

City of Palm Bay, Florida

BAYFRONT COMMUNITY REDEVELOPMENT AGENCY Workshop

Held on Tuesday, the 10th day of April 2018, at the Pelican Harbor Marina, 4220 Dixie Hwy NE, Palm Bay, Florida 32905

This meeting was properly noticed pursuant to law; the minutes are on file in the Bayfront Community Redevelopment Agency Office, City Hall Annex, Palm Bay, Florida.

The meeting was called to order by Vice-Chairperson Holton at approximately 6:30 p.m.

ROLL CALL:

CHAIRPERSON:	William Capote	Absent
VICE-CHAIRPERSON:	Tres Holton	Present
COMMISSIONER:	Harry Santiago, Jr.	Present
COMMISSIONER:	Jeff Bailey	Absent
COMMISSIONER:	Brian Anderson	Present
COMMISSIONER:	James Ritter	Present
COMMISSIONER:	Aaron Parr	Present

STAFF MEMBERS:

James Marshal, Bayfront Community Redevelopment Agency (BCRA) Administrator

PUBLIC COMMENTS:

Thomas Gaume, resident, discussed the amount of revenue generated between 2007 and 2016 and the lack of improvements that were made.

Ray Walton, resident, discussed the Bayfront CRA's purchase of the 3.52-acre property adjacent to Castaway Point Park.

David Wills, resident, expressed concern about the twenty-eight (28) non-working lights in the Bayfront district. He stated he had been advised by the City Manager that the City could not do anything as the lights belonged to Florida Power and Light (FPL). He stated he was also advised by Gregg Stone, Public Works Department, that the lights were owned by Palm Bay and the City was unable to repair the lights because the bucket truck was broken. Mr. Wills identified the lights that were non-working: 1-5, 1-10, 1-11, 1-13, 1-15, 1-16, 1-21, 1-22, 1-23, 1-25, 1-29, 1-30, 2-36, 2-37, 2-38, 2-40, 2-41, 2-42, 2-46, 2-47, 3-63, 3-64, 4-85, 4-90, 4-91, 4-93, 4-96, and 4-99. Commissioner Holton asked Mr.

Wills to email him directly with the information on the non-working lights and he would contact Bart Gaetjens of FPL.

Martha Matheson, resident, commented on the trees in the Bayfront district and their lack of care. She also expressed concern about the location of the dock in the bay and did not feel it would be a good idea on U.S. Highway 1 as it could cause traffic issues.

Mr. Marshal, Bayfront CRA Administrator, stated that the Bayfront CRA had awarded a contract to a landscaping company to maintain the waterfront and Bayfront area. He stated staff was addressing the street lights.

Vice-Chairperson Holton stated he would ask staff to have a rolling agenda or database on upcoming items and ongoing issues. The matrix should include a column that stated whether the item was being handled by the BCRA or the City.

Commissioner Ritter commented on the non-working street lights.

BUSINESS:

- 1. Discussion: BCRA FY2019 Budget priorities for Bayfront Community Redevelopment Agency and its redevelopment projects.**
 - a. Identify any long-term funding priorities (3 – 5 years) for planning purposes.**

Mr. Marshal stated that the goal was to have the budget for the Bayfront CRA finalized by the end of May or no later than first part of June. He said he wanted to avoid making changes by July or August.

Mr. Marshal presented the main objectives, which included new or potential economic development, ways to sustain improvements, a strong tax base, making the area more attractive in order to maintain the workforce, attracting new business and higher paying jobs. He stated the Bayfront CRA had seven years to meet objectives, since the Bayfront CRA would sunset at that time.

Mr. Marshal provided an update on the progress of the City Marina. He discussed getting the remaining parcels assembled into one, getting the parcel cleaned up and ready for sale or redevelopment, and the retention of a national real estate marketing firm to help solicit this opportunity.

Mr. Marshal discussed the importance of the continuance of land acquisitions. He discussed assembling fragmented properties to create a larger parcel that could sustain a mixed-use development, a larger neighborhood, parks, or facilitate additional road or infrastructure improvements.

Mr. Marshal discussed the Center Bay View Assemblage, south of Palm Bay Road, approximately where the Chamber of Commerce was located. Also discussed was Castaway Point. He discussed the opportunities of other properties for sale and the potential for having a downtown district.

Mr. Marshal advised of the shoreline restoration and stabilization project. He stated the project was part of a grant received from the State. He discussed replanting the shoreline with funds from a grant from the County.

Mr. Marshal discussed the entrance channel dredging. He discussed the environmental impacts of the dredging.

Mr. Marshall discussed the pier and the mooring fields. He stated these would help activate the waterfront, but needed to be commercially viable, revenue neutral, and make money to take care of itself. He discussed potential issues including maintenance, security, and traffic.

Mr. Marshal provided an overview of the budget. He stated there was \$1.2 million received in tax revenue for reinvestment. He discussed the bond payment and the remaining balance. He discussed the addition of several properties, the increase in land values, and the increase in the Tax Increment Financing (TIF) value. Mr. Marshal discussed the personnel costs and stated the position of Secretary had been eliminated from the budget. The budget showed a decline of 4.6%.

Vice-Chairperson Holton stated that it was time for funds for the policies and procedures be appropriated. He noted the significant decrease in the personnel costs. He asked since there was no Secretary, who had taken on the additional work load. Mr. Marshal stated he had taken on that role.

