

COMMUNITY REDEVELOPMENT AGENCY MEETING

14150 5th Street, Dade City, FL 33525

Tuesday, October 12, 2010

5:30 p.m.

CITY COMMISSION / PLANNING AGENCY / CRA

Scott Black, Mayor
Eunice M. Penix, Mayor Pro-Tem
Curtis A. Beebe, Commissioner
William L. Dennis, Commissioner
Camille Hernandez, Commissioner

CITY STAFF

William C. Poe, Jr., City Manager
James D. Class, City Clerk & Finance Director
Karla S. Owens, City Attorney

REGULAR MEETING AGENDA

A. CALL TO ORDER

Invocation
Pledge of Allegiance
Roll Call

B. MINUTES

Approval: September 13, 2010 – Regular Meeting

C. PUBLIC COMMENTS

D. UNFINISHED BUSINESS

E. NEW BUSINESS

- E1. Approval of Agreement No. CRA 2010-05 Funding Agreement Between the CRA and the Greater Dade City Chamber of Commerce
- E2. Approval of Agreement No. CRA 2010-06 Funding Agreement Between the CRA and Downtown Dade City Main Street
- E3. CRA Projects Update - Karen Traenkner
- E4. Reappointment of RAC Members

F. NOTED ITEMS

- F1. RAC Minutes – September 21, 2010 Meeting

G. ADJOURNMENT

APPEALS: Any person desiring to appeal any decision made by the Community Redevelopment Agency with respect to any matter considered at any meeting or hearing will need a record of the proceedings and may need to ensure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is based.

DISABILITY: If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled at no cost to you to the provision of certain assistance within two (2) working days of your receipt of this notice. Please contact the Dade City Clerk's office, P.O. Box 1355, Dade City, FL 33526-1355; (352) 523-5052 for further assistance and information.

AGREEMENT NO. CRA 2010-05

**FUNDING AGREEMENT BETWEEN THE DADE CITY COMMUNITY
REDEVELOPMENT AGENCY AND
THE GREATER DADE CITY CHAMBER OF COMMERCE**

THIS AGREEMENT entered into by and between the Dade City Community Redevelopment Agency, a public body corporate and politic created by the City of Dade City, a municipal corporation of the State of Florida, hereinafter referred to as the “CRA”, and the Greater Dade City Chamber of Commerce, a not-for-profit corporation of the state of Florida, hereinafter referred to as “Chamber.”

WITNESSETH:

WHEREAS, the CRA desires to enter into an agreement for the services of the Chamber to disseminate redevelopment and other City-related information and to undertake and carry out community redevelopment projects and related activities within the CRA’s area of operation; and

WHEREAS, such services serve to promote a valid public purpose for which the expenditure of public funds is authorized; and

WHEREAS, the City Commission has allocated funds in its adopted budget for FY 2010/2011 for the CRA for such services.

NOW, THEREFORE, in consideration of the premises and mutual covenants contained herein, the parties do hereby covenant, contract, stipulate and agree as follows:

1. The Chamber shall provide information and referral services for tourists, residents and businesses on the benefits and available services offered in the Dade City Redevelopment District.
2. The Chamber shall prepare and/or distribute brochures and materials that market and promote the Dade City Redevelopment District and business and economic development opportunities therein. Specifically, the Chamber shall oversee the preparation and distribution of the following promotional materials:
 - (a) Greater Dade City brochure (“Major Points of Interest”);
 - (b) Annual Chamber Membership Directory;
 - (c) Other promotional materials including but not limited to the “Walking Tour” of downtown Dade City;

- (d) Special “note cards” of historic buildings (i.e. the Presbyterian Church, Pasco County Historic Courthouse, etc.);
- (e) Current community calendar; and
- (f) Maps of the Greater Dade City area.

The Chamber shall also coordinate with the Council of Chambers, Inc. to distribute the *Pasco Visitors Guide*.

