

**CITY OF CORAL SPRINGS COMMUNITY REDEVELOPMENT AGENCY
BOARD OF DIRECTORS REGULAR MEETING
Monday, July 27, 2009**

Board Vice Chair Bernie Moyle called the meeting to order at 6:36 p.m. in the first floor conference room of the Coral Springs Financial Plaza building.

Mr. Moyle requested that Mr. Richardson call the roll of Board Members.

Board Members in attendance were: Bruce Davis, Board Member
Ginger Eisenrod, Board Member
Elissa Harvey, Board Member

Board Chairperson John Ruffin and Board Members Brian Walsh and John Walsh were unable to attend this evening's meeting.

Also in attendance were: Commissioner Claudette Bruck
Erdal Donmez, Assistant City Manager
Susan Hess, Director of Community Development
Sue Delegal, CRA Legal Counsel
(Participated telephonically)
Paul Cawley, Coral Springs Economic
Development Foundation
Shirley Richards
Giselle Rahael
Rhon Ernest-Jones, IBI Consulting Engineers
Peter Richardson, City Clerk

All persons in attendance rose for the recitation of the Pledge of Allegiance.

1. Minutes of June 29, 2009 CRA Board Meeting

Ms. Harvey moved, seconded by Ms. Eisenrod, to approve the minutes of the June 29, 2009 Board meeting as presented. The motion was approved unanimously (4-0).

2. Citizen's Comments

Shirley Richards, representing the Coral Springs Festival of the Arts Board, stated that approximately 42% of attendees at the Festival resided outside of Coral Springs. Ms. Richards said the Festival of the Arts Board was extending an invitation to all stakeholders to become a member of the extended Board of Directors. Ms. Rahael said that potential board members included representatives of the City of Coral Springs, Coral Springs CRA Board of Directors, the Coral Springs Center for the Arts, the CEO Group, and the Chamber of Commerce President. Ms. Rahael requested that the CRA Board consider the possibility of becoming a board member of the Coral Springs Festival of the Arts. Mr. Moyle said he thought that the Coral Springs Festival of the Arts was a great

program. Mr. Moyle said the CRA Board would take the matter under advisement for discussion at a future meeting. Mr. Donmez stated that the Festival of the Arts was a flagship event to showcase downtown Coral Springs. Commissioner Bruck thanked Ms. Richards and Ms. Rahael for their tireless voluntary efforts in coordinating and staffing the Coral Springs Festival of the Arts since the festival's inception.

Ms. Richards noted that the 2010 Coral Springs Festival of the Arts would be held on March 20 and 21st. Ms. Rahael said although funding was not being requested at this time, additional brain power and involvement was certainly welcome from interested stakeholders and participants. Noting that "The Walk" on University Drive had served as the Festival's sole site, Mr. Ernest-Jones inquired whether the Festival of the Arts had been an overall positive or negative for retail and other tenants of the Walk. Ms. Rahael stated that there had been no formal economic impact studies undertaken to date. Mr. Ernest-Jones said it would be desirable to undertake such a study in the future. Ms. Harvey said she believed that there would be both pluses and minuses from a retailer's standpoint. Mr. Moyle suggested the CRA Board of Directors revisit the Board's mission statement in detail in the near future.

3. July 1, 2009 CRA Tax Roll

Mr. Donmez provided an update on the Broward County Property Appraiser's revised tax valuation for the Coral Springs CRA, noting that the overall was approximately \$126,348,000, a decline of approximately 2.4% from the June 1, 2009 preliminary estimated value. Mr. Donmez stated that he would utilize this tax valuation figure to prepare the CRA's proposed 2009-2010 budget, for consideration at the Board's next meeting on September 9th.

4. Request to Pay Off Balance of Remaining Debt to City of Coral Springs

Mr. Donmez noted that the CRA Board's auditor had recommended that the CRA Board pay off the balance of \$21,000.00 due to the City of Coral Springs as soon as practical.

Ms. Harvey moved, seconded by Ms. Eisenrod, to authorize the full and final payment of \$21,000.00 to the City of Coral Springs. The motion was approved unanimously (4-0).

5. Coral Springs Economic Development Foundation Update

Mr. Donmez noted that as follow-up to the CRA Board's June workshop, a number of interested individuals, including several CRA Board members, had met to discuss strategies for increasing awareness about the Coral Springs Community Redevelopment Agency and its ongoing projects and initiatives. He noted that City staff would continue to collaborate on these efforts with Marketing and Communications staff, until such time as a full-time professional was hired to assist solely with CRA communications matters.

