

# **City of Cocoa**

*65 Stone Street  
Cocoa, FL 32922*



## **Meeting Agenda**

**Monday, February 8, 2021**

**6:00 PM**

**Cocoa City Council Chambers**

**Diamond Square RDA**

**I. CALL TO ORDER**

ROLL CALL

INVOCATION

PLEDGE OF ALLEGIANCE

**II. APPROVAL OF AGENDA AND MINUTES:**

## AGENDA:

1. 21-108 Agency approval for the Agenda for the Special Meeting of February 8, 2021 as written or with amendments.

Attachments: 2-8-21 DSCRA Special Meeting Notice.pdf  
2-8-2021 Short DS.pdf

## MINUTES:

2. 21-109 Approval of the Minutes of the December 14, 2021 Diamond Square CRA Regular Meeting as written or with amendments.

Attachments: Minutes 12-14-20 FINAL.pdf

**III. DELEGATIONS:**

In accordance with the City Council's rules and procedures, residents or tax-payers of the City (upon any subject of general or public interest), City employees (regarding his/her employment), and water and sewer customers (on matters related to the City's water and/or sewer system), may address the City Council under Delegations on items not on the printed agenda by filling out a speaker card.

Speaker cards are located outside the Council meeting room and should be provided to the City Clerk. Please observe the time limit of five (5) minutes while speaking under Delegations. Delegations shall be limited to thirty (30) minutes unless extended by Council.

**IV. PRESENTATIONS:****V. ACTION ITEMS:**

1.     21-102           Agency approval of an Exemption from Competitive Purchase form, and Budget Resolution adjust the FY2021 DS CRA Budget, BAF#21-048-T in the amount of \$3,600, for cleaning and reconstructing the three Diamond Square CRA signs by Berry Signs.

Attachments:     [BerrySignsSol-Sor-2021 .pdf](#)  
                          [BerrySignsQuote.pdf](#)  
                          [ECP BSI \\$3600\(2-8-21\)DSCRA .pdf](#)  
                          [BAF 21-048-T-DS CRA-Reconstruction of Signs \(2-8-21\) Agenda 21-102.pdf](#)  
                          [DS CRA Budget Resolution 21-102 FY 2021.pdf](#)

2.     21-111           Staff requests Agency direction on the Upstart Diamond Square Policies, Procedures, and Conditions and collaboration with weVENTURE...End

Attachments:     [DS Flowchart1-22-21 weVENTURE Tract.pdf](#)  
                          [Upstart Cocoa Small Business Program Policy - DS 1-22-21.pdf](#)  
                          [Scope of Services weVENTURE for DS Upstart Cocoa Small Business Program](#)

#### **VI. ATTORNEY'S REPORT:**

#### **VII. UPDATES AND STAFF REPORTS:**

1.     21-115           Informational Item - Project Update

#### **VIII. NEXT MEETING DATE:**

The next regularly scheduled meeting of the Diamond Square Redevelopment Agency will be on Monday, March 15, at 6:00 PM at the Cocoa City Hall, 65 Stone Street, Cocoa, Florida.

#### **XI. ADJOURNMENT**

#### **NOTICE TO THE PUBLIC:**

This is a public meeting. All interested parties may attend in person. The facility wherein this public meeting will be held is accessible to the physically handicapped. In accordance with the Americans With Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the City Clerk of the City of Cocoa, listed below, at least 48 hours prior to the meeting: Carie Shealy, City Clerk, 65 Stone Street, Cocoa, by telephone at (321) 433-8484 or via email at [cshealy@cocoafl.org](mailto:cshealy@cocoafl.org).

Additionally, interested persons may view or listen to the meeting electronically at the following internet sites:

(1) <https://tinyurl.com/s5e875r> or

(2) <https://cocoa.legistar.com/DepartmentDetail.aspx?ID=26365&GUID=FF9D3369-D354-4FAB-800A-57D0AEE30153&Mode=MainBody>

However, the City is not responsible for technical difficulties that may occur while attempting to view or listen to the meeting on the internet.

Interested persons may submit their written comments or questions regarding the meeting prior to the meeting through Email at [meetings@cocoafl.org](mailto:meetings@cocoafl.org), or via E-comments through the online agenda. Any electronic comments submitted will be made part of the meeting record. Written comments or questions not relevant to the Council meeting agenda will not be made part of the meeting record but will be maintained as public record.

Pursuant to Section 286.0105, Florida Statutes, the City hereby advises the public that: if a person decides to appeal any decision made by the City Council with respect to any matter considered at its meeting or hearing, that person will need a record of the proceedings and for such purpose, affected persons may need to assure that a verbatim record of the proceedings is made, and such record shall include the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for the introduction or admission into evidence of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals otherwise not allowed by law.

Although members of the public are entitled to be heard by the City Council on certain items on the meeting agenda pursuant to the City Council Rules of Procedure, members of the public are not entitled to an immediate response by either administrative staff members or Council; however, the City Council or administrative staff may provide a response at their discretion. When presenting before the City Council, all comments or questions should be directed to the Mayor or the chair of the meeting. Comments or questions should not be made directly to administrative staff without permission from the Mayor or chair.

Public debate by individual speakers from the audience on public hearing items shall be limited to three (3) minutes. Applicants or representatives of recognized groups with special interests in a matter shall be limited to ten (10) minutes; and total debate on a single issue shall be limited to thirty (30) minutes. Only one presentation per person per item shall be allowed.

A Council member may add an item to the agenda during the meeting only at the time the agenda is approved. If the item requires action by the Council, then it may be added to the agenda by an affirmative vote of the Council, and written documentation must be submitted at the time the item is added to the agenda. Matters may also be raised by the Council, City Manager or City Attorney under reports and acted upon by the City Council.

