



# Community Redevelopment Agency

210 Sams Avenue • New Smyrna Beach, Florida 32168 • (386) 424-2266 • Fax: (386) 409-4759

March 31, 2011

## MEMORANDUM

Charles Belote, Chair  
Steve Dennis, Vice Chair  
James Kosmas  
Doug Hodson  
Thomas Williams  
Chad Schilsky  
James Peterson

May this serve as your official notification of the **REGULAR MEETING** of the Community Redevelopment Agency to be held on **Wednesday, April 6<sup>th</sup>, 2011 at 2:00 p.m.** **The meeting will be held at the City Hall Commission Chamber, 210 Sams Ave, New Smyrna Beach, FL 32168** to discuss the attached Agenda pursuant to Florida Statute 163 and Local Ordinance 23-85.

Respectfully submitted,



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Anthony G. Otte, CRA Director

cc: Mayor and City Commission  
City Manager /City Attorney  
SE Volusia Chamber of Commerce  
CRA Funding Partners  
Members of the Press  
Flagler Merchants Assoc.  
Canal Street Historic District  
Public Notice

Attachment

**REGULAR MEETING AGENDA  
COMMUNITY REDEVELOPMENT AGENCY  
WEDNESDAY, APRIL 6, 2011 AT 2:00 P.M.,  
CITY COMMISSION CHAMBERS,  
210 SAMS AVE. NEW SMYRNA BEACH, FL**

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. CONSENT AGENDA**

- A. Approval of Minutes – Regular CRA Meeting March 3, 2011  
Special CRA Meeting, March 23, 2011
- B. Commercial Property Improvement Grant Applications for 300 N. Riverside Dr. –  
Masonic Lodge
- C. Residential Property Improvement Grant Time Extensions for 106 and 108 S. Myrtle Ave  
– Sharon McHenry
- D. Commercial Property Improvement Grant for Rosedale Buildings at 515 Canal Street and  
505/507 Canal Street
- E. Residential Property Improvement Grant 1200 Hill St. – Werner Residence
- F. Mary Ave Streetscape Project – Time Extension

**4. PUBLIC PARTICIPATION**

In accordance with the City Commission Resolution #11-89, a three-minute limitation will be imposed unless otherwise granted by the CRA Commissioners.

**5. PRESENTATION:**

None

**6. OLD BUSINESS**

- A. Authorization for Finalize and Execute a contract with HCS, LLC (Holly Smith)

**7. NEW BUSINESS**

- A. Family Spring Expo Funding Request
- B. Commercial Property Improvement Grant Amendment – Large Buildings
- C. Florida Redevelopment Agency - Call for Entries 2011

**8. REPORTS AND COMMUNICATIONS**

- |                            |                           |
|----------------------------|---------------------------|
| A. Director's Report       | E. Commissioner Report    |
| B. CRA Attorney's Report   | F. Tracking report - None |
| C. Capital Projects Report | G. Correspondence - None  |
| D. Financial Report        |                           |

**9. ADJOURNMENT**

Pursuant to Chapter 80-15 of the Florida Sessions Laws, if an individual decides to appeal any decision made with respect to any matter considered at a meeting or hearing, that individual will need to ensure that a verbatim record of the proceedings is made.

In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the Board Secretary listed below prior to the meeting:

Claudia Soulie, CRA Administrative Assistant, City of New Smyrna Beach, 210 Sams Avenue, New Smyrna Beach, FL 32168, (386) 424-2265.

# ***CONSENT AGENDA***

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**MINUTES OF THE  
CITY OF NEW SMYRNA BEACH  
COMMUNITY REDEVELOPMENT AGENCY  
MEETING OF MARCH 3, 2011  
CITY COMMISSION CHAMBER, CITY HALL, 210 SAMS AVE.  
NEW SMYRNA BEACH, FLORIDA**

Chair Charles Belote called the CRA meeting to order at 2:00 p.m.

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**Answering to roll call:**

**Charles Belote  
Steve Dennis  
Doug Hodson  
James Kosmas  
Chad Schilsky  
Thomas Williams  
James Peterson**

Also present were CRA Director Tony Otte; CRA Project Manager Michelle Martin; CRA Administrative Specialist Claudia Soulie. CRA Attorney Mark Hall had notified staff that he would be delayed due to a hearing he had in Daytona Beach and arrived at 2:29 pm.

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**1. CONSENT AGENDA**

- A. Approval of Minutes – Regular CRA Meeting February 2, 2011  
Special CRA Workshop February 21, 2011
- B. Commercial Property Improvement Grant Applications for 301 Flagler Ave  
Unit 3 – Clancy’s Cantina Addition
- C. Commercial Property Improvement Grant Applications for 504 Flagler Ave –  
Shoppes of Seaside Station
- D. Commercial Property Improvement Grant Time Extensions for Heath Natural  
Foods at 600 E. Third Ave and Midtown Dogs at 440 N. Dixie Freeway
- E. Commercial Matching Revitalization Grant for 424 Canal Street – Thai  
Mango, LLC
- F. Residential Property Improvement Grant 407 Lytle Ave. – Lytle Townhomes  
Association
- G. West Canal Streetscape and Drainage Improvements Project Supplemental  
Agreement # 4 and Resolution No 13-11

Staff asked that Item E. be removed from the consent agenda for further discussion.

**Mr. Dennis made the motion to approve the consent agenda with all items, except item E. as presented, seconded by Mr. Hodson. Motion carried on roll-call vote 7 –0.**

50 Item 3. E.

51

52 Mr. Otte stated that the Commercial Matching Revitalization grant assists applicants to  
53 meet all applicable City and County codes when opening or expanding their business.  
54 Staff had included an under-the-sink refrigerator as an eligible item in Thai Mango's  
55 application, as it was required by the Health Department. A brief discussion ensued that  
56 the CRA did not intend this grant to fund fixtures or equipment which were removable  
57 from the premises, but rather items that remained with the building.

58

59 Mr. Peterson felt that the guidelines did not differentiate between removable versus  
60 permanent items and, per the current guidelines, fixtures should be eligible. Mr. Otte  
61 stated that staff was in the process of streamlining the guidelines and would clarify the  
62 CRA's intent of only assisting with permanent code related items. Mr. Otte continued  
63 that staff was also recommending to change the current wording from "one grant per  
64 structure" to "one grant per business".

65

66 Mr. Kosmas informed the applicant that the CRA had recently approved a business  
67 incentive program which has a maximum CRA participation of \$50,000 and wanted the  
68 applicant to be aware that by applying for the Commercial Matching Revitalization Grant  
69 he would not be eligible to apply for the higher dollar grant. (NOTE: This new grant  
70 program has not been approved by the City Commission.)

71

72 **Mr. Hodson made the motion to approve the Thai Mango application with the**  
73 **exception of the under-the-counter refrigerator; seconded by Mr. Dennis. Motion**  
74 **carried on roll-call vote 6 -1 with Mr. Peterson casting the dissenting vote.**

75

76 Mr. Kosmas suggested having the CRA attorney investigate if the CRA was allowed to  
77 fund personal property per the enabling legislation.

78

79

80 **2. PUBLIC PARTICIPATION**

81 In accordance with the City Commission Resolution #11-89, a three-minute limitation  
82 will be imposed unless otherwise granted by the CRA Commissioners.

83 Mr. Clancy, Clancy's Cantina, thanked the CRA for the opportunity to present his grant  
84 application and for the CRA's approval.

85 Hearing no further requests, Mr. Belote closed the Public Participation portion of the  
86 meeting.

87

88 **3. PRESENTATION:**

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None

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91 **4. OLD BUSINESS**

92

1. Contract for CRA Senior Inspector

93

94 Mr. Otte stated that at the present time the CRA has many capital projects in process  
95 and that this level of activity required the services of an additional inspector to aid the

96 CRA Project Manager. Mr. Otte continued that staff advertised for this contract position  
97 and from that pool of applications, CRA and City staff interviewed four persons. Mr.  
98 Otte stated that the proposed contract calls for the Contractor to be paid \$22 per hour,  
99 and to provide his own transportation. Mr. Otte stated that staff was recommending the  
100 CRA approve the proposed contract for Construction Inspection Services with Steve  
101 Parnell.

102  
103 A brief discussion ensued that in the contract needed wording to reflecting that this  
104 would be a contract position and not an employee of the City and the need to follow all  
105 IRS rules. The CRA agreed that this was not clearly determinable. Mr. Otte noted this  
106 request.

107  
108 Mr. Williams asked that the CRA be introduced to the inspector once he is hired.

109  
110 CRA Attorney Mark Hall arrived at 2:29 pm.

111  
112 **Mr. Dennis made the motion to approve the contract with the Senior Inspector**  
113 **contingent the review by the City Manager, Finance Director and City Attorney,**  
114 **seconded by Mr. Kosmas. Motion carried on roll-call vote 7 -0.**

115  
116 2. Contract for CRA Marketing Coordinator

117  
118 Mr. Otte informed the CRA that the CRA budget contains funds for promotional  
119 activities, and there has been a request for assistance in the promotion and operation of  
120 events that are held on Canal Street. There is also a need for marketing the vacant  
121 commercial spaces within the CRA and the recruitment of businesses that fit the business  
122 model presented in the CRA Master Plan Update.

123  
124 Mr. Otte continued that in order to carry out these tasks, CRA staff advertised on several  
125 websites the opportunity to contract with the CRA to provide these services. From the  
126 responses received, CRA and City Staff as well as a representative from the Flagler Ave  
127 and Canal Street Merchants Associations interviewed four candidates and it was the  
128 consensus of the group that CRA staff should proceed to negotiate a contract with Holly  
129 Smith.

130  
131 Mr. Otte stated that the draft Independent Contract Agreement calls for the development  
132 of the marketing plan as the first task, and then the implementation of the plan, event  
133 assistance, and business recruitment to follow. The contract amount is \$60,000 and  
134 includes no City employment benefits. The contract contains a 60 day termination notice  
135 as the Contractor could potentially be terminated before the plan is done and time would  
136 be needed to complete the plan. Staff is requesting that the CRA recommend to the City  
137 Commission that the Contract for CRA Marketing Services with Ms. Holly Smith be  
138 approved

139  
140 Mr. Dennis asked who this person would report to and stated that offering an independent  
141 contractor access to office space and supplies could be questionable.

142

143 Mr. Kosmas inquired if the Marketing Coordinator shouldn't be hired as a fulltime  
144 employee. Mr. Resheidat, Asst. City Manager gave a summary of the pros and cons of a  
145 fulltime employee versus a contract employee.

146  
147 A brief discussion ensued about tying this position's scope of work to assist with existing  
148 events on Canal Street and Flagler Ave; marketing of the CRA to the public and being a  
149 media liaison.

150  
151 Further discussion ensued that the contract needed to be restructured to include:

- 152
- 153 • Who this person answer to
  - 154 • Define scope of work
  - 155 • Documentation of Hours
  - 156 • What constitutes a Conflict of interest
  - 157 • #7 payment schedule
- 158

159 **Mr. Dennis made the motion to approve the independent contractor agreement**  
160 **contingent the review and revision of the definition of the scope of work; hours,**  
161 **definition of conflict of interest and # 7 payments by CRA staff and respective**  
162 **attorneys; seconded by Mr. Kosmas for discussion purposes.**

163  
164 Mr. Kosmas inquired if the CRA would have another opportunity to review the final  
165 agreement before it would be presented to the City Commission. He cautioned that the  
166 CRA Commissioners might be foregoing their responsibility by allowing staff to  
167 formulate policies.

168  
169 Mr. Williams suggested that staff and the attorneys restructure the draft agreement based  
170 on the Commissioners' comments and bring it back at the next CRA meeting. Mr. Dennis  
171 rescinded his previous motion; Mr. Kosmas withdrew his second and the CRA arrived at  
172 the consensus to bring a revised draft contract back at the next CRA meeting.

173  
174 3. Dunn Lumber Clean-up

175  
176 Mr. Otte stated that the City had received a \$50,000 grant from the Florida Department of  
177 Environmental Protection for the clean-up of the Dunn property and that the City's  
178 environmental engineer for the project had recently stated that this amount would  
179 probably only be adequate to clean the property to the level to allow commercial uses on  
180 the property, and not residential uses.

181  
182 Mr. Otte continued that the CRA could:

- 183
- 184 1. Continue with the grant, clean the property to the commercial level, and accept deed  
185 restrictions on the property to limit its use to commercial activity.
  - 186 2. Do the above and apply for another grant to further clean the property.
  - 187 3. Do the above and provide funding for further engineering to identify other options for  
188 allowing residential uses on the site, such as paving the majority of the site;
- 189  
190  
191

192 4. Order additional sampling on the property and move ahead at this time with cleaning  
193 the property to the level required for residential activity, with funding above the  
194 \$50,000 level to come from the CRA.

195 Mr. Otte informed the CRA that the environmental engineer was in the process of  
196 preparing the "site specific quality assurance plan" and had to identify which option the  
197 CRA and the City Commission would accept in moving forward with the project. Mr.  
198 Otte stated that CRA staff recommended Option 1.

199

200 Mr. Kosmas questioned the need for deed restrictions limiting the property's use and  
201 suggested phrasing it differently to allow for residential use if someone was willing to  
202 clean it further. A brief discussion ensued about the pros and cons of this type of deed  
203 restriction and this being a DEP requirement in order to receive funding.

204

205 **Mr. Peterson made the motion to accept staff's recommendation and to approve**  
206 **Option 1 subject to Mr. Kosmas' wording on the deed restrictions being approved**  
207 **by the DEP; seconded by Mr. Williams. Motion carried on roll-call vote 7 -0.**

208

#### 209 4. CRA Master Plan - Business Incentive Program

210

211 Mr. Otte reiterated that on January 12, 2011 the CRA and City Commission held a  
212 special joint meeting and discussed the formulation of a business development incentives  
213 program, which the CRA further discussed at their regular February 2, 2011 meeting and  
214 a special workshop meeting on February 21, 2011. Mr. Otte continued that Mr. Dennis,  
215 who had volunteered his time, made the recommended changes and that the program was  
216 now ready for approval.

217

218 A brief discussion ensued about including verbiage that an applicant may have to re-pay  
219 the grant if improvements were not kept in their approved state for a period of three  
220 years; redefining the listings under "Use" in the residential matrix to include Single-  
221 family, Multi-family, Square footage and Mixed use. Mr. Dennis duly noted these  
222 suggestions.

223

224 Mr. Kosmas commended Mr. Dennis, Mr. Hall and Mr. Otte for their work on this  
225 program.

226

227 Mr. Peterson asked for clarification that each project could receive maximum CRA  
228 funding of \$50,000 with a total program budget of \$200,000, which was confirmed.

229

230 **Mr. Williams made the motion to approve the draft program with the changes on**  
231 **the residential matrix for City Commission ratification; seconded by Mr. Kosmas.**  
232 **Motion carried on roll-call vote 7 -0.**

233

#### 234 5. Architectural RFQ Firm Short list recommendation

235

236 Mr. Otte stated that CRA staff anticipates a number of projects in which architectural  
237 services will be needed and in order to obtain the services of an architect the CRA has  
238 been following the procedures in the Consultant's Competitive Negotiation Act (CCNA).  
239 Those requirements include publishing a Request for Qualifications (RFQ); individual

240 review and evaluation of submittals and a public meeting ranking the submittals to  
241 determine which firms to invite for presentations.

242

243 Mr. Otte continued that CRA and City staff invited six firms to make presentations and  
244 selected Burke, Hogue, and Mills (Lake Mary); Bender/Pendergast (New Smyrna  
245 Beach/Key West) and Schweizer Waldroff (New Smyrna Beach) as the shortlist and that  
246 CRA staff recommended negotiating a contract with the top firm.

247

248 A brief discussion ensued about further CCNA requirements pertaining to selecting  
249 several firms on a rotating basis and that this was only allowed if there was such wording  
250 in the RFQ as well as the preference of selecting a local firm.

251

252 Mr. Jerry Mills, principal Burke, Hogue and Mills, was present and asked to address the  
253 CRA. Mr. Mills stated that he understood the importance of “keeping things local” and  
254 informed the CRA that his firm had done several projects for local entities and that he  
255 personally spent a lot of time in New Smyrna Beach.

256

257 Mr. Peterson asked if the local preference was considered in the final selection of the  
258 shortlist. Mr. Resheidat elaborated on how the rankings were derived.

259

260 Mr. Williams clarified that the ranking panel was originally only going to chose four (4)  
261 firms to make presentations, but due a three-way tie for second place, they allowed the  
262 number 5<sup>th</sup> and 6<sup>th</sup> ranked firms to make presentations as well. Mr. Williams also stated  
263 that he had not conferred with the CRA attorney, but that he would abstain from voting  
264 on this item, as he partnered with an Architect that had submitted a proposal. Ms. Soulie  
265 provided Mr. Williams with a FORM 8B Memorandum of Voting Conflict.

266

267 **Mr. Dennis made the motion to approve the shortlist and to recommend it to the**  
268 **City Commission for ratification; seconded by Mr. Kosmas. Motion carried on roll-**  
269 **call vote 6 –1 with Mr. Peterson casting the dissenting vote. Mr. Williams abstained.**

270

## 271 6. Name “The Loop”

272

273 Mr. Otte stated that at the February 2, 2011 regular meeting the CRA recommended  
274 approval of the Wayfinding system as presented by Bellomo Herbert with several  
275 changes and that this recommendation would be considered by the City Commission at  
276 their March 29, 2011 meeting.

277

278 Mr. Otte continued that the CRA Master Plan Update also includes a recommendation  
279 for branding “the Loop”, the streets and sidewalks that link Canal St, Flagler Ave, and  
280 3<sup>rd</sup> Ave via Riverside Dr, the North Causeway, Flagler Ave, South Atlantic, 3<sup>rd</sup> Ave, the  
281 South Causeway, and Live Oak Street and that staff wished to include a name for “the  
282 Loop” as a part of the Wayfinding package to be considered by the City Commission on  
283 March 29, 2011. The name for the Loop would appear on the Wayfinding signs and be  
284 marketed as a feature for visitors on websites including the city and health/walking  
285 related websites. It is anticipated that this will alert visitors that New Smyrna Beach is a  
286 walkable and bicycle-friendly city, with pedestrian connections to restaurants and  
287 shopping.

