

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday, November 2, 2017
3:00 – 5:00 PM
City Commission Conference Room, City Hall**

Attendance

Board Members: Cory Petcoff (Chair), Brian Goding, Pastor Edward Lake, Frank Lansford, Commissioner Jim Malless and Cliff Wiley, Dean Boring and Zelda Abram

Absent: Todd Baylis and Ben Mundy (Vice-Chair)

Staff: Nicole Travis (CRA Manager), Celeste Deardorff (Assistant Director), Shawn Sherrouse (Assistant City Manager), Alis Drumgo, Valerie Ferrell, D'Ariel Reed, Jonathan Rodriguez and Michael Smith

Guests: Julie Townsend, LDDA; Barry Friedman, Lakeland Now; Cynthia Haffey, Platform Art; Michael Blasco, Tampa Bay Food Trucks and Laura Helm, Haus 820

Packets

- Meeting Minutes dated October 5, 2017
- Memo – 114 East Parker Street – LOI
- Memo – 802 North Massachusetts Ave – LOI

Handouts

Housekeeping

Action Items – Old Business

Meeting Minutes dated September 7, 2017

Commissioner Jim Malless moved approval of the October 5, 2017 minutes. Pastor Edward Lake seconded the motion and it passed 7-0.

Framework Development Agreement Update

Nicole Travis provided an update on the Framework Development Agreement. Framework did not agree to obtaining design approval within the six-month due diligence period. Framework did agree to capping the purchase price of each unit at \$12,000 in an effort to incentivize more residential construction and tying the Tax Increment Financing (TIF) to completion of the project in three years. The City Commission approved the agreement with a 7-0 vote.

The second notice of disposition has been advertised so the contract will be signed on November 21, 2017.

Lincoln Square Update

Nicole Travis provided an update on the Lincoln Square Development project. The site work is 70 percent complete. Alis Drumgo met with the parents at Lincoln Academy's PTA meeting regarding the proposed road closure caused by the site work. The School and the surrounding neighbors received two weeks' notice of the road closures as well as door hanger reminders.

Nicole referenced two incoming change orders concerning the undergrounding of utilities that are being addressed.

At the direction of the Board, staff worked with Nujak to value engineer the construction of the homes. Alis stated the proposed changes could decrease the cost from \$162,000 to \$200,789 in the overall project. The areas considered for value engineering were lighting package, garage door, ceiling height, flooring, windows, and the front porch grading.

Staff will draft a contract to take to the City Commission Meeting on December 4, 2017.

Staff will provide an update at next month's meeting.

Action Items – New Business

Letter of Intent – 114 East Parker Street

Alis Drumgo explained that the property which was previously utilized as a retail store for Lighthouse Ministries was purchased by the CRA in 2016 for \$150,000. Staff received Letters of Intent from both Wish Rental and Platform Art.

Wish Rental, owned by Lisa Malott, specializes in prop styling for commercial and editorial media. She also operates an event, furniture and décor rental business. She would like to relocate in March 2018 and is willing to furnish the space and pay all utilities. She proposed paying rent up to \$1,000 per month. She is looking for a minimum of 5,000 square feet of open air-conditioned space for prop storage and processing, a kitchen that can be utilized for photography and filming and sufficient office space.

Platform Art, represented by Executive Director Cynthia Haffey, manages art exhibits and hosts numerous receptions and other public events. Ms. Haffey's intent is to host 50-75 events per year. She needs 2,500 square feet of event space allowing for 100-person occupancy, an office and a small kitchen space for catering. She is willing to pay a combination of rent and utilities not to exceed 1,000 per month.

Mr. Drumgo informed the Board that the deal with iNK Screen Printing fell through due to purchase and renovation costs.

Staff requested authorization to negotiate the terms of the investments for buildout, guidance from the Board on the lease terms and a determination on whether or not the Board is interested in moving forward.

Commissioner Malless expressed reservation about rental pricing with regard to the current market price of units with comparable square footage and renovation costs for two kitchens. He proposed separating the electricity bill from rental fees or requiring separate meters for both tenants.

Cory Petcoff arrived during this discussion.