This agenda is posted on the Municipal Bulletin Board and at the Central Brevard Library and Reference Center in Cocoa for public review.





Legislation Details (With Text)

**File #:** 21-108      **Version:** 1      **Name:**  
**Type:** Agenda      **Status:** Agenda Ready  
**File created:** 1/28/2021      **In control:** Diamond Square RDA  
**On agenda:** 2/8/2021      **Final action:**  
**Title:** Agency approval for the Agenda for the Special Meeting of February 8, 2021 as written or with amendments.  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** [2-8-21 DSCRA Special Meeting Notice.pdf](#)  
[2-8-2021 Short DS.pdf](#)

| Date | Ver. | Action By | Action | Result |
|------|------|-----------|--------|--------|
|------|------|-----------|--------|--------|

**DIAMOND SQUARE REDEVELOPMENT AGENCY AGENDA ITEM**

**Memo Date:** January 28, 2021  
**Agenda Date:** February 8, 2021  
**Prepared By:** Lori Chabot, Redevelopment Coordinator  
**Through:** Charlene Neuterman, Deputy Community Services Director  
**Requested Action:**  
Agency approval for the Agenda for the Special Meeting of February 8, 2021 as written or with amendments.

**BACKGROUND:**

Diamond Square Redevelopment Agency approves the agenda at the beginning of each meeting.

**BUDGETARY IMPACT:**

None

**PREVIOUS ACTION:**

N/A

**RECOMMENDED MOTION:**

Agency approval for the Agenda for the Special Meeting of February 8, 2021 as written or with amendments.



City of Cocoa  
65 Stone St. | Cocoa, FL 32922  
Phone: (321) 433-8686 | Fax: (321) 433-8690

## Special Meeting Notice

Diamond Square Community Redevelopment Agency

February 8, 2021

6:00 PM

Cocoa City Hall

A Special Meeting of the Diamond Square Community Redevelopment Agency is scheduled for Monday, February 8, 2021 at 6:00 PM at Cocoa City Hall Council Chambers. The Diamond Square Community Redevelopment Agency's February 1, 2021 meeting is rescheduled for February 8, 2021.

For more information:

Charlene Neuterman  
Deputy Community Services Director  
City of Cocoa  
65 Stone St.  
Cocoa, FL 32922  
321-433-8509  
[cneuterman@cocoafl.org](mailto:cneuterman@cocoafl.org)



# DIAMOND SQUARE

## REDEVELOPMENT AGENCY

Tracy Moore  
Chairperson

Delores Martin  
Vice Chairperson

Ed Jones  
Board Member

Sylvia Thomas  
Board Member

Jackie Isom  
Board Member

Marilyn Ross-Smith  
Board Member

Larry Brown  
Board Member –  
Appointed by  
Brevard  
County

### SPECIAL MEETING AGENDA

DATE: Monday, February 8, 2021  
TIME: 6:00 p.m.

Location: Cocoa City Hall, Council Chambers  
65 Stone Street

I. CALL TO ORDER  
ROLL CALL  
INVOCATION  
PLEDGE OF ALLEGIANCE

II. APPROVAL OF AGENDA & MINUTES

AGENDA: Special Meeting of February 8, 2021

MINUTES: Special Meeting of December 14, 2020

III. DELEGATIONS

IV. PRESENTATION

V. ACTION ITEMS

1. Staff requests Agency approval of a Resolution, Exemption to Competitive Bid, and a BAF in the amount of \$3,600 for cleaning, reconstructing and manufacturing signs in the DS CRA area.
2. Staff requests Agency direction on the Upstart Diamond Square Policies, Procedure and Conditions and collaboration with weVENTURE.

VI. ATTORNEY'S REPORT

VII. UPDATES AND STAFF REPORTS

1. Informational Item – Project Report

VIII. NEXT MEETING DATE

The next meeting of the Diamond Square Redevelopment Agency is March 15, 2021, at 6:00 PM. The meeting will be held in the Council Chambers at Cocoa City Hall located at 65 Stone Street.

IX. ADJOURNMENT

**NOTICE TO PUBLIC:**

This is a public meeting. All interested parties may attend. The facility wherein this meeting will be held is accessible to the physically handicapped. Please be advised that more than one member of the City Council may attend. Pursuant to Section 286.0105, *Florida Statutes*, the City hereby advises the public that: If a person decides to appeal any decision made by this board with respect to any matter considered at its meeting or hearing, that person will need a record of the proceedings and for such purpose, affected persons may need to insure that a verbatim record of the proceedings is made, and such record shall include the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for the introduction or admission into evidence of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals otherwise allowed by law. This agenda is posted on the Municipal Bulletin Board and at the Central Brevard Library and Reference Center in Cocoa for public review.



Legislation Details (With Text)

**File #:** 21-109      **Version:** 1      **Name:**  
**Type:** Minutes      **Status:** Agenda Ready  
**File created:** 1/28/2021      **In control:** Diamond Square RDA  
**On agenda:** 2/8/2021      **Final action:**  
**Title:** Approval of the Minutes of the December 14, 2021 Diamond Square CRA Regular Meeting as written or with amendments.  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** [Minutes 12-14-20 FINAL.pdf](#)

| Date | Ver. | Action By | Action | Result |
|------|------|-----------|--------|--------|
|------|------|-----------|--------|--------|

**DIAMOND SQUARE REDEVELOPMENT AGENCY AGENDA ITEM**

**Memo Date:** January 28, 2021  
**Agenda Date:** February 8, 2021  
**Prepared By:** Lori Chabot, Redevelopment Coordinator  
**Through:** Charlene Neuterman, Deputy Community Services Director  
**Requested Action:**  
Approval of the Minutes of the December 14, 2021 Diamond Square CRA Regular Meeting as written or with amendments.