288

289 Mr. Otte stated that Bellomo Herbert suggested the name “NSB Florida Waterfront  
290 Loop” and that staff concurred.  
291  
292 Mr. Schilsky commended the efforts of the Wayfinding consultant and was in favor of  
293 incorporating the word “Fitness” in the loop.  
294  
295 Mr. Kosmas felt that the purpose of this loop was to make people aware that  
296 shopping/dining was available all along the loop. He hoped that this would not be a  
297 rushed decision and to involve the CRA Marketing Coordinator in that decision as well.  
298  
299 Ms. Soulie addressed the CRA Chair and informed him that copies of emails addressing  
300 name suggestions for the loop were available for review.  
301  
302 Mr. Williams stated that the CRA Master Plan update addressed the loop as creating  
303 connectivity and he would like to see Community involvement.  
304  
305 Mr. Otte asked for direction from the CRA on how to present the “Name the Loop”  
306 portion of the wayfinding project to the City Commission.  
307  
308 Mr. Belote felt that name proposal by the consultant was appealing as it mentioned  
309 waterfront. Mr. Dennis agreed that waterfront and family were the most important draws  
310 for visitors.  
311  
312 Mr. Hodson stated that the CRA hired a professional consultant and agreed with their  
313 recommendation of the name.  
314  
315 **Mr. Hodson made the motion to approve the name for the loop as presented by the**  
316 **Wayfinding Consultant; seconded by Mr. Dennis. Motion carried on roll-call vote 4**  
317 **– 3 with Commissioners Williams, Kosmas and Schilsky casting the dissenting votes.**  
318

#### 319 7. Mary Ave. Streetscape Project - Change Order No. 2

320  
321 Mr. Otte thanked Mr. Resheidat for his assistance with this project. Mr. Otte stated that  
322 there have been a number of utility pipe conflicts that have been encountered on the Mary  
323 Ave streetscape project and that one source of pipe conflicts involves the replacement of  
324 the stormwater line. The engineered plans for the project call for the existing pipe to be  
325 removed and the new pipe and new structures to be put in its place. However, the  
326 proximity of utility pipes to this line had required a re-thinking of the plan to replace the  
327 line and it was decided that installing the new stormwater line in another location would  
328 be the best option. This calls for the modification of the stormwater structures and the  
329 filling of the existing stormwater line with concrete in order to abandon it in place.  
330  
331 This subject was discussed during of the most recent progress meeting with the contractor  
332 (Masci Corporation). A final cost has not yet been determined but it is anticipated to be  
333 on the order of \$85,000.  
334  
335 Mr. Peterson asked who had reviewed the change order and arrived that the proposed cost  
336 and if they had underground experience. Mr. Otte stated that Mr. Resheidat, CRA staff as

337 well as the Design Engineer had reviewed the change order and that they were able to  
338 actually reduce the cost.

339

340 **Mr. Hodson made the motion to approve the Mary Ave Streetscape Change order**  
341 **No 2 in the order of \$85,000; seconded by Mr. Kosmas. Motion carried on roll-call**  
342 **vote 7 -0.**

343

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345 **5. NEW BUSINESS**

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None

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348 **REPORTS AND COMMUNICATIONS**

349

A. Director's Report

350

351 Mr. Otte stated the Flagler Dunes Parking lot was now complete and available for  
352 parking.

353

354 Mr. Otte continued that Ms. Brangaccio had supplied him with an agenda for a City  
355 Commission Planning session to be held on March 9, 2011 from 12:00 – 5:00 pm where  
356 Neighborhood strategies were being discussed. Another item would be a brainstorming  
357 session for a New Smyrna Beach Future-US 1/Mainland CRA that was proposed to be  
358 comprised of 5 City Commissioners, 1-2 resident or businesses within the CRA  
359 boundaries as well as Ex-officio County Council members.

360

361 Mr. Otte stated that a business owner located on Flagler Ave had contacted the City to  
362 inform them that the handicap parking space belonging to his business is being used by  
363 beach goers and he was asking the City's assistance with this issue. Mr. Otte continued  
364 that one immediate solution could be to have Public Works crews create two (2) handicap  
365 spaces at the northwest corner of the Flagler Boardwalk parking lot.

366

367 Mr. Resheidat confirmed that the northwest corner of this property would be the best  
368 location, as it was outside of the potential work zone, once the Flagler Boardwalk project  
369 commenced. Mr. Resheidat felt that this may not necessarily solve the business owner's  
370 problem completely, but it would ease it and that other spaces could be added once the  
371 Flagler parking lot design was underway.

372

373 Mr. Kosmas would like to see the Flagler Boardwalk parking lot as a CRA agenda item  
374 in order to delineate the parking spaces. Mr. Resheidat stated that this was going to be  
375 addressed under the scope of work for the Flagler Ave Boardwalk Restroom and Parking  
376 lot

377

378 **Mr. Dennis made the motion to authorize up to \$3,000 for the construction and**  
379 **paving of two (2) handicap parking spaces on the northwest corner of the Flagler**  
380 **Boardwalk parking lot; seconded by Mr. Kosmas. Motion carried on roll-call vote 6**  
381 **-1 with Mr. Belote casting the dissenting vote.**

382

383 Mr. Otte informed the CRA that the Florida Redevelopment Association was asking for  
384 entries for redevelopment projects and staff would like the CRA to think about possible  
385 projects for submittal. Staff will bring this item back at the next CRA meeting.

386

387 CRA Attorney's Report

388

389 Mr. Hall stated that he had nothing to report at this time, but was available for any  
390 questions the Commissioners may have.

391

392 Commissioner Report

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394 Hearing no comments, Mr. Belote entertained a motion to adjourn.

395

396 ADJOURNMENT

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398 **A motion was made to adjourn; all agreed. Meeting adjourned at 4:34 pm.**

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**MINUTES OF THE  
CITY OF NEW SMYRNA BEACH  
COMMUNITY REDEVELOPMENT AGENCY  
SPECIAL MEETING OF MARCH 23, 2011  
CITY COMMISSION CHAMBER, CITY HALL, 210 SAMS AVE.  
NEW SMYRNA BEACH, FLORIDA**

8 Chair Charles Belote called the CRA meeting to order at 12:00 p.m.  
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**Answering to roll call:**

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**Charles Belote  
Steve Dennis  
Doug Hodson  
James Kosmas  
James Peterson**

18 Also present were CRA Director Tony Otte; CRA Project Manager Michelle Martin;  
19 CRA Administrative Assistant Claudia Soulie; CRA Attorney Mark Hall, Assistant City  
20 Manager Khalid Resheidat and Parks & Recreation Director Liz Yancey. Commissioners  
21 Schilsky and Williams were excused absent.  
22

23  
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**PUBLIC PARTICIPATION**

25 As this is a special meeting, comments will pertain to only those agenda items addressed below. In accordance with the City  
26 Commission Resolution #111-89, a three-minute limitation will be imposed unless otherwise granted by the CRA Commissioners.  
27

28 City Manager Pam Brangaccio thanked the CRA Commissioners for being available for  
29 this special meeting and gave a brief history on the dialogue between the City and  
30 Volusia County pertaining to the lease arrangements for their beach patrol site. Ms.  
31 Brangaccio stated that City staff suggested that the City maintain title to the entire site;  
32 the County sign a long-term lease (30 years has been offered); and the City continue  
33 moving forward with its construction schedule and long-term management of the site.  
34

35 Hearing no further requests, Mr. Belote closed the Public Participation portion of this  
36 meeting.  
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39

**1. OLD BUSINESS**

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**A. Scope of Work for the Flagler Ave. Boardwalk Restrooms Design**

42 Mr. Otte stated that the Flagler Ave. Boardwalk was called out as a high priority capital  
43 item in the CRA Master Plan update and that this project has three elements.  
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- Seawall assessment and repair – those plans are now complete
  - Wooden Pavilion Structure – plans are in design
  - New Restrooms and Parking lot layout – the scope of work has been received for the design of new restroom building and the design for the delineation of parking spaces in the amount of \$91,030.

51 Mr. Otte continued that staff is recommending that the CRA approve the Restroom and  
52 Parking lot layout scope of work, as this would enable all three elements to be bid out  
53 simultaneously, thus reducing the time the Boardwalk had to be closed for construction.

54  
55 Mr. Otte stated that David Dacar, Architect for the project, was available to give a  
56 presentation on the design of the restrooms and to answer any questions.

57  
58 Mr. Dacar stated that City and CRA staff had suggested he model the Flagler Ave.  
59 Boardwalk restrooms after the ones at 27<sup>th</sup> Ave Park and gave a brief presentation of the  
60 design option for the Flagler Boardwalk restrooms.

61  
62 A brief discussion ensued about using high quality material to prevent rapid deterioration  
63 due to the location; the most advantageous parking lot layout; the project time schedule;  
64 tying the design of the restrooms in with the wayfinding signage (e.g. a surfer on the  
65 waves as décor on the outside of the restroom building) and adding two additional stalls.

66  
67 **Mr. Hodson made the motion to approve the Scope of work for the Flagler Ave**  
68 **Boardwalk Restrooms and parking area with two (2) additional stalls in the amount**  
69 **of \$91,030; seconded by Mr. Dennis. Motion carried on roll-call vote 7 -0.**

70  
71 Mr. Otte thanked the CRA Commissioners for their commitment.

72 **ADJOURNMENT**

73  
74 **A motion was made to adjourn; all agreed. Meeting adjourned at 12:32 pm.**

## CRA AGENDA ITEM SUMMARY

**Staff Member Making Request:** Claudia Soulie

**Meeting Date:** April 6, 2011

**Action Item Title:** Commercial Property Improvement Grant: 300 N. Riverside Dr. ~ Masonic Lodge #149

**Agenda Section:** Consent  Public Hearing  Special Items

### Summary Explanation and Background

The applicant, New Smyrna Masonic Lodge No. 149 submitted a Commercial Property Improvement Grant application to repair and paint the exterior of their building at 300 N. Riverside Dr. During the pre-application meeting staff was informed that Lodge No. 149 has served the New Smyrna area since their inception in 1896 and that over these many years they have been an important part of the progress and development of our area. Their first meeting was held on the 2nd floor of the C.L. Dohn Livery Stables on the corner of Faulkner and Canal Streets. Meetings continued at this location until Friday, October 13, 1905 when the building was destroyed by fire. They met in various locales over the next few years until 1927, when their present building was constructed. The applicant further informed CRA staff that their meetings are attended by out-of-town and out-of-state members who frequent the local restaurants and lodging facilities.

On April 26, 1990, the National Park Service listed the New Smyrna Beach Historic District in The National Register of Historic Places (NRHP), which is the official list of the Nation's historic places worthy of preservation. Authorized by the National Historic Preservation Act of 1966, the National Park Service's NHRP is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources. 300 N. Riverside Drive is a contributing structure within the New Smyrna Historic District and the applicant stated that they would be hiring a consultant within the next 18 months to assist them with filing an application to have their building registered with the NRHP. (This action is not part of the funding request.)

The scope of work entails cleaning, repairing and sealing the building and repainting it with the colors as was done in 1927. This will inhibit further deterioration of the building due to moisture. The estimated total cost for the project is \$20,169.00 and the amount of CRA grant assistance requested is \$10,000.

The Masonic Lodge is a Not-For-Profit (NFP) organization and the Commercial Property Improvement Grant guidelines do not exclude NFP's. Staff recommends approval of this application as this Grant Program was designed to assist in maintaining a quality image and consistent unique character and/or historic integrity of the CRA area.

### Recommended Action/Motion:

This application has received the necessary points to qualify for consideration and staff recommends approval contingent the project meeting all applicable permit requirements.

**Funding Analysis:** Budgeted  If not budgeted, recommend funding account:

If approved, the funds for this application would come out of the FY 2011 budget, account number 12051502-583001, which will have a balance of \$101,440.50 after the recent balance transfer request has been applied. (current balance \$1,440.50 plus \$100,000 from Promotional line item)

**Exhibits Attached:**

1. Packet submitted by the applicant
2. Score sheets

<b>Reviewed By:</b>	<b>Name</b>	<b>Signature</b>
CRA Director	Tony Otte	
<b>Commission Action</b>		

CITY OF NEW SMYRNA BEACH  
COMMUNITY REDEVELOPMENT AGENCY

APPLICATION FORM

COMMERCIAL PROPERTY IMPROVEMENT GRANT PROGRAM

(Exterior Improvements Only)

NAME: New Smyrna Masonic Lodge #149

PROPERTY ADDRESS: 300 N. River Side Dr.

TELEPHONE (386) 689-6896 (DAY) Ø (EVENING)

FIOCAD@gmail.com

TYPE OF IMPROVEMENT PLANNED:

Exterior X Painting X Landscape \_\_\_\_\_ Electrical \_\_\_\_\_

Signage \_\_\_\_\_ Awning \_\_\_\_\_ Parking Area \_\_\_\_\_ Other \_\_\_\_\_

PROJECT PROPOSAL ON IMPROVEMENTS

All Commercial Property Improvement Grant Applications must be approved by the CRA prior to work commencing. The following information must be included with the application.

1. Written Authorization from Property Owner (if not the applicant)
2. Summary of the scope of work to be performed
3. Breakdown of total cost estimate by Scope of work
4. Color photographs clearly showing existing condition of the facade, neighboring buildings, and rear entrances. If applicable, historic photographs and photos of existing parking areas should also be included
5. Conceptual plans and specifications detailing the scope of work.
6. Samples of all paint and material colors as well as awning materials to be used on the building and signage.

ESTIMATED TOTAL COST OF PROPOSED IMPROVEMENTS: \$ 20,000 =

ESTIMATED AMOUNT OF GRANT ASSISTANCE REQUESTED: \$ 10,000 =

ESTIMATED START DATE: May June 2011

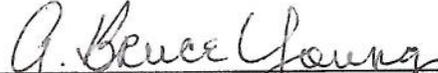
ESTIMATED COMPLETION DATE: July Aug 2011

**I UNDERSTAND THAT IN ORDER FOR MY REQUEST FOR GRANT FUNDING TO BE APPROVED, I MUST AGREE TO THE FOLLOWING CONDITIONS:**

1. **To follow the design recommendations as approved by the Community Redevelopment Agency.**
2. **To adhere to the Application Procedures and Guidelines and the Grant Agreement as specified.**
3. **That I shall incur all project costs and receive approved grant reimbursement only after:**
  - A. **All improvements have been completed.**
  - B. **Final Inspection of the improvements is approved.**
  - C. **Proof of Payment for project costs has been received.**
  - D. **All City Permits have been inspected/finalized by Building staff**
4. **Additional improvements or changes not approved will not be funded.**

**I ACKNOWLEDGE THAT I HAVE RECEIVED AND UNDERSTAND THE DESIGN GUIDELINES (if applicable), THE COMMERCIAL PROPERTY IMPROVEMENT GRANT PROGRAM PROCEDURES AND THE GRANT AGREEMENT.**

  
\_\_\_\_\_  
Applicant Signature

  
\_\_\_\_\_  
Property Owner Signature (if not applicant)

Frank Dalton  
\_\_\_\_\_  
Print Name

A. Bruce Young  
\_\_\_\_\_  
Print Name

3-22-2011  
\_\_\_\_\_  
Date

03-22-2011  
\_\_\_\_\_  
Date

# Bid

This form complies with professional standards in effect

## Mid Shore Floors & More, LLC



DATE:3/21/2011

OWNER	NAME: New Smyrna Masonic Lodge #149		
	ADDRESS: 300 n. riverside dr	CITY: N.S.B.	STATE/ZIP: 32168
	PHONE:	CELL:	FAX:

( X ) OWNER ( ) ARCHITECT ( ) CONTRACTOR

### DESCRIPTION OF

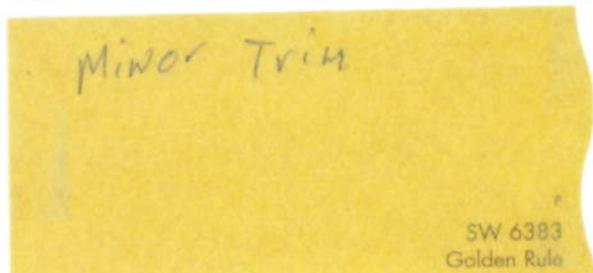
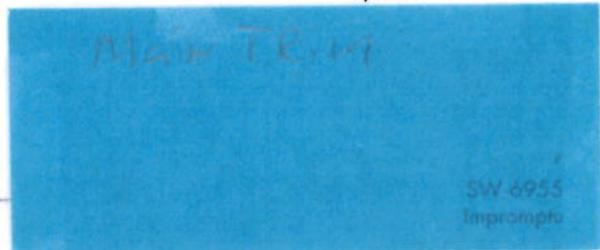
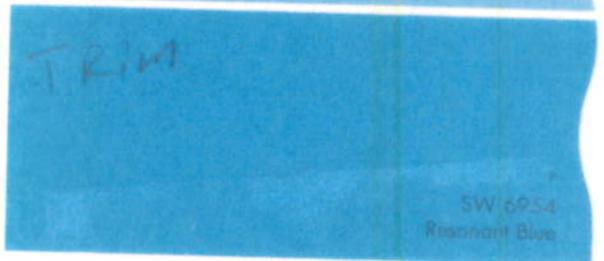
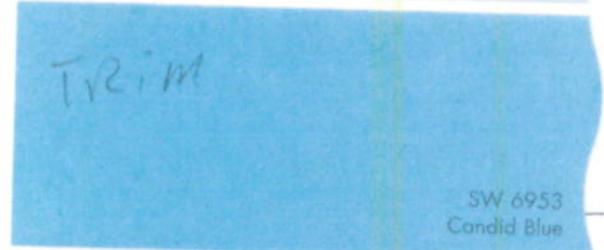
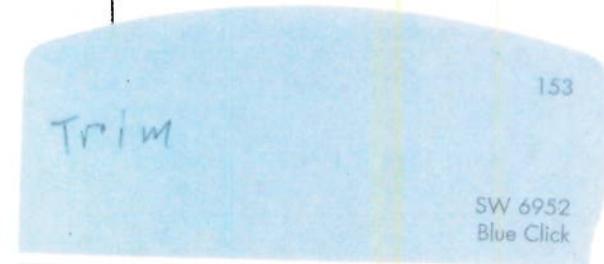
### AMOUNT

1. To clean repair and prep and repair front of building \$4300.00
2. To clean and paep building and paint with 2 coats in colors selected, aprox 20,000 s/f this price includes all material needed \$15,896.00
3. Job total \$20,169.00

true whites

Bob

High Reflectance White SW 7757







**Property Improvement Grants  
Funding Evaluation**

Property Address: 300 N. Riverside Dr. Masonic lodge #149

Did Applicant attend pre-application conference: YES X NO \_\_\_\_\_

Does the proposed project substantially comply with the guidelines: YES X NO \_\_\_\_\_

**Review for Funding (26 Points Possible)  
(15 Points Minimum Required)**

Circle a Score  
for each category

**Compliance with Guidelines:**

Project substantially meets guidelines  
No character defining features are inappropriately altered: ----- (3) Points

**Location:**

A corner building on Flagler, or Canal Street must do all façade visible to receive credit: --- 5 Points  
Located on Canal St, Flagler Ave, N Causeway or Third Ave: ----- 4 Points  
Other Locations in Grant Area: ----- (3) Points

**Overall Impact / Improvements:**

Condition improves from poor to excellent: ----- 5 Points  
Condition improves from poor to good: ----- 4 Points  
Condition improves from good to excellent: ----- 3 Points  
Condition improves from average to excellent: ----- (3) Points  
Condition improves from average to good: ----- 2 Points

**Quality of Work Proposed:**

Special treatment (removing "slipcover façade", rebuilding original character-defining features, substantial structural renovation, significant landscape improvement, etc): ----- (7) Points  
Overall high quality: ----- 3 Points

**Present Use:**

Commercial / Office: ----- (3) Points  
Current Vacant / reuse: ----- 3 Points  
New INFILL construction on Flagler Ave or Canal St: ----- 4 Points

**Bonus Points:**

Special significance – historically or architecturally important, now or in the past, to the community: ----- (2) Points

**Total** 21

## CRA AGENDA ITEM SUMMARY

**Staff Member Making Request:** Claudia Soulie

**Meeting Date:** April 6, 2011

**Action Item Title:** CRA Residential Property Improvement Grant Time extension requests 106 and 108 S. Myrtle Ave.

**Agenda Section:** Consent  Public Hearing \_\_\_\_\_ Special Items \_\_\_\_\_

### Summary Explanation and Background

On April 7, 2010 the CRA approved the Residential Property Improvement Grant applications for

**106 S. Myrtle Ave** to construct a wrap-around porch to provide deck for second-story unit and shaded entry for the lower unit; replace window on the SE corner of the upper unit with French door to match door on the lower unit; New tin roof and painting of entire structure (CRA funding \$5,000)

**108 S. Myrtle Ave** to repair crumbling cement trim; replace glazing on the original windows; restore window frames and decaying trim; install shell in the driveway/parking area and paint entire structure (CRA funding (\$2,250).

