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**MINUTES OF THE
COMMUNITY REDEVELOPMENT AGENCY
MEETING OF JULY 15, 2009
DEBERRY ROOM 3RD FLOOR
200 CANAL STREET
NEW SMYRNA BEACH, FLORIDA**

9 **Chair Linda DeBorde called the CRA meeting to order at 3:00 p.m.**

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Answering to roll call:

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**Linda DeBorde, Chair
Steve Dennis, Vice-Chair
James Kosmas
Thomas Williams
Cynthia Lybrand
Charles Belote**

21 Also present were Kevin Fall, CRA Director; Michelle Martin, CRA Project Manager;
22 Noeleen Foster, CRA Coordinator; and Claudia Soulie, Administrative Specialist.
23 Commissioner Douglas Hodson and CRA Attorney Mark Hall were absent.
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27

PUBLIC PARTICIPATION

28 In accordance with the City Commission Resolution #11-89, a three-minute limitation will be imposed
29 unless otherwise granted by the CRA Commissioners.
30

31 Ms. DeBorde recognized Mayor Sally Mackay and thanked her for attending the meeting.
32

33 Mr. Floyd Fulford, President of the New Smyrna Beach Board of Realtors and Ms. Ellen
34 Darden, member of the Board of Directors of the New Smyrna Beach Board of Realtors
35 asked to read a resolution authorized by the New Smyrna Beach Board of Realtors
36 supporting the proposed hotel on Flagler Ave. Ms. DeBorde thanked Mr. Fulford and Ms.
37 Darden and submitted the letter into public record.
38

39 Mr. Jim Russell, 880 Flounder Ave. suggested not to wait until the Community
40 Redevelopment Plan update was complete, but to begin the process of reducing the
41 densities, eliminating parking requirements and allowing "built to lot line" provisions
42 within the CRA district. Mr. Russell also asked the CRA Commissioners to reconsider
43 their decision to spend CRA funds to renovate the dilapidated skate park across from City
44 Hall in light of a continuing requirement of parking in the downtown area. Mr. Russell
45 felt that with some minor upgrades this area could be turned into much needed parking
46 for Canal Street.
47

48 Mr. Robert Skelton, 100 Poinciana Court, stated that he was speaking on behalf of some
49 merchants in the New Smyrna Beach and Edgewater area. Mr. Skelton mentioned that the
50 Island Voice magazine had changed ownership and wanted the CRA Commissioners to
51 be aware that at least three (3) people were owed money by the magazine and asked to
52 withhold any grants to this organization until these debts were settled.

53

54 There being no further requests, Ms. DeBorde closed the Public Participation portion of
55 the meeting.

56

57

PRESENTATION

58

59 Scott Miller, Island Voice Magazine

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61 Mr. Fall informed the Commissioners that Mr. Scott Miller had approached him to
62 discuss the opportunities and existing infrastructure to market the CRA through this
63 magazine.

64

65 Mr. Scott Miller, part owner to the rights of the name to the Island Voice Magazine,
66 stated that the tradition of this magazine had been to support the community and its
67 businesses and his main purpose for getting involved was making sure this tradition
68 continued. Mr. Miller stated that he and his associates were planning on doing a coupon
69 book with the motto "Save our Schools" (SOS), which was also intended to stimulate
70 New Smyrna's economy.

71

72 Mr. Miller acknowledged the comments Mr. Skelton had made during Public
73 Participation and stated that efforts were being made to remedy the situation.

74

75 Mr. Kosmas asked if this coupon book would benefit all the schools. Mr. Miller stated
76 that this program had the potential to benefit all the schools even in the entire region, but
77 the sample presented today targeted the New Smyrna Beach High School only.

78

79 Mr. Kosmas asked for clarification between the connection of the Island Voice and the
80 coupon booklet. Mr. Miller explained that he and his associates were a marketing
81 consulting firm specializing in business development. Their goal was to act as a
82 facilitator in producing the coupon booklet, but the school would do all the selling.

83

84 Mr. Belote inquired if Mr. Miller was publishing a coupon book in addition to the Island
85 Voice Magazine. Mr. Miller affirmed that.

86

87 Mr. Fall stated that the CRA needed to develop a marketing program and suggested the
88 CRA Commissioners direct him to further coordinate with Mr. Miller to gather the
89 necessary specificity.

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94

OLD BUSINESS

A. CRA Commercial Property Redevelopment Loan Incentive Program

Mr. Fall stated that based upon direction received at the June 24, 2009 CRA meeting, staff had prepared a set of program guidelines to form the basis of a CRA Commercial Loan Incentive Program.

