>Extra Ticket Awards and Academy Graduation Dinner</b> (10/13 6:00 p.m.)	\$75.00	\$75.00	_____
<b>TOTAL</b>			\$ _____





## ADVISORY BOARD ITEM A.2.

### PENDING ASSIGNMENTS

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#### **SUBJECT:**

Review and Discuss the CRA Funded Current and New Business Promotions and Marketing Events including Strategies to Promote the Marina

#### **SUMMARY:**

At the June 14, 2022 meeting, the CRA Board assigned the CRAB with the task of reviewing current CRA funded business promotional events and researching ideas of different event concepts and marketing strategies to determine if any revisions or alterations could be made to improve the existing efforts. The CRA Board specifically expressed interest in learning about current events that provide an economic impact for businesses, as well as, marine related events that would activate the Boynton Harbor Marina and Intracoastal waterways (see Attachment I).

Some important aspects to consider and documents to review during the research process include:

- The Florida Statutes that pertain to the types of projects and expenditures that can be funded by the CRA:
  - F.S.163.370; Powers; counties and municipalities; community redevelopment agencies (see Attachment II)
  - F.S.163.387; Redevelopment trust fund (see Paragraph 5(c) of Attachment III)
- The Business Promotional Events that were budgeted and held in FY 2021-2022 (Attachment IV):
  - Boynton Beach Haunted Pirate Fest & Mermaid Splash
  - Holiday Boat Parade
  - Boynton Beach Art Walk
  - Blarney Bash
  - Rock the Block
  - Rock the Plaza
  - Rock the Marina
  - Boynton Beach Night Market
- The types of events and marketing initiatives that the CRA can fund:
  - Events and marketing initiatives that support BBCRA businesses with growth, retention, and expansion
  - Events and marketing initiatives that attract local residents and visitors to the

#### BBCRA area

- Events and marketing initiatives that highlight a particular geographical area (i.e. Rock the Plaza) or highlight a particular industry within the BBCRA Area (i.e. Art Walk or Rock the Marina)
- Events and marketing initiatives that educate the public about projects and business within the BBCRA area (i.e. ribbon cuttings, ground breakings, and grand openings)
- Additional aspects to consider when brainstorming ideas:
  - What is the intent or purpose for the proposed event?
  - Does the event further the goals and objectives of the CRA Redevelopment Plan?
  - Can an economic benefit be clearly identified and measured by providing the event?
  - Is there a direct benefit to the residents or businesses within the CRA area?
  - What types of events will support the local business community?
  - Are there specific locations or designated areas within the CRA area where the event must be held in order to qualify?
  - What is the cost-benefit associated with the event?
  - How can the cost be leveraged with other non-CRA funds (e.g. grants, sponsorships, etc.)?
  - What types of expenses qualify for reimbursement under the budget?

For additional guidance regarding protocols, reference the Community Redevelopment Advisory Board Duties, which outlines specific steps that should be followed when completing the assignment (Attachment V).

CRA staff recommends CRAB establish a timeline or target a completion date if the resulting recommendations require allocations of funds in future fiscal year budgets. Fiscal year budget planning begins in April of each year.

At the August 9, 2022 CRA Board Meeting, the CRA Board gave the Advisory Board two months to complete their research and report back to the CRA Board at the November 9, 2022 meeting.

At the September 1, 2022 CRAB Meeting, the CRAB Board suggested and discussed the following list of items:

- Business Promotional Events
  - Incorporate an Art component to the Night Market and increase the number of Night Markets
  - Promote the Marina by using the Boynton Beach Boulevard Extension to advertise with banners at the intersection and reactivating the Banner Program for the Marina. Any events with the Marina will require additional parking for attendees and one example is to try to do some improvements in the parking lot behind Veteran's Park.
  - Engaging bands and performers to activate Pete's Pond
  - National Good Neighbor Day or an event that will promote multicultural attendees and participants
- Marketing
  - Advertising on fire trucks, police cars, churches, buses, specifically Palm Tram, bus shelters and benches, and the Tri Rail

- Announcements at high school events, sports programs, etc. to outreach to parents
  - Run promotions on the screen at meetings and City Commission meetings as well
  - Reactivate banners
  - Channel 20
  - Look at more TV media sources, but that would be subject to who the Editor is or what news they pick up
  - HOA groups
  - Branding Downtown requires more public input for something people will recognize
- CRA Awareness
    - Look at which forms of media that can connect to neighborhoods in the CRA
    - More outreach for residents, which may be through a CRA Awareness Campaign, more posting about CRA projects and programs, and at churches within the CRA District. Anything outside of the CRA District will have to be partnered with the City to see how to get the message out to those churches.

The CRAB will finalize its recommendations on October 6, 2022.

### **CRA PLAN/PROJECT/PROGRAM:**

2016 Boynton Beach Community Redevelopment Plan

### **CRAAB RECOMMENDATION:**

On September 1, 2022, the CRAB discussed additional ways to market the Business Promotional Events, new eligible CRA funded events, associated costs, marina marketing, and ways to bring awareness to the CRA resources available through its website and increased outreach to the community. Vice Chair Josemond will present CRAB's report to the CRA Board at its November 9, 2022 Board meeting.

### **CRA BOARD OPTIONS:**

No action required at this time unless otherwise determined by the Board.

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### **ATTACHMENTS:**

#### **Description**

- ▢ **Attachment I - June 14, 2022 CRA Board Meeting Minutes**
- ▢ **Attachment II - Florida State Statute 163-370**
- ▢ **Attachment III - Florida State Statute 163-387**
- ▢ **Attachment IV - FY 21-22 Business Promotional Events Budget**
- ▢ **Attachment V - May 10, 2016 Community Redevelopment Advisory Board Duties Memo**

Attorney Rossmell explained that under the lease, the CRA owns and can control 150 public spaces, so if the CRA wanted to lease those spaces or mark them for a particular use, they could.

Board Member Kelley queried how the public parking and the employee parking spaces would be marked and noted that the CRA does not enforce parking. She did not want the Board to cause complaints about parking. Mr. Bonilla responded that they will try to figure out enforcement and work with City to reserve the 20 spaces. Once the project is built, Affiliated will then reallocate the spaces to Two Georges in perpetuity.

Board Member Hay further questioned that if leased out, how would they determine the cost per parking space, or if they will charge at all. Ms. Shutt replied that the Board can direct staff and Legal to develop a lease agreement.

Chair Penserga requested that they approach Hyperion first to minimize impact and try to work out a deal with them because public parking spaces are very much needed by the community.

#### **C. Consideration of Changing the Start Time for the CRA Board Meetings**

##### **Motion**

Board Member Hay moved to change the meeting time to 6 p.m. Board Member Kelley seconded the motion. The motion passed unanimously.

Chair Penserga announced the meeting time was changed to 6 p.m. to be consistent with the City Commission meetings.

#### **D. Discussion and Consideration of Direction and Assignments for CRA Advisory Board**

Ms. Shutt presented the item and explained that they are approaching the budget hearings. She advised that in the past, the Board has given the CRA Advisory Board items to review and there are new Board Members eager and willing to serve. She asked if the Board wanted to provide parameters regarding new assignments and if the Board wants them to look at new assignments and/or make budget recommendations for the CRA Board to review.

Chair Penserga stated that he supports the Advisory Board reviewing and providing advice on the budget and reviewing terms of any major development contracts when available.

Vice Chair Cruz inquired if the Advisory Board would review LOI's and learned that can be done on a case-by-case basis as many of the LOI's vary.

Chair Penserga favored, if assigning something to the Advisory Board, that it be meaningful.