Mr. McHenry stated that all construction is completed, but the final painting and waterproofing was not and requests a six (6) week extension until May 18, 2011 for both addresses.

### Recommended Action/Motion:

Approve the requested time extensions contingent that the applicant re-submit the application should there be any changes in the color samples that were approved by the CRA.

**Funding Analysis:** Budgeted  If not budgeted, recommend funding account:

N/A

### Exhibits Attached:

1. Time extension request letter from Randy McHenry dated 3/15/2011

**Reviewed By:**

CRA Director

**Name**

Tony Otte

**Signature**



**Commission Action**

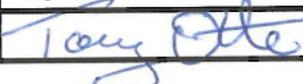
3/15/11

TO: CRA  
FROM: RANDY MCHENRY  
REF: 106 A, 106 B, 108 SOUTH MYRTLE

At the present time all construction is completed, but the final painting and waterproofing (caulking etc) has not been completed. If possible, could we receive a 6 week extension on our grant.

M R McHenry

## CRA AGENDA ITEM SUMMARY

<b>Staff Member Making Request:</b> Claudia Soulie		
<b>Meeting Date:</b> April 6, 2011		
<b>Action Item Title:</b> Commercial Property Improvement Grant: 515 Canal Street		
<b>Agenda Section:</b> Consent <input checked="" type="checkbox"/> Public Hearing <input type="checkbox"/> Special Items <input type="checkbox"/>		
<b>Summary Explanation and Background</b>		
<p>The applicant, Richard Rosedale, has submitted a proposal to install a black awning and paint the building at 515 Canal Street. This space is currently available for lease or rent.</p> <p>The scope of work includes removal of an old wood framed canopy; repair, stucco and repaint the area affected by the removal of the wooden canopy and the installation of one (1) new awning per the enclosed sketch. The estimated total cost for the project is \$6,619 and the amount of CRA grant assistance requested is \$3,309.50.</p> <p>The sketch plan has been reviewed by the Planning Department and approved with the condition that the awning is a minimum of 2 feet from the edge of curb and has an 8-foot minimum clearance above the sidewalk. Furthermore, should the owner want to add signage on the awning in the future, this would require a separate building permit. The owner and contractor have been notified of these conditions.</p> <p>NOTE: In 1991 Mr. Rosedale received \$1,623.00 in CRA grant funding for the replacement of the existing awning and exterior painting at this location.</p>		
<b>Recommended Action/Motion:</b>		
This application has received the necessary points to qualify for consideration and staff recommends approval contingent that the awning conform to the Planning Department's conditions and meet all applicable permit requirements.		
<b>Funding Analysis:</b> Budgeted <input checked="" type="checkbox"/> If not budgeted, recommend funding account:		
If approved, the funds for this application would come out of the FY 2011 budget, account number 12051502-583001, which will have a balance of \$101,440.50 after the recent balance transfer request has been applied. (current balance \$1,440.50 plus \$100,000 from Promotional line item)		
<b>Exhibits Attached:</b>		
<ol style="list-style-type: none"> <li>1. Packet submitted by the applicant</li> <li>2. Score sheets</li> </ol>		
<b>Reviewed By:</b>	<b>Name</b>	<b>Signature</b>
CRA Director	Tony Otte	
<b>Commission Action</b>		

CITY OF NEW SMYRNA BEACH  
COMMUNITY REDEVELOPMENT AGENCY

APPLICATION FORM

COMMERCIAL PROPERTY IMPROVEMENT GRANT PROGRAM  
(Exterior Improvements Only)

NAME: RICHARD ROSEDALE

PROPERTY ADDRESS: 515 CANAL STREET

TELEPHONE: (386) 956-0668 (DAY) (386) 427-8198 (EVENING)

TYPE OF IMPROVEMENT PLANNED:

Exterior \_\_\_\_\_ Painting  Landscape \_\_\_\_\_ Electrical \_\_\_\_\_  
Signage \_\_\_\_\_ Awning  Parking Area \_\_\_\_\_ Other  - Demolition of old awning  
GREAT BARRINGTON GREEN - HC 122 (SEE ATTACHED)  
BLACK (SEE ATTACHED)

PROJECT PROPOSAL ON IMPROVEMENTS

All Commercial Property Improvement Grant Applications must be approved by the CRA prior to work commencing. The following information must be included with the application.

1. Written Authorization from Property Owner (if not the applicant)
2. Summary of the scope of work to be performed
3. Breakdown of total cost estimate by Scope of work
4. Color photographs clearly showing existing condition of the facade, neighboring buildings, and rear entrances. If applicable, historic photographs and photos of existing parking areas should also be included
5. Conceptual plans and specifications detailing the scope of work.
6. Samples of all paint and material colors as well as awning materials to be used on the building and signage.

ESTIMATED TOTAL COST OF PROPOSED IMPROVEMENTS: \$ ~~4069~~ \$6,619

ESTIMATED AMOUNT OF GRANT ASSISTANCE REQUESTED: \$ ~~2034.50~~

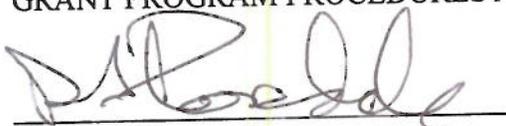
ESTIMATED START DATE: within 90 days of approval \$ 3,309.5

ESTIMATED COMPLETION DATE: TBD

I UNDERSTAND THAT IN ORDER FOR MY REQUEST FOR GRANT FUNDING TO BE APPROVED, I MUST AGREE TO THE FOLLOWING CONDITIONS:

1. To follow the design recommendations as approved by the Community Redevelopment Agency.
2. To adhere to the Application Procedures and Guidelines and the Grant Agreement as specified.
3. That I shall incur all project costs and receive approved grant reimbursement only after:
  - A. All improvements have been completed.
  - B. Final Inspection of the improvements is approved.
  - C. Proof of Payment for project costs has been received.
  - D. All City Permits have been inspected/finalized by Building staff
4. Additional improvements or changes not approved will not be funded.

I ACKNOWLEDGE THAT I HAVE RECEIVED AND UNDERSTAND THE DESIGN GUIDELINES (if applicable), THE COMMERCIAL PROPERTY IMPROVEMENT GRANT PROGRAM PROCEDURES AND THE GRANT AGREEMENT.

  
Applicant Signature

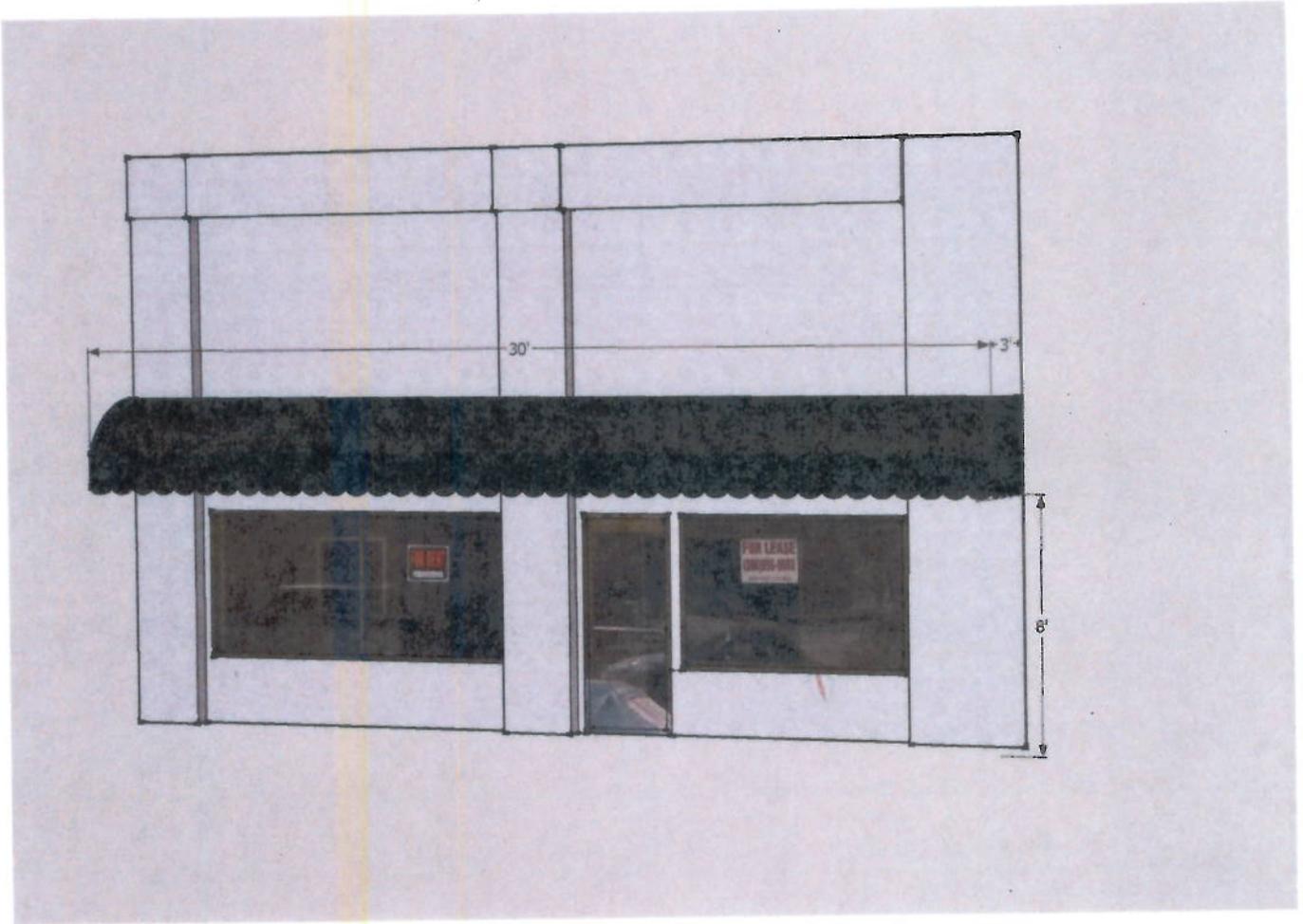
\_\_\_\_\_  
Property Owner Signature (if not applicant)

Dick Rosebale  
Print Name

\_\_\_\_\_  
Print Name

3/23/2011  
Date

\_\_\_\_\_  
Date



515 Canal Street





PROPOSAL PRESENTED TO:  
**DICK ROSEDALE**  
REF: 515 CANAL STREET.  
NEW SMYRNA BEACH, FL

TEL: 828-743-1865



QUARTER BARREL AWNING

1 @ 30'-0 WIDE X 3'-0" DROP X 3'-0" PROJECTION

TOTAL PRICE ..... \$ 2,394.00 + permit  
150 -  
2544.00

- INCLUDES:  
12 MONTH WORKMANSHIP WARRANTY  
5 YEAR FABRIC WARRANTY FROM THE MANUFACTURER  
WELDED ALUMINUM FRAME CONSTRUCTION  
FABRIC TO BE: **SUNBRELLA FIRESIST**  
VALANCE TO BE: **LOOSE @ 6"**  
GRAPHICS: N/A  
PAINTED FRAMES:  
INSTALLATION  
ALL APPLICABLE TAXES & PERMIT

THANK YOU FOR THE OPPORTUNITY!

PROPRSAL BY: ALAN HANLEY

NOTE: THE PRICE IS GOOD FOR 30 DAYS FROM THE DATE OF THE PROPOSAL: 3/22/2011

50 KEYES COURT SANFORD, FL 32773 TEL: 407-330-1044 FAX: 407-330-1477

# Best Painting Inc. Best Painting Inc.

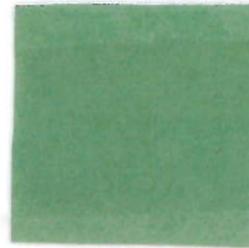
“WE SELL QUALITY”

Office: Tel/Fax386 4231650/  
Cell: 386 2951945

**Labor Charges:**

Consist of all Labor and materials to complete the mentioned work as following:

Power washer.....	285.00
WP Sealer.....	205.00
Painting /Stucco <sup>x</sup> ...	625.00/02 tones
Windows/metal .....	285.00
Wood frame removal	125.00
Total .....	1,525.00



Note: 2 colors allowance for this job included  
Price valid for 30 days

**Warranty:**

The mentioned work has TWO YEARS WARRANTY against peeling and discoloration at normal conditions. We are very confident about our applications, procedures and finishes. However we do our BEST warranty does not included any stain and/or discoloration caused by water leaks and/or conditions beyond our control including act of God.

“THANK YOU FOR PAINTING WITH US”

NSB 03/21/11 Best Painting Inc/Gerson Bastos

*\* inspect stucco for hair line cracks and fill up with compound. - No actual stucco work.-*

*M.R. Davis, Corp.*  
*Building and Consulting*



Demolition

March 31, 2011

Richard Rosedale, Owner  
CRA City of New Smyrna Beach

Re: 515 Canal St.

To Whom It May Concern:

The cost to remove the wood framed canopy at the above referenced address is \$2100.00.  
The cost for stucco repair is \$450.00.

Please note these prices include demolition permit and debris removal but do not include painting, electrical termination, or any new work.

Should you have any questions please contact me at 386-566-4646.

Sincerely,

*Mark R. Davis*

Mark R. Davis, President  
M.R. Davis Corp.  
General Contractor  
CGC1515430

total \$ 2,550<sup>00</sup>

**Property Improvement Grants  
Funding Evaluation**

Property Address: 515 Canal Street

Did Applicant attend pre-application conference: YES X NO \_\_\_\_\_

Does the proposed project substantially comply with the guidelines: YES X NO \_\_\_\_\_

**Review for Funding (26 Points Possible)  
(15 Points Minimum Required)**

Circle a Score  
for each category

**Compliance with Guidelines:**

Project substantially meets guidelines

No character defining features are inappropriately altered: ----- (3) Points

**Location:**

A corner building on Flagler, or Canal Street must do all façade visible to receive credit: --- 5 Points

Located on Canal St, Flagler Ave, N Causeway or Third Ave: ----- (4) Points

Other Locations in Grant Area: ----- 3 Points

**Overall Impact / Improvements:**

Condition improves from poor to excellent: ----- 5 Points

Condition improves from poor to good: ----- 4 Points

Condition improves from good to excellent: ----- 3 Points

Condition improves from average to excellent: ----- (3) Points

Condition improves from average to good: ----- 2 Points

**Quality of Work Proposed:**

Special treatment (removing "slipcover façade", rebuilding original character-defining features, substantial structural renovation, significant landscape improvement, etc): ----- 7 Points

Overall high quality: ----- (3) Points

**Present Use:**

Commercial / Office: ----- 3 Points

Current Vacant / reuse: ----- (3) Points

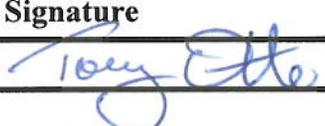
New INFILL construction on Flagler Ave or Canal St: ----- 4 Points

**Bonus Points:**

Special significance – historically or architecturally important, now or in the past, to the community: ----- 2 Points

Total 16

## CRA AGENDA ITEM SUMMARY

<b>Staff Member Making Request:</b> Claudia Soulie		
<b>Meeting Date:</b> April 6, 2011		
<b>Action Item Title:</b> Commercial Property Improvement Grant: 505/507 Canal Street		
<b>Agenda Section:</b> Consent <input checked="" type="checkbox"/> Public Hearing <input type="checkbox"/> Special Items <input type="checkbox"/>		
<b>Summary Explanation and Background</b>		
<p>The applicant, Richard Rosedale, has submitted a proposal to install awnings at 505 and 507 Canal Street. Per the Property Appraiser's website 505 Canal Street is the primary building and shares its Parcel Identification Number with 507 Canal Street. The spaces are currently available for lease or rent.</p> <p>The scopes of work include pressure washing; sealing; repair and stucco the areas to be repainted and the installation of 3 new awnings (1 large and 2 small) per enclosed sketch. The estimated total cost for the project is \$4,350 and the amount of CRA grant assistance requested is \$2,175. Mr. Rosedale paid to have the old awnings removed.</p> <p>The sketch plan has been reviewed by the Planning Department and approved with the condition that the bottom awning is a minimum of 2 feet from the edge of curb and has an 8-foot minimum clearance above the sidewalk. Furthermore, should the owner want to add signage on the awnings in the future, this would require a separate building permit. The owner and contractor have been notified of these conditions.</p> <p><u>Separate Note:</u> Mr. Rosedale has asked permission to change the paint color for his building at 511 Canal Street which was approved at the February 2, 2011 CRA meeting. Color samples are enclosed with this grant request for 505/507 Canal Street. (Please note that the color on these samples has slightly changed due to the copying process. The original samples will be available at the meeting.)</p>		
<b>Recommended Action/Motion:</b>		
<p>This application has received the necessary points to qualify for consideration and staff recommends approval contingent that the awnings conform to the Planning Department's conditions and meet all applicable permit requirements. Staff also has no objections to the change in exterior paint color for the building at 511 Canal Street and recommends CRA approval.</p>		
<b>Funding Analysis:</b> Budgeted <input checked="" type="checkbox"/> If not budgeted, recommend funding account:		
<p>If approved, the funds for this application would come out of the FY 2011 budget, account number 12051502-583001, which will have a balance of \$101,440.50 after the recent balance transfer request has been applied. (current balance \$1,440.50 plus \$100,000 from Promotional line item)</p>		
<b>Exhibits Attached:</b>		
<p>1. Packet submitted by the applicant      2. Score Sheet</p>		
<b>Reviewed By:</b>	<b>Name</b>	<b>Signature</b>
CRA Director	Tony Otte	
<b>Commission Action</b>		

CITY OF NEW SMYRNA BEACH  
COMMUNITY REDEVELOPMENT AGENCY

APPLICATION FORM

COMMERCIAL PROPERTY IMPROVEMENT GRANT PROGRAM  
(Exterior Improvements Only)

NAME: RICHARD ROSEDALE

PROPERTY ADDRESS: 505/507 CANAL ST. (2 STORY BUILDING)

TELEPHONE: (386) 956-0668 (DAY) (386) 427-8198 (EVENING)

**TYPE OF IMPROVEMENT PLANNED:**

Exterior \_\_\_\_\_ Painting  Landscape \_\_\_\_\_ Electrical \_\_\_\_\_

Signage \_\_\_\_\_ Awning  Parking Area \_\_\_\_\_ Other \_\_\_\_\_

TOASTY BEIGE (SEE ATTACHED)

**PROJECT PROPOSAL ON IMPROVEMENTS**

All Commercial Property Improvement Grant Applications must be approved by the CRA prior to work commencing. The following information must be included with the application.