Mr. Fall continued that the purpose of the CRA Commercial Loan Incentive Program was to promote and encourage commercial property owners to upgrade their properties and to invest in their operations and felt that the result of such an effort would be to stop deterioration, stabilize property values, improve, facilitate and encourage redevelopment activity in the CRA district. Mr. Fall asked to correct guideline number nine from ~~five (5) years (60 months)~~ to three (3) years (36 months).

Mr. Fall stated that the proposed program criteria have been developed from similar programs offered in other CRA's in Florida.

Ms. DeBorde asked for clarification on guideline number three as it pertained to the exterior of a building. Mr. Fall clarified that a business' exterior had to be in compliance with the City's Land Development Regulations (LDR) before they could apply for the loan incentive program, which would cover the interior.

Mr. Kosmas inquired if these guidelines were a pro-forma agreement, which Mr. Fall confirmed.

Mr. Kosmas made suggestions for the following guidelines:

- guideline one - the requirement where the new or existing business had to create a minimum of five (5) new full time jobs. Mr. Kosmas felt that this might be hard to achieve.
- guideline two - from a legal standpoint the property owner should be the applicant.
- guideline three – tighten up the verbiage in reference to exterior improvements in order to avoid misunderstanding
- guideline eight – define the areas where this money can be spend on and limit it to expenditures related to construction or permitting
- guideline ten – not comfortable with “case by case” verbiage, if applicant meets criteria should receive funding if available
- guideline twelve/ thirteen – questioned the effectiveness of putting a lien on the property

Mr. Belote stated that he was under the impression that this was a case-by-case basis program based on special circumstances/hardship.

141 Mr. Dennis thought that the purpose for this program was to assist a business owner in
142 alleviating some of the regulatory expenses to offset the start-up costs and not to fund
143 “brick and mortar” costs.

144
145 A brief discussion ensued about proving hardship, putting a lien on the property, and
146 changes in codes that require structural changes to a building.

147
148 Mr. Williams asked for clarification if this would be a loan or a grant program and felt
149 that this needed to be specified. Mr. Williams was more in favor of a set loan agreement
150 instead of case by case. He suggested provisions for payments and possible default
151 payments to be included. Mr. Williams suggested making the determination of the
152 applicant’s credit worthiness contingent upon set guidelines and inquired how the CRA
153 would monitor the completed improvements.

154
155 Mr. Dennis also questioned the full-time position requirement. Mr. Dennis felt that there
156 should be a monetary commitment from the applicant should this be implemented as a
157 grant program; it should also be established who would recoup the funds should the
158 CRA’s term expire before all loans have been repaid.

159
160 Ms. Lybrand asked if this could be set up as a hardship grant program instead of a loan
161 incentive program.

162
163 Ms. DeBorde questioned if a matching grant program would be the right vehicle to meet
164 the CRA’s goals and objective of only aiding a business owner, once they had almost
165 exhausted their start-up funds.

166
167 Mr. Kosmas suggested to “forgive” the loan re-payment should the business fail within
168 the three years, but to request a re-payment should the business be successful.

169
170 Mr. Fall duly noted all the comments and stated that he would make the amendments
171 with a bigger focus on the hardship requirement. Mr. Dennis felt that the CRA needed to
172 determine what created a hardship.

173
174 Mr. Kosmas suggested the CRA Commissioners come to a consensus whether this should
175 be a loan or a grant program.

176
177 A brief discussion ensued about the pros and cons of each program; what the advantage
178 of a hardship grant was; defining what was considered a hardship and creating a different
179 program to the current grant programs the CRA was offering.

180
181 Mr. Fall suggested preparing a hardship program as well as a redevelopment partnership
182 program for the CRA’s review at a later time. The CRA agreed.

183
184

185 B. CRA Loan Incentive Agreement – 424 Canal Street (R. S. Rosedale)

186

187 Mr. Fall inquired if the CRA Commissioners would like him to bring this topic back
188 along with the CRA Commercial Property Redevelopment Loan Incentive Program. The
189 Commissioners agreed.

190

191 Steve Clancy, General Contractor for the project asked to speak on behalf of Mr.
192 Rosedale. Mr. Clancy informed the CRA that Mr. Rosedale encountered significant
193 financial impacts due to zoning issues, which could be a hardship and suggested
194 considering those issues when they evaluated the incentive agreement.

195

196 **Mr. Dennis made the motion to defer this topic until the next regular meeting,**
197 **seconded by Mr. Belote. The motion carried on roll call vote 6 – 0.**

198

199

200 C. Commercial Sales Contract – 300 Block of Magnolia Street (Sides’s
201 properties)

202

203 Mr. Fall stated that at the June 3, 2009 meeting, the CRA directed staff to negotiate a
204 commercial sales contract for the potential acquisition of properties located at 300, 310
205 and 314 Magnolia Street. Mr. Fall continued that the properties have been historically
206 operating as a pre-owned vehicle sales facility and the owner had indicated the desire to
207 terminate the operations and investigate market opportunities for the future disposition of
208 the properties.

