

**NORTHWEST-PROGRESSO-FLAGLER HEIGHTS  
REDEVELOPMENT ADVISORY BOARD  
REGULAR MEETING  
APRIL 27, 2005 – 3:30 P.M.**

**Board Members**

**Cumulative Attendance**

**Jan. 2005 – Dec. 2005**

		<u>Present</u>	<u>Absent</u>
James Brady	P	3	0
Stan Brown	P	3	0
William Cain	P	3	0
Jim Carras	P	3	0
Jerry Carter	A	1	2
William Cone	P	3	0
Albert Fils	A	1	2
Hector Huguaburo	P	2	1
Tim Hernandez	P	1	2
Brice Lambrix	P	3	0
Laura Mutti	P	3	0
Ella Phillips	P	3	0
Rosalind Osgood	A	1	2
Marcia Barry Smith	A	1	2
Clare Vickery	P	3	0

**Staff**

Alfred Battle, CRA Director  
Bob Wojcik, Planner III  
Mina Samadi, CRA Engineering & Design Manager  
Kim Vazquez, CRA Project Coordinator

**Guests**

Pamela Adams  
Peter Feldman

**Call to Order**

Chair Stan Brown proceeded to call the meeting to order at approximately 3:30 p.m. Roll call was taken and a quorum was present.

**Approval of Minutes**

Clare Vickery stated that on page 2 where it stated: "Clare Vickery asked if the amount of public financing..." should read "Clare Vickery asked if the limits of public financing would be included in RFP proposals received." She also stated that on page 4, second paragraph, it reads: "She stated that was a great deal, but this can be a problem," and it should read: "She stated that was a great deal, and this can be a problem." Also, in the next sentence it reads: "She stated that she was not in favor of this and would vote no on the project," and it should read: "She stated that she was not in favor of the Finance

Program and would vote no on the project.” Also, the next sentence read as follows: “She stated that doing deals with this type of tax increment financing and property disposition was wrong and set a standard,” and it should read: “She stated that doing deals with this type of tax increment financing and property disposition was wrong because we can’t afford it and set a standard.” She also referred the Board to page 8 of the minutes where it states: “She reiterated that procedures and rules needed to be established in order to develop a consistency,” and should read: “She reiterated that procedures and rules needed to be established in order to develop a consistency for reviewing all projects, which involve disposition of public property and tax increment finance.”

**Motion** made by James Brady and seconded by Clare Vickery to approve the minutes of the March 23, 2005 meeting as corrected. Board unanimously approved.

Chair Stan Brown commented that the minutes were being taken off the tapes, and therefore, if there were any questions as to what was said, the tapes would be reviewed.

**Sistrunk Boulevard Façade Demonstration Program – BAC Funding Corp Update & Presentation**

Al Battle, Director CRA, stated that today an update would be provided to the Board regarding the Sistrunk Boulevard Façade Demonstration Program. He further stated that Ron Frazier, Architect and Principal of BAC Funding Corp., would provide the update. He further stated that the following item on today’s agenda would deal with procedural items that needed to be addressed so things could proceed forward.

Ron Frazier stated that he would provide an orientation that would lead the Board into their thinking process regarding this matter. He explained that the BAC Funding Corp., in conjunction with the Negro Chamber of Commerce and the Sistrunk Mid-Town Business Association, put together this façade program which was part of the CRA Program. He continued stating that six buildings which are in close proximity to each other would be part of the Façade Program.

Mr. Frazier explained that the BAC Funding Corp. was located in Miami-Dade County and was a 501C(3) corporation which lent money to black businesses, and helped to spear redevelopment in CRA areas. He further explained that they had been in business for 22 years. He stated that the CRA Façade Program provided \$20,000 to each building or business, and the property owner had to provide 25% of that amount which was \$5,000. He stated that to help expedite the process, they would provide a grant of 75% of the \$5,000 which the property owner had to provide, and in addition, they would provide \$120,000 towards construction of such facades. Then, BAC would be reimbursed from the City’s funds.

Mr. Frazier stated that the design concept was an Afro-Centric design criteria which used the colors from the clothes, as well as symbols and patterns, which told a story about the business owner, and the Sistrunk community. He compared the design to hieroglyphics which provided meaning and history. He explained that they were also using color and cultural symbolisms to provide an understanding of the Afro-American culture. He stated that many people did not realize that the Afro-Centric design was blended into all types of cultures. He made a comparison to the Italian Renaissance and

the Medici Family, and stated that all the faces in the paintings done by Michelangelo were muse of the Medici Family, which was part of the deal made with the artist to keep the family alive. He reiterated that they wanted to leave symbolism which related to the community. He proceeded to show a series of photographs of the existing area, along with the proposed changes. Scale models were also provided.