Commissioner Parr stated he had hoped to get Commissioner Santiago's view on a marketing firm. He discussed bringing the pieces together as a whole piece. He discussed the potential for the incredible opportunity available for the properties of Bay Boulevard, Robert J. Conlan Boulevard and the acreage adjacent to the park. He discussed the area on the southwest end of the park area and the acreage on the north side of the park. He stated these properties would be a good investment.

Commissioner Anderson agreed with Commissioner Parr and suggested various opportunities for the Castaway Point area.

Vice-Chairperson Holton stated that previously he did not think the Assisted Living Facility was the best use of the property or investment and had been concerned about the traffic pattern. He discussed land values. He stated he felt that they needed to concentrate on

assemblage/ procurement of properties, address the infrastructure, set the deck, and look at marketing. He stated the Clear Channel billboards could be used to promote the Bayfront area and educate the public on what the Bayfront CRA does. Vice-Chairperson Holton asked if everyone agreed on the macro issues of assemblage, infrastructure, and the marketing moving long term in the budget. Vice-Chairperson Holton asked Mr. Marshal what he recommended.

Mr. Marshal stated the priority of the Bayfront CRA was continuation of land acquisition where appropriate. He stated that there was one property that they had a strong position in and that is the waterfront harbor. He said efforts could be deployed to acquire other key pieces of property and the marketing dollars could be used towards the piece adjacent to the Bayfront CRA parcel. He stated if the property is sold, they could get the money back for reinvestment in other assemblage opportunities or any other priorities. He stated there was \$174,000 in existing budget for land acquisition this year and that those funds needed to be expended since they were funds left over from 2010. He stated that if the funds were not spent by the end of the year, the funds would be used to pay down debt.

Vice-Chairperson Holton asked what Mr. Marshal thought about the 3.52 acres around Castaway Point.

Mr. Marshal discussed control of the property and the parking issues. He said the Steamboat property could be used to attract investors. Vice-Chairperson Holton discussed the 3% cap in the City of Palm Bay Charter and stated that right now it was not under the 3% cap because we are a special district. He stated that if the BCRA was dissolved the additional revenues could not be used on roads because of the 3% cap. He asked Mr. Marshal if that was correct. Mr. Marshal stated that it was and that if the Bayfront CRA was dissolved, revenues would be directed to other priorities in other parts of the City.

Commissioner Anderson discussed marketing and the 3.52-acre property around Castaway Point.

Commissioner Santiago discussed the importance of focusing on the downtown area and the economic impact of keeping the investment dollars here.

Mr. Marshal agreed with Commissioner Santiago on the importance of the downtown area and discussed the high-tech jobs and salaries coming to the area. He discussed the Northshore project and Bayfront Village.

Commissioner Santiago discussed the coming apartment complex and the possibility of a walkable community. He stated the Northshore project would be a first step.

Vice-Chairperson Holton addressed the dredging and shoreline restoration. He said he considered that part of the infrastructure. He stated one of the goals of tonight's meeting

was to make sure Mr. Marshal had clear direction. Vice-Chairperson Holton suggested Mr. Marshal meet with the City Manager to work on the BCRA budget. He stated he wanted to be sure Mr. Marshal had clear direction before the end of the meeting. He stated in the legislative session next year, they wanted to make sure the budget was there in case ongoing appropriation matches were needed. Vice-Chairperson Holton asked Mr. Marshal what was specifically needed from the Board.

Mr. Marshal stated land banking remained a priority and should be made a top line item. He discussed that he applied for a \$100,000 grant from the Florida Inland Navigation District for the continuation of the entrance channel dredging. He stated additional designs would be requested for the pier and waterfront, and shoreline restoration. He discussed the downtown area and Robert J. Conlan Boulevard. He discussed design and rezoning of future downtown and the Palm Bay Road realignment.

Vice-Chairperson Holton discussed the Infrastructure Bill and which projects were most likely to receive funding. He stated that between the efforts of the Transportation Planning Organization (TPO), the City, and possibly the Bayfront CRA, the realignment of Palm Bay Road and potentially moving parts of U.S. Highway 1 could become a reality. He stated that a line item that showed interest in the Palm Bay Road issue should be considered.

Commissioner Santiago said that U. S. Highway 1 was a scenic highway and that would push out our portion of highway dollars.

Commissioner Parr suggested working with Utilities in order to not lose any monies.

Mr. Marshal discussed Robert J. Conlan Boulevard and the possibility of the City taking over some of the responsibility as the Board took over the marina. Mr. Marshal suggested the use of the billboard to advertise the First Friday by the Bay. Commissioner Holton suggested the marketing use of the billboard.

Mr. Marshal discussed the advertising budget and what was included. Commissioner Holton stated there was nothing to market in the Bayfront area. Mr. Marshal stated some funds were used for some marketing and advertisement.

Vice-Chairperson Holton recognized Mr. Marshal for the extra work he took on. He suggested any expenses that were extraordinary be put in a budget request. The Board concurred to hear additional public comments at this time.

PUBLIC COMMENTS:

David Wills, resident, commented on the successful concert held at the Lagoon House.

Martha Matheson, resident, requested the date of the next Bayfront CRA meeting. Mr. Marshal responded that the next meeting was May 8th at the Pelican Harbor Marina at 6:30 pm. He also noted that there was a meeting on April 25th at 6:30 pm at City Hall for discussion of the public pier. He stated that a Bayfront CRA meeting was on May 15th at 6:30 pm at Pelican Harbor Marina.

Thomas Gaume, resident, discussed the impact of financing and the growth throughout the City.

ADJOURNMENT:

The meeting was adjourned at approximately 7:57 p.m.



William Capote, CHAIRPERSON



Patricia Foutt, AGENCY SECRETARY