

**LAKE WORTH COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
CITY OF LAKE WORTH
COMMISSION CHAMBER
TUESDAY, MAY 10, 2016
6:00 P.M.**

I. ROLL CALL:

The Recording Secretary called the meeting to order at 6:00 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, Chip Guthrie, John Paxman, Cary Sabol & Leah Foertsch.

Also present was CRA Director, Joan Oliva

II. PLEDGE OF ALLEGIANCE:

III. AGENDA-ADDITIONS/DELETIONS/REORDERING:

IV. PUBLIC PARTICIPATION ON NON –AGENDAED ITEMS (3 MINUTE LIMIT):

V. MINUTES:

a. March 8, 2016

Action: Motion was made by Mr. Lynch to approve the March 8, 2016 minutes seconded by Ms. McKendry.

Vote: All Ayes

VI. PRESENTATION AGENDA:

a. Appreciation Awards- Keep PBC Beautiful & Royal Poinciana N.A.

- CRA Staff presented an award of appreciation to the Keep PBC Beautiful Organization.
- Royal Poinciana Neighborhood was presented with a new lawn mower that was generously donated through Keep PBC Beautiful for use in their neighborhood during their monthly cleanups.

VII. ACTION AGENDA:

a. Retail Strategies- Amend Agreement

In June of last year, the CRA entered into an agreement with Retail Strategies LLC for the development of a market/ feasibility study and the development and execution of a recruitment plan. The goal is to identify the most appropriate location for new businesses and recruit companies that will provide the City with needed goods, services and jobs.

For the past year, Staff has been working closely with Retail Strategies. They have prepared a market and demographic overview of the area and various marketing

pieces. The firm has been continually updating CRA Staff on retail prospects and working closely with property owners in the City. The firm has also attended many retail conferences on Lake Worth's behalf and followed up on appropriate leads.

As with any type of recruitment plan and its execution, progress takes time. We have a number of businesses interested in the City, businesses that are planning to expand thanks to the rebounding market and a difficult yet changing demographic in our City. Attraction is a complicated process on its own. When a City, has challenges, such as high land costs, a limited amount of height and density, blocks with multiple owners and a perception that the City is not conducive to business, it makes our work that much harder. The good news is the perception is changing as more and more businesses have positive experiences with the City, more land sales are taking place and our image is improving day by day.

When we hired Retail Strategies, we were told that the process of recruitment takes time, at least three years to really start seeing results. We have made strides and now offer a micro-loan program, a small business loan program and next fiscal year we should have some discretionary funds for business incentives.

The CRA needs to continue its attraction program and focus on attracting the type of demographic we need to support the businesses we have and the stores we want in the future. An amendment to the existing agreement with Retail Strategies is included in the Board packet for your review. Funding was included in this fiscal year's budget.

CRA staff recommends the Board approve an amendment between Retail Strategies Alabama, LLC and the Lake Worth CRA.

Action: Motion was made by Mr. Lynch to approve the amendment between Retail Strategies, LLC and the Lake Worth CRA seconded by Mr. Guthrie.

Vote: All Ayes

VIII. EXECUTIVE DIRECTORS' REPORT

a. Treasurer's Report

CRA Director made the following updates:

- West Village was denied. The Board is requesting a text amendment; this could take up to 4-5 months.
- Residential Rehab MOU is ready for Adopt-A-Family & Community Partners. An Interlocal agreement is being prepared for the City Commission's approval.
- TAP Grant submitted to the MPO for the traffic circle had received a letter of support from FDOT, unfortunately, they pulled their support back. After discussions with MPO Staff they are suggesting that the grant be shifted from a TAP grant to a TIP grant. Staff is trying to schedule a meeting with the MPO to see if we can speed up the process.
- WIFI interlocal has been written with the County. The plan is to bring the fiber optic cable to Highland within 6 months. Over the next two years the plan will make it a City wide.
- Palm Tran beach route will reach to beach

IX. **BOARD MEMBERS' COMMENTS:**

Chip Guthrie- Thanked Joan & Andy Amoroso for all of their help meeting with Palm Tran to bring the bus route back up to the beach.

Leah Foertsch- No comment.

Brendan Lynch- I encourage everyone to attend the Code meeting next door.

John Paxman- No comment.

Madlyn McKendry- Thanked staff.

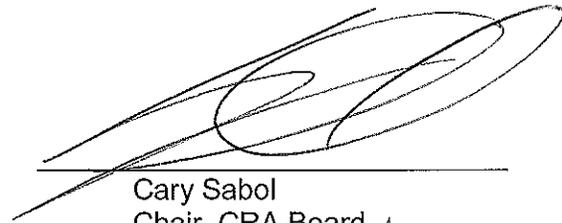
Cary Sabol- No comment.

X. **ADJOURNMENT:**

Meeting adjourned at 7:01 p.m.

Minutes Approved

6/14/16



Cary Sabol
Chair, CRA Board



Emilia Theodossakos
Recording Secretary