

COMMUNITY REDEVELOPMENT AGENCY MEETING

A Regular Community Redevelopment Meeting was held on August 28, 2017 at 5:00 p.m. in the Meeting Room of the Zephyrhills Public Library.

Commissioner Kenneth Compton called the meeting to order. Roll call was taken. Present were members Ken Burgess, Kenneth Compton, Charlie Proctor, Alan Knight, Lance Smith, and Mayor Whitfield. City Manager Steve Spina and City Attorney Matthew Maggard were also present.

Staff present: Utilities Director John Bostic, Director of Planning Todd Vande Berg, CRA Director Gail Hamilton, HR Director Sandra Amerson, Airport Manager Nathan Coleman, Finance Director Brian Williams, Main Street Board Member Anna Stutzrien, City Clerk Lori Hillman, and Assistant City Clerk Jessica Carter.

Lance Smith moved the minutes of the June 26, 2017 Regular Meeting be approved. Seconded by Charlie Proctor. Motion passed unanimously.

BUSINESS ITEMS

CRA DIRECTOR

1. Matching Commercial Façade Grant Program

Ms. Hamilton stated the Matching Commercial Façade Grant Program's purpose is to help business within the CRA improve their facades. By improving the appearance of building facades, the program serves to improve the economic viability of the CRA District. Better aesthetics increase property values, improves the marketability of space within the building and helps to entice new businesses and residents to the area. The matching façade grant program allows up to \$2,500 for façade improvements. The evaluation and procedure processes are outlined in the application, all grant applications will be approved by the CRA Board of Commissioners. The grant budget is set at \$50,000 and funds will be available on a first come first serve basis for all eligible improvements.

Lance Smith moved to approve Business Item 1. Seconded by Ken Burgess. Motion passed unanimously.

2. Gateway – Entrance Signage Features for the CRA District

Ms. Hamilton presented the Board with final design for the Entrance Signs including Hercules Park, and CRA Neighborhood signs. The Board provided feedback to staff on the designs. Staff worked with consultants, Kimley-Horn to incorporate Commissioners comments on final design. If no objections, staff will work with sign companies to provide cost estimates incorporating value engineering to produce signs for the district. There is currently no money in the budget for this project. Staff is looking into funding through various grants.

3. CRA District Awareness Program

Ms. Hamilton is working to capitalize on the recent television coverage the CRA District received on residential opportunities and new businesses within downtown Zephyrhills. CRA staff continues to update local partners, the Chamber of Commerce and the Main Street program to use their web-based and social media accounts to provide information on new and existing businesses in the District. Staff is also working with Creative Loafing a news style magazine in the Tampa Bay area to promote opportunities for new residents and new businesses within the district including online, web presence, google search, and print media. In effort to capture new market of people who have not visited or know about the charm of our City.

4. Main Street Activity Report

Ms. Hamilton stated "Saturday in the Square" was a success. Thank you to Jack Funnell and The Time Travelers Band for donating their valuable time. Saturday in the Square will be programed for those months that don't already have scheduled events, it is Main Street's plan to have some type of event each month of the year. Music and Motorcycles is scheduled for September 16th from 4pm to 9 pm, with the Bearded Brothers Band. Main Street has done their membership drive, which has increased 40% from last year. Also Main Street Board is meeting regularly with the merchants to find out what they need and what they would like in the downtown area. Artist is working on an interactive mural in the downtown pocket park for residents to step into and take their picture; work on mural should be completed in September.

5. CRA Director's Report

Ms. Hamilton reported the CRA expansion adopted in January 2016 has not been credited to the CRA. Staff will be working with the Pasco County Property Appraiser to correct and provide new numbers for the CRA TIF. With the new exemption that was approved ad valorem taxes are down and we need to make sure every property is accounted for within the CRA.

Meeting adjourned 5:44 p.m.