

**LAKE WORTH COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
LAKE WORTH CITY HALL COMMISSION CHAMBERS
TUESDAY, SEPTEMBER 8, 2009
6:00 P.M.
Amended**

I. ROLL CALL:

The Recording Secretary called the meeting to order at 6:00 p.m. on the above date in the Commission Chambers located at 7 North Dixie Highway, Lake Worth, Florida.

Present were CRA Members Peter Meyerhoefer, Andy Amoroso, Donna Ross, Ed Grimm, Jessica Rockstein, Cary Sabol & Michael Hyde.

Also present was CRA Director, Joan Oliva

II. PLEDGE OF ALLEGIANCE:

III. PRESENTATIONS:

a. Oath of Office- New CRA Board of Commissioners

Staff requested a motion to elect a Chair pro-temp and a Vice Chair pro temp to run the meeting.

Action: Motion was made Mr. Sabol to elect Donna Ross as Chair pro temp to run the CRA meeting for the evening seconded by Mr. Amoroso.

Vote: All Ayes

Action: Motion was made by Mr. Hyde to nominate Ed Grimm as Vice Chair pro Temp for this evenings CRA meeting seconded by Ms. Rockstein.

Vote: All Ayes

IV. APPROVAL OF MINUTES:

a. August 11, 2009

Action: Motion was made by Mr. Grimm to approve the minutes from August 11, 2009 seconded by Mr. Hyde.

Vote: All Ayes

V. AGENDA – ADDITIONS/DELETIONS/REORDERING:

Action: Motion was made by Mr. Hyde to delete Action item B the 812 North Dixie Highway Parking Lot seconded by Ms. Rockstein.

Vote: All Ayes

VI. PUBLIC PARTICIPATION ON NON-AGENDAED ITEMS (3 minute limit):

VII. ACTION AGENDA:

a. Nomination of New Chair

Officers and Terms. The officers of the CRA shall be a Chair and a Vice-Chair, of which the term of office shall be two (2) years. If a vacancy occurs, the individual fulfilling the prior Chair's term shall serve for the remainder of the prior member's term until August 1st of the current year. Nominations shall be held on or before August 1 unless otherwise approved by the CRA.

The Chair shall be nominated by a majority vote of the members, and a recommendation for appointment shall be sent to the Lake Worth City Commission. The Chair shall preside at all meetings of the CRA and shall execute instruments in the name of the CRA as may be required, appoint such committees from time to time as may be deemed appropriate, and shall have general supervision, direction and control over the business and operations of the CRA.

Until his term expired in August of 2009, Mr. Mark Rickards served as Chair. At the August 25, 2009 meeting, the Board nominated Mr. Brendan Lynch as Chair and Ms. Donna Ross as Vice Chair. However, Mr. Lynch was not reappointed to the Board, therefore the Board must nominate a new Chair subject to City Commission approval.

The gavel was passed to the Vice Chair Pro Temp so that Ms. Ross could make a motion for Chair.

Action: Motion was made by Ms. Ross to nominate Mr. Peter Meyerhoefer as the Chair of the CRA Board seconded by Mr. Sabol.

Mr. Sabol requested that everyone introduce themselves prior to voting for the Chair. Mr. Hyde stated he is a resident for 4 years. Currently he is working on finance for real estate and business projects helping people grow their businesses and is a licensed attorney in the state of Michigan. He was the Executive Director for Community Housing Development Organizations.

Mr. Sabol stated he had no desire to be Chair or Vice Chair. He is an attorney practicing real estate law and litigation; He has very little experience in Government but hopefully some of his experience will be useful.

Ms. Rockstein stated that she has been a resident of Lake Worth for 4 years and has dealt with the CRA and the Community Garden projects. She works for the YWCA and is also a domestic violence advocate.

Mr. Amoroso stated that he is a native Floridian and downtown merchant. He has had 5 businesses in the City is called the heartbeat of downtown. He sat on the Code Board.

Ms. Ross stated her background is in the arts. She graduated with a sociology degree cumna cum lade. She earned a living as a reporter for many years. She nominated Mr. Meyerhoefer because she thinks that he is a natural leader exhibiting balance, wisdom and expertise.

Mr. Meyerhoefer stated that he moved up here from Miami Beach in 2005 and has an MBA in marketing and a degree in public relations. He owned a gallery downtown that supported all local artists. He stated that he is good at being organized, keeping things on track and listening to people.

Mr. Grimm stated that he graduated from Lake Worth High School in 1978. He was raised in a construction family and has a certificate from the state of Florida as a building

contractor. He worked for Palm Beach County for a number of years under housing and community development and is currently the president of the CDC.

Vote: All Ayes

b. ~~812 North Dixie Parking Lot Deleted~~

c. FY 09/10 Patron's Attraction Grant Application Changes

For the last ten years, the CRA has funded numerous events in the downtown area of the City including:

- Evening on the Avenue's
- The Street Painting Festival
- Lake Worth Bike Night
- The Downtown Oceanside Farmers Market
- Lake Worth Festival of Trees
- St. Patrick's Day Parade
- Lake Worth Fishing Tournament – Awards Party

Last year the CRA invested over \$60,000 through its Patrons Attraction Grant program to help fund events that attract thousands of visitors to the City and provide our existing businesses the opportunity to reach out to new customers.