**BACKGROUND:**

The Diamond Square Redevelopment Agency members approve the minutes at the beginning of each meeting.

**BUDGETARY IMPACT:**

None

**PREVIOUS ACTION:**

N/A

**RECOMMENDED MOTION:**

Approval of the Minutes of the December 14, 2021 Diamond Square CRA Regular Meeting as written or with amendments.



Legislation Details (With Text)

**File #:** 21-102      **Version:** 1      **Name:**  
**Type:** Agenda      **Status:** Agenda Ready  
**File created:** 1/27/2021      **In control:** Diamond Square RDA  
**On agenda:** 2/8/2021      **Final action:**  
**Title:** Agency approval of an Exemption from Competitive Purchase form, and Budget Resolution adjust the FY2021 DS CRA Budget, BAF#21-048-T in the amount of \$3,600, for cleaning and reconstructing the three Diamond Square CRA signs by Berry Signs.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** [BerrySignsSol-Sor-2021 .pdf](#)  
[BerrySignsQuote.pdf](#)  
[ECP BSI \\$3600\(2-8-21\)DSCRA .pdf](#)  
[BAF 21-048-T-DS CRA-Reconstruction of Signs \(2-8-21\) Agenda 21-102.pdf](#)  
[DS CRA Budget Resolution 21-102 FY 2021.pdf](#)

| Date | Ver. | Action By | Action | Result |
|------|------|-----------|--------|--------|
|------|------|-----------|--------|--------|

## DIAMOND SQUARE REDEVELOPMENT AGENCY AGENDA ITEM

**Memo Date:** January 27, 2021  
**Agenda Date:** February 8, 2021  
**Prepared By:** Lori Chabot, Redevelopment Coordinator  
**Through:** Charlene Neuterman, Deputy Community Services Director  
**Requested Action:**

Agency approval of an Exemption from Competitive Purchase form, and Budget Resolution adjust the FY2021 DS CRA Budget, BAF#21-048-T in the amount of \$3,600, for cleaning and reconstructing the three Diamond Square CRA signs by Berry Signs.

### BACKGROUND:

There are three signs in the Diamond Square CRA that identify the entry points into the Diamond Square CRA. Currently, the signs are located at Rosa L. Jones (at the railroad tracks), Fiske Blvd. (near School St.) and at the new Dr. Joe Lee Smith Community Center. All three signs will be cleaned and resurfaced by Berry Signs. Berry Signs has provided the services for these and other signs in the Diamond Square CRA. They have a strong commitment to the community and through their other projects understand the importance of creating signage that fosters a sense of place.

Since the funds were not budgeted in Fiscal Year 2021, a Budget Adjustment Form (BAF) is necessary along with a Budget Resolution, amending the FY2021 Diamond Square CRA budget.

Signs in the Diamond Square area will be repaired/replaced as per the 2014 Diamond Square CRA

Plan Update (pages 18, 19, 71).

Staff is requesting approval of the Exemption from Competitive Purchase form to utilize Berry Signs, Inc. to complete the cleaning and constructing of the three Diamond Square CRA signs. Additionally, Staff is requesting approval of the Budget Resolution amending the Fiscal Year 2021 budget and a BAF transferring funds from Contingency to Repair and Maintenance.

**BUDGETARY IMPACT:**

|                                                  |     |
|--------------------------------------------------|-----|
| Budgeted                                         | No  |
| If not budgeted, is amendment/transfer attached? | Yes |

Budget Adjustment Form #21-048-T

|                          |                         |                           |
|--------------------------|-------------------------|---------------------------|
| Amount Requested         | <u>\$3,600.00</u>       |                           |
| From Account Name/Number | Contingency             | <u>111-3230-559.39-00</u> |
| To Account Name/Number   | Repairs and Maintenance | <u>111-3230-559.46-00</u> |

**PREVIOUS ACTION:**

N/A.

**RECOMMENDED MOTION:**

Agency approval of an Exemption from Competitive Purchase form, and Budget Resolution to adjust the FY2021 DS CRA Budget, BAF#21-048-T in the amount of \$3,600, for cleaning and reconstructing the three Diamond Square CRA signs by Berry Signs.



1-26-2021

To Whom It May Concern

Berry Signs, Inc. has been cleaning, reconstructing, and manufacturing signs for the City of Cocoa specifically for the Diamond Square Area, for various project locations. Berry Signs, Inc. has the unique capacity and capability to create signs reflecting the diverse history and feel of the area, known as the Diamond Square CRA. Since the development of the Diamond Square CRA Plan update in 2014, pages 18-19 and then again on page 71, it dictates that Gateway and Signs should have the following:

- Gateway features at important entrances to the community can heighten the awareness of the Diamond Square identity.
- Neighborhood signage can foster a sense of place by incorporating common themes.
- Highlight historic and cultural features of the community through signage.
- Use signage to give a brief description about various projects as the occur.

Berry Signs, Inc. values the projects it has partnered to complete with the City of Cocoa and Diamond Square which include:

- \* Regina Myra Subdivision
- \* Dr. Joe Lee Smith Community Center
- \* CRA Diamond Square

The required sign production for this area require specific tool settings to accomplish the unique, sign headings, pineapple top with required tools cnc routers , full paint dept , welding and fabricating equipment.

