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**MINUTES OF THE
CITY OF NEW SMYRNA BEACH
COMMUNITY REDEVELOPMENT AGENCY
SPECIAL WORKSHOP OF FEBRUARY 21, 2011
CITY COMMISSION CHAMBER, CITY HALL, 210 SAMS AVE.
NEW SMYRNA BEACH, FLORIDA**

8 Vice Chair Steve Dennis called the CRA workshop to order at 11:30 a.m.

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Answering to roll call:

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**Steve Dennis
Doug Hodson
Thomas Williams
James Peterson**

18 Also present were CRA Director Tony Otte; CRA Administrative Assistant Claudia
19 Soulie; CRA Attorney Mark Hall and members of City Staff and the public.
20 Commissioner James Kosmas arrived at 11:37 am and Commissioners Charles Belote
21 Chad Schilsky were excused absent. Commissioners Hodson and Williams stated that
22 they had prior commitments and may have to leave early.

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PUBLIC PARTICIPATION

26 As this is a workshop meeting, comments will pertain to only those agenda items addressed below. In
27 accordance with the City Commission Resolution #11-89, a three-minute limitation will be imposed unless
28 otherwise granted by the CRA Commissioners.

29
30 Ms. Cindy Jones, owner of Southern Trends Furniture at 334 Canal Street and President
31 of the Canal Street Historic District Merchants Association stated that she has experience
32 in downtown redevelopment, as she had underwritten several commercial Real Estate
33 transactions. Ms. Jones asked the CRA to follow the recommendations of Mr. Tom
34 Kohler with Real Estate Development Consultants to focus on incentivizing residential
35 occupancies (Multi family, Commercial Real Estate for sale and/or rent) in the downtown
36 based on the example of revitalizations efforts for Orlando's downtown, which is
37 comparable to New Smyrna Beach. Ms. Jones continued that another suggestion made by
38 Mr. Kohler was to merge the prioritization efforts with the end goal of having a
39 sustainable downtown in mind, which could be achieved by increasing residential
40 occupancy.

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42 There being no further requests, Mr. Dennis closed the Public Participation portion of the
43 meeting.

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OLD BUSINESS

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48

A. Development Assistance and Incentives Program

49 Mr. Otte stated that the CRA has had several discussions on the formulation of a program
50 for Business Development Assistance during a special joint CRA/ City Commission
51 meeting where Mr. Tom Kohler of the UCF Institute of Government was in attendance,

52 as well as at the February 2, 2011 CRA meeting. Mr. Otte continued that CRA
53 Commissioner Dennis and staff had developed a program and were asking that the CRA
54 review the program so that staff can finalize it for presentation and approval at the March
55 3, 2011 CRA meeting for final ratification by the City Commission.

56
57 Mr. Otte stated that this draft program combined the two programs discussed at the
58 February 2, 2011 CRA meeting and expanded their scope. The program now contained
59 elements such as location requirements; incentivizing of special project types and
60 activities (e.g. retail activity, hospitality activities and infill residential projects) and a
61 special point evaluation system.

62
63 Mr. Otte elaborated that this program has another component where City owned
64 properties that are publicly offered for development through sale or lease as part of a
65 negotiated development agreement may also qualify for Business Development
66 Assistance funding.

67
68 Mr. Dennis stated that he had developed an evaluation matrix for each of the categories
69 listed in the program, which were taken from the CRA Master Plan update and asked the
70 CRA to fine-tune how many points they wanted to assign to each category.

71
72 A brief discussion ensued about how the budget allocated for incentives was going to be
73 used; that major projects could be another incentive program; that acceptable project
74 construction time frame needs to reflect the upcoming sunset of the CRA in 2015 and
75 whether or not this proposed program should only be used for smaller projects.

76
77 Mr. Kosmas felt that it was a good idea to put a cap on the reimbursement amount.

78
79 Mr. Williams listed his suggestions (additions, deletions and rewording) as follows:

80
81 Program Guidelines: No 12. ...include provision for extension of project completion
82 from 365 days to two years or before the sunset of the
83 CRA in 2015.

84
85 A discussion ensued that this program was intended for smaller projects, which should be
86 completed within one year, but an extension could be considered for larger projects.