209

210 Mr. Fall stated that the properties offered an opportunity for connectivity between the
211 hospital area and the Canal Street business district, in addition to providing the potential
212 for additional parking capacity for both the hospital and the business district.

213

214 Mr. Fall recommended the CRA authorize staff to contract for the appraisals for the
215 properties located at 300, 310 and 314 Magnolia Street and suggested deferring
216 discussion on the proposed commercial sales contract between the CRA and Elwood B.
217 Sides, property owner, until CRA attorney Mr. Hall was present.

218

219 **Mr. Dennis made the motion to authorize staff to obtain two (2) appraisals at the**
220 **best-negotiated price, seconded by Mr. Williams. The motion carried on roll call**
221 **vote 6 – 0.**

222

223

NEW BUSINESS

224

225

226 A. Property Improvement Grant Application – 312 Julia Street

227

228 Ms. Foster stated that the property improvement grant application for 312 Julia Street had
229 received the necessary number of points and staff recommended approval in the amount
230 of \$4,612.50.

231

232 **Mr. Williams made the motion to approve the property improvement grant request**
233 **for 301 Flagler Ave. in the amount of \$4,612.50, seconded by Mr. Dennis. The**
234 **motion carried on roll call vote 6 – 0.**
235

236

B. FY 2009/2010 CRA Grants and Aid Applications

237

238 Mr. Fall stated that staff had received Grants and Aids applications for Christmas on
239 Canal, Canal Street Historic District and a new event called Boat Week.

240

241 Mr. Fall informed the Commissioners that Christmas on Canal was an event geared to
242 create an environment in the Canal Street area that would bring many patrons to the
243 businesses. Mr. Fall continued that the Canal Street Historic District grant would aid
244 three (3) different events (Halloween Block Party, Mardi Paws and a Biking Event on
245 Canal Street) and Boat Week could have a potential positive area-wide economic impact.

246

247 Mr. Fall recommended the CRA approve the Christmas on Canal application in the
248 amount of \$15,000 and the Canal Street Historic District application in the amount of
249 \$25,000. Mr. Fall stated that no action was required on the Boat Week application at this
250 time.

251

252 Mr. Belote asked if New Smyrna Beach Mainstreet was the entity that would administer
253 those funds; Mr. Fall concurred.

254

255 Mr. Williams inquired if the organization had officially changed their name to Canal
256 Street Historic District (CSHD) and was informed that it was NSB Mainstreet doing
257 business as CSHD.

258

259 **Mr. Kosmas made the motion to approve the Grants and Aids application for**
260 **Christmas on Canal Street in the amount of \$15,000, seconded by Mr. Dennis. The**
261 **motion carried on roll call vote 6 – 0.**
262

263

264 Ms. DeBorde stated that she was pleased to see that everyone was joining together to
265 make this a successful event. Ms. Jones, Southern Trends, thanked the CRA for their
266 support and handed out invitations to the “Roll-out” meeting for this event on July 29th,
2009, were more in-depths information could be obtained.

267

268 Mr. Kosmas felt that all these events created New Smyrna’s charm and commended Ms.
269 Jones and all others involved for their efforts.

270

271 Mr. Fall commented on the Canal Street Historic District Grants and Aids application and
272 a brief discussion ensued as to the amount previously granted to this organization, how
273 much was left and what would happen to the remainder of the balance.

274

275 Ms. Kilday, Secretary for the CSHD informed the CRA about their plans for the
276 remaining funds from the previous year and gave a brief summary on the current
277 application, stating that they intended to create a free calendar to list various events
278 among other things.

279 Mr. Kosmas suggested listing Volusia County in the publication in order to recognize the
280 partnership efforts between them and the CRA. Mr. Williams added that the Hospital and
281 the City should be included as well.

282 **Mr. Kosmas made the motion to approve the Grants and Aids application for Canal**
283 **Street Historic District in the amount of \$25,000, seconded by Ms. Lybrand. The**
284 **motion carried on roll call vote 6 – 0.**

285

286 Mr. Fall introduced Bonnie Davis and Clay Ratcliffe with the Boat Week Committee and
287 stated that they asked to give a presentation to the CRA Commissioners about what Boat
288 Week entailed and the anticipated expenditures and revenues. Ms. Davis stated that Boat
289 Week was scheduled for April 16 – 25, 2010 and asked the Commissioners to consider
290 evaluation and funding at a future time.