Berry Signs, Inc. has provided all services and functions relating to sign manufacturing at our main office location  
1740 S. Huntington Lane, Rockledge, FL

Berry Signs, Inc. has made every effort to provide the best pricing possible for your organization.  
Kyle Berry , COO & Process Administrator, can answer any questions or provide further information about  
Berry Signs, Inc. Please feel free to contact me

Thanks

Kyle Berry COO

Berry Signs, Inc.

321-631-6150

1740 S. Huntington Lane

Rockledge, Fl. 32955



## Estimate #6517

1/5/2021

**Prepared by:**

**Berry Signs Inc.**

Salesperson: Dennis Berry

1740 S. Huntington Lane

Rockledge, FL 32955

Phone: 321-631-6150

Fax: 321-631-8435

**Prepared for:**

**CITY OF COCOA (CRA)**

Gary Plamer

603 BREVARD AVE.

COCOA, FL 32922

Phone: 639-7566

Fax: 639-7619

**Description:**

Diamond Square Development Signage

| Quantity | Description                                                                                                                                                                                                                                                         | Each       | Amount     | Tax |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------|-----|
| 1        | Rosa Jones @ RR Tracks<br>Diamond Square Development sign refurbishing<br>Existing sign faces strip and and install new graphic (Graphic Supplied by Owner)<br>Strip poles spot prime exposed metal and apply black enamel on site.                                 | \$1,000.00 | \$1,000.00 |     |
| 1        | Fiske / School St.<br>Diamond Square Development sign refurbishing<br>Existing sign faces strip and and install new graphic (Graphic Supplied by Owner)<br>Strip poles spot prime exposed metal and apply black enamel on site.                                     | \$1,000.00 | \$1,000.00 |     |
| 1        | Stone / Washington Remove sign from location move to new site (TBD)<br>Diamond Square Development sign refurbishing<br>Refurbish faces strip and and install new graphic (Graphic Supplied by Owner)<br>Strip poles spot prime exposed metal and apply black enamel | \$1,600.00 | \$1,600.00 |     |

**TOTALS** Subtotal: \$3,600.00

Sales Tax: \$0.00

**Total: \$3,600.00**

**Terms:**

This estimate good for 30 days. Pay From PO - Full payment net



**Estimate #6517**

**1/5/2021**

**Prepared by:**

**Berry Signs Inc.**

Salesperson: Dennis Berry

1740 S. Huntington Lane

Rockledge, FL 32955

Phone: 321-631-6150

Fax: 321-631-8435

**Prepared for:**

**CITY OF COCOA (CRA)**

Gary Plamer

603 BREVARD AVE.

COCOA, FL 32922

Phone: 639-7566

Fax: 639-7619

By my signature below, I authorize work to begin and agree to pay above amount in full according to the terms on this agreement.

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_ AMT. PAID TODAY: \_\_\_\_\_



## Exemption to Competitive Purchase

An Exemption to Competitive Purchase shall be approved before routing the purchase requisition for purchases expected to total less than \$35,000 in one fiscal year. This form shall be used to justify Emergency, Single-Source, Sole-Source and Standardization purchases.

### SECTION A: General

|                                                                     |                                                                     |                                                                                                                                                                                                                          |
|---------------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Date: 1/27/21                                                       | Account: 111-3230-559.63-00                                         | Amount Requested: \$ 3,600.00                                                                                                                                                                                            |
| Dept/Div: 3200 Community Serv/Admin                                 | Requester: lac                                                      | Quote Attached: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No                                                                                                                                      |
| Vendor (Name, Phone, Email)                                         | Berry Signs, Inc.                                                   | Emergency Purchase: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No                                                                                                                                  |
| Is Vendor Original Equipment Manufacturer (OEM)?                    | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | Single Source Purchase<br>(If YES, attach no quote from vendor or email attempt to justify use of single source selection ) <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No                          |
| Can multiple vendors provide the same or salient product / service? | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | Sole Source Purchase<br>(If YES, attach vendor memo, letterhead, stating sole source of product / service with OEM dealer, distributor, reseller authorization) <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Is this purchase or project to be capitalized?                      | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | Standardization Purchase<br>(If YES, provide detailed description, attach supporting documentation if applicable) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No                                    |

### SECTION B: Justification

Use section to provide a detailed explanation of services or products and why an exemption to competitive purchase is justified. Include the purpose of the services or products and how it directly impacts department operations.

|                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Product or Service Description<br>(Include Model / Part No., if applicable)                                                                                                           | DS sign refurbishing existing sign faces, install new graphics, strip poles, prime exposed metal.                                                                                                                                                                                                                                                                                                                                                                                  |
| Describe purpose of product or service.                                                                                                                                               | To repair, reconstruct, refurbish or manufacture new signs for the Diamond Square CRA area.                                                                                                                                                                                                                                                                                                                                                                                        |
| What features of product or service makes this unique and exceptional to other comparable products or services?                                                                       | Berry Signs has a unique capacity and capability to create signs reflecting the diverse history and feel of the DS area. The DS CRA plan dictates that Gateway and signs should have a specific look, common theses, historic and cultural features of the community. The sign production for this area require specific tool settings to accomplish the unique, sign headings, pineapple top with required tools. cnc routers, full paint dent welding and fabricating equipment. |
| If applicable, describe why this product or service is compatible to existing equipment, instrumentation or services. If not enter N/A.                                               | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| If applicable, is this purchase in effort to support standardization of equipment or services? Provide description of how it will benefit department or operations. If not enter N/A. | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

### SECTION C: Justification of Due Diligence

Use this section to document effort to identify other sources of product or services. This section does not apply for Emergency Products or Services.