Board Member Turkin mentioned the CRA should use the Marina more and focus on events on the Intracoastal. Ms. Shutt replied that they are reviewing those very issues with the Dockmaster. She expounded that it would be a broader research assignment to work with City staff on bigger events, but the CRA cannot fund those events and it would be better if they work with Parks and Recreation Department and the City Commission as well as CRA promotional events.

Board Member Kelley thought that they have set things and activities and wondered if they could use the CRA Advisory Board to brainstorm for potential new events, advertising ideas and thinking of creative ways to market them.

Chair Penserga offered that he liked both ideas, but noted it has to do with events the CRA can actually fund. He also suggested that the Advisory Board think about new and current events to help determine which current events are effective in driving economics.

Board Member Hay mentioned that he liked brainstorming, but that he did not want an extra layer for perhaps an LOI as there would be an issue with exposure and he thought the Board should avoid that.

After brief discussion, there was consensus the Advisory Board can review events and brainstorm.

Ms. Shutt explained that in the past, the first forum for presentation would be the CRA Board and once the terms and conditions are memorialized in an agreement, the Board usually assigns it to the CRA Advisory Board to review. The Board can direct staff that future competitive LOI's go to the Board first and then the Board can decide the level of Advisory Board involvement.

Chair Penserga opened Public Comment.

**Susan Oyer**, 140 SE 27<sup>th</sup> Way, stated that she was fine with what the Board was doing with the CRA Advisory Board, but thought that the Board was taking power away from the Advisory Boards. She stated that the Board never does what the Planning and Development Board recommends because they had dinner with a developer or hung out with them or they donated to their campaign, and the Board always does what the developer wants, not what the public wants. She asked when the Board would have members of the public on the CRA Board, which was supposed to be a public board. She complained the City Commission does the same. She suggested the Board look at all the Boards and give them their power back.

No one else coming forward, Public Comments was closed.

Ms. Shutt commented that there is a standard how the agendas are done with respect to the CRA Board and Advisory Board. The City Commission adopted a resolution how the matters will be handled. Chair Penserga responded that they can address this at the appropriate time.

There was sufficient consensus for staff regarding this item.

**E. Discussion and Consideration of Letters of Intent for the CRA-owned Property located at 401-411 E. Boynton Beach Boulevard**

**Tim Tack**, Assistant Director, presented the item as contained on the meeting materials. He detailed that the CRA received a LOI from Millspring Property for the purchase of the 401-411 properties for \$630K. He elaborated Stephen Miller, President, wants to use this as a commercial location for Strong Heart Foundation, whose mission is to raise awareness of undiagnosed high blood pressure and atrial fibrillation and another use, which is recycling bottles, which is coordinated with the Lord's Place Re-entry programs. Mr. Tack added that if approved, Mr. Miller would pursue acquisition of the property at 413 E. Boynton Beach Boulevard, which would complete their property assemblage. Mr. Tack also conveyed that on June 3<sup>rd</sup>, the CRA received another LOI from the United States Postal Service, (USPS) since their current building was sold and they need to relocate its retail operations near its current location. Mr. Tack reviewed the terms and the Board's five options as contained in the meeting materials.

Mr. Hancock gave a brief overview of their LOI and explained that their goal is to have a retail presence as near to their current location as possible. They are not looking to be part of, or tied into a larger development and this site would not be connected to the current location. He explained it is a stand-alone proposal to lease the space for a new Post Office. Mr. Hancock explained that they would take the shell building and build it out to be used as a long-term retail facility. They also have a postal carrier component to fill at another location so approvals and timelines for this project are more complicated. They would forward any interest or approvals to the USPS for their approval process once the CRA shows interest.

*(Vice Chair Cruz left the dais at 7:41 p.m.)*

Mr. Miller announced that he has been a nurse for 40 years and he has been in business for 15 years in the medical industry, which led to him expanding and strengthening the Strong Heart Foundation. He noted that many in lower income communities do not have regular medical check-ups. Strong Heart Foundation would purchase and provide barber shops and hair salons with automated blood pressure cuffs and heart rhythm monitors, which can identify atrial fibrillation, which people usually do not know they have. The building would also serve as a store front to recycle and repurpose bottles, which they coordinate with the Lord's Place. The construction side of this could be done in different buildings as the two buildings are zoned differently. The Strong Heart Foundation would

Select Year: 2021 ▼ Go

## The 2021 Florida Statutes

<a href="#">Title XI</a>	<a href="#">Chapter 163</a>	<a href="#">View Entire Chapter</a>
COUNTY ORGANIZATION AND INTERGOVERNMENTAL RELATIONS	INTERGOVERNMENTAL PROGRAMS	

### **163.370 Powers; counties and municipalities; community redevelopment agencies.—**

(1) Counties and municipalities may not exercise the power of eminent domain for the purpose of preventing or eliminating a slum area or blighted area as defined in this part; however, counties and municipalities may acquire property by eminent domain within a community redevelopment area, subject to the limitations set forth in ss. [73.013](#) and [73.014](#) or other general law.

(2) Every county and municipality shall have all the powers necessary or convenient to carry out and effectuate the purposes and provisions of this part, including the following powers in addition to others herein granted:

(a) To make and execute contracts and other instruments necessary or convenient to the exercise of its powers under this part.

(b) To disseminate slum clearance and community redevelopment information.

(c) To undertake and carry out community redevelopment and related activities within the community redevelopment area, which may include:

1. Acquisition of property within a slum area or a blighted area by purchase, lease, option, gift, grant, bequest, devise, or other voluntary method of acquisition.

2. Demolition and removal of buildings and improvements.

3. Installation, construction, or reconstruction of streets, utilities, parks, playgrounds, public areas of major hotels that are constructed in support of convention centers, including meeting rooms, banquet facilities, parking garages, lobbies, and passageways, and other improvements necessary for carrying out in the community redevelopment area the community redevelopment objectives of this part in accordance with the community redevelopment plan.

4. Disposition of any property acquired in the community redevelopment area at its fair value as provided in s. [163.380](#) for uses in accordance with the community redevelopment plan.

5. Carrying out plans for a program of voluntary or compulsory repair and rehabilitation of buildings or other improvements in accordance with the community redevelopment plan.

6. Acquisition by purchase, lease, option, gift, grant, bequest, devise, or other voluntary method of acquisition of real property in the community redevelopment area which, under the community redevelopment plan, is to be repaired or rehabilitated for dwelling use or related facilities, repair or rehabilitation of the structures for guidance purposes, and resale of the property.

7. Acquisition by purchase, lease, option, gift, grant, bequest, devise, or other voluntary method of acquisition of any other real property in the community redevelopment area when necessary to eliminate unhealthful, unsanitary, or unsafe conditions; lessen density; eliminate obsolete or other uses detrimental to the public welfare; or otherwise to remove or prevent the spread of blight or deterioration or to provide land for needed public facilities.

8. Acquisition, without regard to any requirement that the area be a slum or blighted area, of air rights in an area consisting principally of land in highways, railway or subway tracks, bridge or tunnel entrances, or other similar facilities which have a blighting influence on the surrounding area and over which air rights sites are to be



developed for the elimination of such blighting influences and for the provision of housing (and related facilities and uses) designed specifically for, and limited to, families and individuals of low or moderate income.

9. Acquisition by purchase, lease, option, gift, grant, bequest, devise, or other voluntary method of acquisition of property in unincorporated enclaves surrounded by the boundaries of a community redevelopment area when it is determined necessary by the agency to accomplish the community redevelopment plan.

10. Construction of foundations and platforms necessary for the provision of air rights sites of housing (and related facilities and uses) designed specifically for, and limited to, families and individuals of low or moderate income.