291

292 C. Request for Proposals – 533 Canal Street

293

294 Mr. Fall stated that staff had prepared a Request for Proposals (RFP) to encourage the
295 investment in the Community Redevelopment District, specifically at a key intersection
296 into the heart of the historic downtown Canal Street business district. Mr. Fall continued
297 that the purpose of this Request for Proposals was to solicit market interest for a
298 redevelopment project utilizing the NSBCRA property located at 533 Canal Street that
299 would generate the highest economic benefit to the City of New Smyrna Beach while
300 maintaining the character of the City.

301

302 Mr. Fall recommended the CRA approve the Request for Proposals for the 533 Canal
303 Street property and authorize staff to advertise the RFP in accordance with State and City
304 requirements.

305

306 **Mr. Dennis made the motion to approve the Request for Proposal and authorize**
307 **staff to go ahead with the necessary advertising, seconded by Ms. Lybrand. The**
308 **motion carried on roll call vote 6 – 0.**

309

310 REPORTS AND COMMUNICATIONS

311

312 A. Director's Report (verbal)

313

314 Mr. Fall reported on the following items:

315

- 316 • Update on the County's inquiries into their CRA's - the City's auditor
317 issued a special report about the NSB CRA operations since 1985 and
318 Mr. Fall asked to meet with the CRA Commissioners individually to
319 go over the report.
- 320 • Budget Workshops – a joint workshop between the City Commission
321 and the CRA is tentatively scheduled for the second week in August;
322 Glatting Jackson would be attending to give a progress report on the
323 CRA's Redevelopment Plan and this could be the starting point to
324 discuss the CRA budget.

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- Appraisal for Florida Ave. properties – Mr. Fall had received five (5) quotes in the range of \$1,200 to \$4,800, two (2) of which met the CRA’s requirements stipulated in the Request for Proposal (RFP). Mr. Fall would present the results at the next CRA meeting.
 - CRA Redevelopment Plan update – staff was working on finalizing the dates for the August Implementation workshop as well as setting up a second workshop between the CRA and the City Commission.

333 Mr. Fall thanked the CRA Commissioners for their flexibility in attending special
334 meetings and pledged to minimize the need for such.

335

336 Ms. DeBorde commended Mr. Fall for his efforts in keeping the CRA moving forward.

337

338 B. Commissioners Reports

339

340 Mr. Dennis inquired about the need for bike racks throughout the City. Mr. Fall stated
341 that a bid for bike racks and the speaker system on Canal Street was scheduled to be
342 released on July 16, 2009.

343

344 Mr. Dennis suggested putting the Property Improvement Grant requests on the consent
345 agenda.

346

347 Mr. Belote asked for an update on the West Canal Streetscape. Mr. Fall stated that
348 Attorney Glenn Storch was handling the last easement. Mr. Fall continued that a few
349 comments still needed to be addressed on the design plans. Michelle Martin, CRA Project
350 Manager stated that she had had a meeting with ThadCon whereby she stressed the
351 importance of completing the plans in a timely fashion.

352

353 Mr. Belote asked if staff could address the merchants parking on Canal Street.

354

355 Mr. Williams would like the West Canal Streetscape work to commence and felt that
356 CRA staff should meet with the Utilities Commission (UC) to be proactive in securing
357 possible easements for Mary Ave. and South Orange St. to avoid delays.

358

359 Mr. Williams asked if it was possible to create a resolution from the City Commission,
360 instructing the UC to work with the CRA. Mr. Fall suggested the CRA allow him to
361 elaborate on the utility situation at the joint workshop.

362

363 Mr. Williams inquired how the Utilities Commission calculated their impact fees.

364

365 Ms. Lybrand concurred with the comments of her fellow Commissioners and wanted to
366 see the CRA projects move forward. Mr. Fall stated that he would re-implement the
367 Capital Project status report.

368

369 Mr. Kosmas would like to see the street sweeper cleaning up Flagler Ave. Mr. Fall stated
370 that he has scheduled a meeting with the Parks and Recreation Director and the sweeper
371 operator from Public Works to work out a better schedule.

372 Mr. Kosmas asked when the final approval of the proposed hotel on Flagler Ave. would
373 be made. Mr. Fall felt that the CRA could expect a presentation at their next meeting.

374

375 Ms. DeBorde stated that she had attended the budget workshops and felt it was evident
376 that the City Commission wanted the CRA to move ahead with their projects and
377 detected willingness by the City Commission to aid in those endeavors.

378

379

380 C. Correspondence

381 None

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383

384 **ADJOURNMENT**

385

386 **Mr. Dennis made the motion to adjourn, all agreed. Meeting adjourned at 5:40 pm.**