3. The Chamber will also cooperate with the other four Chambers of Commerce in Pasco County to operate an informational booth at the Florida State Fair. In addition, the Chamber shall cooperate with other area agencies and community groups to host events and festivals to benefit the CRA area including but not limited to the Christmas parade, the Kumquat Festival and the car show.
4. The Chamber shall continue to work with the City and other area agencies and organizations to actively promote economic development in the CRA area by:
 - (a) Making available the use of its facilities for meetings and workshops of benefit to the CRA;
 - (b) Acting as a “clearing house” for demographic information useful in attracting new business and residents to the CRA area. This commitment may include, but is not limited to mail out of written documents and materials, telephone contact, internet web page information , and any other point of contact service which will help promote the Dade City CRA;
 - (c) Aggressively pursuing through the auspices of its Economic Development Committee, the recruitment, retention and expansion of business and industry within the CRA district, as well as any other desirable economic activity or recommendations which would prove beneficial to this area;
 - (d) Conduct monthly business information meetings;
 - (e) Preparation and distribution of brochures and materials that promote the City and local, business and economic development opportunities in the CRA district;
 - (f) Sponsor and/or promote special CRA district events; and
 - (g) The Chamber shall list the CRA as a sponsor for all events and also identify the CRA as a sponsor in all Chamber publications. The CRA shall pay the Chamber a total of

\$20,000.00 toward costs for the Chamber to accomplish the above tasks.

5. The Chamber shall provide the CRA with a written quarterly statement detailing its progress toward providing the above services.
6. The Chamber shall submit a written invoice to the CRA specifically documenting its expenses for these services on or before June 15, 2011 and September 15, 2011 requesting one-half each of the total payment for services allocated by the CRA.
7. Both parties agree that this Agreement shall apply for the period from October 1, 2010 to September 30, 2011 and that future funding by the CRA shall depend on the progress achieved by the Chamber in providing the services and the availability of funds for appropriation.

IN WITNESS WHEREOF, the parties hereto cause this Agreement to be executed by their duly authorized officers this 12th day of October, 2010.

ATTEST:

CITY OF DADE CITY, FLORIDA
COMMUNITY REDEVELOPMENT AGENCY

James D. Class, City Clerk

Scott Black, Chairman

Approved as to Legal Form and Sufficiency

Karla S. Owens, City Attorney

GREATER DADE CITY CHAMBER OF
COMMERCE, INC., A Florida corporation

By: _____
President

Date: _____

STATE OF FLORIDA
COUNTY OF PASCO

The foregoing instrument was acknowledged before me the _____ of October, 2010 by _____, as President of Greater Dade City Chamber of Commerce, on behalf of the Greater Dade City Chamber of Commerce. He/she is personally known to me ___ OR produced _____ as identification.

Notary Public

(Print, Type or Stamp Name)

My Commission Expires: _____

AGREEMENT NO. CRA 2010-06

**FUNDING AGREEMENT BETWEEN THE DADE CITY COMMUNITY
REDEVELOPMENT AGENCY AND
DOWNTOWN DADE CITY MAIN STREET**

THIS AGREEMENT entered into by and between the Dade City Community Redevelopment Agency, a public body corporate and politic created by the City of Dade City, a municipal corporation of the State of Florida, hereinafter referred to as the “CRA”, and Downtown Dade City Main Street, Inc., a not-for-profit, IRS Section 501(c)(3), Florida corporation hereinafter referred to as “Main Street.”

WITNESSETH:

WHEREAS, the CRA desires to enter into an agreement for the services of Main Street to disseminate redevelopment and other City-related information, and to undertake and carry out redevelopment projects and related services within the Dade City Redevelopment District; and

WHEREAS, such services serve to promote a valid public purpose for which expenditure of public funds is authorized; and

WHEREAS, the City Commission has allocated funds in its adopted budget for FY 2010/2011 for the CRA for such services.

NOW, THEREFORE, in consideration of the premises and mutual covenants contained herein, the parties do hereby covenant, contract, stipulate and agree as follows:

1. Main Street shall serve as the point of contact for the façade improvement program to encourage exterior building renovations that will provide continuity of historic design and strengthen architectural features of businesses in the Dade City Redevelopment District.
2. Main Street shall prepare and/or distribute brochures and materials that market and promote the Dade City Redevelopment District, and business and economic development opportunities therein.
3. Main Street shall cooperate with the CRA to assist with the development of coordinated plans and designs for landscaping and streetscaping of the Dade City Redevelopment District.
4. Main Street shall participate in hosting, coordinating and/or promoting downtown events including but not limited to Scarecrow Festival and the Christmas Stroll.