(d) To provide, or to arrange or contract for, the furnishing or repair by any person or agency, public or private, of services, privileges, works, streets, roads, public utilities, or other facilities for or in connection with a community redevelopment; to install, construct, and reconstruct streets, utilities, parks, playgrounds, and other public improvements; and to agree to any conditions that it deems reasonable and appropriate which are attached to federal financial assistance and imposed pursuant to federal law relating to the determination of prevailing salaries or wages or compliance with labor standards, in the undertaking or carrying out of a community redevelopment and related activities, and to include in any contract let in connection with such redevelopment and related activities provisions to fulfill such of the conditions as it deems reasonable and appropriate.

(e) Within the community redevelopment area:

1. To enter into any building or property in any community redevelopment area in order to make inspections, surveys, appraisals, soundings, or test borings and to obtain an order for this purpose from a court of competent jurisdiction in the event entry is denied or resisted.

2. To acquire by purchase, lease, option, gift, grant, bequest, devise, or other voluntary method of acquisition any personal or real property, together with any improvements thereon.

3. To hold, improve, clear, or prepare for redevelopment any such property.

4. To mortgage, pledge, hypothecate, or otherwise encumber or dispose of any real property.

5. To insure or provide for the insurance of any real or personal property or operations of the county or municipality against any risks or hazards, including the power to pay premiums on any such insurance.

6. To enter into any contracts necessary to effectuate the purposes of this part.

7. To solicit requests for proposals for redevelopment of parcels of real property contemplated by a community redevelopment plan to be acquired for redevelopment purposes by a community redevelopment agency and, as a result of such requests for proposals, to advertise for the disposition of such real property to private persons pursuant to s. [163.380](#) prior to acquisition of such real property by the community redevelopment agency.

(f) To invest any community redevelopment funds held in reserves or sinking funds or any such funds not required for immediate disbursement in property or securities in which savings banks may legally invest funds subject to their control and to redeem such bonds as have been issued pursuant to s. [163.385](#) at the redemption price established therein or to purchase such bonds at less than redemption price, all such bonds so redeemed or purchased to be canceled.

(g) To borrow money and to apply for and accept advances, loans, grants, contributions, and any other form of financial assistance from the Federal Government or the state, county, or other public body or from any sources, public or private, for the purposes of this part and to give such security as may be required and to enter into and carry out contracts or agreements in connection therewith; and to include in any contract for financial assistance with the Federal Government for or with respect to community redevelopment and related activities such conditions imposed pursuant to federal laws as the county or municipality deems reasonable and appropriate which are not inconsistent with the purposes of this part.

(h) To make or have made all surveys and plans necessary to the carrying out of the purposes of this part; to contract with any person, public or private, in making and carrying out such plans; and to adopt or approve, modify, and amend such plans, which plans may include, but are not limited to:

1. Plans for carrying out a program of voluntary or compulsory repair and rehabilitation of buildings and improvements.



2. Plans for the enforcement of state and local laws, codes, and regulations relating to the use of land and the use and occupancy of buildings and improvements and to the compulsory repair, rehabilitation, demolition, or removal of buildings and improvements.

3. Appraisals, title searches, surveys, studies, and other plans and work necessary to prepare for the undertaking of community redevelopment and related activities.

(i) To develop, test, and report methods and techniques, and carry out demonstrations and other activities, for the prevention and the elimination of slums and urban blight and developing and demonstrating new or improved means of providing housing for families and persons of low income.

(j) To apply for, accept, and utilize grants of funds from the Federal Government for such purposes.

(k) To prepare plans for and assist in the relocation of persons (including individuals, families, business concerns, nonprofit organizations, and others) displaced from a community redevelopment area and to make relocation payments to or with respect to such persons for moving expenses and losses of property for which reimbursement or compensation is not otherwise made, including the making of such payments financed by the Federal Government.

(l) To appropriate such funds and make such expenditures as are necessary to carry out the purposes of this part; to zone or rezone any part of the county or municipality or make exceptions from building regulations; and to enter into agreements with a housing authority, which agreements may extend over any period, notwithstanding any provision or rule of law to the contrary, respecting action to be taken by such county or municipality pursuant to any of the powers granted by this part.

(m) To close, vacate, plan, or replan streets, roads, sidewalks, ways, or other places and to plan or replan any part of the county or municipality.

(n) To organize, coordinate, and direct the administration of the provisions of this part, as they may apply to such county or municipality, in order that the objective of remedying slum and blighted areas and preventing the causes thereof within such county or municipality may be most effectively promoted and achieved and to establish such new office or offices of the county or municipality or to reorganize existing offices in order to carry out such purpose most effectively.

(o) To develop and implement community policing innovations.

(3) The following projects may not be paid for or financed by increment revenues:

(a) Construction or expansion of administrative buildings for public bodies or police and fire buildings, unless each taxing authority agrees to such method of financing for the construction or expansion, or unless the construction or expansion is contemplated as part of a community policing innovation.

(b) Installation, construction, reconstruction, repair, or alteration of any publicly owned capital improvements or projects if such projects or improvements were scheduled to be installed, constructed, reconstructed, repaired, or altered within 3 years of the approval of the community redevelopment plan by the governing body pursuant to a previously approved public capital improvement or project schedule or plan of the governing body which approved the community redevelopment plan unless and until such projects or improvements have been removed from such schedule or plan of the governing body and 3 years have elapsed since such removal or such projects or improvements were identified in such schedule or plan to be funded, in whole or in part, with funds on deposit within the community redevelopment trust fund.

(c) General government operating expenses unrelated to the planning and carrying out of a community redevelopment plan.

(4) With the approval of the governing body, a community redevelopment agency may:

(a) Prior to approval of a community redevelopment plan or approval of any modifications of the plan, acquire real property in a community redevelopment area by purchase, lease, option, gift, grant, bequest, devise, or other voluntary method of acquisition; demolish and remove any structures on the property; and pay all costs related to the acquisition, demolition, or removal, including any administrative or relocation expenses.

(b) Assume the responsibility to bear any loss that may arise as the result of the exercise of authority under this subsection, in the event that the real property is not made part of the community redevelopment area.

(5) A community redevelopment agency shall procure all commodities and services under the same purchasing processes and requirements that apply to the county or municipality that created the agency.

**History.**—s. 9, ch. 69-305; s. 7, ch. 77-391; s. 11, ch. 84-356; s. 7, ch. 93-286; s. 8, ch. 94-236; s. 8, ch. 98-314; s. 10, ch. 2006-11; s. 6, ch. 2006-307; s. 9, ch. 2007-5; s. 4, ch. 2019-163.

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Select Year: 2021 ▼ Go

## The 2021 Florida Statutes

<a href="#">Title XI</a>	<a href="#">Chapter 163</a>	<a href="#">View Entire Chapter</a>
COUNTY ORGANIZATION AND INTERGOVERNMENTAL RELATIONS	INTERGOVERNMENTAL PROGRAMS	

### **163.387     Redevelopment trust fund.—**

(1)(a) After approval of a community redevelopment plan, there may be established for each community redevelopment agency created under s. [163.356](#) a redevelopment trust fund. Funds allocated to and deposited into this fund shall be used by the agency to finance or refinance any community redevelopment it undertakes pursuant to the approved community redevelopment plan. No community redevelopment agency may receive or spend any increment revenues pursuant to this section unless and until the governing body has, by ordinance, created the trust fund and provided for the funding of the redevelopment trust fund until the time certain set forth in the community redevelopment plan as required by s. [163.362](#)(10). Such ordinance may be adopted only after the governing body has approved a community redevelopment plan. The annual funding of the redevelopment trust fund shall be in an amount not less than that increment in the income, proceeds, revenues, and funds of each taxing authority derived from or held in connection with the undertaking and carrying out of community redevelopment under this part. Such increment shall be determined annually and shall be that amount equal to 95 percent of the difference between:

1. The amount of ad valorem taxes levied each year by each taxing authority, exclusive of any amount from any debt service millage, on taxable real property contained within the geographic boundaries of a community redevelopment area; and
2. The amount of ad valorem taxes which would have been produced by the rate upon which the tax is levied each year by or for each taxing authority, exclusive of any debt service millage, upon the total of the assessed value of the taxable real property in the community redevelopment area as shown upon the most recent assessment roll used in connection with the taxation of such property by each taxing authority prior to the effective date of the ordinance providing for the funding of the trust fund.