|                                                                                                      |                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Brief description of efforts made to resource other providers of product or services.                | No efforts as Berry Signs has the unique capacity and capability to create signs reflecting the diverse history and feel of the DS area. Since the development of the DS CRA Plan Update it dictates that Gateway and Signs should have specific look and requirements. |
| Describe consequence to operations if exemption is not declared.                                     | The DS Project will be delayed. A delay could result in costly repairs.                                                                                                                                                                                                 |
| How will department or program function if product or service is discontinued?                       | N/A                                                                                                                                                                                                                                                                     |
| Describe how pricing was determined to be most responsive, responsible and best value to department. | This is a unique service provided with very specific tools and equipment. Berry Signs has provided the best pricing for their services to be provided.                                                                                                                  |

Florida Statute 838.22(2), BRIBERY, MISUSE OF PUBLIC OFFICE, which applies to public servants working for municipal government agencies, reads as follows: "It is unlawful for a public servant or a public contractor who has contracted with a governmental entity to assist in a competitive procurement to knowingly and intentionally obtain a benefit for any person or to cause unlawful harm to another by circumventing a competitive solicitation process required by law or rule through the use of a

|                                         |                |                                                                                         |         |
|-----------------------------------------|----------------|-----------------------------------------------------------------------------------------|---------|
| Requesting Department Director Approval | Nancy Bunt     | <small>Digitally signed by Nancy Bunt<br/>Date: 2021.01.27 17:41:57 -05'00'</small>     | 1/27/21 |
| Purchasing Manager Approval             | Heath Hancher  | <small>Digitally signed by Heath Hancher<br/>Date: 2021.01.28 11:53:54 -05'00'</small>  | 1/28/21 |
| Finance Director Approval               | Rebecca Bowman | <small>Digitally signed by Rebecca Bowman<br/>Date: 2021.01.29 11:26:37 -05'00'</small> |         |
| Finance Staff Comments                  |                |                                                                                         |         |



City of Cocoa Budget Adjustment Form FY 2021 - 21-048-T

SELECT ADJUSTMENT TYPE: BUDGET TRANSFER

REQUESTING DEPARTMENT #: 3230

DATE PREPARED: 01/27/21

'FROM' ACCOUNT(S)

| ADJUSTMENT AMOUNT | ACCOUNT NUMBER     | PROJECT NUMBER | ACCOUNT NAME | ORIGINAL BUDGET | AMENDED BUDGET | ADJUSTED BUDGET | UNENCUMBERED BALANCE |
|-------------------|--------------------|----------------|--------------|-----------------|----------------|-----------------|----------------------|
| (\$ 3,600)        | 111-3230-559.39-00 |                | Contingency  | \$ 185,899      | \$ 182,662     | \$ 179,062      | \$ 0                 |
| \$ 0              |                    |                |              | \$ 0            | \$ 0           | \$ 0            | \$ 0                 |
| \$ 0              |                    |                |              | \$ 0            | \$ 0           | \$ 0            | \$ 0                 |
| \$ 0              |                    |                |              | \$ 0            | \$ 0           | \$ 0            | \$ 0                 |
| \$ 0              |                    |                |              | \$ 0            | \$ 0           | \$ 0            | \$ 0                 |
| \$ 0              |                    |                |              | \$ 0            | \$ 0           | \$ 0            | \$ 0                 |
| TOTAL             |                    |                |              |                 |                |                 |                      |
| (\$ 3,600)        |                    |                |              | \$ 0            | \$ 0           | \$ 0            | \$ 0                 |

'TO' ACCOUNT(S)

| ADJUSTMENT AMOUNT | ACCOUNT NUMBER     | PROJECT NUMBER | ACCOUNT NAME            | ORIGINAL BUDGET | AMENDED BUDGET | ADJUSTED BUDGET | UNENCUMBERED BALANCE |
|-------------------|--------------------|----------------|-------------------------|-----------------|----------------|-----------------|----------------------|
| \$ 3,600          | 111-3230-559.46-00 |                | Repairs and Maintenance | \$ 0            | \$ 0           | \$ 3,600        | \$ 0                 |
| \$ 0              |                    |                |                         | \$ 0            | \$ 0           | \$ 0            | \$ 0                 |
| \$ 0              |                    |                |                         | \$ 0            | \$ 0           | \$ 0            | \$ 0                 |
| \$ 0              |                    |                |                         | \$ 0            | \$ 0           | \$ 0            | \$ 0                 |
| \$ 0              |                    |                |                         | \$ 0            | \$ 0           | \$ 0            | \$ 0                 |
| \$ 0              |                    |                |                         | \$ 0            | \$ 0           | \$ 0            | \$ 0                 |
| TOTAL             |                    |                |                         |                 |                |                 |                      |
| \$ 3,600          |                    |                |                         | \$ 0            | \$ 0           | \$ 0            | \$ 0                 |

REASON/JUSTIFICATION FOR ADJUSTMENT:

To transfer funds from Contingency to Repairs and Maintenance for cleaning, reconstructing and manufacturing signs for the DS CRA area at various locations. Description of work includes; sign refurbishing existing sign faces strip and install new graphics, strip poles, spot prime exposed metal and apply enamel. Agenda 21-102

CITY COUNCIL APPROVAL REQUIRED? YES ☒ NO ☐ DATE APPROVED: 02/08/21 RESOLUTION #: 21-102  
City Council approval is needed for all transfers greater than \$50,000 and transfers between Departments / Funds. Attach copy of agenda item and City Clerk's Journal noting approval.