5. Main Street shall cooperate with the City's Public Works Department to address certain physical needs in the downtown area, specifically:
 - (a) Assist with the development of coordinated plans and designs for the continued landscaping of the CRA district. Such assistance contemplates and includes providing specific recommendations for design, interaction with downtown businesses and suggestions for funding sources.
 - (b) Assist downtown merchants and businesses with window display and store front merchandising recommendations.
6. Main Street shall actively promote a desirable "quality of life" in Dade City by:
 - (a) Serving as both a catalyst and a coordinator for redevelopment activities by promoting Dade City as a desirable location for new businesses, organizations and agencies through advertisements in print and broadcast media and other promotional literature.
 - (b) Cooperating to whatever extent possible with City staff, the Greater Dade City Chamber of Commerce Economic Development Committee, and any other agency or organization charged with promoting economic development.
7. Main Street shall provide the CRA with quarterly written reports on progress toward its provision of the above services.
8. The CRA shall pay Main Street a total of \$20,000.00 towards costs incurred by Main Street in return for the above services.
9. Main Street shall submit a written invoice to the CRA specifically documenting its expenses for these services on or before June 15, 2011 and September 15, 2011 requesting one-half each of the total payment for services allocated by the CRA.
10. Both parties agree that this agreement shall apply for a period from October 1, 2010 to September 30, 2011 and that future funding by the CRA shall depend on the progress achieved by Main Street in providing services, and the availability of funds for appropriation.

IN WITNESS WHEREOF, the parties hereto cause this Agreement to be executed by their duly authorized officers this 12th day of October, 2010.

ATTEST:

CITY OF DADE CITY, FLORIDA
COMMUNITY REDEVELOPMENT AGENCY

James D. Class, City Clerk

Scott Black, Chairman

Approved as to Legal Form and Content

Karla S. Owens, City Attorney

DOWNTOWN DADE CITY MAIN STREET, INC.
A Florida corporation

By: _____
President

Date: _____

STATE OF FLORIDA
COUNTY OF PASCO

The foregoing instrument was acknowledged before me this _____ day of October, 2010 by _____ as President of Downtown Dade City Main Street, on behalf of Downtown Dade City Main Street. He/She is personally known to me ____ OR produced _____ as identification.

Notary Public

(Print, Type or Stamp Name)

My Commission Expires: _____

City of Dade City
AGENDA MEMO

To: Chairman and Members of the Community Redevelopment Agency
From: Karen Traenkner, Development Review Tech / CRA Director
Subject: CRA Projects Update
Date: October 6, 2010

Listed below is an update on current RAC projects:

Sidewalk Cleaning

Bids were received from five vendors (attached) for pressure washing sidewalks along 7th Street in both CRA districts, from Coleman Avenue through White House/River Road. RAC recommends the lowest bidder who covers all requirements for the job, which would be Extreme Concrete Cleaning at \$2,590. One bidder was lower, at \$2,500, but would require the City to provide water. This would involve City workers installing a meter on fire hydrant(s) that would be accessed by the vendor, with the vendor running hoses from the meter.

Work is scheduled for after business hours and should be completed in a week to 10 days. The vendor would also help hand out flyers to businesses along 7th Street, notifying them of the cleaning schedule.

Streetlights

Light poles have been received by TECO for Phase 2 – CRA #2, Howard Avenue south to Coleman Avenue and Phase 3 – Coleman Avenue to the 301 apex (funded by the City). Installation will start mid-October and should take only a week to complete.

Christmas Decorations

CRA had budgeted \$5,000 for Christmas decorations – the same amount the City had been spending on lighted decorations. Since the new streetlights cannot accommodate lighted decorations, RAC decided to use garland wrapped around the poles, with a red bow on top at \$80/pole. There are 84 lights in CRA #1 and will be an additional 16 in CRA #2 (see above); additionally, five poles along Meridian Avenue between 4th and 8th Streets can have lighted decorations at \$150/pole for \$750. To stay within budget, RAC voted to decorate half the lights along 7th Street plus five lights along Meridian Avenue as follows:

CRA Projects Update

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50 light poles: garland + bow @ \$80/pole	\$4,000
5 lights: lighted decorations @ \$150/pole	<u>\$750</u>
Within budget	\$4,750

CRA Grants Update

Deadlines on the two remaining outstanding CRA grants have been extended until October 15: Manbar Inc. at 14402 7th Street and Barbara Huckabay/Griffin Block at 37832 Meridian Avenue.