Mr. Frazier further stated that shapes and colors were used to depict trades of the community and its residents. He explained that they came up with a predominant color of green since it meant growth and development. He further stated that there were certain symbols on the buildings which spoke about events. He stated that circles and leaves would be used in the theme. He reiterated that symbols would be chosen for each building depending on what occurred there. He stated that all front doors of businesses had to be readily accessible to the public. He reviewed the buildings that were to be retained in the area and the types of businesses housed in each structure. He emphasized that one of the issues in the concept was how the colors were blended. He stated that basically all they had done was add vertical elements, planters, and canopies to provide continuity to the area.

Mr. Frazier stated they attempted to create a symbol for the Chamber of Commerce and what it meant to the community before and now, and therefore, arrived at the sickle which was a call to collective action. He explained that the symbol represented learning and emphasized learning from the past. He explained that this would be paid for by the BAC and fell outside of the budget.

Mr. Frazier further stated that this was about changing attitudes, perceptions and getting action moving forward in a community.

Mr. Frazier proceeded to provide the costs for the various buildings.

{Brice Lambrix} asked for further clarification regarding the financial structure. He clarified that 75% of the cost would be provided by the grant.

Mr. Frazier explained that the City would provide a grant and allowed \$120,000 for façade treatments for a building, but required the property owner to provide 25% of the amount. He stated that BAC provided a grant of 75% of the funds to be provided by the property owner. He explained that the BAC was a 501C(3) corporation and one of their goals was to help stimulate redevelopment in CRA areas ranging from Miami-Dade County to Palm Beach. He explained that to help expedite the process, they would provide construction monies.

Clare Vickery asked if Mr. Frazier's group received any government funding to help subsidize the program, or did the monies come from private funding. Mr. Frazier stated that all the monies came from private funding, and explained that the BAC had been created after the 1980 riots which took place in Miami. He further stated that the private business sector had provided \$6.7 Million to create this organization in 1982. He explained that some of the funding had also come from various banks.

Tim Hernandez referred everyone to Exhibit B which stated: "The City Façade Program provides grants for 75% of the costs of improvement." He stated further the example given had showed a project of \$25,000 and the matching funds were shown as 80%,

and should be changed. Mr. Frazier explained that the City had two amounts, and if a business faced Sistrunk they received the maximum grant, but if one was located on a side street then the maximum amount provided would be reduced.

Bob Wojcik clarified that in regard to the Façade Program for Sistrunk Boulevard, the owners paid 20% of the total project costs with a contribution by the City of \$20,000. He further explained that in using the term “City,” it applied to the CRA. He further stated that the project was originally created by the City, but had been adopted by the CRA.

{Brice Lambrix} asked about the new buildings for the area and asked why the design standards would not apply to those structures.

Chair Stan Brown stated that this was all work in progress and the tone had to be set for the area. Then, they could proceed to the next step.

{Brice Lambrix} further stated that if new construction was to occur and they were moving forward outside of this design theme which was to be adopted, then they were missing a significant opportunity for the area. Additional costs would be placed in the future on the new construction in order to make them more consistent with the renovated structures.

Chair Stan Brown further stated that this type of issue would be addressed before the construction would proceed to advanced stages.

James Brady stated that this was a very informative and on-target presentation. He asked if further comments could be provided in regard to how this would spread out to the community as a whole, such as through education or commerce.

Mr. Frazier explained that basically they were trying to proceed with a “Show ‘n Tell” Program. He stated the buildings they addressed were to remain as part of the community, and were the perfect structures to begin implementing the new direction they wanted to take. He compared it to “new urbanism,” and explained further they were attempting to create a new image for the community. As it would spread to outside areas, then they would know the idea was successful. Personally, he felt the Afro-Centric design and the telling of stories was a way to tell history and portray culture. By speaking with the property owners and having them accept common elements was one way to spread the ideas. He further stated that the design team had been given a choice of three criteria, but he felt that would not provide a common element. Therefore, the Afro-Centric concept was developed. He explained that the six buildings chosen for renovation would establish a base line for the community for other individuals to copy.

James Brady asked if they saw this concept going across Andrews Avenue and moving eastward. Mr. Frazier confirmed. James Brady asked if this could be considered an Afro-Centric “Chinatown” concept where a community was defined, but accepted as part of the general fabric, including tourism and commerce. Mr. Frazier explained that it would lead along those lines, and stated that everything would not be transposed. Certain elements would be transposed by the developers, thereby creating some continuity yet providing individuality.

{Brice Lambrix} reiterated that his concern was that they would still own the land, while providing grants to developers along Sistrunk. He stated that while they had the leverage, the design criteria needed to be included into any agreements, both funding and land, and he did not want it left to be inserted at a later date.

Chair Stan Brown clarified that he was referring to the concept being included into the developments in the very near future.