However, the governing body may, in the ordinance providing for the funding of a trust fund established with respect to any community redevelopment area, determine that the amount to be funded by each taxing authority annually shall be less than 95 percent of the difference between subparagraphs 1. and 2., but in no event shall such amount be less than 50 percent of such difference.

(b)1. For any governing body that has not authorized by June 5, 2006, a study to consider whether a finding of necessity resolution pursuant to s. [163.355](#) should be adopted, has not adopted a finding of necessity resolution pursuant to s. [163.355](#) by March 31, 2007, has not adopted a community redevelopment plan by June 7, 2007, and was not authorized to exercise community redevelopment powers pursuant to a delegation of authority under s. [163.410](#) by a county that has adopted a home rule charter, the amount of tax increment to be contributed by any taxing authority shall be limited as follows:

- a. If a taxing authority imposes a millage rate that exceeds the millage rate imposed by the governing body that created the trust fund, the amount of tax increment to be contributed by the taxing authority imposing the higher millage rate shall be calculated using the millage rate imposed by the governing body that created the trust fund. Nothing shall prohibit any taxing authority from voluntarily contributing a tax increment at a higher rate for

a period of time as specified by interlocal agreement between the taxing authority and the community redevelopment agency.

b. At any time more than 24 years after the fiscal year in which a taxing authority made its first contribution to a redevelopment trust fund, by resolution effective no sooner than the next fiscal year and adopted by majority vote of the taxing authority's governing body at a public hearing held not less than 30 or more than 45 days after written notice by registered mail to the community redevelopment agency and published in a newspaper of general circulation in the redevelopment area, the taxing authority may limit the amount of increment contributed by the taxing authority to the redevelopment trust fund to the amount of increment the taxing authority was obligated to contribute to the redevelopment trust fund in the fiscal year immediately preceding the adoption of such resolution, plus any increase in the increment after the adoption of the resolution computed using the taxable values of any area which is subject to an area reinvestment agreement. As used in this subparagraph, the term "area reinvestment agreement" means an agreement between the community redevelopment agency and a private party, with or without additional parties, which provides that the increment computed for a specific area shall be reinvested in services or public or private projects, or both, including debt service, supporting one or more projects consistent with the community redevelopment plan that is identified in the agreement to be constructed within that area. Any such reinvestment agreement must specify the estimated total amount of public investment necessary to provide the projects or services, or both, including any applicable debt service. The contribution to the redevelopment trust fund of the increase in the increment of any area that is subject to an area reinvestment agreement following the passage of a resolution as provided in this sub-subparagraph shall cease when the amount specified in the area reinvestment agreement as necessary to provide the projects or services, or both, including any applicable debt service, has been invested.

2. For any community redevelopment agency that was not created pursuant to a delegation of authority under s. 163.410 by a county that has adopted a home rule charter and that modifies its adopted community redevelopment plan after October 1, 2006, in a manner that expands the boundaries of the redevelopment area, the amount of increment to be contributed by any taxing authority with respect to the expanded area shall be limited as set forth in sub-subparagraphs 1.a. and b.

(2)(a) Except for the purpose of funding the trust fund pursuant to subsection (3), upon the adoption of an ordinance providing for funding of the redevelopment trust fund as provided in this section, each taxing authority shall, by January 1 of each year, appropriate to the trust fund for so long as any indebtedness pledging increment revenues to the payment thereof is outstanding (but not to exceed 30 years) a sum that is no less than the increment as defined and determined in subsection (1) or paragraph (3)(b) accruing to such taxing authority. If the community redevelopment plan is amended or modified pursuant to s. 163.361(1), each such taxing authority shall make the annual appropriation for a period not to exceed 30 years after the date the governing body amends the plan but no later than 60 years after the fiscal year in which the plan was initially approved or adopted. However, for any agency created on or after July 1, 2002, each taxing authority shall make the annual appropriation for a period not to exceed 40 years after the fiscal year in which the initial community redevelopment plan is approved or adopted.

(b) Any taxing authority that does not pay the increment revenues to the trust fund by January 1 shall pay to the trust fund an amount equal to 5 percent of the amount of the increment revenues and shall pay interest on the amount of the unpaid increment revenues equal to 1 percent for each month the increment is outstanding, provided the agency may waive such penalty payments in whole or in part.

(c) The following public bodies or taxing authorities are exempt from paragraph (a):

1. A special district that levies ad valorem taxes on taxable real property in more than one county.

2. A special district for which the sole available source of revenue the district has the authority to levy is ad valorem taxes at the time an ordinance is adopted under this section. However, revenues or aid that may be dispensed or appropriated to a district as defined in s. 388.011 at the discretion of an entity other than such district shall not be deemed available.

3. A library district, except a library district in a jurisdiction where the community redevelopment agency had validated bonds as of April 30, 1984.

4. A neighborhood improvement district created under the Safe Neighborhoods Act.
5. A metropolitan transportation authority.
6. A water management district created under s. 373.069.
7. For a community redevelopment agency created on or after July 1, 2016, a hospital district that is a special district as defined in s. 189.012.

(d)1. A local governing body that creates a community redevelopment agency under s. 163.356 may exempt from paragraph (a) a special district that levies ad valorem taxes within that community redevelopment area. The local governing body may grant the exemption either in its sole discretion or in response to the request of the special district. The local governing body must establish procedures by which a special district may submit a written request to be exempted from paragraph (a).

2. In deciding whether to deny or grant a special district's request for exemption from paragraph (a), the local governing body must consider:

- a. Any additional revenue sources of the community redevelopment agency which could be used in lieu of the special district's tax increment.
- b. The fiscal and operational impact on the community redevelopment agency.
- c. The fiscal and operational impact on the special district.
- d. The benefit to the specific purpose for which the special district was created. The benefit to the special district must be based on specific projects contained in the approved community redevelopment plan for the designated community redevelopment area.
- e. The impact of the exemption on incurred debt and whether such exemption will impair any outstanding bonds that have pledged tax increment revenues to the repayment of the bonds.
- f. The benefit of the activities of the special district to the approved community redevelopment plan.
- g. The benefit of the activities of the special district to the area of operation of the local governing body that created the community redevelopment agency.

3. The local governing body must hold a public hearing on a special district's request for exemption after public notice of the hearing is published in a newspaper having a general circulation in the county or municipality that created the community redevelopment area. The notice must describe the time, date, place, and purpose of the hearing and must identify generally the community redevelopment area covered by the plan and the impact of the plan on the special district that requested the exemption.

4. If a local governing body grants an exemption to a special district under this paragraph, the local governing body and the special district must enter into an interlocal agreement that establishes the conditions of the exemption, including, but not limited to, the period of time for which the exemption is granted.

5. If a local governing body denies a request for exemption by a special district, the local governing body shall provide the special district with a written analysis specifying the rationale for such denial. This written analysis must include, but is not limited to, the following information:

- a. A separate, detailed examination of each consideration listed in subparagraph 2.
- b. Specific examples of how the approved community redevelopment plan will benefit, and has already benefited, the purpose for which the special district was created.

6. The decision to either deny or grant an exemption must be made by the local governing body within 120 days after the date the written request was submitted to the local governing body pursuant to the procedures established by such local governing body.