Mr. Davis said that the CRA Board needed additional resources to take advantage of the existing market today, especially a support person to do additional outreach for the Coral Springs Community Redevelopment Agency. Mr. Moyle also noted the importance of having a marketing professional to assist with the Board's recruitment and outreach efforts for the downtown area. Ms. Harvey said that one of her primary concerns was that if the CRA Board did not employ resources to keep the Coral Springs CRA's profile high at present, the Board would have to pay additional funds in the future to establish and maintain a high profile.

Mr. Donmez suggested that he did not have any specific individual in mind to offer professional marketing assistance, but proposed the possibility of hiring an individual on a contract basis in the future to assist with marketing related efforts. Mr. Moyle suggested that Mr. Davis and Ms. Eisenrod continue to work with Erdal and City staff on marketing-related strategies for the Coral Springs CRA Board and the drafting of a job description for hiring an assistant for the Coral Springs Community Redevelopment Agency Board of Directors. Coral Springs EDF Director Paul Cawley also urged the CRA Board to formulate an overall marketing plan and strategy as soon as practical.

Mr. Davis also said that it was important to set short-term targets, as well as establishing longer-term strategies. Mr. Moyle said he had no problem with Mr. Cawley working with Amera Urban Developers and the City's Marketing staff to develop marketing plans and strategies for the Coral Springs CRA. Commissioner Bruck said it was a worthy goal to restore a fiscally vibrant and healthy downtown, including the Coral Springs Financial Plaza building. Mr. Ernest-Jones emphasized the need to add freshness and excitement to the downtown area, by adding elements such as the possible fountains at the four corners of University Drive and Sample Road. Mr. Moyle said that there were a great many potential opportunities to revitalize the downtown area, including the Coral Springs Financial Plaza building. Ms. Hess and Mr. Donmez noted that City staff continued efforts to work with Publix officials to revitalize the northeast corner of University Drive and Sample Road.

Mr. Moyle suggested that Mr. Cawley collaborate with Mr. Donmez and City marketing staff in concert with Amera Urban Developers to develop the best opportunities to change the overall marketing picture for downtown Coral Springs, including the University Partnership initiative with Broward College.

6. Master Planning Update

Mr. Donmez reported on a recent meeting between City staff and Broward County Traffic Engineering staff. He noted that Broward County staff had agreed to install the mast arms at the intersection at University Drive and Sample Road in exchange for the City's design of the intersection, including the location of the proposed traffic signals, completion of traffic counts, and related synchronization elements. Mr. Ernest-Jones noted that it would be desirable not to install the mast arms until actual development around the intersection was underway. Mr. Donmez added that all turn lane components

needed to be done simultaneously. Mr. Donmez stated that City staff would present a formal sources and uses document at a future CRA meeting. Mr. Ernest-Jones stated that IBI's estimated costs for the intersection design work were \$26,000 plus \$4,000 for permit processing through the Florida Department of Transportation. Mr. Moyle and Mr. Davis emphasized the importance of no additional fees or change orders relative to this proposal.

Ms. Harvey moved, seconded by Mr. Davis, to approve payment of up to \$30,000 for the intersection design work at University Drive and Sample Road. The motion was approved unanimously (4-0).

Mr. Donmez noted that \$75,000 had been budgeted for engineering services at the beginning of the current fiscal year. He said that staff estimated the need for engineering design work totaling approximately \$60,000 during the 2009 fiscal year. Mr. Davis moved, seconded by Mr. Harvey, to approve funding of up to \$65,000 for engineering design services. The motion was approved unanimously (4-0).

7. McGladrey and Pullen Memorandum regarding Auditing Standards

Mr. Donmez noted that he had provided all CRA Board members with a copy of a recent memorandum from the Board's auditor, McGladrey and Pullen, outlining new auditing standards.

Mr. Moyle noted that the Board's next meeting would be held on Wednesday, September 9th, with the October meeting scheduled for the evening of October 26, 2009.

The meeting adjourned at 8:22 p.m.

DATE APPROVED/ACCEPTED

BERNIE MOYLE
BOARD VICE-CHAIRPERSON
CRA BOARD OF DIRECTORS

PETER RICHARDSON, CRM
CITY CLERK
CITY OF CORAL SPRINGS