87
88 Program Procedures: No 2.... must include two (2) estimates from an architect, engineer
89 or licensed contractor.

90
91 No 9....Reword to include approval by all governmental entities
for a. and b.

92 Eligibility Requirements: No 2... reword this passage about having to be a new or
93 existing business relocating to the CRA district

94
95 No 4....Take out residential conversion restriction as a lot of
eligible structures would lend themselves to a conversion

96
97 No 5....all County and City taxes ~~must be current~~ can't be
delinquent

98 Check list: No 4.... Reword

99 No 7 Add engineers

100 No 11... all County and City taxes can't be delinquent

101 Mr. Williams suggested putting up recognition signs on projects that received CRA
102 funding in the past, if the CRA had a budget for this.

103 Mr. Peterson questioned item No 10. "CRA reserves the right to grant additional funds" if
104 there is supposed to be a cap of \$200,000 for the entire program. Mr. Dennis stated that
105 they used an amount of \$200,000 for this pilot program to carry the program to the end of
106 the fiscal year. Mr. Dennis suggested deleting this item to eliminate possible
107 misinterpretation. Mr. Williams stated that he was under the impression that the CRA had
108 increased this amount during the February 2, 2011 meeting and asked staff to verify it.

109 A brief discussion ensued about the CRA Director being able to request a budget transfer
110 anytime throughout the year to increase the balance of available funding.

111 The CRA agreed that an applicant should be allowed to use only one of the incentive
112 programs that the CRA offers.

113 Mr. Dennis stated that he had created matrices for Hospitality, Retail and Residential
114 projects that could be used to assign points. Mr. Dennis explained how he intended these
115 matrices to be used. Mr. Williams inquired why the location from Lytle Ave. to Canal
116 Street was not in the matrices. Mr. Dennis stated that it needed to be added.

117 Mr. Hodson left at 12:44 pm.

118

119 Further discussion ensued about the matrices and the CRA agreed to amend them by
120 creating four (4) major categories and respective subcategories.

121

122 1. Location - includes specific locations on a Canal Street or Flagler Avenue, or a side
123 street off of Canal or Flagler;

124 2. Construction - includes the energy efficiency of the building, whether this is an
125 expansion, rehab or an existing building, or a new building; architectural style and
126 compliance with the CRA's design guidelines

127 3. Use - includes the type of use (Single Family, Multi-family, Mixed-use), hours of
128 operation

129 4. Other - includes the economic impact and expected return on investment

130

131 Residential:

132 1. Location - 40 points (add Lytle to Canal)

133 2. Construction - 30 points (Structure, strives for LEED certification, square footage,
134 delete Zoning Classification)

135 3. Use - 20 points (Apartments, house, complex, loft apartment, condo, town house and
136 condominium)

137 4. Other - 10 (Market Analysis)

138

139 Mr. Peterson suggested that points could be assigned by looking at the current use/state
140 of a project and what the end result is going to be, and what kind of impact this project
141 will have on the community.

142

143

- 144 Retail
145 1. Location - 40 points
146 2. Construction - 20 points (New or Existing business, expansions)
147 3. Use - 30 points (Hours of Operations, Business Category – Independents only, no
148 redundancy)
149 4. Other - 10 points (Business Activities)

150
151 A brief discussion ensued about deleting the Business Classification and Franchise
152 entries.

- 153 Hospitality
154 1. Location - 40 points
155 2. Construction - 20 points (New or Existing business, expansions)
156 3. Use - 30 points (Hours of Operations, Accommodations, Business Category and
157 Business Activities)
158 4. Other - 10 points (Market Analysis, Tourism Data and benefits of propose project)

159
160 Mr. Dennis thanked staff and his fellow Commissioners for their input and stated that the
161 draft program would be brought back before the CRA at their March 3, 2011 meeting
162 with the changes and additions discussed during this workshop.

163
164 Hearing no further comments, Mr. Dennis entertained a motion to adjourn. In order to
165 ensure quorum, Mr. Williams stayed until the adjournment of the workshop.

166
167 **ADJOURNMENT**
168

169 **A motion was made to adjourn; all agreed. Workshop adjourned at 12:57 pm.**