Due to this year's reduction in TIF to the CRA, this program is expected to have a budget of only \$40,000. As a result of this decrease, some changes have been made to the grant program to ensure the quality events which are funded remains high and that the events are sustainable regardless of CRA assistance.

Changes to this year's grant application (Exhibit A) include the following:

- Applicants must match at least 50% of the total cost of the event (an increase from 25% for 2008- 2009).
- There is now a maximum dollar request amount: \$10,000 (for 2008 – 2009 a maximum dollar request amount did not exist).
- Make the applications more competitive by creating a funding cycle from September 14 -October 2. CRA staff will review all applications and schedule the applicant for the next available CRA Board meeting in October. Applications will be reviewed and ranked by the CRA Board of Commissioners at a Board meeting in October and all budget funds will be awarded at that time.

All other criteria of the grant will remain.

Events in downtowns have long been used in an effort to further redevelopment activities. Events highlight the downtown's amenities, promote vitality and livability and help to improve the quality of life of its residents. Furthermore, events lead to increased revenues for local businesses by exposing a wider audience to downtown's offerings and invite patrons to return at a later date.

The goal of the Patron's Attraction program is to provide support to agencies and organizations for events that promote the goals and objectives of the Redevelopment Plan and serve or improve the redevelopment area.

CRA Staff recommended the Board review and approve the attached Patrons Attraction Grant application and allow staff to begin promoting the new grant cycle.

Staff stated that the \$2500 minimum is something that the Board can reconsider. Staff stated that we are working with Parking Day this year. Staff stated that the Board Retreat is scheduled for either September 26th or October 10th. Staff stated we would like to begin accepting applications as soon as possible. Mr. Amoroso stated that \$1,000 would be better for a minimum so that it will allow for some of the smaller groups to apply since it is matching.

Action: Motion was made by Mr. Meyerhoefer to accept staff's recommendation changing the minimum to \$1,000 seconded by Mr. Sabol.

Ms. Rockstein requested that there be no minimum on this grant since the CRA will not be offering the Community Aid Grant this coming FY; this way smaller groups can still apply. Mr. Sabol stated that it appeared that the previous Board was trying to encourage larger projects than smaller ones.

Gael Silverblatt, Chair of the LW City Tree Board, welcomed the new Board members. The CRA has sponsored the Festival of Trees with this grant since it's inception we support the changes made to the grant. The Tree Board hopes to receive a Patrons Attraction Grant for the 5th year in a row for the Festival of Trees.

Laurie Witkin- I would urge you not to have the minimum; I think there are more events that you can do without putting a minimum on the grant.

Action: (Amended) Motion was made by Mr. Meyerhoeffer to accept staff's recommendation changing the minimum to 0 seconded by Mr. Sabol.

Vote: All Ayes

VIII. EXECUTIVE DIRECTOR'S REPORT:

Parking Day will take place September 18th. This event is being sponsored with the CRA and the Downtown Cultural Alliance. Staff stated that included in the packets is a progress report if the Board would prefer to see it in a different format please let staff know. Mr. Grimm requested that we invite previous Board members to the retreat. Staff stated there are 13 applicants for the Commercial Façade Grant application.

IX. CRA ATTORNEY'S REPORT:

Mr. Tolces gave a brief overview on voting conflicts and financial disclosure issues.

X. BOARD MEMBERS' COMMENT:

Michael Hyde- Welcomed everyone who was appointed and re-appointed. I look forward to being part of this.

Cary Sabol- I am a resident I appreciate being appointed, however I have not been as involved as I should have been in the past so I ask all of you to ignore my ignorance at times and know that all of my decisions will be based on what's best for the City. I own 701 South F Street.

Jessica Rockstein- I am excited to work with you all. I am not totally up to speed with everything.

Andy Amoroso- I am commending the old Board because half of the things are already done we just have to finish it. I have applications for National Parking Day if anyone would like to participate.

Peter Meyerhoefer- I am excited to be on the Board and excited about the Cultural Council and the Cultural Redevelopment Program. I would like to disclose that I own a duplex at 218 North K Street in the CRA District.

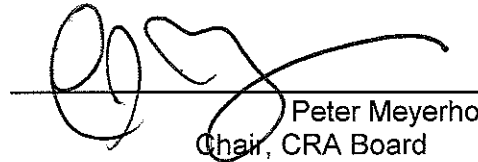
Ed Grimm- I would like to welcome the new Board and thank the old Board. I appreciate Mr. Amoroso's comments. I hope that the old Board can come to the retreat.

Donna Ross- Thanked Gael's group for including 25 artists in a space downtown. I concur with the other Commissioners about the older Board coming to the retreat. Commissioner Rockstein was involved with the sunflower garden and now we are discussing a park on H Street and we are looking for a partner we had a meeting with Compass and I think since Commissioner Rockstein is here we have all of the pieces of the puzzle. The landlord will not be raising the rent.

XI. ADJOURNEMENT:

Meeting adjourned at 06:53 p.m.

Minutes Approved 11/10/09


Peter Meyerhoefer
Chair, CRA Board


Emilia Theodossakos
Recording Secretary