1. Written Authorization from Property Owner (if not the applicant)
2. Summary of the scope of work to be performed
3. Breakdown of total cost estimate by Scope of work
4. Color photographs clearly showing existing condition of the facade, neighboring buildings, and rear entrances. If applicable, historic photographs and photos of existing parking areas should also be included
5. Conceptual plans and specifications detailing the scope of work.
6. Samples of all paint and material colors as well as awning materials to be used on the building and signage.

ESTIMATED TOTAL COST OF PROPOSED IMPROVEMENTS: \$ ~~2390~~ <sup>\$</sup> 4,350

ESTIMATED AMOUNT OF GRANT ASSISTANCE REQUESTED: \$ ~~2195~~ <sup>\$</sup> 2,175

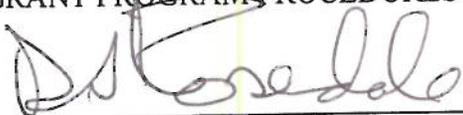
ESTIMATED START DATE: 4/26/2011

ESTIMATED COMPLETION DATE: ONE DAY TO INSTALL

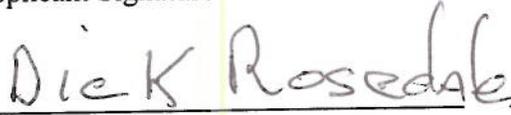
**I UNDERSTAND THAT IN ORDER FOR MY REQUEST FOR GRANT FUNDING TO BE APPROVED, I MUST AGREE TO THE FOLLOWING CONDITIONS:**

1. **To follow the design** recommendations as approved by the Community Redevelopment Agency.
2. **To adhere** to the Application Procedures and Guidelines and the Grant Agreement as specified.
3. **That I shall incur** all project costs and receive approved grant reimbursement only after:
  - A. All improvements have been **completed**.
  - B. **Final Inspection** of the improvements is approved.
  - C. **Proof of Payment** for project costs has been received.
  - D. All City Permits have been **inspected/finalized** by Building staff
4. Additional improvements or changes not approved will not be funded.

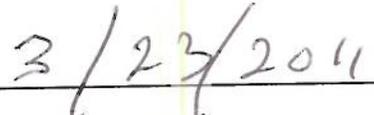
I ACKNOWLEDGE THAT I HAVE RECEIVED AND UNDERSTAND THE DESIGN GUIDELINES (if applicable), THE COMMERCIAL PROPERTY IMPROVEMENT GRANT PROGRAM PROCEDURES AND THE GRANT AGREEMENT.

  
\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Property Owner Signature (if not applicant)

  
\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

  
\_\_\_\_\_  
Date

\_\_\_\_\_  
Date



505/507 Canal Street





PROPOSAL PRESENTED TO:  
**DICK ROSEDALE**  
REF: 505 CANAL STREET.  
NEW SMYRNA BEACH, FL

TEL: 828-743-1865



**RECOVER EXISTING ¼ BARREL AWNINGS**

1	@	30'-0"	WIDE	X	3'-0"	DROP	X	3'-0"	PROJECTION
2	@	8'-2"	WIDE	X	3'-0"	DROP	X	3'-0"	PROJECTION

TOTAL PRICE ..... \$ 2,240.00 + permit 150 -  
 150 -  
 2,390

**INCLUDES:**  
 12 MONTH WORKMANSHIP WARRANTY  
 5 YEAR FABRIC WARRANTY FROM THE MANUFACTURER  
 FABRIC TO BE: **SUNBRELLA FIRESIST**  
 VALANCE TO BE: **LOOSE @ 6"**  
 GRAPHICS: N/A  
 INSTALLATION  
 ALL APPLICABLE TAXES & PERMIT

THANK YOU FOR THE OPPORTUNITY!

PROPRSAL BY: ALAN HANLEY

NOTE: THE PRICE IS GOOD FOR 30 DAYS FROM THE DATE OF THE PROPOSAL: 3/22/2011

50 KEYES COURT SANFORD, FL 32773 TEL: 407-330-1044 FAX: 407-330-1477

# Best Painting Inc.

"WE SELL QUALITY"

Pg3  
Office: Tel/Fax 386 4231650/  
Cell: 386 2951945

**Labor Charges:**

Consist of all Labor and materials to complete the mentioned work as following:

Power washer.....	\$285.00
WP Sealer.....	\$385.00
(Including loxon conditioner/sealer	
Painting /Stucco ...	\$725.00
(Including 2 coats satin finish washable)/	
Windows/metal .....	\$390.00
(Including urethane gloss /windows/door and metal frames)	
Ceiling repair/texture/patch	\$175.00
<b>Total .....</b>	<b>\$2,020.00</b>

*1,960.00*



Note: 2 colors allowance for this job included  
Price valid for 30 days

**Warranty:**

The mentioned work has **TWO YEARS WARRANTY** against peeling and discoloration at normal conditions. We are very confident about our applications, procedures and finishes. However we do our **BEST** warranty does not included any stain and/or discoloration caused by water leaks and/or conditions beyond our control including act of God.

"THANK YOU FOR PAINTING WITH US"

\_\_\_\_\_  
NSB 03/03/11 Best Painting Inc/Gerson Bastos

**Property Improvement Grants  
Funding Evaluation**

Property Address: 505/507 Canal Street

Did Applicant attend pre-application conference: YES X NO \_\_\_\_\_

Does the proposed project substantially comply with the guidelines: YES X NO \_\_\_\_\_

**Review for Funding (26 Points Possible)  
(15 Points Minimum Required)**

Circle a Score  
for each category

**Compliance with Guidelines:**

Project substantially meets guidelines  
No character defining features are inappropriately altered: ----- 3 Points

**Location:**

A corner building on Flagler, or Canal Street must do all façade visible to receive credit: --- 5 Points  
Located on Canal St, Flagler Ave, N Causeway or Third Ave: ----- 4 Points  
Other Locations in Grant Area: ----- 3 Points

**Overall Impact / Improvements:**

Condition improves from poor to excellent: ----- 5 Points  
Condition improves from poor to good: ----- 4 Points  
Condition improves from good to excellent: ----- 3 Points  
Condition improves from average to excellent: ----- 3 Points  
Condition improves from average to good: ----- 2 Points

**Quality of Work Proposed:**

Special treatment (removing "slipcover façade", rebuilding original character-defining features, substantial structural renovation, significant landscape improvement, etc): ----- 7 Points  
Overall high quality: ----- 3 Points

**Present Use:**

Commercial / Office: ----- 3 Points  
Current Vacant / reuse: ----- 3 Points  
New INFILL construction on Flagler Ave or Canal St: ----- 4 Points

**Bonus Points:**

Special significance – historically or architecturally important, now or in the past, to the community: ----- 2 Points

**Total** 16

511 Canal  
Street

511 Canal Street  
Best Painting Inc.  
**Best Painting Inc.**

"WE SELL QUALITY"

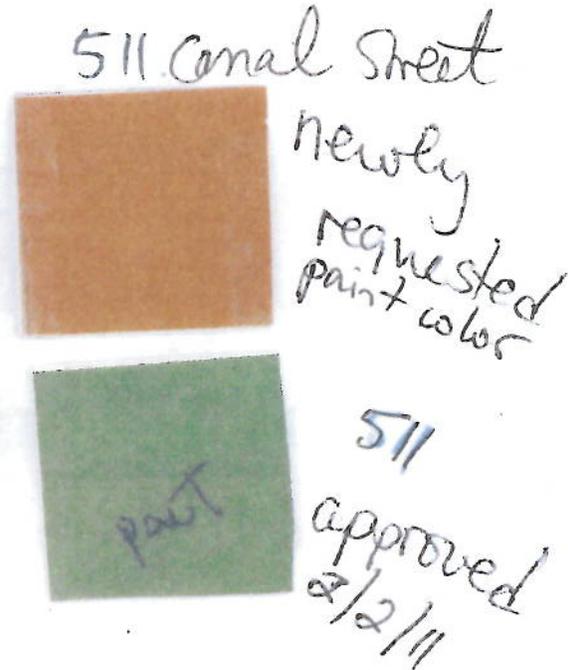
Office: Tel/Fax 386 4231650/  
Cell: 386 2951945

To:

509/511

Location: Front Building 505/509/ Canal Street New Smyrna Beach Fl

Reference: Exterior Painting/ Waterproofing



**I Scope of Work:**

**A) Preparation:**

Areas to be repainted needs to be hydro clean, mildew to be removed as well other common contaminations. Stucco to be inspected for hair cracks and fill up with elastomeric patch compound. Windows, doors needs to be recaulking utilizing a type II elastomeric caulk. New stucco after the cover removal to be primer prior the finish coat.

**B) Paint**

After properly preparation a coat of clear waterproof film (bond prep from devoe) to be applied in all stucco areas. Two coats of satin finish (washable) to be applied (wet/wet applications). Colors to be selected by owner.

## CRA AGENDA ITEM SUMMARY

<b>Staff Member Making Request:</b> Claudia Soulie		
<b>Meeting Date:</b> April 6, 2011		
<b>Action Item Title:</b> Residential Property Improvement Grant for 1200 Hill Street		
<b>Agenda Section:</b> Consent <input checked="" type="checkbox"/> Public Hearing <input type="checkbox"/> Special Items <input type="checkbox"/>		
<b>Summary Explanation and Background</b>		
<p>The owner of 1200 Hill Street has submitted a Residential Property Improvement Grant application to paint the exterior of her residence. As required by the Grant guidelines two proposals have been submitted for \$10,610 and \$8,550 respectively.</p> <p>The estimate chosen for this single-family residence is the one from Duane's Professional Painting, Inc. in the amount of \$8,550, of which the CRA will reimburse \$4,275 once the work has been completed and inspected.</p>		
<b>Recommended Action/Motion:</b>		
<p>The application has received the necessary points to qualify for approval. Staff recommends approval of the Residential PIG in the amount of \$8,550 with CRA reimbursement in the estimated amount of \$4,275.00.</p>		
<b>Funding Analysis:</b> Budgeted <input checked="" type="checkbox"/> If not budgeted, recommend funding account:		
<p>If approved, the funds for this application would come out of the FY 2011 budget, account number 12051502-583001, which will have a balance of \$101,440.50 after the recent balance transfer request has been applied. (current balance \$1,440.50 plus \$100,000 from Promotional line item)</p>		
<b>Exhibits Attached:</b>		
1. Application		
<b>Reviewed By:</b>	<b>Name</b>	<b>Signature</b>
CRA Director	Tony Otte	
<b>Commission Action</b>		

**RESIDENTIAL PROPERTY IMPROVEMENT GRANT**  
**APPLICATION**

Applicant / Property Owner: BETTICE M WERNER

Applicant/Owner Mailing Address: 1200 HILL ST., NEW SMYRNA BEACH, FL. 32169

Telephone Number (Business/Home): 386-409-9441

Social Security Number or Federal I.D. Number: \_\_\_\_\_

Property Address (property for grant): 1200 HILL ST., NEW SMYRNA BEACH, FL.

Description of Project: PAINTING OUTSIDE OF HOUSE

Estimated Construction Time and Completion Date: 5 to 7 Days

Project includes the following improvements by price:

1) Painting outside of house + prep \$8550.

2) \_\_\_\_\_

3) \_\_\_\_\_

(Continue on another sheet if necessary)

Check List:

- **Completed application to CRA prior to work commencing**
- Two estimates for materials and/or professional labor
- Applicant does not owe the City any money
- Photographs of the existing building (all sides to be improved)

I have read and fully understand the Residential Grant Application and agree to comply with the requirements of the grant and provisions of Chapter 50 of the City Code.

Applicant Signature: Bettice M Werner Date: 3/27/11

Application Received By: Claudia Sordie Date: 3/28/11



1200 Hill Street



# Contract

Page No. \_\_\_\_\_ of Pages \_\_\_\_\_

CONTRACT SUBMITTED TO <i>Mr. Bob Werner</i>		PHONE <i>386-937-2806</i>	DATE <i>3-22-11</i>
STREET <i>1200 Hill St.</i>		JOB NAME	
CITY, STATE AND ZIP CODE <i>N.S.B. FL 32169</i>		JOB LOCATION	
ARCHITECT	DATE OF PLANS	JOB PHONE	

We hereby propose to furnish materials and labor necessary for the completion of *Exterior*

- Pressure Complete exterior w/ chlorine to remove all mildew dirt and salt residue. Rinse thoroughly.
- Grind out all rusted metal/rebar exposed through the block; apply Sur-Prep II Rustinhibitor; Prime then fill in with concrete patch
- Caulk around all windows, doors and fill in all hair-line cracks in concrete block around house
- Apply Seal Dri ~~etching~~ / bonding prime-sealer to all block surface + previously painted areas for good adhesion of Elastomeric membrane.
- Brush and roll proper milage of 30ml Satin Elastomeric water-proofing membrane in white to all vertical block and concrete surfaces.
- Apply one coat of 410-1 Satin White Exterior Latex to all ceilings, soffits fascias doors decking ~~and windows (can be used on all surfaces)~~. Some areas need 2 Coats.
- Rent Hi-Reach (week rental)
- No wood ceilings, Floors, shutters, steps to be painted.

WE PROPOSE hereby to furnish material and labor - complete in accordance with above specifications, for the sum of:

*All labor and mat'l* ~~XXXXXX~~ dollars (\$ *8550.00*)

Payment to be made as follows:

*1/2 deposit* *4275.00*

*balance on completion* *4275.00*

All material is guaranteed to be as specified. All work to be completed in a substantial workmanlike manner according to specifications submitted, per standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workmen's Compensation Insurance.

Authorized Signature: *Duane V. Werner*

**ACCEPTANCE OF CONTRACT** The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outline above.

Date of Acceptance \_\_\_\_\_ Signature \_\_\_\_\_

Signature \_\_\_\_\_



# J & J Painting

2813 Bay Side Dr., New Smyrna Beach, FL 32168 PH: 386-689-8259

March 11, 2011

Bob Werner  
1200 Hill Street  
New Smyrna Beach, FL 32169

RE: Proposal for Painting Home at 1200 Hill Street

J and J Painting will paint the exterior of 1200 Hill Street as described below for the sum of \$10,610.00  
(Ten Thousand Six Hundred and Ten Dollars) including all paint and prep materials.

The work includes the following:

- Prepare balcony surfaces, grinding rusted metal, coat exposed metal with rust proof paint, filling holes
- Pressure-wash all exterior surfaces
- Prep all exterior surfaces including caulking cracks, filling holes,
- Cover all windows, railings, balcony and step surfaces
- Prime all exterior surfaces with concrete sealer
- Paint all exterior concrete surfaces with Elastomeric paint exceeding 12 mil minimum required by customer's insurance company
- Paint all non-concrete surfaces with acrylic paint color matched to Elastomeric paint color
- Custom Color to be chosen by customer. Tints are limited to lighter colors.

Terms of agreement would include 33% of contract amount (\$3,536.00) at time of signing of approval of bid. Progress Payments of Balance as follows:  
\$3,000 1 week after the beginning of the project  
\$3,000 2 weeks after the beginning of the project  
Balance at the end of the project.

Any changes to work to be completed would be by signed agreement of both parties.

Thank you for your interest in having J and J Painting handle this project for you. If you have any questions, please do not hesitate to call me.

Sincerely,

*Joseph E. Bailey*

Joseph E. Bailey  
J and J Painting  
2813 Bay Side Dr.  
New Smyrna Beach, FL 32168  
386-689-8259

Acceptance of Bid

Name \_\_\_\_\_ Date: \_\_\_\_\_

1200 Hill Street

## Residential Grant Funding Evaluation

- Did the Applicant attend a pre-application conference?
- Does the proposed project substantially comply with the guidelines?
- Is the residence inside the CRA District?

### Funding Review 14 Point Minimum to Qualify

#### Compliance with guidelines

Project substantially meets guidelines:

No character defining features are inappropriately altered: 5 points

#### Location

Is a residential structure within the CRA District 3 points

Is a locally designated structure of historic significance within the CRA District that meets the provisions of Chapter 50 of the City Code 4 points

Is a contributing structure to a Historic District: 5 points

Is a contributing structure on a main city artery: 6 points

Is a noncontributing structure within a Historic District being brought back into historic status: 7 points

Is a noncontributing structure within a Historic District being brought back into historic status on a main city artery 8 points

#### Quality of Materials Used

Historically accurate materials & style 6 points

Accurate reproduction materials 5 points

Upgrade from existing 3 points

#### Overall Impact/ Improvement:

Condition improves from poor to excellent 5 points

Condition improves from poor to good 4 points

Condition improves from good to excellent 3 points

Condition improves from average to excellent 3 points

Condition improves from average to good 2 points

Total

14

## CRA AGENDA ITEM SUMMARY

**Staff Member Making Request:** Michelle Martin

**Meeting Date:** April 6, 2011

**Action Item Title:** Mary Ave Streetscape Project – Time Extension

**Agenda Section:** Consent  Public Hearing  Special Items

**Summary Explanation and Background:**

As contract time has been delayed due to conflicts with the various utilities along Mary Avenue, Masci has requested that 118 additional days be added to the contract, for no additional costs to the project.

**Recommendation:**

Approval for 118 additional days to be added to Contract Time, at \$0.00.

**Funding Analysis:** Budgeted \_\_\_\_\_ If not budgeted, recommend funding account:  
No fiscal impact. The Mary Ave project is budgeted in line item 120.51502.567777 in the amount of \$885,011.32

**Exhibits Attached:**

Letters from Masci Corporation dated December 10, 2010 and March 18, 2011.

