

**LAKE WORTH COMMUNITY REDEVELOPMENT AGENCY  
REGULAR MEETING  
CITY OF LAKE WORTH  
CONFERENCE ROOM  
TUESDAY, JUNE 9, 2015  
6:00 P.M.**

**I. ROLL CALL:**

The Recording Secretary called the meeting to order at 6:01 p.m. on the above date in the City of Lake Worth Conference Room located at 7 North Dixie Highway, Lake Worth, Florida.

Present were CRA Members Madyln McKendry, Brendan Lynch, Oswaldo Ona, Chip Guthrie, Cary Sabol & Leah Foertsch.

Also present was CRA Director, Joan Oliva

**II. PLEDGE OF ALLEGIANCE:**

**III. AGENDA – ADDITIONS/DELETIONS/REORDERING:**

Commissioner Lynch disclosed that he owned the following properties within the CRA District boundaries:

- Lots on 10<sup>th</sup> Avenue North, between Streets E & F
- North Palmway rental property

**IV. PUBLIC PARTICIPATION ON NON-AGENDAED ITEMS (3 minute limit):**

**V. MINUTES:**

- a. March 17, 2015 CRA Board Retreat

**Action:** Motion was made by Ms. McKendry to approve the CRA Board retreat minutes for March 17, 2015 seconded by Mr. Lynch.

**Vote:** All Ayes

**VI. PRESENTATION AGENDA:**

**a. CRA District Values**

Staff gave a brief presentation on CRA District values. Based on the staff memo provided to the Board at the meeting the net assessed values have increased by 22.8%.

**VII. ACTION AGENDA:**

**a. Presentation & Agreement Approval- Retail Strategies, LLC**

On February 20, 2015, the CRA issued a Request for Proposals (RFP) for a Retail Feasibility, Strategic Planning and Business Recruitment Plan. The goal is to complete an assessment of Dixie Highway corridor's current economic market and climate, to project its future business development potential, to analyze market sectors and shares, describe business types most appropriate for various areas and to identify opportunity sites for new business creation. The chosen firm is to provide the following:

- A comprehensive market and retail feasibility study and gap analysis
- Development of a business strategy plan for the City – Dixie Highway in particular
- Retail analysis and a strategic leasing plan
- Identification of prospects
- Execution of business leasing strategic plan

Responses for the RFP were received on March 27, 2015. The CRA assembled a Selection Review Committee that met on May 19, 2015. The minutes from the meeting were included. Retail Strategies received the highest average score from the Committee. The Selection Committee recommended the CRA enter into negotiations with the top ranked proposer, Retail Strategies. Both the CRA and Retail Strategies have approved an agreement for Board review and consideration.

The CRA has several programs that are currently available or will soon be available that tie in closely to the creation of a Business Recruitment Plan. The CRA recently approved a small business loan program and a Business Technical Assistance program. Both these and the development of a new micro-loan program are focused on the development of new commercial development in the District. These efforts are further supported by other CRA-initiated programs such as the way-finding/signage plan and our grant funded marketing campaign.

The CRA and its partners have been highly successful at building and attracting new home owners to the District. Values have increased and new private, residential development is taking place. However, our retail and commercial areas continue to suffer from disinvestment. There are many reasons that contribute to this pattern that include high land values, poorly maintained or outdated buildings, and a lack of a clear vision or coordinated efforts among merchants, the City and other stakeholders. As stated in the RFP, a clear understanding and philosophy of continuous process improvement is needed to increase investment and provide the goods, service and jobs needed in the City. This recruitment plan and its implementation, along with our loan programs and City incentives can assist in making the City not only sustainable but prosperous.

Staff recommended the Board accept the Committee's recommendation and approve a contract between Retail Strategies Alabama, LLC. and the Lake Worth CRA.

Ms. Dolores Key, City of Lake Worth's Economic Development Manager, thanked staff for allowing her to be a part of the RFP selection committee. Ms. Key stated that Retail Strategies, LLC had a detailed strategic outline with a tremendous return on investment.

Mr. Walter Harper asked the representative from Retail Strategies, LLC if video conferencing was an option in order to cut costs in the travel budget?

Mr. Matt Petro from Retail Strategies, stated yes.

**Action:** Motion was made by Mr. Lynch to approve the agreement with Retail Strategies, LLC Project seconded by Ms. McKendry.

**Vote:** All Ayes

**b. Approve Statement of Work- Community Partners for Catalytic Grant**

Late last year, the CRA and our NSP partners, Community Partners, applied for and received a Catalytic Grant funded by Neighborworks America. Grant funds, to be used over an eighteen (18) month period, total \$500,000. The focus neighborhood, used in the application was the area of the District from 6th Avenue South to Lucerne Avenue and from the RR tracks to "C" Street. This area was chosen due to the high number of NSP homes built in the area. This particular neighborhood suffers from a high number of vacant, abandoned and foreclosed homes as well as vacant lots. The NSP investment in this neighborhood is substantial as well as the need for continual investment and supporting infrastructure.