Cliff Wiley proposed the following two leasing options: 1) lease the entire building to Wish Rental and allow Ms. Malott to sublet extra space to Platform Art. 2) Installing temporary partitions to separate the space as opposed to investing in permanently separating the structure and leasing to both tenants with the agreement that if one or the other chose to vacate, the lease would be terminated and a new agreement executed. If the two prospects are no longer interested, he proposed finding someone to lease with the option to purchase and the CRA forgiving the renovation cost.

In response to Mr. Petcoff, Cynthia Haffey explained that she would not be opposed to sharing the space. Mr. Petcoff also proposed letting the tenants manage the building and site renovations.

Mrs. Travis requested establishing a deadline for the renovations.

Cory Petcoff moved approval for the proposed tenants to work with staff to revise their proposal and return to staff within 60 days. Pastor Eddie Lake seconded the motion and it passed 8-0.

Letter of Intent – 802 North Massachusetts Avenue

Michael Smith presented a Letter of Intent submitted by Tampa Bay Food Trucks to operate their first outdoor Food Truck Park at 802 North Massachusetts Avenue. Tampa Bay Food Trucks was established in late 2011. On November 8, 2012, they hosted the first food truck event in Munn Park which has been successful ever since. Michael Blasco proposed using the existing building for beer and wine sales. Also proposed is an outdoor dog run area with additional seating. The hours of operation will be 12:00 noon to 10:00 pm, Tuesday through Sunday with flexibility to adjust the hours based on sales. There will be two to three trucks on low volume days and four to five trucks on high volume days. The number of trucks will also be adjusted based on customer demand and sales. Mr. Blasco requested the CRA be responsible for the addition of 200-amp electrical service or upgrade existing service to 300 amps for the trucks, providing power distribution to six locations on-site for the food truck parking areas, site lighting, upgrading the building's restroom to ADA compliance, build out of outdoor bar space and bar items, adding a roll down door for security purposes, façade improvement to mimic the aesthetic of Mass Market, minimal site landscaping with clean and simple materials that are low maintenance and pet friendly, commercial signage and fencing with lockable gates to secure grounds at night. The proposed lease terms are 12 months with a two-year option at \$500 per month for the initial 6 months and then \$1,000 per month for the remainder of the first year. He requested the increase in rent trigger additional investment in the property. Lessee will be responsible for utility bills including water, trash and electrical.

In response to Commissioner Jim Malless and Cory Petcoff, Michael Blasco stated that their current business model requires a 10 percent sales minimum for the food trucks. Therefore, as their revenue increases, the rent and minimum sales percentage required will increase on a sliding scale. Lakeland has proven to be the most excited market they've worked in, so the likelihood of reaching a 25% sales goal is very possible specifically with the addition of the dog park to aid in drawing the volume of customers needed.

In response to Cliff Wiley, Nicole Travis confirmed that Tampa Bay Food Trucks would be responsible for maintaining the proper permits, liquor licenses, insurance, etc. for compliance as regulated by the State of Florida.

In response to Zelda Abram, Mrs. Travis stated there would be no interference with the regular Food Truck Rally as the operating hours for this establishment are Tuesday through Sunday and the targeted consumer base would be the workforce located in the surrounding areas, particularly downtown and the medical district.

In response to Brian Goding, Mrs. Travis stated that a solution for the parking needs for the food truck park in conjunction with Mass Market during the hours of coinciding events will be discussed in a meeting between herself, Valerie Ferrell, Laura Helm and Lakeland Traffic Operations on November 6th, 2017. The CRA is also working with Joe Tedder to develop the vacant lot on Tennessee St. as an option.

Commissioner Jim Malless left during this discussion.


Dean Boring moved approval of staff's recommendation with a not to exceed amount of \$100,000. Brian Goding seconded the motion and it passed 7-0.

Discussion Items

Nicole Travis informed the Board that staff has been brainstorming about how to establish "third spaces" in the area to keep in line with the culture developing around Mass Market, as well as ideas regarding the existing programs and possible new programs for the Northwest community.

Adjourned at 4:13 PM

Next Meeting, Thursday, December 7, 2017, 3 PM, City Commission Conference Room.



Cory Petcoff, Chairman

12-7-2017
Date