



AB

The regularly scheduled meeting of the Community Redevelopment Agency Advisory Board was held on Wednesday, December 10, 2020 in City Hall, 400 South Orange Avenue, Orlando, Florida, 32801. Chair Bill Lambert called the meeting to order at 3:36 p.m. noting a quorum was present.

MEMBERS PRESENT: Bill Lambert, Chair
Jamie Barati, Vice Chair
Marissa John
Monica McCown
Eugene Jones
Commissioner Victoria Siplin

MEMBER ABSENT: Doug Taylor

STAFF PRESENT: Thomas C. Chatmon Jr, Executive Director
David Barilla, Assistant Director
Walter Hawkins, Director of Urban Development
Christel Brooks, Administrative Specialist
Ashley Edwards, Board Secretary
Stacey Adams, Assistant City Attorney
Kelly Allen, Marketing and Communications Manager
Nicole Sisson, Interactive Media Coordinator
Tiffany Stephens, Fiscal Manager
Rose Vignetti-Garlick, Downtown Information Center Manager
Mercedes Blanca, Project Manager
Dominique Greco, Project Manager
Mary-Stewart Droege, Project Manager
Mark Rendini, Downtown Ambassador Program Operations Manager
Hunter McFerrin, Economic Development Intern
Darlene Irizarry, Administrative Assistant
Carmen Oliveros, Executive Assistant

Approval of Minutes

A motion was made by Victoria Siplin and seconded by Eugene Jones to approve the September 23, 2020 meeting minutes of the CRA Advisory Board meeting. The motion carried unanimously.

Public Comment:

There was no public comment.

New Business:

- a. **High Wage/High Value Job Creation Program Guidelines Amendment** – David Barilla, Assistant Director explained that on April 17, 2006, the CRA approved the High Wage/High Value Job Creation Program for the purpose of locating targeted industries and targeted headquarters with high-value jobs to Downtown Orlando. In 2013 the program was amended to offer four incentives; Job Creation Incentive, Creative Village Pioneer Incentive, Downtown Living Incentive, and Public Transportation Incentive, with Total Incentives of up to \$5,000 per job.

The current guidelines require applicants to leverage other state and local incentives some of which are no longer available. As such, staff recommends revising the program guidelines to allow for the incentive to be made available to companies creating jobs in Downtown Orlando regardless of other state and local incentives. In addition, staff recommends making the following general revisions:

- Eliminate the Creative Village Pioneer Incentive.
- Extend the job creation period from three years to five years.
- Reduce the job maintenance period from 13 years to 10 years.
- Change the required minimum per employee contribution for the transportation spending account to \$560.00.
- Require companies to lease at least 200 square feet of office space per incented employee.
- Require grantees to certify annually that incented employees are physically present in the CRA office location for a minimum of 50% of their working hours.
- Require companies to have their annual report certified by a Certified Public Accountant prior to submittal to CRA staff.

Staff requested that the CRA Advisory Board recommend to the CRA that it approve the attached revised High Wage/High Value Job Creation Program Guidelines.

A motion was made by Monica McCown and seconded by Victoria Siplin to recommend to the CRA that it approve the attached revised High Wage/High Value Job Creation Program Guidelines. The motion carried unanimously.

- b. **Streetscape Cost Sharing Program Amendments**– Mercedes Blanca, Project Manager explained that, in an effort to accomplish the objectives of Part III, Chapter 163, Florida Statutes and further implement the Downtown Orlando Community Redevelopment Plan (Plan) adopted pursuant thereto, in 2008, the CRA adopted and established the Streetscape Cost Sharing Program (Program). Under the Program, which is included within the Downtown Streetscape Guidelines (Guidelines), the CRA provides financial assistance towards certain eligible streetscape projects within the Downtown Orlando Community Redevelopment Area (Area).

On September 26, 2016, the CRA approved changes to the Program, which allowed for reimbursement of several previously excluded items including removal and disposal of prior

streetscape materials and trees, sub-base, general conditions, temporary walks, fencing, and MOT costs. Prior to this change, only one application had been received in the decade leading up to the revision. Since this change, the CRA has provided funding for two major streetscape improvement projects, with three additional projects in the pipeline.

In reviewing the projects for which funding has been requested, CRA staff has taken a fresh look at the list of items listed as not eligible for cost sharing, keeping in mind the goal of the Program, to have streetscape consistent with the Guidelines throughout the Area. As currently written, costs for replacement of previously installed streetscape, sidewalk replacement costs, roadway and infrastructure improvements beyond the curb, curb and gutter, storm inlets, and utilities are costs not eligible for cost sharing. However, based on its review, CRA staff is recommending these items also be included as eligible costs, with the roadway and infrastructure improvements beyond the curb and storm inlets only being eligible when included in the project based on a recommendation or request of the City. As the original CRA installed streetscape has aged significantly since its initial installation over 30 years ago, CRA staff feels that replacement of streetscape previously installed by the CRA through this cost-sharing Program is appropriate and in the best interest of the CRA. The recommended changes will generally allow an applicant to receive half of the cost of installation of the new streetscape based on what it would cost for the CRA to install, if proceeding to construct the streetscape on its own.

