

Lealman Community Redevelopment Area Advisory Committee

Meeting Minutes

June 22, 2016 ~ 6:00 PM

The meeting was held on Wednesday, June 22, 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; Steve Cleveland; Sean Ingber; Jorge Mercado; Cheryl DiCicco; James Roberto; Dwayne Hawkins; Gary Grooms and Diane Plomatos

County Staff:

Rachel Booth, Chris Young, Marcel Mohseni and Marcella Faucette

Public:

Eric Schleich (*resident*)

3. Approval of Minutes – April 18, 2016

Upon motion by Mr. Jorge Mercado, seconded by Mr. Steve Cleveland, the minutes of the meeting of April 18, 2016 were unanimously approved.

4. Old Business

- Lealman CRA Plan and Tax Increment Fund (TIF) / Redevelopment Fund Approval
- Resolution No. 16-40 – Approving the Lealman CRA Plan
- Ordinance No. 16-35 – Establishing Redevelopment TIF

Before starting the old business discussion, Mr. Neri stated that there are a number of groups (i.e. *Adopt-A-Block, PAL*) currently working in Lealman and that there is ongoing dialogue with other entities to get additional groups/non-profits to provide services within the Lealman CRA. He also informed the Committee that Lealman's garbage collection service has been continued with County Sanitation for another 5 years with the option for renewal. The service will now include large rolling garbage bins. As the garbage bins have not yet been ordered, it is imperative that the process of selecting a logo be finalized as soon as possible so that the logo, which represents the Lealman CRA, can be stamped on the garbage bins. Mr. Neri also stated that a message needs to also be on them stating that the garbage bins must be removed from the curbside to avoid receiving fines.

Mr. James Roberto, owner and operator of County Sanitation, stated that 7,000 rolling garbage bins will be ordered with the logo that Solid Waste wants on them and that it would be great to incorporate a Lealman logo at the same time. Approval is expected on July 21, 2016.

Ms. Booth temporarily tabled the logo discussion with the intention of revisiting the discussion later on during the meeting.

Ms. Booth continued by informing the Committee that *Resolution No. 16-40*, specifically dealing with the Lealman CRA Plan, and *Ordinance No. 16-35*, which establishes the Redevelopment TIF, were both approved and adopted on June 7, 2016.

Ms. DiCicco requested clarification regarding the proposal for the name change of the CRA Agency. Ms. Booth explained that the new ordinance was written and adopted to correct the name of the Agency in the older ordinance. The original name listed was "*Lealman Community Redevelopment Agency*". Since the County serves as the Agency for any CRA within unincorporated Pinellas County, the Agency should have been listed as the "*Pinellas County Community Redevelopment Agency*". Multiple CRAs can exist, however, there can only be

one Agency, which in this case, will have the oversight for the Lealman Community Redevelopment Area.

5. New Business

- **TIF update and timing**

Ms. Booth stated that all deadlines had been met and that the TIF will be received on January 1st. She further reported that initially the first year TIF dollars were estimated at approximately \$97,000; however, based on updated data and TIF projections, that amount has increased to approximately \$269,000. Ms. Booth stated that she has projections over the next 30 years however, she does not feel that they are accurate, as they were done very conservatively. She will get better projections and solid numbers in July. Ms. Booth said that she will update the Committee with the new projections at the next meeting.

- **Strategic Action Plan – Timeline and Tasks**

The Strategic Action Plan will layout the programs that are important now as well as those that will have a greater significance in the future. The Action Plan will also include a variety of projects. Ms. Booth explained that Programs are dollars or assistance that would provide for activities such as, workforce training. Projects, on the other hand, would include items dealing with infrastructure or sidewalks. There are existing projects that are on the books, however as the Action Plan, which coincides with the projects that have been prioritized within the actual Plan, is further developed, projects will be created that are not currently coming out of capital improvement dollars, but will be coming out of TIF dollars. These future projects will be prioritized into short-term and long-term periods of time, (i.e. 1-3 yr. period or 1-5 yrs.; 3 - 5 yrs.; 5 - 10 yrs.; 15 - 30 yrs.)

Ms. Booth stated that the Committee will work on programs first as this is budget time and the County is finalizing budgets and are focusing on projects in terms of what needs continued funding, what needs to be re-prioritized and what needs to be removed. These projects will show up in the Action Plan but will show up as *completed* or as *in progress -funded by other or previous sources* etc. Programs are more important priorities than projects for the Lealman CRA. Projects typically cost more than it does to operate a program.

Ms. DiCicco asked if community Identity was a program or a project. Ms. Booth explained that the perception of community identity can be interpreted in a number of ways. For example, if it is related to signage then it becomes a project. In terms of a program, it would include internally working together trying to establish an identity for Lealman.

Regarding the timeline, the Action Plan needs to go before the Board in the fall. Ms. Booth stated that the goal is to have the Action Plan approved in November 2016. She stated that as the CRA Plan is very comprehensive, she has already started looking at the programs on the basis of what is pretty typical of CRA programs and has been aligning them with the identified goals and objectives. Ms. Booth asserted that she is not pulling anything out, she is basically creating a data base and will get them to the committee members before the next meeting for review and rumination so that the committee can work on prioritizing the programs which includes closely examining the details of each to see if any modifications are necessary for implementation.