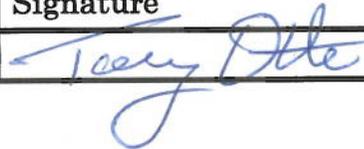
**Reviewed By:**

**Name**

**Signature**

CRA Director

Tony Otte



**Commission Action**

# MASCI CORPORATION

## GENERAL CONTRACTORS

5752 S. Ridgewood Ave

Port Orange, FL 32127

Tel. (386) 322-4500 : General Fax (386) 322-4600

Estimators Fax: (386) 322-4543

December 10, 2010

City of New Smyrna Beach  
Community Redevelopment Agency  
Attn: Ms. Michelle Martin, Project Manager  
210 Sams Avenue  
New Smyrna Beach, FL 32168

RE: City of New Smyrna Beach - Mary Avenue Streetscape Project Phase I

Dear Ms. Martin,

As it was made apparent to both the City of New Smyrna Beach and Masci Corporation on December 3, 2010 - there are obvious utility conflicts concerning the Mary Avenue Streetscape Project. While the critical path for this project is drainage improvement, we will be unable to commence work on the improvements to the drainage system until these issues are resolved.

If you have any questions at all, please do not hesitate to contact me.

Sincerely,  
MASCI CORPORATION



Leonel Masci, P.E.  
President

cc: File

# MASCI CORPORATION

## GENERAL CONTRACTORS

5752 S. Ridgewood Ave

Port Orange, FL 32127

Tel. (386) 322-4500 : General Fax (386) 322-4600

Estimators Fax: (386) 322-4543

March 18, 2011

Michelle Martin  
CRA Project Manager  
City of New Smyrna Beach  
210 Sams Avenue  
New Smyrna Beach, FL 32168

RE: Mary Avenue Streetscape Project, Phase I  
Request for Additional Time - *Revised*

Dear Michelle,

Due to delays caused by design changes, we would like to request an additional one-hundred eighteen (118) days be added to the contract time. Please advise Masci Corporation of your decision on this matter at your earliest convenience.

Please feel free to call the office with any questions you may have regarding this matter.

Sincerely,  
MASCI CORPORATION



Sheena Wilson  
Administrative Assistant

cc: Khalid Resheidat, P.E., City of NSB  
Dana Hale, P.E., NSB Utilities Commission  
Debra Keely, NSB Utilities Commission

***OLD BUSINESS***

## CRA AGENDA ITEM SUMMARY

**Staff Member Making Request** Tony Otte

**Meeting Date:** April 6, 2010

**Action Item Title:** Authorization to Finalize and Execute Contract with HCS, LLC (Holly Smith)

**Agenda Section:** Consent \_\_\_\_\_ Public Hearing \_\_\_\_\_ Special Items   x  

### **Summary Explanation and Background**

At the March 3 CRA meeting staff was directed to restructure the contract with HCS (regarding the preparation of marketing plans and implementation of a marketing program for the CRA) to include the following:

1. Who the contractor will answer to
2. A definition of the scope of work
3. Documentation of hours
4. What constitutes a conflict of interest
5. A payment schedule

Since the meeting, staff has learned that:

- There is a standard form of contract that has been used by the CRA in the past for professional services agreements. This standard form could be adapted for this contractual relationship;
- When that standard contract form was used, the past practice had been to have the CRA review and discuss certain anticipated contract elements that are specific to the contractual relationship being considered, such as the scope of work;
- Past practice has been that following the review and discussion, the CRA would vote to authorize staff to finalize the standard contract with those specific elements, and forward the contract to the City Commission; and that the Chairman of the CRA be authorized to sign the contract upon ratification by the City Commission.

Staff wishes to return to this previous practice, as it helps to ensure that basic contractual concerns are covered in each contract for professional services. For example, the standard contract covers items such as the ownership of documents produced during the contract term (they belong to the City), required compliance with all laws, and requirements and approvals regarding sub-contracting.

Therefore, staff is presenting the attached scope of services that would be attached to the standard contract. This scope of services addresses item number 2 above and is based on items that were contained in the contract presented at the March 3 meeting. Regarding the other items listed above:

**Summary Explanation and Background** continued

- The contract will note that the staff person that the contractor will answer to is the City Manager and her designee, the CRA Director
- Regarding the documentation of hours, the contractor has agreed to an hourly rate of \$58 per hour (not to exceed \$60,000 per year, or about 20 hours per week or 1,040 hours per year). The number of hours will be the basis of the invoices.

In staff's view the \$58 is reasonable given that:

- There are no benefits in the \$58 figure. To compare this cost to the cost of a City employee, the city's non-union benefit cost is equivalent to 36.5% of the wage cost. Therefore, a City employee salary equivalent to \$58 per hour is \$42.27 ( $\$42.27 \times 1,040 \text{ hours} \times 1.365 = \$60,006$ ). The benefit cost for this wage is \$15.73 per hour;
- The contractor is absorbing the cost of office space and equipment. These items are not provided in the contract. There will be a provision for reimbursement of pre-approved travel, and out of pocket expenses within a set limit.
- Volusia County has had a contract for marketing and public relations work with hourly rates substantially higher than what is quoted here. In a contract in effect from 2002 thru 2006, the hourly rate for marketing research and marketing/public relations consultation is \$125 (please see the attached Volusia County document.)
- Conflicts of interest is one of the items covered in the standard contract, including a definition, reference to state law, and a notification procedure if a possible conflict arises.
- Payment will be made on a monthly basis.

In addition, it is anticipated that there may be several sections of the standard contract to be revised to fit this anticipated final contract. Those sections include:

1. The penalty for late payments by the City may be removed;
2. The termination clause provision of 60 days, included in the contract presented to the CRA at the March 3 meeting, may be included in this contract;
3. The paragraph allowing the City to charge the Contractor for "...additional costs occasioned by the Consultant's failure to fulfill its obligations to the City..." may be removed.

Also, the contract presented at the March 3 meeting contained a provision that the contractor would be provided office space and a computer. That provision has now been removed and will not be included in the contract that will be provided to the City Commission.

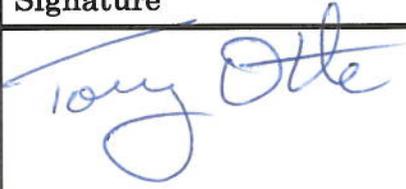
**Recommended Action/Motion:**

Approval of the attached scope of work; direction to staff to finalize the standard contract with revisions as prepared by staff and the CRA attorney; presentation to the City Commission for approval; and upon ratification by the City Commission, authorization of the CRA Chairman to sign the contract.

**Funding Analysis:** Budgeted \_\_\_x\_\_\_ If not budgeted, recommend funding account:  
Funds for this contract are available in line item 120.51502.548001, Promotional Expense, with a balance in excess of \$300,000.

**Exhibits Attached:**

1. Scope of services to be attached to the standard contract as revised
2. Volusia County document listing poorly rates for marketing research and marketing /public relations consultation
3. The resume of Holly Smith

Reviewed By:	Name	Signature
CRA Director	Tony Otte	

**Commission Action**

## EXHIBIT "A"

### SCOPE OF SERVICES:

- 1) The duties and responsibilities shall include:
  - a) Reviewing and becoming familiar with the City's CRA Master Plan Update.
  - b) Develop a strategic marketing plan to facilitate and promote revitalization within the CRA district. The strategic marketing plan will be completed within two (2) months of the effective date of this contract and the Contractor will provide the CRA with a schedule that will include meetings with CRA and City staff, stakeholders, the CRA, and the City Commission;
  - c) Develop, administer, and evaluate an annual marketing campaign for the CRA in compliance with the strategic marketing plan, with tasks to include:
    - 1.) Researching, copywriting and distributing news releases, newsletters, articles, advertisements, and other collateral materials.
    - 2.) Managing social media postings. (Facebook, Twitter)
    - 3.) Managing media placement. (TV, Radio, Print, etc.)
    - 4.) Working with City-appointed staff to select professional services vendors as needed to carry out CRA marketing plans.
    - 5.) Working with City-appointed creative services and printing vendors to produce collateral materials, advertisements and all other creative elements.
    - 6.) Working with City-appointed vendor and/or staff to oversee website development, maintenance and creation of monthly statistical reports.
  - d) Assisting CRA merchant associations with event marketing.
  - e) Assist in the development and implementation of CRA business recruitment marketing efforts.
  - g) Establish liaison and work with merchant associations, Southeast Volusia Chamber of Commerce and New Smyrna Beach Visitor's Center to facilitate promotion of the CRA district.
- 3) Contractor shall devote as much time as is necessary to provide the services and duties. The City shall provide the Contractor with the following:
  - A) Storage for promotional material developed as part of this contract. Storage shall include network file storage and an email account.
  - B) Access to City support staff including the City Attorney, CRA Director,

Parks/Recreation Director, Planning Director, and CRA staff to assist the Contractor in performing the obligations of the contract.

C) The Contractor shall provide all other supplies and equipment necessary to fulfill the above duties and services other than those items described in (A) and (B) above, including but not limited to a vehicle and necessary local travel to meet with prospective businesses and developers interested in the CRA district.

4) The Contractor shall receive maximum compensation of \$60,000.00, which shall be paid based on a billable hourly rate of \$58 per hour not to exceed 1035 hours during the twelve month Contract period.

Contractor

City of New Smyrna Beach - CRA

\_\_\_\_\_

\_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

# Volusia County document

On February 7, 2002, the Volusia County Council approved a three-year contract renewable for two additional one-year terms with Jiloty Communications, Holly Hill, for advertising/marketing/public relations services. Subsequent to this, Jiloty Communications closed. The principal owner of Jiloty Communications, Mr. Mike Jiloty, became president of Lord and Lasker, an advertising/marketing/public relations firm based in Tampa. On November 7, 2002, the County Council approved an assignment of the contract with Jiloty Communications to the Lord and Lasker company. Since that time, Lord and Lasker has been the county's advertising/marketing/public relations agency.

This agenda item seeks a one-year renewal of the contract with Lord and Lasker for advertising/marketing/public relations services. The pricing for the various services provided to the county will remain at the original rates. Staff has been well satisfied with the quality of services received from Lord and Lasker and sees no reason to switch agencies at this time.

Lord and Lasker was paid \$109,537 for fiscal year 2002; \$200,357 for fiscal year 2003; \$117,486 for fiscal year 2004, \$123,827 for fiscal year 2005. For the current fiscal year, Lord and Lasker has been paid \$221,231 through August. The payments to Lord and Lasker are from the budgets of the departments using the firm's services. The Community Information Division monitors the contract and has the final sign off on agency expenditures, ad placement and printing, after department director approval. The biggest user of agency services is the Department of Economic Development, followed by the Airport, Votran, Solid Waste/Recycling, Leisure Services and the Ocean Center.

Under the original contract, Lord and Lasker is paid:

Marketing research and marketing/public relations consultation .....	\$125 per hour
Creative development.....	\$ 90 per hour
Broadcast production.....	\$ 90 per hour
Copywriting .....	\$ 90 per hour
Art direction.....	\$ 90 per hour
Illustration .....	\$ 90 per hour
Typesetting .....	\$ 60 per hour
*Media placement commission .....	15 percent
*Markup on outside purchases .....	20 percent

\* With few exceptions Community Information places advertising and handles printing directly to avoid agency markup charges.

Here are some of the projects previously outsourced to Lord and Lasker with considerable support from County staff:

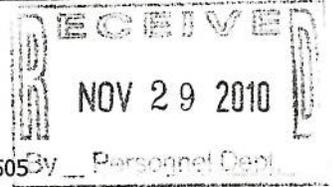
- Creation of library of city brochures, one for each city in Volusia County
- Developmental work for *Corporate Guide* annual magazine showcasing Volusia County
- Developmental work for *Real Estate Journal*, quarterly real estate publication
- Developmental work for *Economic Development Quarterly*, quarterly economic development publication
- Editorial support for *Corporate Guide* and *Real Estate Journal*
- Creation of graphics for kiosk at Daytona International Airport
- Posters and billboards highlighting eight different Volusia County companies
- Presentation folder for Department of Economic Development
- Quality of Life brochure for use in economic development
- Award winning mailing pieces for economic development prospecting programs
- Advertising showcasing County's new commitment to economic development
- Advertising showcasing County's anchor position in Florida's High Tech Corridor
- Daytona Beach International Airport advertising of service on Delta, Continental and United
- Votran marketing materials promoting night service and trolley service
- Votran marketing materials promoting Commuter Assistance Program

- Ocean Center groundbreaking graphics and logistical support
- Development and execution of technical writers tour of area medical manufacturing facilities
- Regular contributions to *On the Economic Scene* newsletter
- It's Easy Being Green, a campaign to promote recycling
- Creation of new logo for County including focus groups work
- Creation of Manufacturers Procurement Guide

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## HOLLY E. SMITH, DC, MA

315 N. Causeway, New Smyrna Beach, FL 32169 [hollysmith@cfi.rr.com](mailto:hollysmith@cfi.rr.com) (386) 290-9505



November 29, 2010

Mr. Tony Otte  
CRA Director  
City of New Smyrna Beach  
210 Sams Avenue  
New Smyrna Beach, FL 32168

Dear Mr. Otte:

This letter is in reference to the CRA Marketing Coordinator position posted on the City's website. My resume' is attached for your review.

As a lifelong Volusia County resident, I have a strong desire to play a role in the revitalization of the historic downtown/Flagler Avenue area. My events and community relations background make me a strong candidate for this position. I also feel my experience working in healthcare business development will facilitate my success. Strong organizational and problem solving skills coupled with an outgoing personality are qualities that will help me to develop sound relationships with current and future businesses.

Thank you for considering me for this position. I look forward to the opportunity to discuss how my diverse background can serve the CRA and the New Smyrna Beach community. You can reach me at (386) 290-9505.

Sincerely,

Holly E. Smith, MA

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# APPLICATION FOR VOLUNTEER/INTERNSHIP INDEPENDENT CONTRACTOR POSITIONS

PERSONNEL OFFICE  
City of New Smyrna Beach  
210 Sams Avenue  
New Smyrna Beach, Florida 32168  
PLEASE PRINT OR TYPE

Name: Smith, Holly Elizabeth  
Last First Middle

Address: 315 N. Causeway E-303, New Smyrna Beach, FL 32169

Number Street City State Zip

Phone: 386.290.9505 Email address: hollysmith@cfl.rr.com

Are you a student? Yes \_\_\_ No  If so, is volunteer/internship required for school: Yes \_\_\_ No \_\_\_  
If yes, how many hours are required? n/a

Days of the week and times you are available for volunteer/internship activities? \_\_\_ This application  
is for the contracted CRA marketing coordinator position.

How did you hear about us? city website

Why do you want to volunteer? This application is for the contracted CRA marketing coordinator  
position.

Do you have a driver's license? (Circle One) CDL/Type C

Date of Application 11/29/2010

For Volunteer Position \_\_\_ Internship Position \_\_\_ Independent Contractor Position

In Department (Name) \_\_\_ Community Redevelopment Agency \_\_\_

Referral Source: Website and Director of the Small Business Development Center (SBDC) at  
Daytona State College.

Does the City of New Smyrna Beach employ any relative (by blood or marriage) or cohabitant of yours?

Yes  No

If yes, provide name, relationship and department where they work:

Name \_\_\_\_\_ Relationship \_\_\_\_\_ Dept. where employed \_\_\_\_\_

Name \_\_\_\_\_ Relationship \_\_\_\_\_ Dept. where employed \_\_\_\_\_

## RECORD OF EDUCATION

Highest level of education: High School  College  Other

List Diploma/Degree:

Master's of Communication Degree

Bachelor's of Elementary Education Degree

Additional education not related to this position.

Have you pleaded *nolo contendere* (no contest) to, or been convicted of, a first-degree misdemeanor or a felony?  No  Yes

If yes, explain:

**Work History:** List each job held. Start with your PRESENT or MOST RECENT job.. Include military service assignments and volunteer activities. for employment reference checks?

Name and Occupation	Full Address	Telephone Number with Area Cod
1. Halifax Health – Hospice Director, External Relations/Fund Development	3800 Woodbriar Trail Port Orange, FL 32129	(386) 254-4165 David Davidson, General Counsel
2. VITAS Innovative Hospice Care Marketing/Community Relations	2381 Mason Ave. Daytona Beach, FL	(386) 846.7505 Jeffrey Hogan, supervisor <span style="float: right;">234 207 096</span>
3. County of Volusia Assist. Community Information Director/Marketing Coordinator	123 W. Indiana Ave. Room 301 Deland, FL 32720	(386) 239-7756 David Byron <span style="float: right;"># 2616</span>
4. Federal Emergency Management Agency Media Relations Instructor (adjunct)	16825 S. Seton Ave. Emittsburg, MD 21727	(301) 447-1000 Ray Chevalier
5. Vince Carter's Embassy of Hope Foundation Executive Board Member (volunteer)	P.O. Box 9596 Daytona Beach, FL 32120	(386)239-8215 Michelle Carter-Scott
6. Daytona State College College of Sciences (adjunct)	1200 W. International Speedway Blvd. Daytona Beach, FL 32114	(386) 506-3000 Susan Pate

# HOLLY E. SMITH, MA

315 N. Causeway • New Smyrna Beach, FL 32169 • 386.290.9505 • hollysmith@cfl.rr.com

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## EDUCATIONAL BACKGROUND

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**Master of Arts, Communication**, 2000 • University of Central Florida, Orlando, FL

**Bachelor of Science, Elementary Education**, 1992 • University of Central Florida, Orlando, FL

## PROFESSIONAL EXPERIENCE

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**Marketing Representative/Community Liaison**, 2009-2010

VITAS Innovative Hospice Care  
Ormond Beach, FL

**Assistant Community Information Director/Community Information Specialist**, 1998-2008

Volusia County Government, Community Information Division  
DeLand, FL

**Adjunct Media Relations Instructor**, 2002-present

Integrated Emergency Management Institute, Federal Emergency Management Agency,  
Emmitsburg, MD

**Educator**, 1993-1998

Volusia County Public Schools, DeLand, FL

## CAREER HIGHLIGHTS

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### Event Planning

Developed, coordinated and implemented high-profile ceremonies for several facilities including the ground breaking of the Ocean Center Expansion Project and the grand opening ceremonies for the Volusia County Courthouse. Efforts included all news media elements, coordination of appearances by elected officials, and public information elements particularly for projects meeting community resistance.

### Public/News Media Initiatives

Created innovative and high-energy educational presentations and interactive events to inform target audiences of Volusia County Government services. Also developed public relations plans for various voter initiatives.

...Continued...

**Award-Winning Publications**

Edited an award-winning employee newsletter and award-winning annual Disaster Preparedness Guide for Volusia County Government. Also coordinated news releases and the development of collateral materials, such as brochures, rack cards, FAQs and news media kits for various Volusia County Government services and departments.

