

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday, October 5, 2017
3:00 – 5:00 PM
City Commission Conference Room, City Hall**

Attendance

Board Members: Cory Petcoff (Chair), Ben Mundy (Vice-Chair), Todd Baylis, Brian Goding, Pastor Eddie Lake, Frank Lansford, Commissioner Jim Malless and Cliff Wiley

Absent: Zelda Abram and Dean Boring

Staff: Nicole Travis (CRA Manager), Jim Studiale (Director), Celeste Deardorff (Assistant Director), Alis Drumgo, Valerie Ferrell, Patricia Hendler, D’Ariel Reed, Jonathan Rodriguez and Michael Smith

Guests: Commissioner Justin Troller, City Commission; Julie Townsend, LDDA; Barry Friedman, LkldNow; Sarah Keener, Keener Builders; Kelly Deese, LEDC; Ashley Cheek, LEDC and Laura Taylor, LEDC

Packets

- Meeting Minutes dated September 7, 2017
- Memo – North Lake Mirror Development Site - Framework Agreement
- Slideshow – CRA Board Retreat

Handouts

Housekeeping

Action Items – Old Business

Meeting Minutes dated September 7, 2017

Ben Mundy moved approval of the September 7, 2017 minutes. Commissioner Jim Malless seconded the motion and it passed 8-0.

North Lake Mirror Development Site – Framework Agreement

Nicole Travis provided a summary of her one-on-one meetings with the Board Members regarding the Framework Agreement. Two members expressed apprehension about the project and/or agreement during the one-on-one meetings. The other Board members were fully supportive and wanted the project to move forward. She also met one-on-one with the City Commissioners beginning September 6, 2017. The final two meetings were delayed, due to Hurricane Irma, which resulted in a delay in the development agreement being placed on the City Commission agenda. During Agenda Study on Friday, September 29, 2017, the Mayor and City Manager requested a three to four-week delay. The Real Estate & Transportation Committee voted to recommend approval of the deal without delay. At the City Commission meeting Monday, October 2, 2017 due to the influx of public comment, the City Commission delayed their vote until the October 16, 2017 City Commission meeting. Mrs. Travis addressed the concerns raised by the public which included the accusation that the project and development was being introduced at the last minute and the lack of transparency in the City’s acquisition and development process.

Cory Petcoff summarized his comments made at the City Commission meeting.

Commissioner Jim Malless pointed out that the main concern raised at the Commission Meeting was how the development would look. He reminded the Board that the development agreement states that Framework shall develop the property generally consistent with the site development plan attached and incorporated as Exhibit ‘B’, the conceptual plan. The parties agree to a timely process and amend this agreement to substitute the site development plan approved by the City for the conceptual plan. This takes care of height, setback, parking, building locations and landscaping issues. The agreement also specifies that the City and the CRA shall have final review and authority over building elevations, exterior materials and color schemes of the project.

He expressed support of the project based on the following reasons: The project will be completed fast which will expedite tax revenue, allow the debt to be satisfied sooner and allow the CRA to begin reinvesting in the Downtown District. He informed the Board that Mr. Phillip Smith, with Framework, confirmed that developers do talk amongst each other and, as a result, municipalities develop reputations.

Todd Baylis posed the question of how to incentivize a better project. Mr. Petcoff suggested capping the purchase price at \$12,000 per unit for 306 units to incentivize the developer to construct more units. In response to Ben Mundy's concern regarding a commencement date, Mrs. Travis suggested adding a clause requiring design approval within the due diligence period. Mr. Petcoff suggested tying the Tax Increment Financing (TIF) to a project completion deadline of three years.

Cliff Wiley cautioned the Board on making too many changes to the agreement as it could be counterproductive.

Discussion ensued amongst the Board and staff regarding the LEDC's interference with the approval of the project.

Due to the lack of an approval vote from the CRA Advisory Board, Commissioner Malless suggested the Board vote to approve the developer agreement with the suggested revisions.

Commissioner Jim Malless moved approval of the development agreement as amended to cap the purchase price, require design approval within the six-month due diligence period and tying TIF to a project completion deadline, pending the developer's approval. Ben Mundy seconded the motion and it passed 8-0.

Action Items – New Business

Discussion on Feedback Grid

Nicole Travis summarized the feedback received during the CRA Board Retreat. She informed the Board that she intends to incorporate one-on-ones with the Board members on a quarterly basis. Commissioner Malless suggested attending some of the neighborhood meetings within the CRA districts.

Gap Financing for Infill Residential

Nicole Travis informed the Board that staff has been brainstorming about how to fill the gap for new residential construction that won't appraise at the cost of construction. Commissioner Malless suggested giving lots to buyers willing to homesteaded the property for at least five years. Mrs. Travis suggested speaking with Redemption Church about planting roots in the North Lake Wire Community.

Discussion ensued about other ways to incentivize private investment within Midtown.

E. Main District


Alis Drumgo informed the Board that staff has located a property that is suitable for Mr. Bucklew's, Seventeen20 needs per last month's meeting. Staff will draft a letter of intent to move forward.

Nicole Travis asked the Board for ideas on how to get tech companies excited about the area. In response to Cliff Wiley's suggestion to install fiber, Todd Baylis explained that the job incentives will be more effective as tech companies are no longer driven by fiber.


Discussion Items

Adjourned at 5:02 PM

Next Meeting, Thursday, November 2, 2017, 3 PM, City Commission Conference Room.



Cory Petcoff, Chairman



Date