(3)(a) Notwithstanding the provisions of subsection (2), the obligation of the governing body which established the community redevelopment agency to fund the redevelopment trust fund annually shall continue until all loans, advances, and indebtedness, if any, and interest thereon, of a community redevelopment agency incurred as a result of redevelopment in a community redevelopment area have been paid.

(b) Alternate provisions contained in an interlocal agreement between a taxing authority and the governing body that created the community redevelopment agency may supersede the provisions of this section with respect to that taxing authority. The community redevelopment agency may be an additional party to any such agreement.

(4) The revenue bonds and notes of every issue under this part are payable solely out of revenues pledged to and received by a community redevelopment agency and deposited to its redevelopment trust fund. The lien created by such bonds or notes shall not attach until the increment revenues referred to herein are deposited in the redevelopment trust fund at the times, and to the extent that, such increment revenues accrue. The holders of such bonds or notes have no right to require the imposition of any tax or the establishment of any rate of taxation in order to obtain the amounts necessary to pay and retire such bonds or notes.

(5) Revenue bonds issued under the provisions of this part shall not be deemed to constitute a debt, liability, or obligation of the public body or the state or any political subdivision thereof, or a pledge of the faith and credit of the public body or the state or any political subdivision thereof, but shall be payable solely from the revenues provided therefor. All such revenue bonds shall contain on the face thereof a statement to the effect that the agency shall not be obligated to pay the same or the interest thereon except from the revenues of the community redevelopment agency held for that purpose and that neither the faith and credit nor the taxing power of the governing body or of the state or of any political subdivision thereof is pledged to the payment of the principal of, or the interest on, such bonds.

(6) Effective October 1, 2019, moneys in the redevelopment trust fund may be expended for undertakings of a community redevelopment agency as described in the community redevelopment plan only pursuant to an annual budget adopted by the board of commissioners of the community redevelopment agency and only for the purposes specified in paragraph (c).

(a) Except as otherwise provided in this subsection, a community redevelopment agency shall comply with the requirements of s. [189.016](#).

(b) A community redevelopment agency created by a municipality shall submit its annual budget to the board of county commissioners for the county in which the agency is located within 10 days after the adoption of such budget and submit amendments of its annual budget to the board of county commissioners within 10 days after the adoption date of the amended budget.

(c) The annual budget of a community redevelopment agency may provide for payment of the following expenses:

1. Administrative and overhead expenses directly or indirectly necessary to implement a community redevelopment plan adopted by the agency.
2. Expenses of redevelopment planning, surveys, and financial analysis, including the reimbursement of the governing body or the community redevelopment agency for such expenses incurred before the redevelopment plan was approved and adopted.
3. The acquisition of real property in the redevelopment area.
4. The clearance and preparation of any redevelopment area for redevelopment and relocation of site occupants within or outside the community redevelopment area as provided in s. [163.370](#).
5. The repayment of principal and interest or any redemption premium for loans, advances, bonds, bond anticipation notes, and any other form of indebtedness.
6. All expenses incidental to or connected with the issuance, sale, redemption, retirement, or purchase of bonds, bond anticipation notes, or other form of indebtedness, including funding of any reserve, redemption, or other fund or account provided for in the ordinance or resolution authorizing such bonds, notes, or other form of indebtedness.
7. The development of affordable housing within the community redevelopment area.
8. The development of community policing innovations.
9. Expenses that are necessary to exercise the powers granted under s. [163.370](#), as delegated under s. [163.358](#).

(7) On the last day of the fiscal year of the community redevelopment agency, any money which remains in the trust fund after the payment of expenses pursuant to subsection (6) for such year shall be:

(a) Returned to each taxing authority which paid the increment in the proportion that the amount of the payment of such taxing authority bears to the total amount paid into the trust fund by all taxing authorities for that year;



- (b) Used to reduce the amount of any indebtedness to which increment revenues are pledged;
- (c) Deposited into an escrow account for the purpose of later reducing any indebtedness to which increment revenues are pledged; or
- (d) Appropriated to a specific redevelopment project pursuant to an approved community redevelopment plan. The funds appropriated for such project may not be changed unless the project is amended, redesigned, or delayed, in which case the funds must be reappropriated pursuant to the next annual budget adopted by the board of commissioners of the community redevelopment agency.

(8)(a) Each community redevelopment agency with revenues or a total of expenditures and expenses in excess of \$100,000, as reported on the trust fund financial statements, shall provide for a financial audit each fiscal year by an independent certified public accountant or firm. Each financial audit conducted pursuant to this subsection must be conducted in accordance with rules for audits of local governments adopted by the Auditor General.

(b) The audit report must:

1. Describe the amount and source of deposits into, and the amount and purpose of withdrawals from, the trust fund during such fiscal year and the amount of principal and interest paid during such year on any indebtedness to which increment revenues are pledged and the remaining amount of such indebtedness.
2. Include financial statements identifying the assets, liabilities, income, and operating expenses of the community redevelopment agency as of the end of such fiscal year.
3. Include a finding by the auditor as to whether the community redevelopment agency is in compliance with subsections (6) and (7).

(c) The audit report for the community redevelopment agency must accompany the annual financial report submitted by the county or municipality that created the agency to the Department of Financial Services as provided in s. 218.32, regardless of whether the agency reports separately under that section.

(d) The agency shall provide a copy of the audit report to each taxing authority.

**History.**—s. 11, ch. 77-391; s. 78, ch. 79-400; s. 9, ch. 83-231; s. 15, ch. 84-356; s. 27, ch. 87-224; s. 35, ch. 91-45; s. 4, ch. 93-286; s. 10, ch. 94-236; s. 1, ch. 94-344; s. 10, ch. 98-314; s. 8, ch. 2002-18; s. 8, ch. 2002-294; s. 7, ch. 2006-307; s. 1, ch. 2016-155; s. 8, ch. 2019-163.

<b>BOYNTON BEACH CRA</b>
<b>FY 2021-2022</b>
<b>BUSINESS PROMOTIONS &amp; EVENTS BUDGET</b>

EVENTS	DATE	2021/2022 BUDGET
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<b>BOYNTON BEACH</b>	Saturday & Sunday October 30 & 31, 2021	<b>\$375,000</b>
<b>HAUNTED PIRATE FEST</b>	Event Marketing	<b>\$65,000</b>
<b>&amp; MERMAID SPLASH</b>		
East Ocean Ave. (between Federal Hwy. and Seacrest Blvd.)	<b>Total Pirate Fest</b>	<b>\$440,000</b>

<b>HOLIDAY BOAT PARADE</b>	Friday, December 10, 2021	<b>\$12,000</b>
735 Casa Loma Blvd.	Event Marketing	<b>\$4,700</b>
	<b>Total Boat Parade</b>	<b>\$16,700</b>

<b>IN CULTURE ART WALK</b>	Saturday, January 22, 2022	<b>\$12,000</b>
410 W. Industrial Ave.		<b>\$3,500</b>
	<b>Total In Culture Art Walk</b>	<b>\$15,500</b>

<b>BLARNEY BASH</b>	Saturday, March 12, 2022	<b>\$35,000</b>
100 E. Ocean Avenue	Event Marketing	<b>\$8,000</b>
	<b>Total Blarney Bash</b>	<b>\$43,000</b>

<b>ROCK THE PLAZA</b>		
Ocean Palm Plaza	Saturday, February 26, 2022	<b>\$12,000</b>
Ocean Plaza		
	Saturday, March 26, 2022	<b>\$12,000</b>
One Boynton	Saturday, April 23, 2022	<b>\$12,000</b>



	Event Marketing	\$10,500
	<b>Total Rock the Plaza</b>	<b>\$46,500</b>

<b>ROCK THE BLOCK</b>	Saturday, May 21, 2021	\$20,000
E. Ocean Avenue between Federal		
Highway and NE 3rd Street	Event Marketing	\$4,000
	<b>Total Rock the Block</b>	<b>\$24,000</b>

