

**Community Redevelopment Area Advisory Board  
Meeting Minutes  
Thursday March 3, 2022  
3:00 – 5:00 PM  
City Commission Conference Room, City Hall**

**Attendance**

Board Members: Brandon Eady (Chair), Brian Goding (Vice Chair), Chrissanne Long, Harry Bryant, Terry Coney, Frank Lansford and Kate Lake

Absent: Brian Waller, Commissioner Chad McLeod, Teresa O'Brien and Tyler Zimmerman

Staff: Alis Drumgo, Iyanna Jones, D'Ariel Reed and Carlos Turner

Guests: Assistant City Attorney Jerrod Simpson, Cindy Glover, Jennifer Batts, Joel Batts and Craig Morby

**Packets**

- Meeting Minutes dated February 3, 2022
- Financial Update
- Project Progression Report
- Memo – Yard on Mass Renovations
- Memo – Vets Surplus Acquisition

**Housekeeping**

**Action Items – Old Business**

**Financial Update & Project Tracker**

Alis Drumgo presented the budget tracker. He stated the funds for Dixieland are encumbered for other projects which accounts for the current available balance. The project tracker has projects that should start in the Summer of 2022 along with some sidewalk projects.

**Housekeeping**

Alis Drumgo welcomed the City's new Community Engagement Coordinator, Cindy Glover and advised the CRA has a new staff member starting in the next few weeks. All staff and Board members introduced themselves to welcome new Board member Kate Lake.

**Meeting Minutes Dated February 3, 2022**

Frank Lansford moved to approve February 3<sup>rd</sup> minutes.  
Chrissanne Long seconded motion which passed unanimously.

## **Action Items – New Business**

### **Yard on Mass Renovations**

Iyanna Jones presented the Yard on Mass Renovations. She stated this project originally started in 2018 in collaboration with the CRA. The business officially opened in 2019 but was impacted by Covid shortly after the start. After being in operation for two years it was determined that there were challenges retaining customers and sales became stagnant. There were changes made to the seating area and operating hours to attract more customers however, these improvements did not improve sales. The project Red Fish team reviewed the area and noticed some areas of improvement. These areas of improvements are: artificial turf, additional cabanas, sun sails, new signage and an oak tree decking. They are requesting the CRA support for the renovations that are approximately \$151,000.

Terry Coney asked to explain the meaning of requesting support from the CRA.

Brandon Eady advised they are requesting additional funding. Alis Drumgo explained further stating typically the CRA renovates buildings at the expense of the agency in whole. The structure of this agreement is different than normal due to the tenants used their own funds to construct but the CRA retains ownership of the property. This creates a need for additional investing from the CRA.

Brian Goding questioned the lifespan of the suggested renovations.

Alis Drumgo explained that the cabanas, artificial turf and the deck are very durable. The only potential area that would need to be replaced after time are the shade structures

Frank Lansford asked if the CRA provided any funds at the beginning of the project.

Alis Drumgo confirmed a grant of approximately \$250,000 was approved and provided.

Terry Coney asked if there is a target clientele.

Jennifer Batts from Yard on Mass stated the target clientele are neighbors and the families of Lakeland.

Brian Goding questioned drainage issues if the artificial turf is installed.

Craig Morby stated due to where the artificial turf will be placed, they should not encounter drainage issues.

Kate Lake asked what is the issue with retaining customers.

Jennifer Batts stated there is not an issue with retaining customers, the issue is with attracting more customers.

Frank Lansford questioned if previous projects have asked for additional funding.

Alis Drumgo advised yes, other projects have asked for additional funding but were denied. He further explained the structure of the agreement with Project Redfish in which the tenant paid for the construction of the building it occupies. Alis stated since the CRA retains ownership of this property, the request for additional investment is slightly different than the typical grant which prohibits additional investment within five years of receipt of grant monies.

Jerrod Simpson asked what is the structure of the payment.

Alis Drumgo explained staff is not guiding procurement process. This is just budget to execute the renovations. This is strictly CRA reinvesting into the property itself.

Frank Lansford motioned to amend to not exceed \$151,318.70.

Terry Coney moved to approve.

Chrissanne Long seconded motion with amend which passed unanimously.