Ms. Booth transitioned the discussion to the County's business outreach efforts, which is currently being implemented within the CRA via county man hours. Mr. Marcel Mohseni, with the Planning Department, is currently attempting to establish the County's presence within the CRA with the business owners. Mr. Mohseni has significant experience with the business aspect of Main Street Planning. **(For additional discussion, please see the section on Business Outreach Efforts)**

words. Another idea is to have the outline with the creek and a railroad track. Ms. Booth stated that she will update Communications and see if they can have something before the next meeting and if Communications would be willing to come to the next CRA meeting to discuss their thoughts and provide a couple of formats.

Upon motion by Ms. Cheryl DiCicco, seconded by Mr. Jorge Mercado, the recommendation to send the graphics from the cover of the adopted CRA Plan to the Communications Department to develop a minimum of 3 versions of a logo, was unanimously approved.

Ms. Booth asked Mr. Young to send the image to Communications and ask for a couple of versions that the committee can review at least five days before our next meeting.

- **Business Outreach Efforts**

Ms. Booth informed the Committee that the Business Outreach Program is currently being implemented within the CRA. She then introduced Mr. Marcel Mohseni, with the Planning Department and asked him to briefly update the Committee on his outreach efforts. Mr. Mohseni, who has significant experience with the business aspect of Main Street Planning, stated that he is currently attempting to establish the County's presence within the CRA with the business owners. He indicated that there are approximately 600 businesses within the CRA boundary and that he has visited close to 100 of them, covering 54th Ave. N.; 34th Ave. N.; Haines Road and several businesses within Joe's Creek Industrial Park.

Mr. Mohseni reported that initially, a postcard mailer was sent to the businesses and that now he is physically going into the community to introduce himself and to ensure that the business owners are aware of the County's vision for the CRA. He stated that he explained that the Plan is a 30 year Plan and that changes and/or improvements will not be immediate, but will take time. Additionally, he is trying to get some feedback from the business owners regarding their vision for their businesses within the community; the types of businesses that currently exist in the community; the number of employees employed with each business, as well as any issues that the businesses may be encountering. He conveyed that while many of the issues shared with him were dealing with civil matters, there were numerous complaints regarding parking and questionable activities in the neighborhood.

The Committee requested that they receive a copy of any correspondence, communications or materials that are sent out to the business community. Ms. Booth assured them that they'd be copied. She also stated that Mr. Mohseni's efforts of introductions will lead to the creation of a Lealman Chamber of Commerce, group, or an association which will assist with developing continuing dialogue within the business community. The Committee responded favorably to this plan. Mr. Gary Grooms added that it would be good for the Board to be involved in some way in helping to figure out and resolve the huge disconnect between the businesses and the lending institutions. Ms. Booth stated that the lending institutions need to be educated about the CRA and that the Board of County Commissioners are in complete support of this effort.

- **PSTA Partnership Meeting**

Ms. Booth stated that she is working with PSTA and that they are very supportive of the efforts in the CRA and want to be involved. They have some new programs that they are trying to roll out. She added that she had initially requested funding for some bus stop Improvements such as shelter enhancements and better identifiers for existing bus stops. She stated that she is fairly certain that the CRA will be receiving at least two shelter enhancements, however, their location has not yet been determined. PSTA has created a map of some priority stops based on a needs assessment that they conducted, however she is in the process of reviewing the map to see if the identified stops are indeed priorities within the community. A meeting has been scheduled with PSTA whereby she will provide feedback and suggestions should the priorities differ from PSTA's.

Ms. DiCicco made a suggestion that there be a bus route going to and from Lealman to the beaches for those who could benefit from the available housekeeping jobs. Ms. Booth stated that one of the ongoing discussions that she is having with PSTA includes "on demand service"

and "destination routes". She stated that there had also been some County interest in a partnership with Uber, for example, if the trip originated and terminated within the CRA boundary, then the CRA would subsidize part of that ride cost. PSTA is very engaged and willing to work with the CRA group.

6. Comments

Mr. Neri inquired about the reactivation of Code Enforcement into the community. Ms. Booth stated that she is working on a Neighborhood Preservation Ordinance, a Nuisance Abatement Ordinance and a Rental Registry. She stated that she intends to draft all three and desires to get them adopted as a comprehensive neighborhood participation proactive enforcement package. The Committee also commented on the desire to have access to a foreclosure registry of foreclosed homes in Lealman. There was also a brief discussion on the need to address vacant /foreclosed homes where the value of fines exceed the value of the house. Mr. Mercado inquired about the Lealman Heights property. Ms. Booth informed the committee that she and Mr. Young were working with BTS to get cable, phones and the internet set up in the facility with expected occupancy before November 2016.

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

- July 27, 2016
- CRA Plan Programs Exercise

8. Adjournment

There being no further business, Mr. Neri asked if there was a motion to adjourn. Mr. Jorge Mercado made the motion and Mr. Gary Grooms seconded the motion. The meeting adjourned at 7:38 p.m. The next meeting is scheduled for Wednesday, July 27, 2016 at 6:00 pm.