<b>ROCK THE MARINA &amp; LIONFISH DERBY</b>	Saturday, June 11, 2022	\$21,000
735 Casa Loma Blvd.	Event Marketing	\$6,000
	<b>Total Rock the Marina &amp; Lionfish Derby</b>	<b>\$27,000</b>

<b>BOYNTON BEACH NIGHT MARKET</b>	Saturday, July 30, 2022	\$35,000
100 E. Ocean Avenue	Event Marketing	\$3,000
	<b>Total Boynton Beach Night Market</b>	<b>\$38,000</b>

<b>BBQ, BURGERS, &amp; CRAFT BREWS</b>	Date TBD	\$25,000
100 E. Ocean Avenue		\$5,000
	<b>Total BBQ, Burgers and Craft Brews</b>	<b>\$30,000</b>

<b>EQUIPMENT &amp; SUPPORT /CONTINGENCY</b>		\$75,000
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<b>CEREMONIAL EVENTS</b>		\$10,060
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<b>Sub-Total Events</b>	<b>\$656,060</b>
<b>Sub-Total Events Marketing</b>	<b>\$109,700</b>
<b>TOTAL COST OF EVENTS ►</b>	<b>\$765,760</b>

# Boynton Beach Community Redevelopment Agency

## MEMO

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**Date:** May 10, 2016

**To:** CRA Chair, Vice Chair and Board Members

**From:** Vivian L. Brooks, Executive Director

**Re:** Community Redevelopment Advisory Board Duties

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The City Commission created the Community redevelopment Advisory Board (CRAB) in October 2015 and appointed its seven members in December 2015. The resolution creating the CRAB had the CRAB advising the City Commission but not the CRA Board. On May 3, 2016, the City Commission further clarified the role of the CRAB by adopting a new resolution whereby the CRAB will now advise the City Commission and the CRA Board on matters assigned to it by either the CRA Board or City Commission.

After conferring with City Manager, Lori LaVerriere, we propose the following guidelines for management of the CRAB agenda:

- A) The City Commission or CRA Board must approve, by majority vote, any assignment given to the CRAB.
- B) Only City Commissioners and CRA Board Members may request to place matters on the CRAB agenda. All requests by the CRA Board Member or City Commissioners shall be raised under the CRAB discussion item that will be added to both the CRA and City agenda template. See next item.
- C) Both the CRA and the City's meeting agenda template will reflect a new section titled C Community Redevelopment Advisory Board (CRAB) with three subsections (Reports, Pending Items, and New Assignments). This will provide the opportunity for an individual member of the City Commissioner or CRA to raise a topic/assignment for the entire Commission or CRA to consider.
- D) When an assignment is given to the CRAB it will then show as a Pending Item on future agendas until the assignment is completed and reported back to the assigning board. Staff recommends that all assignments be given a deadline for reporting back to assist staff in following up on outstanding assignments with the CRAB. This will also provide transparency on all matters being reviewed by the CRAB.
- E) Once their assignment is complete and the CRAB is ready to present a report to the CRA or City Commission, then the Board shall submit their report to CRA staff or the City Clerk for publishing on the next available agenda.

- F) When matters are assigned to the CRAB, reliance on staff should be minimized to the extent possible. Individual members of the CRAB may not assign work to CRA or City staff members. Research by the members of the Advisory Board should be done independently and with as minimal reliance on CRA or City staff as possible. This will ensure that work continues to be accomplished as staff will not be overwhelmed with new assignments.
- G) Absent any new assignments, the monthly CRAB agenda will mirror the CRA agenda on a monthly basis.



## **ADVISORY BOARD ITEM B.1.**

### **NEW BUSINESS**

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#### **SUBJECT:**

Assignment to Community Redevelopment Advisory Board regarding Presentation of Parks Master Plan

#### **SUMMARY:**

At the September 13, 2022 meeting, the CRA Board assigned the Community Redevelopment Advisory Board (CRAB) with the task of reviewing and providing input on the City of Boynton Beach Recreation and Parks System Master Plan. Mr. George Gentile and Ms. Emily O'Mahoney from the land planning and landscape architectural consulting firm of Gentile Holloway O'Mahoney & Associates (2GHO) will be at the October 6th meeting to present the Master Plan to the CRAB.

#### **CRAAB RECOMMENDATION:**

To be determined by the Community Redevelopment Advisory Board.

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#### **ATTACHMENTS:**

##### **Description**

- ▣ **Attachment I - Focus Group Interviews for the Recreation and Parks System Master Plan**
- ▣ **Attachment II - Stakeholder Interview Meeting Agenda for the Recreation and Parks System Master Plan**



# Boynton Beach



REIMAGINE RECREATION

City of  
**Boynton Beach**  
Recreation and Parks  
System Master Plan

**Focus Group Interviews**

# Purpose

- Assess existing conditions of parks and recreation system, programs, services, staffing, and funding.
- Identify parks and recreation trends, needs, and priorities.
- Provide strategic and resilient recommendations for the improvement and provision of facilities, programs, services, park land acquisition, and development.
- Meet requirements for the Commission of Accreditation of Parks and Recreation Agencies (CAPRA)

## STRATEGIC INITIATIVES:



### Redevelop Downtown

Create and build the foundation that connects the City of Boynton Beach as a great place to live, work, and visit with thriving businesses, open space, culture and events.



### Building Wealth in the Community

Create a healthy and vibrant community through targeted, locally-based and locally-focused economic development that seeks to build sustainable community wealth.



### Boynton Beach Branding

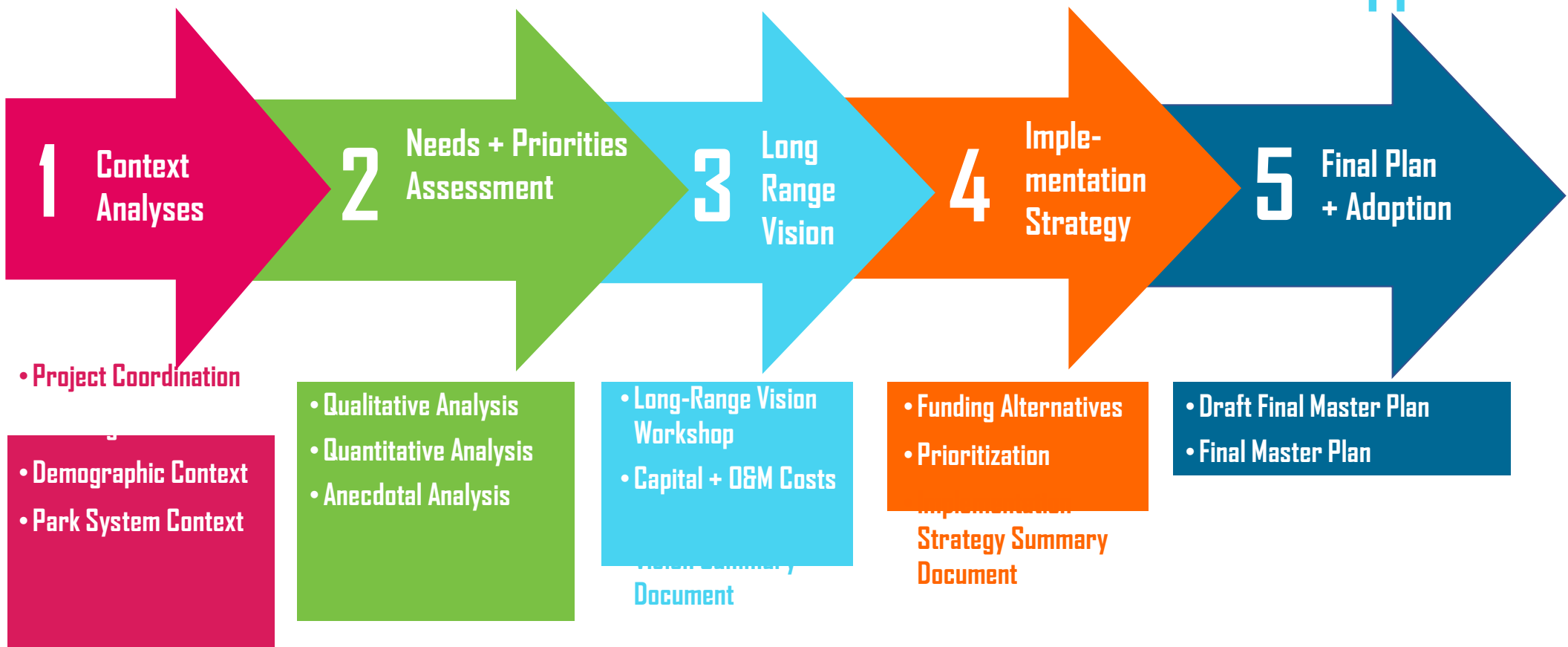
Understand the preferences and expectations of its community by delivering experiences that earn trust and differentiate Boynton Beach.



