

Lealman Community Redevelopment Area Advisory Committee

Meeting Minutes

September 27, 2016 ~ 6:00

The meeting was held on Tuesday, September 27, 2016 in the Crown Buick /GMC Dealership Training Room, 5237 – 34th Street North, St. Petersburg, FL 33714.

1. Call to Order

Chairman Ray Neri called the meeting to order at 6:00 P.M. and confirmed the presence of a quorum.

2. Roll Call

Members: Ray Neri; Gary Grooms; Sean Ingber; Jorge Mercado; Cheryl DiCicco and James Roberto. **Absent Members:** Dwayne Hawkins; Steve Cleveland and Diane Plomatos

County Staff: Chris Young and Marcella Faucette

Public: none

3. Approval of Minutes – August 24, 2016 Meeting

Upon motion by Mr. Jorge Mercado, seconded by Mr. Sean Ingber, the minutes of the meeting of August 24, 2016 were unanimously approved.

4. Old Business

- **Advisory Committee to make recommendation for logo selection and/or next steps**

Mr. Chris Young presented the Committee with three (3) options from which to choose regarding the selection of a logo for the Lealman CRA:

- To review and select one of the several logo samples provided by Mr. Young
- To have the Communications Department come to the meeting
- To go back to square one and have a community contest

The Committee opted to review and select one of the several logo samples provided by Mr. Young.

Upon motion by Ms. Cheryl DiCicco, seconded by Mr. Jorge Mercado, the "Sunshine Lealman" logo was unanimously selected.



2. New Business

- **Continue review and input on Year 1 program summary descriptions**

Mr. Young provided the Committee a copy of Year 1 program summary descriptions for review and discussion. For some of the programs, the Committee was asked to determine which should be proposed as outright grants or as 50/50 matching grants. For some others, the Committee was asked to review the wording of the program descriptions to see if they could be kept as written or if the wording needed to be revised.

In response to a question regarding 50/50 matches, Mr. Young explained that most of the grants are reimbursable. The money would not be received upfront. The project would have to be completed and receipts submitted in order for the money to be reimbursed.

There was consensus by the Committee that the community was on board and excited when plans were previously being made to improve the area but then, unfortunately, the plans fell through. As a result, regarding prioritization, there are many programs that logically make sense to implement first but aren't the right things to do in terms of getting

community buy in and involvement. The Committee believes that things need to be done that make the community aware that something positive is indeed happening in the community.

- Commercial Facade & Site Improvement

The Committee was interested in knowing if the CRA had any say in what the facade improvements would entail. Mr. Young affirmatively responded and further explained that often the programs dictate the improvements in that while doing physical structural improvements, landscaping that would be required to be Florida friendly, xeriscaping etc.

There was also interest in whether or not it were possible for the County to pay a vendor directly, as well as if a business could go to a vendor with a letter from the County stating that it had been approved for a certain amount of money. Mr. Young stated that this could potentially be done; however, it would have to be finalized through contracts and lawyers.

Upon motion by Mr. Jorge Mercado, seconded by Ms. Cheryl DiCicco, that the Commercial Facade & Site Improvement Program be funded via a matching 50/50 grant was unanimously approved.

- Parking and Streetscape Improvement

The Committee did not think that this should be handled as a grant but more as a governmental exercise. The Committee thinks that this program allows you to apply for a project opposed to applying for a grant.

Upon motion by Mr. Gary Grooms, seconded by Mr. Jorge Mercado, that the Parking and Streetscape Improvement Program be eliminated and the associated allocated funds be divided, applying half to the Commercial Facade Grant and half to the Residential Facade Grant; and changing Residential Facade to Residential Facade and Site Improvement was unanimously approved.

- Homeownership Program

Upon motion by Mr. Jorge Mercado, seconded by Mr. Sean Ingber, the program description language for the Homeownership Program was unanimously approved as written.

- Residential Facade Grant

Upon motion by Mr. Jorge Mercado, seconded by Mr. Gary Grooms, the program description language for this grant was unanimously approved as written. (this grant was renamed Residential Facade and Site Improvement Grant in an earlier motion)

- Property Tax Exemption Program (PTE)

The Committee removed the following sentence from the Property Tax Exemption Program description language: "Improvements paid for by the CRA must be permanent and stay with the building." The CRA is not purchasing anything through this grant.

Upon motion by Mr. Jorge Mercado, seconded by Mr. Gary Grooms, the program description language for the Property Tax Exemption Program was unanimously revised to remove "Improvements paid for by the CRA must be permanent and stay with the building" with the revised language being unanimously approved.

- Small Business Development and Lending Program

The Committee requested additional information regarding Pinellas County's definition of a small business.

Upon motion by Mr. Jorge Mercado, seconded by Mr. Sean Ingber, the Small Business Development and Lending Program discussion was unanimously tabled.

- Business Recruitment and Retention Program

The Committee requested additional information as well as examples of how this program is working in other CRAs.

Upon motion by Mr. Jorge Mercado, seconded by Mr. Sean Ingber, the Business Recruitment and Retention Program discussion was unanimously tabled.

- Clean Team Program

Upon motion by Ms. Cheryl DiCicco, seconded by Mr. Jorge Mercado, the program description language for the Clean Team Program was unanimously approved as written.

- Expedited Permitting and Fee Waiver Program

Upon motion by Mr. Jorge Mercado, seconded by Ms. Cheryl DiCicco, the program description language for the Expedited Permitting and Fee Waiver Program was unanimously approved as written.

- Target Zone Developer Assistance Program (Residential and Non-Residential)

Upon motion by Mr. Gary Grooms, seconded by Mr. Jorge Mercado, that staff encapsulate the Target Zone Developer Assistance Program, Housing Development Program and the Land Acquisition / Bank Program into a single program. The vote was 5-1

- Housing Development Program

Upon motion by Mr. Gary Grooms, seconded by Mr. Jorge Mercado, that staff encapsulate the Target Zone Developer Assistance Program, Housing Development Program and the Land Acquisition / Bank Program into a single program. The vote was 5-1

- Land Acquisition / Bank Program

Upon motion by Mr. Gary Grooms, seconded by Mr. Jorge Mercado, that staff encapsulate the Target Zone Developer Assistance Program, Housing Development Program and the Land Acquisition / Bank Program into a single program. The vote was 5-1

The Committee was also asked to review the program descriptions of the following programs and to determine how they are different. Mr. Young explained that the intent of each definition should be further defined so not to duplicate efforts. The Committee was asked to look for opportunities to combine similar aspects in order to hopefully get more money to one program that covers three areas.

- Mentoring and Apprenticeship Sponsorship Program
- Youth Citizen Opportunity Grant
- Quick Response Business Training Program

Upon motion by Mr. Gary Grooms, seconded by Mr. Sean Ingber, the Mentoring and Apprenticeship Sponsorship Program and the Youth Citizen Opportunity Grant were unanimously combined and the Quick Response Business Training Program eliminated.

3. Comments

There were no additional comments

4. Next Meeting Date and Items for Next Agenda (Tentative)

- **Meeting Date TBD**
- **Final comments and recommendations to Agency to approve Year 1 Programs and TIF allocation budget**

There being no further business, Mr. Neri asked if there was a motion to adjourn.

Upon motion by Mr. Jorge Mercado, seconded by Mr. Sean Ingber, the meeting adjourned at 7:38 p.m. The next meeting is scheduled for Tuesday, October 25, 2016 at 6:00 pm.