1/27/21 Lori Chabot  
Digitally signed by Lori Chabot  
Date: 2021.01.27 10:07:28  
+05'00'

Date Requestor's Signature  
1/27/21 Nancy Bunt  
Digitally signed by Nancy Bunt  
Date: 2021.01.27 17:38:42  
+05'00'

Date Department Director's Signature

2/2/21 Lora Howell  
Digitally signed by Lora Howell  
Date: 2021.02.02 12:00:01  
+05'00'

Date Finance Approval Signature  
2/2/21 Lora Howell  
Digitally signed by Lora Howell  
Date: 2021.02.02 12:00:22  
+05'00'

Date Deputy Fin. Director's Signature

Date Finance Director's Signature

Date City Manager's Signature

FINANCE USE ONLY:

Date Entered: Entered By: Group #:

**RESOLUTION NO. DSCRA 21-102**

**A RESOLUTION OF DIAMOND SQUARE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF COCOA, FLORIDA, AMENDING THE CITY OF DIAMOND SQUARE CRA BUDGET FOR FISCAL YEAR 2021; PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT RESOLUTIONS; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the City Council of the City of Cocoa adopted the final budget for the fiscal year commencing on October 1, 2020, and ending on September 30, 2021, at a Regular meeting held on September 23, 2020; and

**WHEREAS**, in accordance with Article XII, Section 5 of the City of Cocoa Charter, whereby the Council/Diamond Square CRA may, at any time by resolution, transfer any unused and unencumbered appropriation or portion thereof from one office or department to another; and

**WHEREAS**, the City Council/Diamond Square CRA deems it to be in the best interest of the City of Cocoa to amend its budget as provided in this resolution.

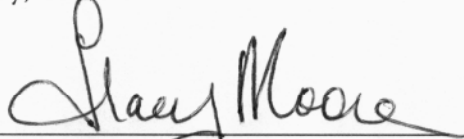
**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF COCOA**, as follows:

**SECTION 1.** The 2020-2021 fiscal year budget shall be amended as detailed in the attached sheets.

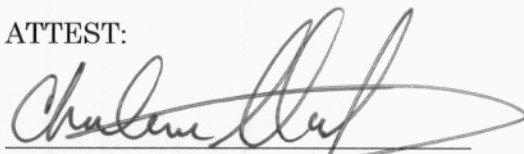
**SECTION 2.** All prior resolutions or prior resolutions inconsistent with this resolution are hereby repealed to the extent of the conflict.

**SECTION 3.** This resolution shall become effective immediately upon its adoption by the City Council/Diamond Square CRA of the City of Cocoa, Florida.

**ADOPTED** by the City Council of the City of Cocoa, Florida, in a regular meeting assembled on the 8th day of February, 2021.

  
Tracy Moore, Chairman

ATTEST:

  
Charlene Neuterman  
Deputy Community Services Director



## Legislation Details (With Text)

**File #:** 21-111      **Version:** 1      **Name:**  
**Type:** Agenda      **Status:** Agenda Ready  
**File created:** 1/28/2021      **In control:** Diamond Square RDA  
**On agenda:** 2/8/2021      **Final action:**  
**Title:** Staff requests Agency direction on the Upstart Diamond Square Policies, Procedures, and Conditions and collaboration with weVENTURE...End

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** [DS Flowchart1-22-21 weVENTURE Tract.pdf](#)  
[Upstart Cocoa Small Business Program Policy - DS 1-22-21.pdf](#)  
[Scope of Services weVENTURE for DS Upstart Cocoa Small Business Program accepted changes for](#)

| Date | Ver. | Action By | Action | Result |
|------|------|-----------|--------|--------|
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## DIAMOND SQUARE REDEVELOPMENT AGENCY AGENDA ITEM

**Memo Date:** January 28, 2021  
**Agenda Date:** February 8, 2021  
**Prepared By:** Angela Essing, Economic Development Manager  
**Through:** Charlene Neuterman, Deputy Community Services Director  
**Requested Action:**  
Staff requests Agency direction on the Upstart Diamond Square Policies, Procedures, and Conditions and collaboration with weVENTURE.

### BACKGROUND:

The Diamond Square CRA has requested that staff formulate an incentive to promote the growth of minority-owned businesses throughout the Diamond Square Community. The attached draft of the Diamond Square (DS) Upstart Cocoa Small Business Program is a forgivable loan that has been created for such. The program and forgivable loans will be available to minority and/or women owned small businesses. The goal of the DS Upstart Cocoa Loan(s) is to empower entrepreneurs to succeed in the Diamond Square community, attract small minority businesses to the area, contribute to the economic vitality by promoting small business, and to cultivate a vibrant neighborhood through the encouragement of diverse businesses. Awards made to businesses will encourage a business to locate or relocate in Diamond Square and support minority entrepreneurs with business skill sets and start-up and marketing expenses. The DS Upstart Cocoa Loan program is designed as a three-year forgivable loan program with a community enrichment component to "pay back" 25% of the grant to the community within three years. After three years of maintaining the business in Diamond Square and successful completion of the "pay back" the loan will be forgiven at 100%.

The success of the businesses/entrepreneurs is dependent on an appropriate level of business savvy

and a comprehensive understanding of executing a well thought-out business plan. Thus, we are proposing to collaborate with weVENTURE to provide a customized education tract. The weVENTURE WBC will develop a customized program to guide businesses through their business plan and completion of course work with weVENTURE. Items that were inadvertently overlooked in a business plan will be refined and enhanced in an edited business plan supported by a weVENTURE analysis for funding recommendations at the completion of a 24 week business education track. Partnering with weVENTURE WBC is an opportunity to provide direct business support in a customized accessible way utilizing proven programs of the US Small Business Administration (SBA) WBC model.

Staff is requesting the CRA Board to review the attached proposed program and provide direction.