Funds received from this grant will be specifically used for the following purposes:

- To provide financial fitness counseling for those living or planning to live in Lake Worth
- To create Individual Development Accounts, which are special savings accounts that match the deposits of low- and moderate-income households. These accounts can then be used for educational purposes, purchasing a home or starting a business
- To offer foreclosure prevention classes and education for low to moderate income families
- To provide neighborhood safety features throughout the neighborhoods, including but not limited to new lighting and sidewalks
- For branding and marketing initiatives
- Renovation or rehabilitation work for owner-occupied residential units
- Creation of a micro-loan program for new or existing small businesses

From this award, the CRA will be the lead for the following programs:

- Infrastructure Improvements - \$100,000
- Micro-Loan Program -\$60,000
- Marketing Initiatives - \$25,000

The CRA will be helping Community Partners with the Residential Rehab Program (\$60,000) and providing support for the other initiatives. A Statement of Work (SOW) was created, identifying the program goals, requirements and responsibilities.

CRA revenues are always conservatively budgeted. A copy of the approved 14/15 CRA Budget was included in the CRA Board packet. We do not include any grant funding if our application is still pending. This does, however, require the Board to approve a budget amendment if and when funds are received. A 2014/15 fiscal year budget amendment is included for approval.

Staff recommends the Board approve the SOW with Community Partners for the Catalytic Grant program. Furthermore, Staff also requests the Board approve a budget amendment, including the following changes:

- Revenue – Grants from Local Units -\$185,000
- Expenditure – Contractual Services -\$185,000

Commissioner Lynch congratulated Staff on another grant.

**Action:** Motion was made by Mr. Lynch to approve the statement of work for the Catalytic Grant and approve the budget amendment to include the following changes: Revenue – Grants from Local Units -\$185,000 and Expenditure – Contractual Services -\$185,000 seconded by Mr. Guthrie.

Ms. Anamaria Winisch Hunt stated that she was very excited to hear that many of these improvements would be made in the Royal Poinciana Neighborhood.

**Vote:** All Ayes

**c. Approve Contract Amendment- 1121 Lucerne Avenue Construction Agrmt.**

At the April 14, 2015 regular meeting, the Board approved a contract with Stuart and Shelby for the rehabilitation of the Lake Worth Arts Center (fka Shuffleboard Building) located at 1211 Lucerne Avenue. The project is primarily being funded by a grant from the State of Florida, Division of Cultural Affairs.

Since the April meeting, Staff has been working closely with the City to determine the best use of the remaining funds in relation to the goal of making the Center useful to both the City and the local arts community. Earlier renderings, completed by the City, included the renovation of the outside courts into space for arts-related activities. After discussions with City Staff and a review of the possible options for making the court area both useful and safe, the CRA revisited the budget and are proposing additional renovations for the Center. The cost for these renovations is included in the amended contract. Specifically, the improvements include:

- Demolition of the old shuffleboard courts and seating posts
- Installation of new semi-permeable surfacing
- Installation of new drainage
- Installation of building and open area lighting

Staff requested the Board approve the amended contract between the CRA and Stuart and Shelby.

Commissioner Ona stated that the main concern of many of the residents will be if we can keep some of the courts. The community feels that the courts are a piece of history.

**Action:** Motion was made by Mr. Lynch to approve the contract amendment to the construction agreement for 1121 Lucerne Avenue with Stuart & Shelby seconded by Ms. Foertsch.

**Vote:** All Ayes

Ms. Anamaria Winisch Hunt stated that several years ago she attended a meeting that included a park. Ms. Hunt asked what happened to the plan that included the park?

Commissioner Guthrie stated that it was not a plan that belonged to the CRA.

Mr. Walter Harper stated that the courts should be developed into a plaza with a fountain. Mr. Harper asked how often are the artists asked what their wants and needs are?

**VIII. EXECUTIVE DIRECTORS' REPORT:**

**a. Screen Shots- New CRA Website**

Commissioner Guthrie stated that he would like to see a page on the website that includes photos of Staff & the CRA board.

**b. Treasurers Report**

CRA staff shared the report issued by the City's Finance Department from March 2015.

**IX. BOARD MEMBERS' COMMENTS:**

**Madlyn McKendry-** Thanked Joan & Staff for all of the hard work. Very excited to pay off the Gateway loan.

**Leah Foertsch-** Looking forward to working with the Retail Strategies Group. Thanked the public for attending the meeting.

**Chip Guthrie-** Great job on the Catalytic Grant. We need to restore the bus service to Lake Worth Beach through the downtown.

**Ozzie Ona-** Thanked the residents, Staff and Commissioner Andy for all of their help with the cleanup.

**Brendan Lynch-** Glad to be back and participate. The grants help in supplementing the budget.

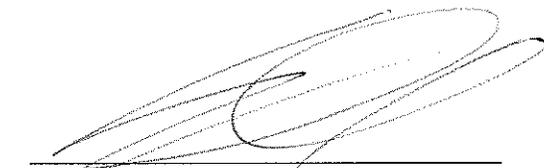
**Cary Sabol-** The CRA Staff & board planted seeds and now things are beginning to blossom. A 23% increase in property values is huge. All of the hard work is paying off.

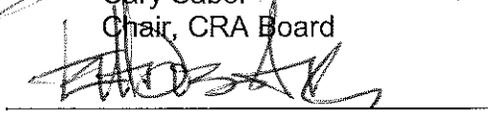
**X. ADJOURNMENT:**

Meeting adjourned at 7:36 p.m.

Minutes Approved

9/8/15

  
Cary Sabol  
Chair, CRA Board

  
Emilia Theodossakos  
Recording Secretary