**Motion** made by James Brady and seconded by Tim Hernandez to approve continual funding of this project as originally appropriated, along with approving the design concept for the façade improvements.

Laura Mutti asked for further information regarding the cost of the beach project. Mr. Frazier stated that the Negro Chamber of Commerce totaled \$20,986, the Burrows Building would cost \$18,000, JAB \$18,000 and Bob Young \$16,300. Laura Mutti remarked that this was a beautiful project, and the art being instilled on the buildings was important for the community.

William Cone stated that the group had done a fantastic job, and believed the area would be an asset to the entire City.

Chair Stan Brown stated that Mr. Cone would be recused from voting on this item, including the following item on the agenda.

Board unanimously approved.

**Sistrunk Boulevard Façade Demonstration Program – CRA Advisory Board Member Conflict of Interest and Request for Waiver of Conflict of Interest**

Al Battle stated that this was to acknowledge that a Waiver of Conflict of Interest was submitted by William Cone who was participating in the Program, along with being an Advisory Board Member of the CRA. Therefore, everyone would be aware of his participation in the program.

**Motion** made by James Brady and seconded by Jim Carras to acknowledge receipt of a Waiver of Conflict of Interest by William Cone. Board unanimously approved.

**Director's Report**

**Bank of America**

Al Battle stated he wanted to bring forth some information items to the Board. He continued stating that he wanted the Board to be aware of a program being offered by the Bank of America for individuals considered as neighborhood builders, including 501C(3) non-profit organizations. He stated there was also a category entitled "Local Heroes," whereby individuals were selected and contributions made on their behalf to organizations in their communities. He added that student leaders would also be selected from the educational community who could be utilized in the Bank's internship programs. He explained they would perform the conduit role in this program.

Sistrunk Boulevard Corridor

Al Battle further stated that they were working on a re-education effort for the Sistrunk Boulevard Corridor. He stated that through Commissioner Moore's suggestion, they would utilize the skills and talents of the CRA to launch the campaign, and have hired a PR firm to assist in this matter. A timeline was provided for the program, including public outreach and direct mail. He stated that on May 19, 2005, at the Mizell Center, there would be a public meeting from 6:00 p.m. to 8:00 p.m. regarding the re-education program, along with various presentations by staff and consultants. He advised that Congressman Hastings was able to obtain Federal monies for this program.

CRA Legislation

Al Battle continued stating that he had distributed information regarding CRA legislation at the State level which would change the relationship of CRAs from how they were created within the cities, and how they existed in relation to County funding. If such changes would come into effect, the CRAs could have long-term spending capacity. He stated that the City's lobbyist advised, along with the Florida League of Cities, and the Florida Redevelopment Association, that the particular legislation that was being considered could be very damaging to CRAs around the State. The Bills were on their way to the floor and would cause a restructuring of the financial relationship that currently existed between how CRAs would be funded from the County's perspective, and would put the CRAs in jeopardy regarding bonding and future financial placements used for such programs in the future. He advised further that legislators were being asked to vote against this Bill.

Chair Stan Brown stated that telephone numbers were provided for calls to be made against the legislation.

Clare Vickery asked if Linda Cox could be asked to provide more specific information regarding what features would adversely be affected by the legislation. She asked if a copy of the Bill could be provided to her so she could make an informative phone call. Al Battle stated that summary points regarding the damaging effects of the Bill could be forwarded to the Board.

Al Battle reiterated that this legislation was actually reneging on last year's promise not to mess with this item again. He stated the triggers in effect now would go back on such promises and generate new ones. He advised that the City Commission had passed a resolution regarding this matter.

Budget

Al Battle advised that the budget process would begin for 2005/2006, and the budget would be presented to the Board for their review.

Chair Stan Brown stated that the budget for this coming year would be similar to last year's. He remarked that the TIF Fund was growing nicely, and the opportunity for additional funding existed, but the question to ask was how to spend it wisely.

Tim Hernandez asked what the TIF amount was at this time. Al Battle stated that they did not have the preliminary values at this time, but they had \$2 Million last year. He stated that a 3% growth rate could be added since some projects had not yet hit the tax rolls.

{Brice Lambrix} asked what had been projected for last year. Chair Stan Brown believed it was about \$8 Million. He stated that the commitment for bonding was significantly less than what was now being shown as income.

#### Staff Hiring

Al Battle stated that staff was reduced and they were attempting to hire individuals. {Brice Lambrix} asked if job descriptions could be provided to the Board Members regarding available positions so possibly recommendations could be made.

Tim Hernandez asked if they were below market. Al Battle explained that there was a great concern about working at the City. Perceptions were being changed, and the HR Department had conducted a salary evaluation that showed they were not underpaying. He remarked that it was very competitive from a redevelopment standpoint. Tim Hernandez remarked that there was great demand both in the public and private sectors. He reiterated that one got what one paid for. Al Battle added that they were competing with other municipalities.