**Disaster News Media Relations**

Coordinated the public information effort from the Volusia County Emergency Operations Center during hurricanes Charley, Frances and Jean, 2004. This included gathering information from Volusia's cities, hospitals, schools, Health Department and non-profit agencies and compiling news releases, overseeing public information staff, and fulfilling news media interview and information requests.

**Crisis Communications**

Assisted Volusia County's Community Information Director with the news media response to the county's 2000 Presidential Election recount. This included gathering facts and information to write news releases, compiling news media kits for out-of-town reporters, participating in news media interviews and fulfilling public records requests for local, national and international media while working in a high-pressure, high-tension environment.

**Broadcast Programs**

Served as producer and on-air talent for *Volusia Magazine*, a weekly informational program produced by Volusia County Government. This segment covered people, events and programs of interest. Also hosted an informational live radio program in the director's absence.

**Volusia County Spokesperson**

Served daily as agency spokesperson for broadcast and print media interviews pertaining to various Volusia County Government topics and services. This involved coordinating the agency's response to inquiries with internal managers and maintaining a level of professionalism with reporters.

**Volusia/Flagler Public Information Network**

Spearheaded the effort to form the Volusia/Flagler Public Information Network. The group of more than 60 public and private communicators has developed plans to coordinate information efforts during a disaster. Since its 2004 inception, the group has become the example of a coordinated information effort used by news media training personnel at the National Emergency Training Center, Emmitsburg, MD.

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**RELATED EXPERIENCE**

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**Hospice Services Educator**

The role of community liaison included educating professional/non-professional constituents on the wide range of services offered by hospice providers as part of the Medicare benefit. Focused event planning often was a part of these efforts.

**On-Air Talent, *Volusia Magazine*, 1997-2008**

The weekly television program is produced by Volusia County Government and airs on WDCS TV 15, Daytona Beach, FL.

**On-Air Host/Producer, *At Issue: Swine Flu*, 2009**

The 30-minute informational program included the local health department director and an infectious disease specialist answering most frequently asked questions during a live-to-tape program which aired on WDCS TV 15, Daytona Beach, FL.

**On-Air Host, *Healthy Lifestyles*, 2007-2009**

“Healthy Lifestyles” programs were funded through a grant from the National Institutes of Health, Washington, DC. Programs broadcast on WDCS Ch. 15, Daytona Beach, FL.

**Assistant Producer/On-air Host, *Diagnosis Cancer*, 1999**

The 90-minute program, which aired on WDCS-TV 15, focused on cancer patients and their methods of dealing with the diagnosis.

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**VOLUNTEER ACTIVITIES**

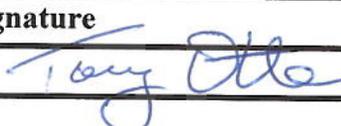
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- Executive Board Member, *Vince Carter's Embassy of Hope Foundation*, Daytona Beach, FL, 2003-present.
- Member, *Junior League of Daytona Beach*, 2008.
- Co-Chair, annual fundraising gift wrapping event to benefit the *American Cancer Society*, Daytona Beach, FL, 2000-2005.
- Driver, *Meals on Wheels*, DeLand, FL, 2002-2004.

*References available upon request.*

# ***NEW BUSINESS***

## CRA AGENDA ITEM SUMMARY

<b>Staff Member Making Request:</b> Tony Otte		
<b>Meeting Date:</b> April 6, 2011		
<b>Action Item Title:</b> Funding Request – Family Spring Expo		
<b>Agenda Section:</b> Consent <input checked="" type="checkbox"/> Public Hearing <input type="checkbox"/> Special Items <input type="checkbox"/>		
<p><b>Summary Explanation and Background</b></p> <p>Staff was approached by Kerry-Anne Purkiss asking for CRA funding for their First Annual Family Spring Expo to be held at the Brannon Center on June 11, 2011. This event is an opportunity for small businesses to put their products and services in front of hundreds of families. (Please see attached Event Marketing and Budget Plan dated February 18<sup>th</sup>, 2011).</p> <p>Ms. Purkiss is requesting CRA funding in the amount of \$4,095 for advertising, flyers and banners, which represents about 31% of the overall event budget. Staff feels that funding this event will be worthwhile, especially since the CRA can advertise its business incubator program at the event.</p> <p>For future events, Staff has suggested to Ms. Perkins that she submit an application under the Grants and Aids program offered by the CRA, on or before June 1, 2011. This will allow for funding consideration of events being held in Fiscal Year 2011/2012.</p>		
<p><b>Recommended Action/Motion:</b></p> <p>Approve funding for event for the Family Spring Expo in the amount of \$4,095.</p>		
<p><b>Funding Analysis:</b> Budgeted <input checked="" type="checkbox"/> If not budgeted, recommend funding account:</p> <p>Funding is available in the Promotional account line item number 12051502.548011, which currently has a balance of \$389,747.70. (Please note a request has been submitted to the Finance Dept. to transfer \$100,000 from this account to the Property Improvement Grant account, thus reducing the account balance to \$289,747.70).</p>		
<p><b>Exhibits Attached:</b></p> <p style="text-align: center;">1. Event Marketing and Budget Plan dated February 18<sup>th</sup>, 2011</p>		
<b>Reviewed By:</b>	<b>Name</b>	<b>Signature</b>
CRA Director	Tony Otte	
<b>Commission Action</b>		

**NSB Annual Family Spring Expo: Event Marketing Plan & Budget  
February 18<sup>th</sup>, 2011**

**NSB Annual Family Spring Expo  
Event Marketing Plan & Budget  
February 18<sup>th</sup>, 2011  
Kerry-Anne Purkiss  
KC Society  
386.689.4979**

# NSB Annual Family Spring Expo: Event Marketing Plan & Budget February 18<sup>th</sup>, 2011

## ANNUAL FAMILY SPRING EXPO OVERVIEW

Family Spring Expo is an opportunity for companies, non profits, and small business to put their product and services in front of hundreds of families. Its second objective is to empower families to make better choices by exposing them to companies and products that will improve their health, foster healthy family relationships, exhibit potential local colleges and universities, increase financial literacy, and empower our community through workshops.

## ATTENDANCE GOALS AND GROWTH

Community Regional partners from Port Orange, South Daytona, Edgewater, New Smyrna Beach, Oak Hill, and Samsula will attend to achieve the goal of 1000 to 1500 in attendance. Within the next year we anticipate the estimated goal to be 1500 to 2000

## OBJECTIVES

- Solicit neighboring communities that has limited participation in NSB events
- Expose companies, small business owners, and organizations to the public to help strengthen our families decision to make better choices
- Increase attendance through offering a variety of entertainment, workshops, products, and services
- Expose partner sponsors through multiple media exposure
- Track the marketing campaign to better evaluate its effectiveness
- Track attendance through average vendor and exhibitor count

## MARKETING OPPORTUNITIES for CRA BUSINESSES

- **Location:** NSB Family Spring Expo will be held at the Brannon Center and Manatee Park known for large family oriented events. The location itself solicits interest because of its access to the river, daily fishing community, and community renown for family oriented events.
- **Broadcasting Media:** The event would be advertised through the Observer, Hometown News, and local radio stations through PSA from early May to ensure viable exposure. Interviews have been scheduled to ensure exposure to thousand of listeners
- **Event Exposure:** The companies and organizations that participate at the NSB Family Spring Expo will expose their business to an estimated 1500 families. Media will be carrying
- **Print Media:** Full color 4x6 postcards, 11x17 posters, 8.5x11 fliers, Facebook, dedicated website, myspace, online newsletters, and partner websites.
- **Massive Sponsor Exposure**

## PROJECTED AUDIENCES

- Summer camp participants and their families
- Daycare providers and the families they serve
- Summer tourists
- Churches and synagogues
- Condo renters and daily beach goers
- Residents of Samsula, Oak Hill, Port Orange, New Smyrna Beach, Edgewater, and South Daytona

## NSB Annual Family Spring Expo: Event Marketing Plan & Budget February 18<sup>th</sup>, 2011

### Experience:

Listing of Previous Events showing experience:

- Father Daughters Ball: 125 in attendance (featured in Hometown News and Observer)
- Southern Tradition Thanksgiving Feast: 300 tickets sold 225 in attendance
- KC Society Fashion Show 325 tickets sold 275 in attendance
- Teen STD Prevention Workshops 75 in attendance
- Red & White Valentines Ball (teen event): 100 tickets sold 195 in attendance
- Busch Gardens trip; coordinated; 2 buses rented: 110 in attendance

KC Society has been developing small events since the summer of 2009. Events are geared toward teens and their families. Average attendance for teen only events has been over 150. Our experiences for marketing and meeting our marketing objectives have been solid and have exceeded our expectations.

### Other Funding Sources for Event

Funding Source	Result
KC Society	Obtained
Xpress Urself Magazine	Obtained
TD Bank	Obtained
Walmart	Obtained
Private Donors	Obtained
Publix	Requested
Sun Trust	Requested
Private Donors	Requested
Rotary Club	Requested
Winn Dixie	Requested

**NSB Annual Family Spring Expo: Event Marketing Plan & Budget  
February 18<sup>th</sup>, 2011**

<b>Category</b>	<b>Specifics</b>	<b>Qty/amt/weeks</b>	<b>Cost</b>	
<b>Broadcasting Media</b>	¼ page ad observer	5 weeks	<b>\$725</b>	
	½ page ad observer	2 weeks	<b>\$455</b>	
	¼ page ad hometown	5 weeks	<b>\$725</b>	
	½ page ad hometown	2 weeks	<b>\$495</b>	
	¼ page ad penny savers	5 weeks	<b>\$395</b>	
<b>Print Media</b>	4x6 Full color 2 sided postcards	2000 qty	<b>\$435</b>	
	11x17 full color posters	300	<b>\$455</b>	
	8.5x11 full color fliers	1000	<b>\$360</b>	
<b>Tents</b>	10x10 Tent rentals	10	<b>\$750</b>	<b>5 Obtained</b>
<b>Banners</b>	4x8 full color both sides	4	<b>\$900</b>	
	2x4 event banners: full color	12	<b>\$600</b>	
	3x6 event banners: full color	12	<b>\$1020</b>	
	Banner stands	12	<b>\$1068</b>	
<b>Generator</b>	Generator rentals	5	<b>\$275</b>	<b>Obtained</b>
<b>Event supplies</b>	Event Supplies: misc	n/a	<b>\$500</b>	<b>Obtained</b>
<b>T-shirts</b>	Event T-shirts	150	<b>\$848.50</b>	
<b>Program</b>	Event program booklet	1000	<b>\$325</b>	
<b>Officers</b>	Event Patrol Off-duty Sheriffs	2	<b>\$1120</b>	
<b>Location</b>	Location Cost	n/a	<b>\$800</b>	<b>Obtained</b>
	Location Insurance		<b>\$500</b>	
<b>Total</b>			<b>\$12,801.50</b>	
<b>CRA Total Request</b>			<b>\$4095</b>	<b>31%</b>

## CRA AGENDA ITEM SUMMARY

Staff Member Making Request Tony Otte

Meeting Date: April 6, 2011

Action Item Title: Amendment to the Commercial Property Improvement Grant Program: Grants for large buildings

Agenda Section: Consent \_\_\_\_\_ Public Hearing \_\_\_\_\_ Special Items   x  

### Summary Explanation and Background

The Commercial Property Improvement Grant Program is one of the CRA's most popular programs. In the last fiscal year there were 16 individual grants awarded in this program, with the next largest grant category being the Commercial Impact Fee Assistance Program with four grants. This program, with its \$10,000 grant funds limit, works well for the revitalization of the exterior of an individual business.

The current program, however, does not properly address large buildings under one ownership with multiple business storefronts. Exterior renovations for such buildings need to be done to the entire elevation (ie, one face or side of the building exterior) in order to provide a consistent and aesthetically pleasing design. The cost of such a renovation may easily exceed \$100,000. The provision of \$10,000 in CRA funds, realistically, is not an incentive to provide such an extensive improvement. Therefore, there is at present no program in place to encourage the exterior renovation of large buildings.

CRA staff has had a conversation with the owner of a large building in the CRA who recently spent over \$100,000 to renovate one side of his building and received a \$10,000 grant. This owner is interested in renovating other sides of this prominent building, but a \$10,000 grant does not provide adequate incentive. In discussing the formulation of an incentive, the following points were discussed:

- Additional grant funds should be allowed under the Commercial Property Improvement Grant Program to address the exterior renovation of large, multiple storefront buildings.
- The amount of the incentive should be limited to an absolute dollar amount, and a percentage of the total cost of the project ("project" defined here as the renovation of one side of the building).
- It is suggested that the amount of funding available not exceed 30% of the cost of the renovation project, with an absolute dollar amount limit of \$50,000 per project. In other words, in order to be eligible for \$50,000 in grant funds, a building owner would have to have \$166,667 in eligible expenditures for the project. This would provide \$50,000 in grant funds and \$116,666 from the property owner.  
In order for all four sides of the building to each receive a \$50,000 grant (total \$200,000), the building owner would have to invest \$466,664. For this particular building that would equate to \$7,407 in grant funds per business (for each of the 27 businesses in this building).
- An option for determining the amount of funds to be made available to a particular location would be to allow an amount per square foot of floor space. For example, the amount of square feet in an individual storefront business is typically on the order of 1,000 square feet and with eligibility for \$10,000, which equals \$10 per square foot. For the building discussed above, it is about 15,000 square feet, or \$150,000 available in grant funds (v. \$200,000 in the above scenario.)
- It is suggested that this program amendment be formatted as a pilot program, with limited funding for a limited time. Funding would be allocated from the Business Development Incentives line item, which currently has over \$1 million.

**Recommended Action/Motion:**

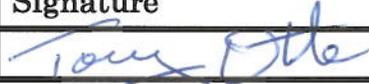
Discussion and direction provided on the program elements to present in final form.  
(Note: staff has added this topic to the April 12 joint meeting with the City Commission in case the CRA is prepared to move the program forward to discuss with the City Commission.)

**Funding Analysis:** Budgeted   x   If not budgeted, recommend funding account:

Funding is available in the Business Assistance Incentives line items.

**Exhibits Attached:**

The current Commercial Property Improvement Grant Program.

Reviewed By:	Name	Signature
CRA Director	Tony Otte	

**Commission Action**

**CITY OF NEW SMYRNA BEACH  
COMMUNITY REDEVELOPMENT AGENCY**

**COMMERCIAL  
PROPERTY IMPROVEMENT GRANT  
PROGRAM**  
(Exterior improvements only)



**GUIDELINES AND APPLICATION**

Further information and assistance may be obtained by contacting:

**The CRA office  
Phone: 386-424-2266**



## **PROGRAM OBJECTIVES**

The Commercial Property Improvement Grant Program is designed to achieve specific redevelopment objectives within these areas of the CRA District, such as:

- To stimulate reinvestment within the District by creating an atmosphere which will enhance new business growth, development and job opportunities.
- To maintain a quality image and consistent unique character and/or historic integrity of each of the designated areas.
- To create pride and confidence in the CRA District by improving visual quality.
- To create vital areas within the community for business and leisure enjoyment by providing a safe and attractive environment.

## **PROGRAM GRANT AWARDS**

This is a 50/50 Grant Program with a maximum CRA funding amount of \$10,000. For example, if a project costs \$20,000, the applicant could be eligible for a \$10,000 Grant Award should the project meet the required guidelines. All disbursements of Grant Funds are made following completion and final inspection of the improvement project by CRA and Building Department Staff.

## **APPROVAL CRITERIA**

Approved projects must comply with the established Design Guidelines and all projects should strive to address the entire façade, including signage and other exterior issues that reflect the building as a whole.

The Matching Grants are awarded by the CRA to applicants (Property Owners or tenants) on the basis of the greatest benefit to the CRA District as measured by goals, priorities and objectives of the Community Redevelopment Plan and the adopted Design Guidelines. Grant applications are reviewed individually upon evaluation criteria, which create a ranking for funding based upon the merits of each project. Each project must achieve minimum amount of points in the ranking to be awarded a Grant. Applicants must follow the adopted Grant Application process, **including the MANDATORY PRE-APPLICATION CONFERENCE** in order to be considered for a Grant Award.

## **ELIGIBLE EXPENDITURES**

**Exterior Renovations/New Construction:** Including, but not limited to: painting, cleaning, repairs, replacing architectural details, removing incompatible additions, repairing or replacing windows, door trims, porches, storefronts, etc., on the front, side and rear of buildings facing public entrance areas.

**Signage:** Including removal of old signs and obsolete sign poles, brackets or fixtures; and the design, production and installation of new signage.

**Electrical:** Any work directly related to exterior window lighting, security lighting or illumination of signage.

**Landscaping:** Including, but not limited to: removal of plant materials, installation of protective fencing during construction activity, replacement and addition of plant materials, soil augmentation and installation of plants, irrigation systems and window boxes.

**Awnings:** Including removal of old awnings and the purchase and installation of new appropriate awnings.

**Screening:** Including all screening of trash receptacles, air conditioning, utility equipment or other unsightly objects or areas with landscape material or with fencing material that compliments the building material.

**Parking Areas:** The creation or improvement of off-street, private parking facilities that provide a safe and pleasant parking environment for customers and employees.

**Design Assistance:** Professional design services related to structural renovation, new construction, signage and landscaping.

**Permit Fees:** Including any permitting fees that are required by City Code.

## **QUALITY OF WORK**

All work must be performed in a professional and workman-like manner. Prior to the work commencing, the applicant must secure all necessary Federal, State and Local Permits. Upon completion, all work must pass applicable Federal, State and Local Inspections. The CRA reserves the right to withhold reimbursement payment should the final inspection reveal that the work performed was not completed in a professional, workman-like manner and per the approved permit(s).

## **PROJECT RE-EVALUATION**

The Applicant shall agree to return to the CRA for project re-evaluation upon request. Examples of the situations requiring re-evaluation include, but are not limited to the following: Dissatisfaction with the paint test results, removal of false façade or other material to reveal original building elements or conditions not presented in the original application and other situations discussed in the mandatory pre-application meeting.