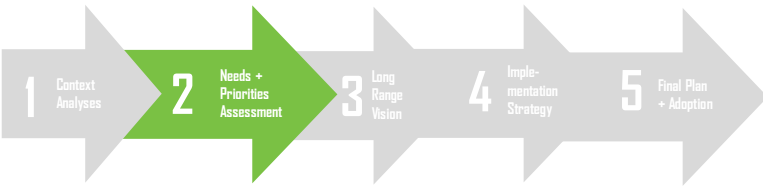
### Transportation and Mobility

Connect the community through safe, accessible, and multi-modal systems that improve the quality of life in Boynton Beach.

# Our Approach



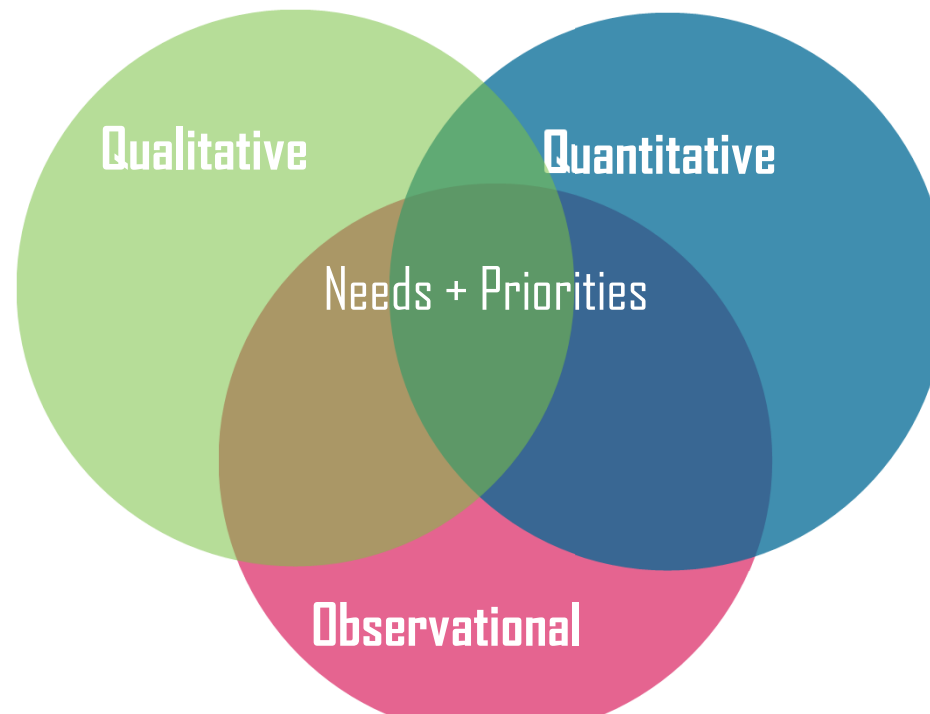




# Needs + Priorities Assessment

## Qualitative Techniques

- Mayor/Elected Official Input
- Staff Interviews
- Steering Committee Meetings
- Community Meetings (2)
- Focus Group Interviews (16)
- Intercept Interviews
- Online Survey
- Social-Media Input
- Project Web-site



