

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday, March 3, 2016
3:00 – 5:00 PM
City Commission Conference Room, City Hall**

MEETING MINUTES

Board Members: Cliff Wiley, Brian Goding, Ben Mundy, Cory Petcoff, Pastor Eddie Lake, Commissioner Jim Malless, Zeldia Abram, Todd Baylis, Dr. Sylinda Fulse, Dean Boring

Staff: Nicole Travis, Celeste Deardorff, Judith Keller, Patricia Hendler, D’Ariel Reed, Jason Wiley

Guests: Laura Helm and Joel Helm – Ashton Events, Chris Guinn – The Ledger, Annie Gibson – Neighborhood Services CoL, Barry Friedman – Lakeland Now, Gail Bagley – Lakeland Cohousing, Claudia Tritton - LEDC

Packets

- Project Status Report
- CIP’s Dixieland, Midtown, and Downtown
- Neighborhood Stabilization Program Presentation
- Meeting Minutes dated February 4, 2016
- Memo – Proposed Neighborhood Stabilization Fix It Up Grant Program
- Memo – Homeowner’s Down Payment Assistance Grant
- Memo – East Main Street District Action Plan
- Memo – Pinnacle Project – East Main Street District
- Memo – Lakeland Habitat for Humanity Properties in Parker Street Model Block Area
- Request for Extension of Grant for 317 W. Memorial Blvd.

Handouts

- NewCo 820 + 830 Revised Proposal

Presentation

- Staff provided an overview of the proposed Neighborhood Stabilization Program and the various projects which will be included for each of the areas.

Action Items - Old Business

Meeting Minutes dated February 4, 2016

Minutes were approved as submitted.

Mass Market – Ashton Events Proposal

Staff reviewed Ashton Events’ revised proposal for the eastern half of 820 N. Massachusetts Avenue and the remainder 4,800 SF of space in 830 N. Massachusetts Avenue including the proposed estimated budget for the improvements to be completed by the CRA for the spaces which would be a change order to the contract recommended for approval at the CRA Advisory Board meeting on February 4. **Dr. Fulse made a motion** to approve Staff completing negotiation of a lease of no more than ten years with Ashton Events for the spaces at 820 and 830 N. Massachusetts Avenue and, subject to a lease being signed, recommending for approval of up to \$400,000 in additional costs as a change order for the Strickland Construction contract for the Mass Market project. **Todd Baylis seconded the motion** which passed unanimously.

Action Items - New Business

Residential Repair Grant Program – Fix It Up

Staff reviewed the proposed Fix It Up Grant Program. Commissioner Malless made a motion to approve the program as proposed with a \$5,000 maximum amount per grant for homeowner/occupants and a \$2,500 maximum matching grant for non-occupant (investor) property owners with a cap on the total number of

grant awards to be twenty (20) in the first year of the program. Dean Boring seconded the motion which passed unanimously.

East Main Street District Incentives

Staff reviewed the memo regarding action items drawn from the East Main Street Economic Development Strategy produced by Tindale Oliver. Proposed actions which could be put in place immediately included marketing of the existing Midtown Incentive programs to District businesses, making the Dixieland Food-Related Incentive Program available in the District, and launching a community design competition for a District Landmark Sign. **Brian Goding moved** to approve these first three actions items as outlined in the East Main Street memo and **Pastor Lake seconded the motion** which passed unanimously. A fourth, newly created incentive recommended to attract new businesses and encourage expansion of existing businesses in the District, the Job Creation Incentive Program, was also presented by Staff. **Commissioner Malless made a motion** for approval of a Job Creation Incentive Pilot Program which would provide for an incentive of up to \$5,000 for each full time job new to the district with a minimum number of five and a maximum of 210 jobs per applicant being eligible for the incentive. The award would be paid out over a five year period with a maximum of \$1,000 per year, per job being awarded. The award would be subject to the company submitting within 90 days of December 31 each full calendar year an accounting of each new job, the employee name, SSN, location of job, salary, and job description each year of the five year period following the award at which time the award expires regardless of whether the company has submitted in each of the five years. Once an application for the incentive is recommended for approval by the Advisory Board, Staff will work with the City Attorney's office to prepare a contract which will be subject to approval by the City Commission. Award monies will come out of the East Main Street line item of the CIP and the Advisory Board reserves the right to reevaluate the program and revise as needed in three years. **Cliff Wiley seconded the motion** which passed unanimously.

Project Pinnacle

Staff reviewed the request for award of Tax Increment Financing, Job Creation Incentive Program, Design Incentive, and Façade and Site Improvement Grant for an anonymous company identified by the LEDC as Project Pinnacle – a company considering purchase of and relocation of corporate headquarters and distribution operation to the former US Foods site in the East Main Street District. **Dean Boring made a motion** to recommend award of the Job Creation Incentive Program for up to 210 jobs and Tax Increment Financing to City Commission for approval and for award of the Design Assistance Grant and Façade and Site Improvement Matching Grant subject to the company making application. Further, the recommendation for the grants is contingent upon the sale of parcel ID # 24-28-18-196000-002041 (which would allow for the extension of Peachtree Street to Ingraham) from Pinnacle to the CRA for not more than \$90,000. **Cliff Wiley seconded** the motion, Dr. Fulse abstained, Ben Mundy opposed and the motion passed.

Staff Approvals of Grant Programs

Staff requested approval by the Advisory Board for the authority to award Design Assistance, Façade and Site Improvement, Food-Related Incentive Program, and other grants which require an application but not a contract and are evaluated with specific criteria and/or have a point system indicating qualification of the award. This would save Staff time and Advisory Board time. Any grants awarded would be listed in the Advisory Board Agenda and Staff will prepare a quarterly report for the Advisory Board itemizing Grant award status for all three CRA's. If an applicant is denied a grant award by Staff, he/she can appeal to the Advisory Board. **Dean Boring moved** for approval of the policy and **Pastor Lake seconded** the motion which passed unanimously.

Grant Extension Request – 317 W. Memorial Blvd.

Owner Richard Ramchand has not pulled a permit within the required time for the grant award on 317 W. Memorial Blvd. Staff recommended a six month extension be granted but if a permit was not pulled within that time that no more extensions are awarded and that grantee would be required to make a new application for the grant. **Todd Baylis made a motion** to allow one six month extension for the grantee to pull a permit, with no more extensions granted if permits are not pulled within the extension period. **Ben Mundy seconded** the motion which passed unanimously.

Habitat for Humanity Houses

Staff informed the Advisory Board of the neglected condition of several Habitat for Humanity houses within the Parker Street Model Block area. Although Staff has notified Habitat Executive Director Claire Twomey of the conditions on more than one occasion, there has been no action or improvement. Staff asked authorization to send a letter from the CRA Advisory Board to the Habitat Board of Directors notifying them of the issues and asking for some assistance. **Brian Goding made a motion** authorizing Staff to send a letter on behalf of the Advisory Board to the Habitat Board of Directors. **Zelda Abram seconded** the motion which passed unanimously. Several Advisory Board members also suggested that Code Enforcement be contacted regarding conditions at the properties.

Discussion Items

Because of time constraint the Homestead Down Payment Assistance Grant will be moved to next month's agenda. Staff reminded Advisory Board members that Kimley Horn would be presenting the North Lake Mirror Redevelopment Site analysis to the City Commission on March 18th at 10 AM in the City Commission Conference Room.

Adjourned at 5:10 PM.

Next Meeting, Thursday, April 7, 2015, 3 PM, City Commission Conference Room.



Cory Petcoff, Chairman

4-6-2017

Date