## **INELIGIBLE EXPENDITURES**

- Improvements made prior to Grant approval
- Interior renovations
- Refinancing existing debts
- Non-fixed improvements
- Inventory / fixtures / equipment

- Sweat equity payments, i.e., reimbursement for applicant's own labor and performance of renovation work or new construction.
- Business Payroll
- General periodic maintenance
- Work performance that is not consistent with the Design Guidelines for the Areas as adopted by the Community Redevelopment Agency

## **APPLICATION PROCEDURES AND GUIDELINES**

- I. Applications under the Commercial Property Improvement Grant Program are reviewed by the CRA at their meeting on the first Wednesday of each month. **No work may begin prior to grant approval by the CRA.**
- II. Applicants seeking funding for commercial property improvements located within the CRA District shall submit a completed application to **CRA staff two (2) weeks prior to the CRA meeting.** Applicants must follow the adopted Grant Application process, including the mandatory pre-application conference in order to be considered for a Grant Award.
- III. Completed Applications shall include the following:
  1. Written consent from the Property Owner (if not the applicant)
  2. A summary of the scope of work to be performed.
  3. A total cost estimate broken down into scope of work line items.
  4. Color photographs clearly showing existing conditions of the façade, neighboring buildings and rear entrances. If applicable, historic photographs and/or photos of existing parking area should be included.
  5. Conceptual plans and specifications detailing the scope of work that will be required at the time of application.
  6. Samples of all paint and material colors as well as awning materials to be used on the building and signage.
  7. Applicant shall provide documentation from Planning Department and Building Department staff that the proposed project appears to meet permit requirements.
- IV. CRA staff shall review all applications to determine if they meet the criteria for approval and are in compliance with the CRA Design Guidelines. An applicant whose submission is incomplete shall be so informed by CRA staff.
- V. Applicants shall be notified in writing of all approvals, approvals with conditions, or denials within 48 hours of the monthly CRA meeting. Applicants are encouraged to attend these meetings.
- VI. The applicant shall incur all project costs and may receive reimbursement only after all improvements have been completed in accordance with the Grant Approval.
- VII. Any and all unforeseen changes in the scope of work that may arise during the renovation process must be approved prior to any work initiated or completed.

VIII. Prior to reimbursement of project costs, the applicant shall agree:

- a. not to alter the project, modify or remove the improvements made in accordance with the agreement for a period of three (3) years without CRA approval. (Routine maintenance e.g., replacing same materials, repainting same color, etc., does not require CRA approval).
- b. maintain the improvements, including landscape materials, made in accordance with this agreement for a period of three (3) years.

Failure to comply with VIII a. may result in the applicant being asked to repay the total amount of CRA funds granted for the subject property and failure to comply with VIII b. may result in Code Enforcement action.

IX. Requests for reimbursement of project costs shall be viewed as a single, completed package. Costs not included in either the approved renovation plan or an approved Change Order shall not be considered for reimbursement.

X. Required documentation for reimbursement of project costs must include:

1. Copies of cancelled checks, certified checks or money orders of project costs.
2. Detailed invoices and paid receipts.
3. Name, address, telephone number of design professional, general contractor, sign contractor, landscaper, etc.
4. Copies of all required permits

XI. Project costs reimbursement shall be made upon total completion of the project, presentation of documented project costs and a final inspection of the project by CRA staff to ensure the work was performed in a professional and workman-like manner, and in accordance with the specifications of the Grant Approval and the Design Guidelines. CRA staff will further verify that all permits have been inspected and finalized by the City's Building inspectors.

XII. The CRA reserves the right to verify any and all costs associated with design or renovation work for which reimbursement is requested.

XIII. The approved project must comply with the requirements of the City Code, and applicant must obtain the necessary permits. Projects receiving funding must begin work within 90 days from receipt of Grant approval notification and must be completed within 1 year, unless a written request for time extension has been approved by the CRA.

XIV. Each applicant may receive only one Commercial Property Improvement Grant Award per business. Additional grant requests will be at the discretion of the CRA.

## CRA AGENDA ITEM SUMMARY

**Staff Member Making Request:** Claudia Soulie

**Meeting Date:** April 6, 2011

**Action Item Title:** Florida Redevelopment Association (FRA) – 2011 Call For Entries

**Agenda Section:** Consent  Public Hearing \_\_\_\_\_ Special Items \_\_\_\_

### Summary Explanation and Background

The FRA awards program consists of the **Roy F. Kenzie Awards**, which honor the best programs and projects in Florida redevelopment, and the **W. Thomas Mills Jr. Award**, which is given to recognize outstanding leadership that has had a beneficial impact on redevelopment.

Applications will be accepted from any FRA member who meets the award criteria and submits the \$100 entry fee. A winning entry is an acknowledgment of excellence for the work an organization is doing. All winners will receive a trophy presented at the awards ceremony during the FRA annual conference on October (see [www.redevelopment.net](http://www.redevelopment.net)). In addition, all winners will have an opportunity to further showcase their project at a tabletop display at the conference, and will receive a press release with photo. Both winners and applicants will be included in the "Best Book," a publication featuring the "best" in redevelopment, and will receive extra copies to bring back to their community.

All projects, events and programs must have been completed or implemented between September 1, 2008, and June 1, 2010, to be considered for an award. In order for a study to be eligible, it must have been approved by the city or county commission. **This year's entry deadline is June 3, 2011.**

In June of 2010 the CRA authorized staff to submit the following 5 entries:

- 2010 CRA Master Plan update
- Residential and Commercial Property Improvement Grants
- W. Canal Streetscape Improvements Project
- Christmas on Canal Street
- Artwalk on historic Flagler Ave

For the 2011 Call For Entries staff is asking the CRA for recommendations on what to submit. Staff's suggestions include, but are not limited to:

- FY 2009/10 Annual Report (under Marketing and Communications)
- Commercial PIG's to include Gnarly Surfbar on Flagler Ave and the Wiley Building on Canal Street (submitted as one item under Creative Organizational Development and Funding)
- The City's Art Fiesta; Farmer's Market (under Cultural Enhancement)
- Flagler Dunes Parking lot (under Management Programs/Creative Partnerships)

### Recommended Action/Motion:

Authorize staff to submit entries under the FRA – 2011 Call for Entries program in an amount not to exceed \$500.00 (5 entry fees @ \$100 each).

**Funding Analysis:** Budgeted  If not budgeted, recommend funding account:

Funding is available in the Promotional account line item number 12051502.548011, which currently has a balance of \$389,747.70. (Please note a request has been submitted to the Finance Dept. to transfer \$100,000 from this account to the Property Improvement Grant account, thus reducing the account balance to \$289,747.70).

<b>Exhibits Attached:</b>		
1. Roy F. Kenzie Awards Program Category Suggestions		
<b>Reviewed By:</b>	<b>Name</b>	<b>Signature</b>
CRA Director	Tony Otte	
<b>Commission Action</b>		

## Roy F. Kenzie Awards Program

Roy Kenzie was the first director of the Miami Downtown Development Authority and a past president of the Florida Downtown Development Association. During the early 1980s, huge numbers of Cuban immigrants flooded the streets of downtown Miami in make-shift tents, and services and funding were stretched to an overwhelming level. Roy showed extraordinary leadership by gathering community, city and county leaders to implement practical and financial support, from wherever it was available. The bridge over the Miami River between downtown and Brickell Avenue is also named in his memory.

- **PLANNING STUDIES**  
Redevelopment Plans, Feasibility Studies, Blight Findings, Conceptual Plans, Charrettes/Public Involvement, Streetscape Plans, Landscape Plans, Market Analysis/Business Development Studies, Design and Technical Standards, Zoning Overlays and Design Guidelines, Historic Preservation Plans, etc.
- **MARKETING AND COMMUNICATIONS**  
Brochures, Annual Reports, Business Guides, Posters, Fliers, Video/Public Service Announcements, Web Sites, etc.
- **CAPITAL PROJECTS/BEAUTIFICATION**  
Streetscape Projects, Landscaping Projects, Park Enhancements, Wayfinding Signs and Other Signage, Street Cleaning/Maintenance Programs, Stormwater Projects, etc.
- **MANAGEMENT PROGRAMS/CREATIVE PARTNERSHIPS**  
Business Development Programs, Hospitality Partnerships, Community Policing Programs, Affordable Housing Programs, etc.
- **CREATIVE ORGANIZATIONAL DEVELOPMENT AND FUNDING**  
Incentive Programs, Grant Programs, Multi-funder Projects, Land Assembly, Homeless Issues, etc.
- **OUTSTANDING REHABILITATION, RENOVATION OR REUSE PROJECT**  
Buildings rehabilitated with or without incentives, Façade Rehabilitation, etc. This category requires before and after photos. Buildings located within historic districts or Main Street areas must comply with the Secretary of Interior's Standards, which will guide project selection.
- **OUTSTANDING NEW BUILDING PROJECT**  
New buildings constructed with or without incentives.
- **TRANSPORTATION/TRANSIT ENHANCEMENTS**  
Trolley/Street Car Programs, Bus Shelters, Transit Stations, Rails-to-Trails Projects, etc.
- **CULTURAL ENHANCEMENT**  
Festivals, Special Events, Entertainment, etc.
- **OUTSTANDING AFFORDABLE HOUSING PROJECT**  
Affordable Housing projects developed with or without incentives.
- **OUT OF THE BOX**  
Projects that do not fall into any of the above categories but further the community's redevelopment goals can be nominated for this award. The Selection Committee reserves the right to include the

# ***REPORTS AND COMMUNICATIONS***

# CRA DIRECTOR'S REPORT

April 6, 2011

## Announcements

- Beachside Town Hall Meetings: Community meetings will be held on Tuesday, April 5, and Monday, April 11, at 6 pm at the Coronado Civic Center. Citizens will be asked to identify issues affecting the beachside areas, including traffic and parking, at the first meeting; and to identify possible solutions at the second meeting. City staff has already engaged the County staff in a discussion on these topics as they relate to the beach entryways.
- Form-Based Code Planning Charrette, Wednesday, April 6, Brannon Center (please see the attached flyer)
- City Commission joint meeting with the CRA: Tuesday, April 12, 6 pm, City Hall. Agenda items: New Incentive program recommended for approval at the March 3 meeting; incentive program for large buildings; discussion of multiple grants per business.
- Westside Community Meeting: Monday, April 25, 6:15 pm, Babe James Center

## City Commission Items

- At the March 29 meeting the City Commission took the following action:
  - Approval of the following items recommended for approval by the CRA:
    - Change Order #2 for the Mary Avenue project
    - The wayfinding system design and the name for “the Loop”, except that on signs the name shall appear as the “NSB Waterfront Loop” and on websites it will be listed as the “NSB Florida Waterfront Loop”
    - The level of cleanup on the Dunn site. Staff has received approval from FDEP staff to have the language of the deed restriction reflect the option for uses in addition to commercial at the owner’s option with additional cleanup efforts.
    - The scope of work for the design of the Flagler Boardwalk restrooms.
    - The contract for the senior inspector. Steve Parnell is scheduled to start on Monday, April 4.
  - The City Commission decided to interview the three architectural firms to formulate a short list for selected projects requiring architectural services, including the Washington St Business Incubator
  - The City Commission directed the City Attorney to research the cost to acquire insurable title for the Brannon Center property. This was a recommendation of the Economic Development Advisory Board, and would be the first step in following suggestions in the CRA Master Plan Update for the development of a hotel on the site (pp 49, 55)
  - The City Commission appointed a committee to review the proposal received in response to the AOB Request for Proposals (RFP). The AOB site is a 5 acre ± site at 160 N. Causeway, currently used by the Marine Discovery Center. The Marine Discovery Center is scheduled to move to

the former High School site, north of the present site. (Note: the proposal received is from a Central Florida Bar-B-Que restaurant group for the development of a complex that includes a restaurant and 35 unit “bed and breakfast”, and various water related activities. The Committee will consist of:

- A member of the City Commission – the Mayor was appointed
  - A member of the CRA – to be appointed by the CRA Chairman
  - The Chamber of Commerce President/CEO
  - The President of the Canal Street Historic District
  - The President of the Flagler Ave Merchants Association
- March 8 meeting the City Commission approved an RFP for the development, through sale or lease, for the City property at 103 Faulkner St: the shuffleboard courts, the former skate park, and the fire station. The shuffleboard group that has been using the courts at 103 Faulkner St has merged with the Flagler Ave group. Starting with next season, the Faulkner group will begin play at the Flagler Ave location.
- The RFP mentions that the desired development is a mixed use, multi-story building, with retail or professional offices downstairs and condos upstairs. The 1.4 acre site at 103 Faulkner is not mentioned specifically in the CRA Master Plan Update; but the offering of this site for development is advancing a key goal of the plan, encouraging new residential units in the downtown Canal Street area.

#### Work Priorities

- S. Orange St and Mary Ave Streetscape Projects:
  - Khalid Resheidat continues to help CRA staff by presiding at meetings with the engineer, the contractor, UC staff, and CRA staff to resolve utility pipe conflicts in both projects in the most cost effective manner.
  - The contractor is underway on S. Orange Street
  - The gas company is now on site at Mary Ave, and the telephone and cable TV companies will be on site soon. All are moving their lines on Mary Ave to avoid conflicts with the new stormwater line. Those three companies are moving their lines at no cost to the project.
  - Funding for the railroad crossing from the TPO is still being sought by CRA and City staff. The City’s application for funds was highly ranked in its previous submittal, and TPO staff is searching for funding.
- Brownfields: Staff is now exploring a program for the AOB site. Work on other Brownfield projects continues to progress. Program sites include:
  - Two sites near Downing St
  - The Dunn site
  - Two sites near the airportIn addition, the survey of potential Brownfield sites is underway.

- Esther Street project:
  - City staff has been in contact with the property owners to the south to discuss the use of their property for the entryway to the park and parking lot.
  - The seawall plans are still under review. Meetings have been held with adjacent property owners to review the plans and answer questions.
- Construction projects in design: Washington Street streetscape phase 1 (Anderson Dixon); Myrtle Avenue (Parker Mynchenberg), Riverside Park lighting (Quentin L. Hampton), Riverside Park seawall (Quentin L. Hampton), Esther Street seawall (Tetra Tech), and Flagler Boardwalk seawall project and Boardwalk structure modification (Quentin L. Hampton).
- Chamber of Commerce building exterior rehabilitation: Work is underway. During construction the popular Saturday morning Farmers' Market has moved one block north, in front of City Hall.
- Arts District Overlay – this item will be reviewed later this fiscal year.
- CIP – the Capital Improvements schedule is undergoing a revision to include projects city-wide, and to provide a tie-in with financial reporting for year to date expenditures for each project.
- North Causeway – staff is exploring the planting of palm trees in the FDOT right of way along the North Causeway.
- Maintenance – staff is reviewing the maintenance at CRA parking lots.



**COMMUNITY REDEVELOPMENT AGENCY**  
CITY OF NEW SMYRNA BEACH  
210 SAMS AVENUE  
NEW SMYRNA BEACH, FLORIDA 32168



## **Status Report of CRA Construction Projects**

**As of March 31, 2011**

### **South Orange St Streetscape and Downing St Parking Lot Improvements Project**

This project consists of the following improvements:

- Complete reconstruction of the stormwater system
- Complete reconstruction of the roadway with nested on-street parking, new 5FT sidewalks, hardscape, landscaping, and irrigation from Lytle Avenue to Downing Street
- Milling and resurfacing roadway from Downing Street to Canal Street
- Decorative streetlights from Lytle Avenue to Canal Street
- Improvements to the Downing Street Parking Lot, including paving, stormwater, streetlights, landscaping, and irrigation

#### **Progress to date:**

- Reconstruction of the stormwater system is complete.
- Reconstruction of the roadway is 95% complete. The entire road base has been installed as well as the curb & gutter, sidewalks, hardscaping, and irrigation.
- The decorative streetlights are about 95% complete.
- Improvements to the Downing Street Parking Lot are about 50% complete. The stormwater system is complete and the entire road base has been installed.

#### **Items Remaining to be Installed:**

- Landscaping
- Final Road Grading
- Milling and Resurfacing (Downing to Canal Street)
- Asphalt Paving
- Parking Lot (curbing, streetlights, irrigation, landscaping, asphalt paving)

### **Mary Ave Streetscape Project – N Myrtle Avenue to US1:**

This project consists of the following improvements:

- Complete reconstruction of the roadway with curb and gutter and nested on-street parking, 4FT sidewalk on the south side and 8FT multi-use trail on the north side, landscaping, and irrigation
- Complete reconstruction of the stormwater system
- Decorative streetlights
- Improvements through the Florida East Coast Railway FECR right-of-way will be constructed in a separate phase of work

Progress:

- The Mary Ave Streetscape Project has gotten off to a slow start due to utility conflicts and resolution, but Masci Corporation resumed construction on Monday (4/4/11). The new estimated date of completion will be 11/7/11.

**Washington St Streetscape – N Myrtle Ave to US1:**

This project is currently in design, which is expected to be complete by mid September 2011.

**Esther St Park Improvements Project:**

This project is being designed and will be constructed in 3 phases including reconstructing the seawall, stormwater improvements to the area, and new park facility.

Progress:

- The stormwater features are in design and an FDEP 319h Grant has been submitted for.
- The seawall is currently in design, and is expected to be complete by the end of April 2011. Also the FDEP CCCL permit has been submitted.

**Riverside Park Improvements Project:**

This project is being designed and will be constructed in 2 phases including reconstructing the seawall and wooden boardwalk, and replacing the park lighting

Progress:

- The seawall and boardwalk design is nearing completion, and a FIND Grant has been submitted for.
- The park lighting is currently in design, and is expected to be complete by the end of April 2011.