**BUDGETARY IMPACT:**

The budgetary impact of one loan will be approximately \$10,000. This will include a payment to weVENTURE of \$2,500 per grantee for the 24 week business tract and upon completion of the weVENTURE business tract an award of a forgivable loan between \$1,500 and \$7,500. The DS CRA has budgeted \$10,000 for the Small Business Assistance Program.

Account #: 111-3230-559.83-00

Account Name: Other Grants and Aids

Amount: \$10,000

Budgeted

Yes

**PREVIOUS ACTION:**

N/A

**RECOMMENDED MOTION:**

Staff requests Agency direction on the Upstart Diamond Square Policies, Procedures, and Conditions and collaboration with weVENTURE.



**DIAMOND SQUARE**  
REDEVELOPMENT AGENCY

# Upstart Cocoa Small Business Program



## Upstart Cocoa

- upstart business
- \$\$\$\$ forgivable loan

## Eligibility

- small business
- minority-owned and/or women owned
- for-profit
- new or relocating business in Diamond Square

## Program Participation

- business plan
- application
- acceptance

## weVENTURE™

- 24-week program
- Successful completion of worksheet outlining funding needs

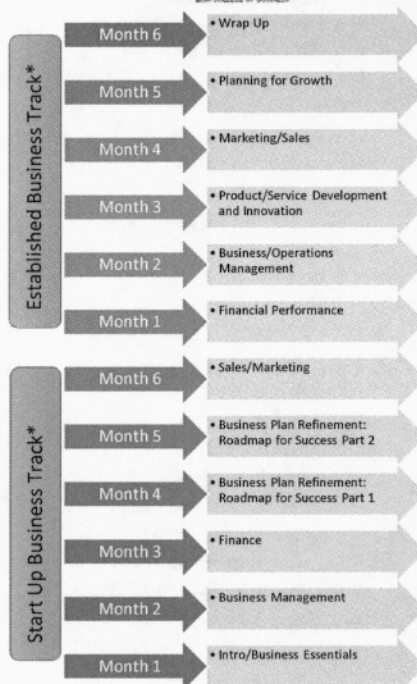
## Funding

- receipts
- community enrichment
- 3 year deferred forgivable loan
- 10% external funding
- peer group (opportunities)

Successful  
New Business

## weVENTURE

WOMEN'S BUSINESS CENTER at FLORIDA TECH  
BSCA COLLEGE OF BUSINESS



\*weVENTURE WBC will determine the track for the client during the vetting process. These topics and facilitation timeline is subject to change based on the needs of the Upstart Cocoa clients. However, the timeframe will remain the same – 6-months/24-weeks. This timeline is for demonstrative purposes only.

## **EXHIBIT A**

### **Diamond Square**

#### **Upstart Cocoa Minority Small Business Program (Forgivable Loans)**

##### **Policies, Procedures and Conditions**

###### **Purpose**

Upstart Diamond Square Minority Small Business Forgivable Loans ("Forgivable Loans") will be provided through the Upstart Minority Small Business Program ("Program") to promote the growth of women and minority-owned small businesses (collectively, "Minority-Owned Businesses") throughout Diamond Square. Forgivable Loans are provided on a first-come, first-serve basis to minority small business owners and entrepreneurs looking to either start a business in Diamond Square or relocate an existing business to Diamond Square to fund certain eligible expenses. The goal of the Program is to empower entrepreneurs to succeed in Diamond Square, attract Minority-Owned Businesses to the area, contribute to the economic vitality by promoting small business, and to cultivate vibrant neighborhoods through diverse businesses in Diamond Square. Further, this Program is intended to remove slum and blight and increase property values in the Diamond Square CRA as a result of the success and relocation of Minority-Owned Businesses. The Program is designed as a forgivable loan program, which may be awarded after successful completion of business coaching and educational training for entrepreneurs offered through the weVenture Program or another service provider selected by the City. The weVenture Program is part of the Women's Business Center at Florida Tech's Bisk College of Business. Forgivable Loan awards made to Minority-Owned Small Businesses will encourage relocation to Diamond square and support minority entrepreneurs with skill sets by covering eligible start-up, relocation and marketing expenses as further described herein.

###### **Definitions**

Minority-Owned Business – means any small business which is organized to engage in commercial transactions, which is domiciled in Florida, and which is at least 51-percent-owned by minority persons who are members of an insular group that is of a particular racial, ethnic, or gender makeup or national origin, which has been subjected historically to disparate treatment due to identification in and with that group resulting in an underrepresentation of commercial enterprises under the group's control, and whose management and daily operations are controlled by such persons.

Minority Person - means a lawful, permanent resident of Florida who is:

- (a) An African American, a person having origins in any of the black racial groups of the African Diaspora, regardless of cultural origin.
- (b) A Hispanic American, a person of Spanish or Portuguese culture with origins in Spain, Portugal, Mexico, South America, Central America, or the Caribbean, regardless of race.
- (c) An Asian American, a person having origins in any of the original peoples of the Far East, Southeast Asia, the Indian Subcontinent, or the Pacific Islands, including the Hawaiian Islands before 1778.

(d) A Native American, a person who has origins in any of the Indian Tribes of North America before 1835, upon presentation of proper documentation thereof as established by rule of the Department of Management Services.

(e) An American woman.

Small Business - entrepreneurial ventures that are moving to or starting in Diamond Square with 10 employees or less.

Community Enrichment Element – an act of giving back to the community through the donation of volunteer hours, goods or services. Donations shall be made to a public entity (Cocoa High School, etc.) or a 501c3 providing services to the community of Cocoa.

