

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday, April 5, 2018
3:00 – 5:00 PM
City Commission Conference Room, City Hall**

Attendance

Board Members: Cory Petcoff (Chair), Ben Mundy (Vice-Chair), Brian Goding, Pastor Edward Lake, Frank Lansford, Commissioner Stephanie Madden, Cliff Wiley, Dean Boring and Zelda Abram

Absent:

Staff: Nicole Travis (CRA Manager), Alis Drumgo, Valerie Ferrell, Michael Smith, D'Ariel Reed and Jonathan Rodriguez

Guests: Julie Townsend (Lakeland Downtown Development Authority), Mary Davis, Letha Jenkins

Packets

- Meeting Minutes dated March 1, 2018
- FY 2017 Financial Statement
- Financial Update
- Memo – Homeowner's Down Payment Assistance Program
- Memo – Infill New Home Construction Program
- Memo – Chamber of Commerce Request

Housekeeping

Action Items – Old Business

Meeting Minutes dated March 1, 2018

Frank Lansford moved approval of the minutes. Eddie Lake seconded the motion which passed unanimously.

Financial Update

Nicole Travis reviewed the monthly report noting that the available funds in the Dixieland district may be revised in the coming weeks in preparation for the South Florida Avenue Road Diet test.

Action Items – New Business

FY 2017 Financial Statement

Nicole reported that there were no findings in the 2017 Fiscal Year audit.

Homeowner's Down Payment Assistance Program

In April 2016, the LCRA Advisory Board approved the modified Homeowner's Down Payment Assistance Grant. Since then, the CRA has provided assistance to over 20 homestead buyers. In the last six months, the CRA has provided over \$300,000 in down payment assistance to 13 buyers and attracted over \$1,500,000 in private investment in the community. Due to the success of the Homeowner's Down Payment Assistance Program, the demand for housing in the Midtown CRA has increased. In addition to demand, the real estate market in general has been on an upswing causing home prices to begin to increase. When the program was first adopted, the maximum grant was capped by the average median home price of about \$129,000. This allowed for about ten homes to receive down payment assistance per budget year. The average median home

price has increased to \$155,000 for the current year and will likely increase another \$5,000 in August when the Realtor Association releases the updated data. The program has reached the budget limit for the current fiscal year, with 6 months remaining. While the increase in home values is a positive sign for the area, it is also pushing the limits of affordability.

Staff recommended adjusting the maximum grant to better reflect what is affordable in the Midtown CRA district by increasing the budget to provide up to 15 grants per fiscal year and altering the proposed maximum grant for the Homeowner's Down Payment Assistance program to be set at 20% of \$150,000 or \$30,000. The proposed budget increase to \$450,000 per fiscal year will allow for up to 15 grants to be awarded. This is an extra allocation of \$200,000 for the current fiscal year.

Discussion ensued regarding the demographic of homesteaders using the program.

Cory Petcoff recommended the addition of a one-time down payment assistance grant per person clause.

Eddie Lake moved approval of Staff's recommendation with the one-time use clause. Brian Goding seconded the motion which passed unanimously.

Infill New Home Construction Program

With consideration to the limited availability of quality and affordable housing in the Midtown CRA district, Mike Smith proposed the addition of the Infill New Home Construction Program. The residential construction project at Lincoln Square has created interest for the area and the CRA subsequently received contact information for over four hundred interested buyers. In an effort to continue the neighborhood stabilization strategy, Staff will work to encourage builders to construct new homes on the twenty vacant infill lots currently owned by the LCRA. Staff has welcomed interest from several local builders. The goal of the program is to have a homestead buyer move into a newly constructed home within one year of the lot sale.

Staff recommended offering an incentive to builders of 10% of the sale price of the home to be issued upon closing. This will be a reimbursement for some of the builder's land costs and utility impact fees. The incentive will be capped at \$15,000 based on the maximum target price of an affordable home in this area, \$150,000. The builder will only receive the reimbursement incentive if they sell the newly constructed home to a homestead buyer that participates in the LCRA's down payment assistance program.

Staff requested approval of the proposed Infill New Home Construction Grant Program as recommended and an annual budget of \$150,000 which would allow ten new home construction grants of \$15,000.

Ben Mundy moved approval of Staff's recommendation with the added requirement of a defined date of construction completion for builders. Eddie Lake seconded the motion. The motion carried.

Chamber of Commerce Request

The City of Lakeland currently leases the historic building at 35 Lake Morton Drive to the Lakeland Chamber of Commerce. There is also an agreement between the City and Chamber that requires the Chamber to fulfill the role of the City's convention and visitor's bureau. Due to its historic character and limitations on renovation, the Chamber is seeking an alternate location that could serve their immediate needs and grow into a more diverse business center. At a City Commission meeting, the Chamber shared its desire to create a new business resource center in proximity of Downtown, in an effort to also fulfill the role as a visitor's center. This would serve as their administrative headquarters but also serve as a collaborative center with easy access to industry connections, business counseling and relevant business training.

The Chamber requested letters of support for this endeavor and any expression of interest to be a partner in any capacity. Partnerships could include renting office space in the new location, financial contributions to the

capital campaign, or programming assistance when the new location is open. At this early juncture, the Chamber is only seeking support that would demonstrate the community need for the center when they are seeking capital campaign contributions.

Staff is asking for direction from the Board.

Discussion ensued regarding the type of support being requested and requests that may subsequently arise going forward.

Dean Boring moved approval of the Chambers request for letters of support. Ben Mundy seconded and the motion failed 0-8. Eddie Lake abstained from voting as he is a member of the Chamber's Board of Directors.

The Board asked Staff to continue to support the Chamber's small business initiatives and bring back any specific requests from the Chamber.

Discussion Items

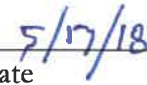
Brian Goding inquired about the testing area currently being considered by the Florida Department of Transportation (FDOT). Nicole advised that she would mention his suggestion to extend the testing site through Lime Street at the next meeting she attends with FDOT.

Adjourned at 4:08 PM

Next Meeting, Thursday, May 3, 2018, 3 PM, City Commission Conference Room.



Cory Peteoff, Chairman
Benjamin F. Mundy, Jr.



Date

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Edward C. Lake, hereby disclose that on April 5th, 20 18:

(a) A measure came or will come before my agency which (check one)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____;
- inured to the special gain or loss of my relative, _____;
- inured to the special gain or loss of _____, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

The vote is to support a request from the Lakeland Area Chamber of Commerce. I am on the Board of Directors.

April 5th, 2018
Date Filed

Edward C. Lake
Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.