As recommended by the Project DTO process, the City and CRA staff will revise the Guidelines as part of the Downtown Master Plan, a process which will take place in 2021. However, the task of revising the Guidelines requires a significant amount of work and time to complete. Therefore, prior to completion of the full revision to the Guidelines and Program, staff is recommending that the changes cited above be made to the Program in the interim to encourage use of the Program and continued improvements to streetscape throughout downtown.

Staff recommended that the CRA Advisory Board recommend to the CRA that until the time of completion of the Downtown Master Plan and accompanying rewrite of the Streetscape Cost Sharing Program, the CRA allow, under the Streetscape Cost Sharing Program, costs for replacement of previously installed streetscape, sidewalk replacement costs, roadway and infrastructure improvements beyond the curb, curb and gutter, storm inlets, and utilities to be costs considered as eligible for cost sharing and that roadway and infrastructure improvements beyond the curb and storm inlets be eligible when included in the project based on a recommendation or request of the City.

A motion was made by Jamie Barati and seconded by Marissa John to recommend to the CRA that until the time of completion of the Downtown Master Plan and accompanying rewrite of the Streetscape Cost Sharing Program, the CRA allow, under the Streetscape Cost Sharing Program, costs for replacement of previously installed streetscape, sidewalk replacement costs, roadway and infrastructure improvements beyond the curb, curb and gutter, storm inlets, and utilities to be costs considered as eligible for cost sharing and that roadway and infrastructure improvements beyond the curb and storm inlets be eligible when included in the project based on a recommendation or request of the City. The motion carried unanimously.

- c. **Thornton Park District Funding Agreement** – Thomas C. Chatmon Jr., Executive Director explained that, Thornton Park District, Inc. is a Florida not-for-profit corporation with a mission to create a vibrant community for its business owners, residents, and visitors through events,

public art, and design. The agreement between the CRA and the District provides funding to the District for activities related to District events, marketing, and programming, public art, the provision of a superior pedestrian experience, and the District's assistance in meeting the Downtown Community Redevelopment Area ("Area") Plan goals. The funding agreement proposed between the CRA and the District includes benchmarks for the District to meet including, but not limited to, maintaining an office in the Area, hosting events, and conducting clean-up/beautification activities.

Staff requested that the CRA Advisory Board recommend to the CRA that it approve the funding agreement between the CRA and Thornton Park District, Inc. in the amount of \$50,000 for the FY 2020-2021, subject to review and approval by the City Attorney's Office, and authorize the execution of the Agreement by the Chair and the Executive Director.

A motion was made by Monica McCown and seconded by Eugene Jones to recommend to the CRA that it approve the funding agreement between the CRA and Thornton Park District, Inc. in the amount of \$50,000 for the FY 2020-2021, subject to review and approval by the City Attorney's Office, and authorize the execution of the Agreement by the Chair and the Executive Director. The motion carried unanimously.

- d. **City District Funding Agreement** – Thomas C. Chatmon Jr., Executive Director explained that, Church Street District, Inc. d/b/a City District, is a Florida not-for-profit corporation with a mission to enhance the corridor through marketing and special events to promote the area's establishments. The agreement between the CRA and the District provides funding to the District for activities related to District events, marketing, and programming, the provision of a superior pedestrian experience, and the District's assistance in meeting the Downtown Community Redevelopment Area ("Area") Plan goals. The funding agreement proposed between the CRA and the District includes benchmarks for the District to meet including, but not limited to, maintaining an office in the Area, hosting events, and conducting clean-up/beautification activities.

Staff requested that the CRA Advisory Board recommend to the CRA that it approve the funding agreement between the CRA and Church Street District, Inc. in the amount of \$50,000 for the FY 2020-2021, subject to review and approval by the City Attorney's Office, and authorize the execution of the Agreement by the Chair and the Executive Director.

Monica McCown declared a conflict of interest.

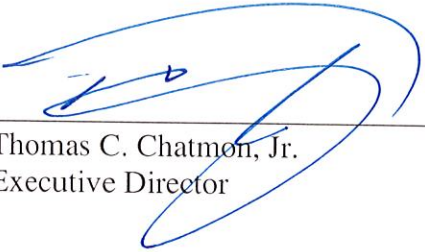
A motion was made by Victoria Siplin and seconded by Jamie Barati to recommend to the CRA that it approve the funding agreement between the CRA and Church Street District, Inc. in the amount of \$50,000 for the FY 2020-2021, subject to review and approval by the City Attorney's Office, and authorize the execution of the Agreement by the Chair and the Executive Director. The motion carried 5-0 with Monica McCown abstaining.

Next Meeting

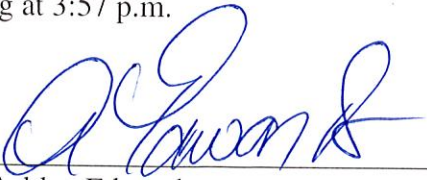
The next scheduled meeting of the Community Redevelopment Agency Advisory Board is Wednesday January 27, 2021 at 3:00 p.m.

Adjournment

There being no further business to come before the Community Redevelopment Agency Advisory Board, Chair Bill Lambert adjourned the meeting at 3:57 p.m.



Thomas C. Chatmon, Jr.
Executive Director



Ashley Edwards
Board Secretary