# DRAFT

## Capital Improvement Projects Tracking Form

Project Name	Project Number	Project Description	Total Project Budget	Actual Expenditures through FY10	Budget FY11	Budget FY12	Budget FY13	Budget FY14	Budget FY15	Budget FY16	FY11 Expenditures	Contact
<b>CITY BEAUTIFICATION PROJECTS</b>												
US1 Gateway Signs	567920	US 1 North and South entry signs	\$42,000	\$0	\$42,000	\$0	\$0	\$0	\$0	\$0	\$0	Manissa Moore
SR44 & US1 Median and Right Of Way Landscape Enhancement	567920		\$1,949,800	\$0	\$1,449,800	\$200,000	\$200,000	\$0	\$0	\$0	\$0	Manissa Moore
Signage and Wayfinding	567909	Erect new Wayfinding Signs	\$279,000	\$0	\$279,000	\$0	\$0	\$0	\$0	\$0	\$31,650	Tony Ota
Gateway Landscaping (US1 at Canal St)	567908	US 1 and Canal St Landscaping	\$60,450	\$0	\$60,450	\$0	\$0	\$0	\$0	\$0	\$0	Michelle Mann
Myrtle Ave Infrastructure Project	567782	Landscaping at intersections and other possible locations pending obtaining statements, and repair or replace the sidewalk on the west side of N Myrtle Ave from Julia St to Mary Avenue	\$465,000	\$0	\$465,000	\$0	\$0	\$0	\$0	\$0	\$400	Khalid Reheihal
<b>AIRPORT PROJECTS</b>												
Airport T-Hangers	567853	15 Unit T-Hanger at 278 Industrial Park Ave	\$910,558	\$437,212	\$462,434	\$0	\$0	\$0	\$0	\$0	\$319,783	Rhonda Walker
Airport Taxiway A & E Rehab	567800	Rehabilitate Taxiway A and E	\$634,873	\$18,745	\$616,323	\$0	\$0	\$0	\$0	\$0	\$562,112	Rhonda Walker
<b>OTHER CITY PROJECTS</b>												
Fleet Underground Infrastructure	567906	Replace underground piping for the City main fuel farm at Public Works	\$279,000	\$0	\$279,000	\$0	\$0	\$0	\$0	\$0	\$0	Brenda Hendrickson
Washington Business District Incubator	567906	Development of a Business Incubator and Start-ups	\$460,712	\$47,581	\$403,131	\$0	\$0	\$0	\$0	\$0	\$75,604	Kyle Fejgy
Chamber of Commerce Bldg Rehab	567842	Exterior Rehabilitation	\$1,190,000	\$0	\$30,000	\$1,160,000	\$0	\$0	\$0	\$0	\$0	Khalid Reheihal
Canal Calore Dredging	567201	To deepen the mouth of the Canal Calore off of the ICW	\$65,000	\$0	\$65,000	\$0	\$0	\$0	\$0	\$0	\$34,666	Michelle Mann
Dunn Lumber Demolition	567885	Demolish 2 Buildings at 533 Canal Street	\$21,000	\$0	\$21,000	\$0	\$0	\$0	\$0	\$0	\$0	Kyle Fejgy
Quay Assists		To address a localized flooding at the cul de sac of east Quay Assists as a pilot project	\$21,000	\$0	\$21,000	\$0	\$0	\$0	\$0	\$0	\$0	
<b>COMPLETED PROJECTS</b>												
Public Safety Project	567791 & 567792	Construct New Police Station and Fire Dept Station 53	\$10,449,161	\$8,776,228	\$972,933	\$0	\$0	\$0	\$0	\$0	\$313,259	Khalid Reheihal
W Canal Streetscape Project	567776	Streetscape and Drainage Improvements from Myrtle Ave to FECR Retained Tracts	\$3,198,573	\$2,024,576	\$93,652	\$0	\$0	\$0	\$0	\$0	\$480,146	Michelle Mann
N Duss Street Improvements	567919	Widen approximately 100 LF of N Duss at Canal Street, replace the drainage culvert, extend sidewalk on west side from Canal St to Julia Ave	\$131,029	\$32,571	\$98,458	\$0	\$0	\$0	\$0	\$0	\$95,347	Kyle Fejgy
Flagler Dunes Parking Lot	567788	Improvements to create a Parking Lot and Lease Spaces	\$68,000	\$0	\$68,000	\$0	\$0	\$0	\$0	\$0	\$68,000	Michelle Mann
Concordo Shuffleboard Courts and Restroom Facility	567856	Construct New Restroom Facilities and Improvements to the existing Shuffleboard Courts	\$226,775	\$71,509	\$157,267	\$0	\$0	\$0	\$0	\$0	\$74,553	Kyle Fejgy
<b>TOTAL</b>			\$37,116,436	\$13,845,238	\$13,764,465	\$6,250,246	\$1,700,000	\$1,500,000	\$0	\$0	\$2,052,941	

# DRAFT

## Capital Improvement Projects Tracking Form

Project Name	Project Number	Project Description	Total Project Budget	Actual Expenditures through FY10	Budget FY11	Budget FY12	Budget FY13	Budget FY14	Budget FY15	Budget FY16	FY11 Expenditures	Contact
<b>STORMWATER/DRAINAGE AND PAVING PROJECTS</b>												
Mary Avenue Streetscape Project Phase I	567777	Phase I - Streetscape and Drainage improvements from Phase I to US1 (includes improvements segment from Phase I to US1) (includes improvements segment from Phase I to US1) (includes improvements segment from Phase I to US1)	\$1,016,974	\$131,963	\$665,011	\$0	\$0	\$0	\$0	\$0	\$50,766	Michelle Martin
Orange St Streetscape Project	567779	Streetscape, Drainage, and Parking Lot Improvements from Lytle Ave to Canal Street	\$1,012,262	\$65,830	\$208,432	\$0	\$0	\$0	\$0	\$0	\$405,156	Michelle Martin
Washington St Streetscape Project Phase I N. Myrtle to US1	567781	Phase I - Streetscape and Drainage Improvements from N Myrtle Ave to US1 Phase II - Streetscape and Drainage Improvements from US1 to Riverside Drive	\$930,000	\$10,450	\$919,550	\$0	\$0	\$0	\$0	\$0	\$34,375	Michelle Martin
Esther Park Seawall & Stormwater Improvement Project	567758	Construct New Beachfront Park, including Seawall and Stormwater Improvements	\$1,468,550	\$4,800	\$989,750	\$475,000	\$0	\$0	\$0	\$0	\$35,028	Kyle Fogarty
Central Beach Drainage Improvement Phase III	567917	To Design and Permit Phase III of the Drainage Improvements in 3 Sub-Phases	\$5,250,062	\$62	\$750,000	\$1,500,000	\$1,500,000	\$1,500,000	\$0	\$0	\$42,210	Kyle Fogarty
South Orange St. Drainage	567916	Pipe replacement from Lytle to Smith	\$431,078	\$0	\$431,078	\$0	\$0	\$0	\$0	\$0	\$0	Khalid Reheidehl
Fairmount & Westwood Drainage & Paving	567808	Fairmont Ave and Westwood Ave between North Street and Canal Drive	\$906,868	\$5,868	\$900,000	\$0	\$0	\$0	\$0	\$0	\$0	Kyle Fogarty
Palge Avenue Paving	567867	Pave Palge Ave from Old Mission Rd to the Shopping Center	\$115,915	\$480	\$115,425	\$0	\$0	\$0	\$0	\$0	\$0	Kyle Fogarty
Julia Street Water Quality Improvement (Outfall)	567913	Faulkner St to Riverside Dr	\$165,607	\$0,370	\$176,237	\$0	\$0	\$0	\$0	\$0	\$10,492	Kyle Fogarty
Arlington Ave Drainage (2500 Block)	567915	Address Flooding issues	\$113,088	\$0	\$113,088	\$0	\$0	\$0	\$0	\$0	\$0	Khalid Reheidehl
Westwood & Pine St	567914	Acquire properties and demolish structures	\$692,090	\$1,000	\$691,090	\$0	\$0	\$0	\$0	\$0	\$373,163	Khalid Reheidehl
<b>PARK PROJECTS</b>												
Riverside Park Seawall & Lighting	567895	Reconstruct Seawall and Boardwalk and Lighting	\$1,192,160	\$95,895	\$746,865	\$350,400	\$0	\$0	\$0	\$0	\$27,445	Kyle Fogarty
Flagler Boardwalk Improvement	567778	Reconstruct Seawall and Boardwalk, upgrade Restroom Facilities, upgrade Parking Lot	\$2,000,000	\$14,495	\$546,169	\$1,439,236	\$0	\$0	\$0	\$0	\$48,712	Khalid Reheidehl
Gayce Kenner Barck North Beach park Restroom Facilities	567890	Construct Restroom Facilities	\$91,378	\$6,378	\$75,000	\$0	\$0	\$0	\$0	\$0	\$0	Liz Vancay
Babe James Park Improvement	567101	Sign and Playground Equipment	\$78,250	\$0	\$78,250	\$0	\$0	\$0	\$0	\$0	\$0	Gail Hankson
Pelita Park Improvement	567839	Walking Trail, Staging Area and Handicap Spaces	\$567,390	\$470,917	\$97,103	\$0	\$0	\$0	\$0	\$0	\$878	Gail Hankson
Multi-Use Trail	TBD		\$1,150,312	\$300	\$23,800	\$1,120,212	\$0	\$0	\$0	\$0	\$0	Marrisa Moore

MUNIS FINANCIAL MANAGEMENT SOLUTIONS  
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CITY OF NEW SMYRNA BEACH  
YEAR-TO-DATE BUDGET REPORT

PG 1  
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FOR 2011 13

ACCOUNTS FOR: 120 COMMUNITY REDEVELOPMENT AGENCY  
ORIGINAL APPROP TRAFERS/ADJSMTS REVISED BUDGET

12051502 COMMUNITY REDEVELOPMENT AGENCY

	YTD EXPENDED	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED
120 .51.515.51502.511001. EXECUTIVE SALARY	45,569.89	0.00	39,440.11	53.6%
85,010.00				
120 .51.515.51502.512001. REGULAR SALARY	82,626.41	0.00	80,362.59	50.7%
162,989.00				
120 .51.515.51502.514001. REGULAR OVERTIME	4,082.91	0.00	-2,082.91	204.1%*
2,000.00				
120 .51.515.51502.515006. SHOE ALLOWANCE	400.00	0.00	0.00	100.0%
400.00				
120 .51.515.51502.521001. FICA	9,807.99	0.00	9,164.01	51.7%
18,972.00				
120 .51.515.51502.522001. FRS RETIREMENT	2,877.30	0.00	364.70	88.8%
3,242.00				
120 .51.515.51502.522003. DC PLAN	8,461.00	0.00	8,972.00	48.5%
17,433.00				
120 .51.515.51502.523002. FLORIDA HEALTH CARE	17,423.89	0.00	4,809.11	78.4%
22,233.00				
120 .51.515.51502.523004. BCBS INSURANCE	3,462.00	0.00	8,171.00	29.8%
11,633.00				
120 .51.515.51502.523008. MET LIFE DENTAL	894.00	0.00	826.00	52.0%
1,720.00				
120 .51.515.51502.523009. MUTUAL OF OMAHA	917.15	0.00	900.85	50.4%
1,818.00				
120 .51.515.51502.524001. WC	1,805.18	0.00	2,707.82	40.0%
4,513.00				
120 .51.515.51502.525001. UNEMPLOYMENT	1,650.00	0.00	-1,650.00	100.0%*
0.00				
120 .51.515.51502.529001. PERSONNEL ALLOCATION	17,222.35	0.00	36,527.65	32.0%
53,750.00				
120 .51.515.51502.531012. LEGAL	11,282.50	38,717.50	0.00	100.0%
50,000.00				
120 .51.515.51502.531016. CONSULTANT PROGRAM	66,292.99	115,733.76	409,893.25	30.8%
615,000.00				
120 .51.515.51502.531023. SURVEYS	0.00	0.00	20,000.00	.0%
22,500.00				
120 .51.515.51502.531026. CONSULTANT FEES-POLICY DEVELO	0.00	0.00	186,000.00	.0%
186,000.00				
120 .51.515.51502.531090. APPRAISALS	0.00	0.00	10,000.00	.0%
10,000.00				
120 .51.515.51502.531099. OTHER PROFESSIONAL SERVICE	1,575.00	0.00	51,425.00	3.0%
28,000.00				
53,000.00				

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TECHNOLOGIES

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CITY OF NEW SMYRNA BEACH  
YEAR-TO-DATE BUDGET REPORT

PG 2  
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FOR 2011 13

ACCOUNTS FOR: 120 COMMUNITY REDEVELOPMENT AGENCY  
ORIGINAL APPROP TRANSFRS/ADJSMTS REVISED BUDGET

			YTD EXPENDED	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED
120 .51.515.51502.532001.	AUDIT					
	14,446.00	14,446.00	11,569.40	0.00	2,876.60	80.1%
120 .51.515.51502.534001.	EXTERMINATE SERVICE	500.00	164.68	135.32	200.00	60.0%
120 .51.515.51502.534018.	PROPERTY MAINTENANCE	55,000.00	5,274.33	1,545.83	48,179.84	12.4%
	55,000.00	55,000.00				
120 .51.515.51502.540005.	TRAVEL	4,000.00	1,903.77	0.00	2,096.23	47.6%
	4,000.00	4,000.00				
120 .51.515.51502.540099.	OTHER TRAVEL	500.00	156.95	0.00	343.05	31.4%
	500.00	500.00				
120 .51.515.51502.541001.	PHONE CHARGES	2,000.00	344.83	0.00	1,655.17	17.2%
	2,000.00	2,000.00				
120 .51.515.51502.541003.	MOBILE PHONE CHARGES	3,336.00	754.43	0.00	2,581.57	22.6%
	3,336.00	3,336.00				
120 .51.515.51502.541021.	SHIPPING/HANDLING	350.00	11.45	163.55	175.00	50.0%
	350.00	350.00				
POSTAGE						
	250.00	250.00	0.00	0.00	250.00	.0%
120 .51.515.51502.543001.	ELECTRIC AND WATER	70,000.00	44,054.16	0.00	25,945.84	62.9%
	70,000.00	70,000.00				
120 .51.515.51502.545001.	LIABILITY INSURANCE	7,804.00	10,785.44	0.00	-2,981.44	138.2%*
	7,804.00	7,804.00				
120 .51.515.51502.545002.	AUTO AND PROPERTY INSURANCE	4,654.00	1,931.19	0.00	2,722.81	41.5%
	4,654.00	4,654.00				
120 .51.515.51502.546001.	ANNUAL MAINT CONTRACT	1,000.00	620.55	929.45	-550.00	155.0%*
	1,000.00	1,000.00				
120 .51.515.51502.546308.	OUTSIDE REPAIRS	500.00	2,190.00	0.00	-1,690.00	438.0%*
	500.00	500.00				
120 .51.515.51502.546341.	R & M OFFICE EQUIPMENT	500.00	0.00	0.00	500.00	.0%
	500.00	500.00				
120 .51.515.51502.546350.	FLEET MAINTENANCE BILLINGS	7,630.00	2,673.06	0.00	4,956.94	35.0%
	7,630.00	7,630.00				
120 .51.515.51502.546399.	R & M EQUIPMENT	500.00	61.02	0.00	438.98	12.2%
	500.00	500.00				
120 .51.515.51502.546401.	REPAIR & MAINT-OTHER	20,500.00	9,596.73	792.00	10,111.27	50.7%
	20,500.00	20,500.00				
120 .51.515.51502.546412.	SIGNAL MAINTENANCE-FEC	7,865.00	1,300.00	7,865.00	-1,300.00	116.5%*
	7,865.00	7,865.00				
120 .51.515.51502.546429.	R & M -STREET LIGHT POLES	20,000.00	6,739.03	85.00	13,175.97	34.1%
	20,000.00	20,000.00				
120 .51.515.51502.546430.	R&M-STREET MAINTENANCE	15,000.00	15,140.85	6,061.05	24,398.10	46.5%
	15,000.00	15,000.00				
120 .51.515.51502.547099.	OTHER PRINT & BINDING	2,000.00	1,028.00	0.00	972.00	51.4%
	2,000.00	2,000.00				







MUNIS FINANCIAL MANAGEMENT SOLUTIONS

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PG 4  
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CITY OF NEW SMYRNA BEACH  
YEAR-TO-DATE BUDGET REPORT

FOR 2011 13

ACCOUNTS FOR: 120 COMMUNITY REDEVELOPMENT AGENCY	ORIGINAL APPROP	TRANSFRS/ADJSMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED
120 .51.515.51502.567788.	FLAGER DUNES PARKING/LEASE IM	0.00	68,000.00	68,000.00	0.00	0.00	100.0%
120 .51.515.51502.567842.	CHAMBER RESTORATION PROJECT	203,131.48	403,131.48	133,530.27	282,485.19	-12,883.98	103.2%*
120 .51.515.51502.567885.	DUNN LAND ACQUISITION	0.00	65,000.00	34,466.29	0.00	30,533.71	53.0%
120 .51.515.51502.567895.	RIVERSIDE PARK UPGRADES	345,865.00	745,865.00	27,445.00	67,120.00	651,300.00	12.7%
120 .51.515.51502.567906.	WASHINGTON STREET BUSINESS IN	0.00	279,000.00	0.00	0.00	279,000.00	.0%
120 .51.515.51502.567908.	GATEWAY LANDSCAPING & BEAUTIF	0.00	60,450.00	0.00	0.00	60,450.00	.0%
120 .51.515.51502.567909.	WAYFINDING AND SIGNAGE	0.00	279,000.00	31,650.00	17,000.00	230,350.00	17.4%
120 .51.515.51502.583001.	FACADE IMPROVEMENTS	0.00	90,000.00	22,977.87	65,581.63	1,440.50	98.4%
120 .51.515.51502.583002.	IMPACT FEES- GRANTS/AID	-16,000.00	69,000.00	0.00	3,628.58	65,371.42	5.3%
120 .51.515.51502.583003.	DEVELOPMENT ASSISTANCE & INC	0.00	1,379,533.00	0.00	0.00	1,379,533.00	.0%
120 .51.515.51502.583004.	REVITALIZATION GRANT	0.00	90,000.00	95.00	21,470.89	68,434.11	24.0%
120 .51.515.51502.583006.	OTHER GRANTS AND AIDS	-9,000.00	101,249.00	27,411.01	72,880.15	957.84	99.1%
TOTAL COMMUNITY REDEVELOPMENT		2,097,156.38	11,044,782.38	1,682,142.62	1,986,891.69	7,375,748.07	33.2%
TOTAL COMMUNITY REDEVELOPMENT		2,097,156.38	11,044,782.38	1,682,142.62	1,986,891.69	7,375,748.07	33.2%
TOTAL EXPENSES		2,097,156.38	11,044,782.38	1,682,142.62	1,986,891.69	7,375,748.07	

MUNIS FINANCIAL MANAGEMENT SOLUTIONS  
WELCOME TO THE NEIGHBORHOOD

04/01/2011 10:25  
csoulie

CITY OF NEW SMYRNA BEACH  
YEAR-TO-DATE BUDGET REPORT

PG 5  
glytdbud

FOR 2011 13

ORIGINAL APPROP	TRANSFRS/ADJSMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED
8,947,626.00	2,097,156.38	11,044,782.38	1,682,142.62	1,986,891.69	7,375,748.07	33.2%
GRAND TOTAL						

\*\* END OF REPORT - Generated by Claudia Soulie \*\*



04/01/2011 10:25  
csoulie

CITY OF NEW SMYRNA BEACH  
YEAR-TO-DATE BUDGET REPORT

PG 6  
glytdbud

REPORT OPTIONS

Field #	Total	Page Break
Sequence 1	Y	Y
Sequence 2	Y	N
Sequence 3	N	N
Sequence 4	N	N

Report title:

YEAR-TO-DATE BUDGET REPORT

Includes accounts exceeding 0% of budget.

Print totals only: N

Print Full or Short description: F

Print full GL account: Y

Format type: 2

Double space: N

Suppress zero bal accts: Y

Include requisition amount: Y

Print Revenues-Version headings: N

Print revenue as credit: Y

Print revenue budgets as zero: N

Include Fund Balance: N

Print Journal detail: N

From Yr/Per: 2009/ 1

To Yr/Per: 2010/12

Include budget entries: Y

Incl encumb/liq entries: Y

Sort by JE # or PO #: J

Detail format option: 1

Include additional JE comments: N

Sort/Total Budget Rollup: N

Print MY's in one year view: Y

Amounts/totals exceed 999 million dollars: Y

Year/Period: 2011/13  
Print MTD Version: N  
Incl inception to soy: N  
Roll projects to object: N  
Carry forward code: 1