### **Vets Surplus Acquisition**

Iyanna Jones presented the 901 N. Tennessee and 210 Plum St. acquisition. The CRA has historically developed various projects in the Parker Street area. Acquiring the two properties will be a vital asset to the CRA portfolio by directly supporting the Mass Market Area Plan. This plan was a collaboration with Straughn Trout Architects, and the plan highlights mixed use properties in the area. The properties of interest are approximately one quarter of an acre of vacant land. The current purchase price for both properties is \$25,000, and the buyer will pay closing cost with an expected closing date on or by April 18<sup>th</sup>. Staff is asking the Board approval for the acquisition.

Chrissanne Long asked what is located next to the property.

Iyanna Jones pointed to 830 N. Kentucky's parking lot and adjacent are The Collective, Haus820 and Artifact.

Frank Lansford moved to approve.

Brian Goding seconded motion which passed unanimously.

## **Discussion Items**

### **West Downtown Plan**

Alis Drumgo presented the West Downtown Plan. The idea was borne during strategic planning session in 2021 with the Commission requesting a study of the North Lake Wire and Lake Beulah areas. Staff is working with GAI, an Orlando based firm, that successfully put together plans for East Tampa and Orange Blossom Trail. The goals that come from the studies are trackable, posted on the website for the public to view and allows the CRA to guide spending via a living action plan. The project has a nine (9) month timeline due to the large study area. The funds will come from three sources Downtown CRA, Midtown CRA and the Community Development Consultant Fund.

Kate Lake asked if this will go before the Commission.

Alis Drumgo advised this was already presented to the Commission and approved. The budget for the study is \$150,000.

Chrissanne Long asked what will the community input plan look like.

Alis Drumgo advised this will be round table discussions and neighborhood walks.

Chrissanne Long asked if these discussions will be documented.

Alis Drumgo advised yes. The discussions will be documented via video or audio recording. The hired consultants also take notes and share the take-aways as a component of the study's summary.

### **Lakeland Area Mass Transit District Interlocal Agreement**

Alis Drumgo stated the CRA has an interlocal agreement with the Lakeland Area Mass Transit District/Citrus Connection. These types of interlocal agreements allow the CRA to partner with entities that have their own operating protocol. In this case, the agreement allows the CRA to send back a portion of the tax increment to Citrus Connection for enhanced transit services specific to the needs within the CRA. The services in this case result in a higher frequency on headways due to the funding the CRA provides. The current agreement will expire in May 2022. This fiscal year, Citrus Connection paid \$320,000, the CRA

has sent back \$180,000 and the other dollars are programmed for other transit improvements and pedestrian enhancements. There is currently some sentiment that Citrus Connection should not have to pay into the increment which will be presented to the City Commission on March 7<sup>th</sup>, 2022.

Terry Coney asked what would be the loss if the agreement goes away.

Alis Drumgo advised the loss will be to the citizens. The funds spent by the CRA allows the buses to run every thirty (30) minutes allowing citizens to have more reliable and frequent transportation. He explained there has been no overt plan to reduce the frequency, but there are no guarantees going forward on services.

**Dixieland Realignment Plan**

Alis Drumgo stated the road realignment test period is coming to an end. The Commission will have to make a decision and formally vote on the path for the South Florida Ave corridor. The CRA is working with a consultant to look at the impacts on the neighborhood and provide cross sections of what the roadways could look like. This will be a four (4) month study. The payments for the study will come from the Dixieland and Downtown trust funds.

Terry Coney asked if the current configuration is how it will look.

Alis Drumgo advised the current configuration is not the vision, but is how the test needed to be conducted.

Brandon Eady suggested other board members visit the area during the weekend to view the issues firsthand.

**East Main District Master Plan**

Alis Drumgo advised this area is East of Downtown which is a target area for the Midtown CRA. The study for this area started about six (6) years ago with a goal to move the district forward. Currently, there are industrial properties, vacant properties, car lots and redevelopment opportunities in the area. The focus being on connectivity of the core CRA areas of activity for the heart of the city. This study will take approximately six (6) months and will cost approximately \$75,000.

**Adjourned at 4:29 PM**

**Next Meeting, Thursday, April 7, 2022 3:00 PM.**

  
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Brandon Eady, Chairman

4/7/2022  
Date