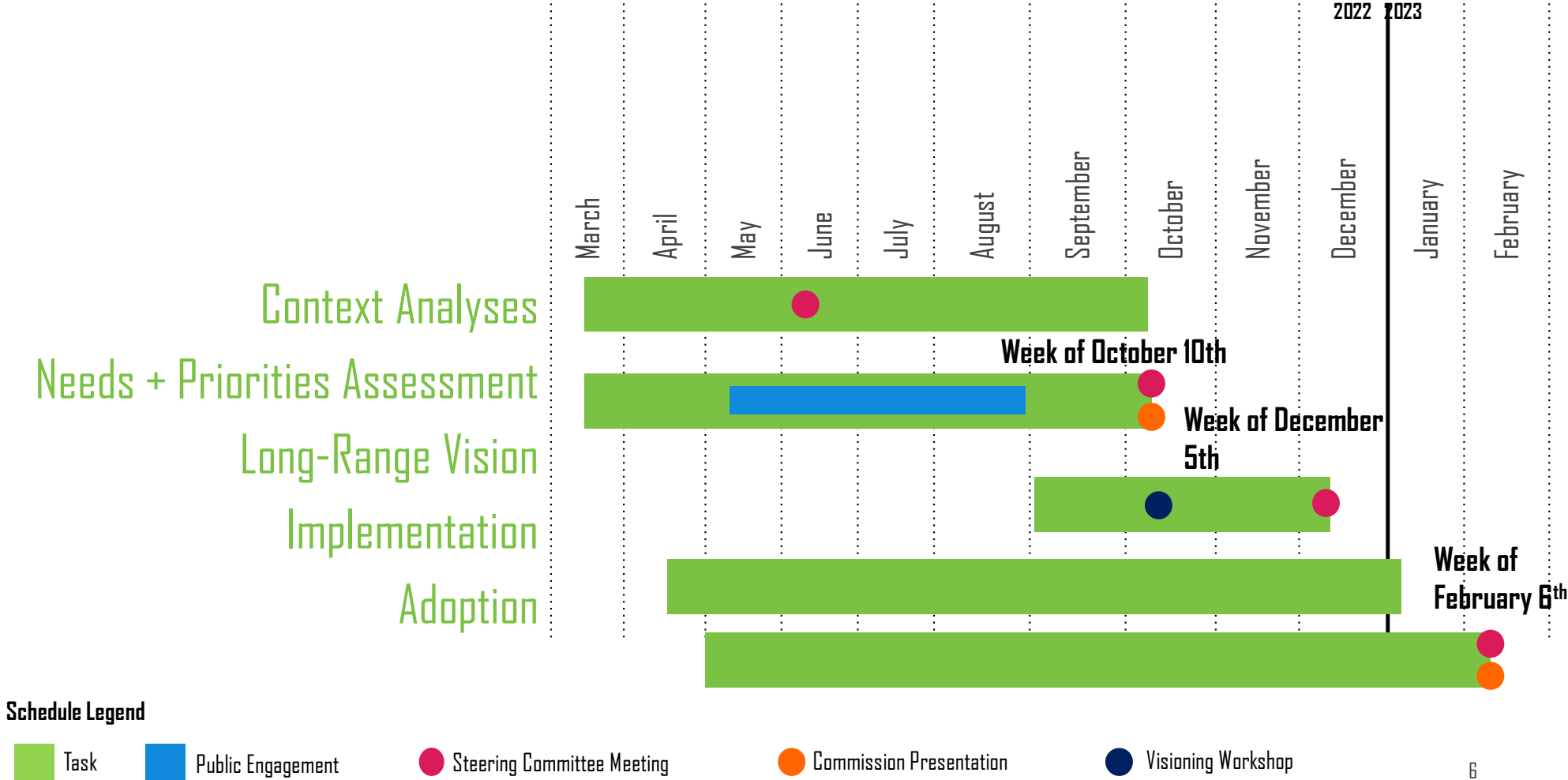
## Observational Techniques

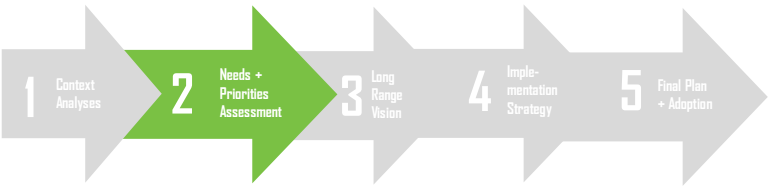
- Park Site Evaluations | National + Regional + Local Trends | Population + Demographic Overview

## Quantitative Techniques

- Statistically-Valid Survey
- Acreage Level-Of Service
- Access Level of Service
- Capacity Level of Services
- Quality Level of Services
- Financial Level of Service
- Benchmarking

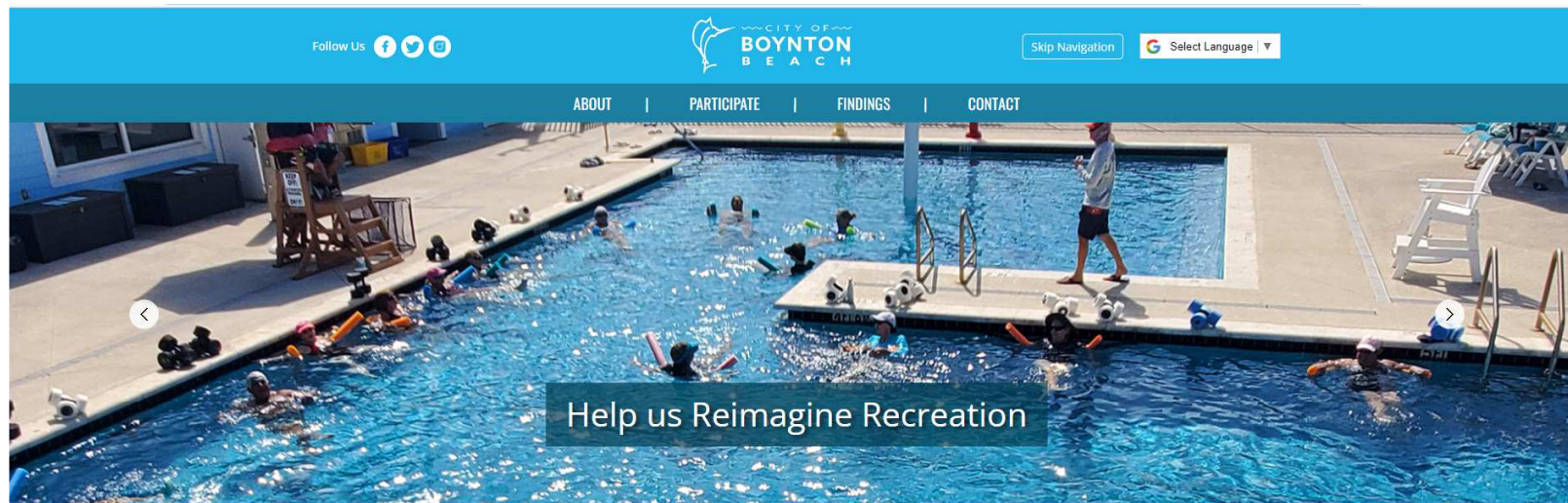
# DRAFT Project Schedule





# Project Website

[www.reimaginerecreationboynton.com](http://www.reimaginerecreationboynton.com)



## Welcome To Reimagine Recreation Boynton!

In April 2022, the City of Boynton Beach launched Reimagine Recreation Boynton, the City's new Recreation and Parks System Master Plan. This



## City of Boynton Beach Recreation and Parks System Master Plan

### Stakeholder Interview Meeting Agenda

1. **Review of Scope/ Schedule:** Do you have any questions about the project scope/ methodology? Are there any specific groups/people, meetings, workshops, presentations or outreach efforts that we should consider?
2. **Parks and Recreation Needs:** Based on what you know, see, and hear about your community, what do you believe are the top priority parks and recreation needs? (See attached starter list for reference, if necessary)
3. **Broader City Needs:** Thinking more broadly about your community and constituents, what do you believe are the top priority social, economic, and environmental needs of the community?
4. **Priorities:** Of the needs listed above, what are your top 3 parks and recreation and broader city priorities?
5. **Funding/ Implementation:** Considering that the Parks and Recreation System Master Plan may identify tens or hundreds of millions of dollars in desired/ needed improvements, what funding source(s) would you support?

#### Pay As You Go:

- |                       |                           |
|-----------------------|---------------------------|
| • General Fund/ CIP   | • Others (please specify) |
| • Sales Tax           |                           |
| • Park Impact Fees    |                           |
| • Grants              |                           |
| • User Fees           |                           |
| • Special Assessments |                           |

#### Borrowing:

- General Obligation Bonds
- Revenue Bonds
- Others (please specify)

## Facilities

- Paved Multi-Purpose Trail
- Unpaved Walking + Walking Trails
- Mountain Bike Trails
- Sidewalks
- Neighborhood Parks
- Community Parks
- Natural Areas/Nature Parks
- Recreation Center
- Indoor Gymnastics Area
- Indoor Gymnasium
- Indoor Fitness Centers
- Community Gardens
- Disc Golf Course
- Pickleball Courts
- Playground
- Softball Fields
- Tennis Courts
- Basketball Courts
- Soccer Fields
- Dog Park
- Lacrosse Fields
- Amphitheater
- Multi-Purpose Fields
- Restrooms at Parks
- Splash Pad/Spray Ground
- Outdoor Picnic Areas
- Golf Course
- Indoor Pool
- Outdoor Pool
- Skate Park
- Park Shelters
- Teen Center
- Senior Center
- Baseball Fields
- Indoor Nature Center
- Football Fields
- Adventure/Discovery Playground
- Transportation to Parks
- Food Forests
- Other

## Programs:

- Adult Fitness/Wellness
- Adult Learn to Swim
- Nature Programs
- Teen Programs
- Cooking Classes
- Digital Media, Photography Programs
- Adult Performing Arts/Dance
- Temporary Art Exhibits
- Educational Lecture Series
- Youth Arts/Painting/Crafts/Drawing Classes
- Programs with Children's Meals
- Senior Leisure Programs
- Community Meetings
- Community Special Events (concerts, green markets, etc.)
- Movies in the Park
- Galas, Formal Events
- Before and After School Programs
- Preschool Programs
- Camps (summer/school/break)
- Child Day Care
- Athletic Special Events (5K, marathons)
- Adult Education (e.g. GED Degree, Trade)
- Water Fitness
- Youth Performing Arts/Dance
- Youth Athletic Leagues
- Youth Education (e.g. computer, programming)
- Adult Athletic Leagues
- Language Classes
- Senior Classes (e.g. computer, social interest)
- Video Gaming/ Virtual Gaming
- Youth Learn To Swim Programs
- Programs for People Disabilities
- Youth Fitness/Wellness