

Minutes of the
Community Redevelopment Agency
Regular Meeting
Monday, January 26th, 2015 @ 6:30 p.m.
Council Chamber, City Hall

1. CALL TO ORDER

Chairman Farley called the meeting to order at 6:30 p.m.

Boardmembers Present: Chairman Jim Farley, Boardmember Mike Gudis, Boardmember Paula Wheeler, Councilmember Ken Brown, Vice Chairman Robert Holmes

Boardmembers Absent: None

Staff Present: David Burnell, CRA Administrator; George Angeliadis, CRA Attorney; Mia Fink, City Clerk; Michelle Russell, Finance Director; Jackie Gorman, Planning Director; Lou Kneip; Public Works Director

2. ADOPTION OF AGENDA

Motion to adopt the agenda was made by Boardmember Wheeler; seconded by Boardmember Holmes. Motion carried unanimously.

3. PRESENTATIONS

4. UNFINISHED BUSINESS

5. APPROVAL OF CONSENT AGENDA

A. *Approve Minutes of CRA Meeting held January 12, 2015*

Motion to approve the consent agenda was made by Boardmember Brown; Vice Chairman Holmes. Motion carried unanimously.

6. PUBLIC INPUT

7. CRA ATTORNEY

8. CRA ADMINISTRATOR

A. *Motion to Adopt Resolution #15-R-04 Allocating Funds for Corner Signs for the CRA District*

Background: Agenda Sheet **Requested Motion:** Motion to approve Resolution #15-R-04 for the concept of Informational Corner Sign Posts in the CRA Area and allow staff to purchase and install the corner posts for a sum up to \$15,000.00.

Summary: In Florida, Cities and Counties, as well as CRAs, utilize different incentives to encourage infill and redevelopment. We have existing and new businesses that are on the side streets off of Citrus Avenue. These businesses based on their location have limited exposure; this proposal is to make business in this situation more easily located, therefore giving the business more exposure.

This proposal is to install uniform corner posts at a cost to the CRA. Then businesses can order a uniform directional sign for their business through the City's Public Works Department at a cost to the business owner. The City would then maintain all signs and posts to a uniform standard.

In previous meetings, the CRA Board approved staff to move forward with a sign program and attached you will find draft Policy for managing installation of the signage.

The present proposal does not include the entire CRA corner to corner so expansion of this proposal is possible in the future, based on its success.

Staff Recommendation: Approval is recommended

End of Agenda Sheet]

CRA Administrator Burnell provided a brief overview of the item

Mayor Farley asked if the signage was intended for the businesses located off the main highway, which City Manager Burnell confirmed that it was, and Mayor Farley stated he felt that there were already too many signs.

Boardmember Brown explained that he made the suggestion for the purposes of helping to promote businesses off the beaten path and that staff had already been working to address the issue. He also advised that Winter Park utilized a similar type of signage.

Councilmember Wheeler stated that she supports the proposed signage, for CRA businesses only, and favors the color coding and uniformity.

Vice Chairman Holmes asked if the signs would be located in the right of way. CRA Administrator Burnell advised that they would be. He then asked if there would be a limitation as to how low the signs could be mounted to the poles.

Boardmember Gudis stated he had mixed feelings about signs, but feels if it can be done in a nice way and promote businesses he favors it.

Chairman Farley advised that he will not support multi-colored signs, but would support signage that matched the wayfinding signs.

Motion to approve, provided the signs match the wayfinding signs, was made by Councilmember Brown; seconded by Councilmember Wheeler.

Boardmember Wheeler stated that the mounting of the poles should take place after staff determines businesses are interested in participating.

Further discussion ensued pertaining to potential locations of the signage,

Councilmember Wheeler withdrew her motion.

Ms. Gorman provided the Board with clarification regarding the planned locations for the signage, and suggested methods of limiting the signage, and advised the Board of the draft policy associated with the signage.

Boardmember Brown withdrew his motion.

Boardmembers requested staff to come back with further information regarding locations, business participation, etc. so that the matter can be revisited.

B. Motion to Approve Resolution #15-R-06 Allocating Funds for NW 3rd Avenue Boat Ramp Area Improvements

Background: [Agenda sheet **Requested Motion:** Approve a motion to spend up to \$3,500.00 for improvements to the boat ramp on NW 3rd Avenue.

Summary: The CRA discussed improvements to the existing boat ramp on NW 3rd Avenue at a recent workshop. DPW staff has prepared a plan of the proposed improvements, which is attached. The improvements include: striping and signage to close an existing parking area within the City right of way, provide a temporary trailer parking area, remove an existing dumpster, install a new sidewalk, and provide decorative benches and trash receptacles. The costs are approximately as follows:

Striping (thermo):	\$1,400.00	
Signage	\$ 200.00	
Concrete Sidewalk	\$1,600.00	
Demolition	\$ 300.00	
2 decorative trash bins	\$ 0.00	(already in-stock, approximately \$1,100 value)
2 decorative benches	\$ 0.00	(already in stock, approximately \$1,600 value)
Total:	\$3,500.00	

Staff Recommendation: Approve the motion to spend up to \$3,500 for improvements to the boat ramp on NW 3rd Avenue. End of Agenda Sheet]

Vice Chairman Holmes advised that staff will need to stay on their toes to empty the smaller trash receptacles being placed at the location. He also requested that staff look into some type of lighting.

Motion to approve was made by Councilmember Gudis; seconded by Vice Chairman Holmes.

Chairman Farley asked for clarification regarding the decorative aspect of the benches, which CRA Administrator Burnell provided.

Boardmember Brown inquired about an idea discussed at a previous work shop that would provide additional parking across Highway 19. City Manager Burnell advised that the boat ramp area improvements referred to in this agenda item were things that could be immediately addressed.

Motion carried unanimously.

9. COMMUNICATIONS

10. BOARD MEMBERS COMMENTS

A. *Jim Farley, Chair*

B. *Mike Gudis*

C. *Paula Wheeler commented on the recommended protocol used by Boardmembers when directing staff to work on various items.*

D. *Ken Brown*

E. Robert Holmes, Vice Chair

11. PUBLIC INPUT

Dee Atkins- 3851 N. Nokomis point- Stated that she supports the idea of the signage, offering to research the Winter Park ordinance regarding this type of signage.

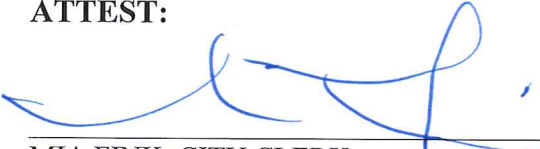
Captain Mike Dunn- 1223 N. Circle Drive- Stated that although he thinks signage is a good idea, most tourists rely on their cell phones for that type of information. He also suggested some alternative public locations to install kiosks.

12. ADJOURNMENT

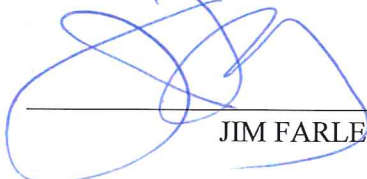
Chairman Farley adjourned the meeting at 6:57 p.m.

CITY OF CRYSTAL RIVER

ATTEST:



MIA FINK, CITY CLERK



JIM FARLEY, MAYOR