Meetings

Pete Odom and I attended the Withlacoochee Regional FRA Meeting in Willison on September 14. Topics discussed included CRA Basics, Brownfields, Healthcare Uses for Brownfields, and the ICSC Florida Alliance Program. It was an informative, enjoyable meeting.

I will also be attending the Florida Redevelopment Association Conference in Orlando on October 13-15. I've registered our two biggest projects – 8th Street parking lot and 7th Street alleyway – for the FRA Design Salon, which provides design review and technical assistance for projects. Also listed our CRA Grants program for the Success Stories interviews and submitted before-and-after photos of the downtown area.

Respectfully Submitted,

Karen Traenkner

City of Dade City

AGENDA MEMO

To: Chairman and Members of the Community Redevelopment Agency
From: Karen Traenkner, Development Review Tech
CRA Director
Subject: Redevelopment Advisory Committee Membership Appointment and Reappointments
Date: October 6, 2010

It is requested that the CRA consider the following information and recommendations:

BACKGROUND:

Redevelopment Advisory Committee members are appointed by CRA for three-year terms. The Chamber, Main Street and Historic Board each nominate one member; and four are appointed by CRA: two CRA District merchant/owners and two City residents.

On January 15, 2010, Lucy Avila was appointed a Citizen member of RAC by CRA, replacing a member who resigned. Her term expired May 14, 2010 and she would like to remain on the Committee.

On May 15, 2009, Allison Todd was appointed as a Merchant/Property Owner by the CRA, also replacing another member. Her term also expired May 14, 2010 and she would like to remain on the Committee.

RECOMMENDATION:

At CRA's discretion, reappoint Lucy Avila and Allison Todd to RAC for three-year terms.

FUNDING:

No funding is required for these actions.

Christmas Decorations

In the past, \$5,000 had been budgeted by the City for streetlight decorations; CRA agreed to take over this expense. Since lighted decorations cannot be used on the new streetlight poles, the 84 lights installed in CRA #1 could be decorated with garland wrapped around the poles, with a bow on top. Lights along Meridian Avenue could still have lighted decorations installed.

Action: RAC members voted unanimously (6-0) to decorate the 84 lights along 7th Street with garland and bows, and have Karen get a count of how many lights would be involved along Meridian Avenue. Price will be determined and submitted to CRA for approval if the \$5,000 budget is exceeded.

New Business

Florida Redevelopment Association Conference, October 13-15, Orlando, FL

Karen will attend the FRA Conference as representative of both CRA and RAC (one attendee was budgeted).

September 14 FRA Meeting in Williston

Pete Odom and Karen attended a Withlacoochee Regional FRA Meeting in Williston on Tuesday, September 14. It was an informative, enjoyable meeting. Topics discussed included:

- CRA Basics
- A Look at Brownfields for Sustainable Redevelopment
- Highway to Health: Public Health and Healthcare Uses for Brownfields
- ICSC Florida Alliance Program

Member Reports

Nancy Johnson will send Karen photos of parking lot medians in other cities, with ideas that could be used in the 8th Street medians.

Lucy Avila requested RAC/CRA contribute toward Church Street Christmas, which attracts large numbers of visitors to the City every year. Since this area is outside CRA borders, it is not eligible for funds.

Lucy also requested RAC/CRA contribute toward "Dog Day in the Park," an event at Agnes Lamb Park sponsored by the Youth Council in March. Members did not make a motion.

Crystal Davenport reported that she is revising the CRA Grant Guidelines, and they will be divided into grants for Façade, Signage and Paving. She will meet with City Staff on September 28 to finalize revisions.

Crystal will also present the Main Street/CRA Façade Grant award to the City Commission at their September 28 meeting. Main Street received the award for the “Window of Opportunity” painting grant.

Other Business

Portable Light

Chief Ray Velboom obtained a quote of \$7,000 for a portable light pole, which can be located as needed for after-dark events and/or parking.

Action: RAC members requested additional prices, but voted unanimously (6-0) to spend up to \$3,500 for a portable light pole in anticipation of splitting the cost.

The meeting adjourned at 6:35.

Respectfully submitted by Karen Traenkner