James Brady stated that they could not favor individuals who worked for the CRA. Al Battle stated that they did have some liberty, but there was the issue of competition.

#### Old/New Business

##### Sistrunk Area Marketing

Chair Stan Brown stated that the marketing had begun, and today's presentation provided a theme which would make the marketing easier.

#### CRA Workshop

Chair Stan Brown stated that he wanted to approach Phase 2 from a list perspective. Areas had been identified, and he wanted to modify it. He felt they could provide a listing of items as headlines for the workshop. He stated that once they began the process, costs, finance, risks, and priorities would be put into place through the workshop.

{Brice Lambrix} stated that something that arose out of last summer's workshop was the issue of individuals living in the northwest and how they could remain in the community given the economic pressures of the market and redevelopment. He felt this was the most important issue facing the neighborhood.

Clare Vickery stated that regarding specific property disbursements within the CRA, they should consider looking at the possibility of requiring respondents to provide innovative and affordable housing options and parameters to be developed.

Chair Stan Brown stated that such a suggestions involved two issues. One was affordable housing, and the other was the detail of structuring RFPs and their responses.

Clare Vickery added that mixed-use or mixed-income housing could be incorporated. She stressed that some component of affordability should be included.

Chair Stan Brown stated that they needed to revisit the lost subject of street infrastructure, along with financing consideration.

{William Cone} asked if the flag idea would be incorporated along Sistrunk that was being used in Flagler Village. Chair Stan Brown stated that signs were being used at this time, but the idea could be further explored.

Clare Vickery further stated that issues such as crime and dilapidated buildings could possibly be addressed, and the creation of a plan to deal with such matters. She felt these were hindrances in implementing some of the marketing for the area. She remarked there were specific crime spots in Flagler and the Northwest areas.

Chair Stan Brown stated that last year the Police and Code Enforcement Departments worked with the CRA. Laura Mutti stated that blighted properties were a main concern.

Jim Carras stated that last night he had heard presentations by students regarding CRAs, and what was interesting was that three of them focused on community development, and three focused on community redevelopment. He stated they discussed the dramatic differences between the two. He added that community redevelopment focused on physical change, where community development looked at a broader perspective of the individuals who lived in the area. Some CRAs were actively displacing people as part of their strategy. He felt community development versus community redevelopment should be placed on their discussion agenda. He stated more clarity should be provided regarding the values of the CRA.

William Cain asked if they could check as to what the average income was of the community. James Brady remarked that such information had been provided to the Board. Chair Stan Brown stated that this matter would be included on the list. He stated the nature of the question related to studies done of the demographics of the area, but such studies needed to be updated.

James Brady stated there should be a target task force that would follow-up on the Phase I issues. Chair Stan Brown stated that by proceeding to Phase II, they would see the phases coming together as an extension of the existing work plan. James Brady reiterated that such follow-ups were important and were sometimes neglected. He added that doing the design standards were important and would define the areas. He remarked that they would serve as a gateway or entrance to the communities.

Ella Phillips stated that with all the changes occurring, they appeared to continually overlook the blighted areas, and she believed they needed to focus more attention on such issues.

Clare Vickery stated that regarding the various parcels of land which had been approved for acquisition for parks, possibly pathways could be developed to connect the parks so



they could become functional and develop environments raising property values for nearby communities. She felt contributions by the developers should be received early on in the projects to help with such programs.

Chair Stan Brown suggested that the One-Stop Shop be added to the list for discussion. He remarked that precinct plans had been discussed. He felt this parcel was significant.

James Brady asked if the CRA should have its own land use code. He believed that according to the Statutes, it could be done. Chair Stan Brown suggested that this be included with the discussion regarding parking codes for the Sistrunk area.

Al Battle stated that the land use and the knowledge of the ability of such land use would be tremendous communication tools. He stated that such things would have a global impact on the area.

James Brady stated that he wanted to revisit the acquisition of property where the City Attorney's office was condemning and acquiring properties. He believed that discussion had not been continued. Chair Stan Brown stated that commitments had been made by the Commission and the CRA Board, along with a direction to the City Attorney's office, to hire outside counsel to take care of such issues.

James Brady stated that he wanted to see how they could become more involved with the community. He reiterated that without the community, the plan would not be successful. Chair Stan Brown stated that previously public meetings had been held and then recommendations made. He agreed that they needed to continue to reach out to the communities.

Tim Hernandez asked if an update could be provided regarding the property on Powerline Road.

**Motion** made by James Brady and seconded by Tim Hernandez to adjourn.

There being no further business to come before this Board, the meeting was adjourned at 5:15 p. m.

Respectfully submitted,

Margaret A. D'Alessio  
Recording Secretary