### **Overview of Program Structure**

The Office of Economic Development will oversee the Program for the Diamond Square Redevelopment Agency. Funding is based on budget availability and will be considered on a “first come, first served basis”. Application submission does not guarantee approval. The Forgivable Loans are funded between \$1,500 and \$10,000 as determined by the CRA. For startup businesses, the minority entrepreneur must obtain at least 10% of startup costs from non-Program related funding sources. Funds shall be provided on a reimbursement basis only. Minority small business owners and entrepreneurs may advance through the Program as follows:

1. Minority small business owners located outside the City and wishing to relocate to Diamond Square area and minority entrepreneurs desiring to start a business in Diamond Square must submit an application to the Program. This application will require the Applicant to demonstrate need for startup costs or relocation costs and comply with application requirements as described further in this Policy. A proposed business plan is required upon submission of the application.
2. The Upstart Cocoa Review Committee and weVenture or the City’s selected service provider shall review applications and choose promising candidates for the Program. The number of applications selected shall depend on budget availability. Application selection shall occur at a duly noticed public hearing.
3. The selected applicants complete business coaching and coursework for approximately a 24-week period with weVenture or the City’s selected service provider. Tuition for the business coaching and coursework will be paid for by the CRA, but all other expenses, such as mileage and supplies for classes, shall be paid for by the applicant. The objective will be to gain further education regarding topics such as business management, finance and budgeting, marketing, product/service development, and human resources. In addition, the selected applicants will work with weVenture or the City’s service provider to refine a business plan appropriate for a start-up business or existing business expansion.
4. At the conclusion of the 24-week period, weVenture or the City’s selected service provider shall provide a funding recommendation to the City’s Office of Economic Development regarding the specific eligible expenses that the City or the CRA may wish the fund. The Upstart Cocoa Review Committee will make a recommendation to the Diamond Square CRA regarding the award of a Forgivable Loan, ranging between \$1,500 and \$10,000, based on factors

described further in this Policy, including the applicant's performance during the 24-week period and the strength of the refined business plan. The Upstart Cocoa Review Committee's recommendation will be made at a duly noticed public hearing.

5. Should a Forgivable Loan be awarded by the Diamond Square CRA, the Minority-Owned Business shall execute all required Program Agreements, which may include a Security Agreement for specific equipment or inventory funded by the CRA. Thereafter, the Minority-Owned Business may begin to submit reimbursement requests for eligible expenses as described in this Policy up to the Forgivable Loan amount awarded.
6. Minority-Owned Businesses must complete a community enrichment element project or service to "pay back" 25% of the Forgivable Loan amount to the community within three years. After three years of maintaining the business in Diamond Square, the loan will be 100% forgiven.

#### **Upstart Cocoa Review Committee**

The Upstart Cocoa Review Committee will oversee the review of all applications, recommendations for selection of participants/grantees, funding recommendations to the CRA of Cocoa and default procedures. The Committee will meet on an as needed bases. The Upstart Cocoa Review Committee will be comprised of a representative of the Office of Economic Development, a representative of weVenture (or the City's then-current selected service provider) and the Diamond Square CRA Chair or designee, all of which will be appointed by the City Manager or his or her designee. Additional representatives may be added as needed based on additional funding sources and/or partnerships.

#### **Eligible Businesses**

Each applicant must be a Minority-Owned Small Business or minority person entrepreneur of a for-profit new or relocating business, which intends to locate in Diamond Square.

Any eating and drinking establishments may be eligible for funding as long as the business derives at least 51% of its gross revenue from the sale of food and/or non-alcoholic drink for consumption on the premises, whether or not the food is cooked on the premises. This may include restaurants, mobile vending, and refreshment stands selling prepared foods for immediate consumption.

All applicants who will utilize a mobile vending model will need to commit to required hours/percentage of sales/other in the Diamond Square area.

The types of businesses that are not eligible for funding under this Program include: social service providers, non-profit agencies, gun shops, agricultural services, liquor stores, medical marijuana and CBD shops, shops that sell drug paraphernalia, pawn shops, bailbond services, tattoo/body piercing parlors, check cashing facilities, adult entertainment facilities, thrift shops, nightclubs and bars, and any business or service deemed illegal.

Existing businesses in the Diamond Square area are not eligible for funding. However, minority business owners of existing businesses within the City of Cocoa seeking to start an additional business shall be considered eligible, except as further provided herein. The applicant shall not be eligible for the Upstart Cocoa Program if he/she has received Upstart Cocoa Funding, or other business assistance funding from

the CRA within the last three (3) years from the date of the current submittal, except for façade improvement programs. If the applicant has received Upstart Cocoa funding more than three years prior to the date of the current submittal, applicant must have successfully completed the Upstart Cocoa Program and not defaulted in order to be eligible for funding assistance for a second and final time. Completion of the Upstart Cocoa Program means complying with the terms of the Upstart Cocoa agreement during the three-year time period of the agreement ("Program Period"). Applicants who have defaulted on a previous Upstart Cocoa agreement are no longer eligible for the Upstart Cocoa Program. If, after review, an application is administratively rejected by staff or has been denied funding by the review committee, the applicant shall not be eligible to reapply for the Upstart Cocoa Program for one year from the date of the original submittal.

Each applicant may be entitled to Upstart Cocoa funding for one business during the three-year Program Period. If the applicant is a corporate entity or principal that owns more than one business, the corporate entity or principal shall submit an application for only one business. For example, if a corporate entity owns business A and B, an application can only be submitted for either business A or B, but not both. If the corporate entity is granted funding for business A and successfully completes the Upstart Cocoa Program for the business, the corporate entity may then apply for funding for business B after the three-year Program Period has elapsed. In addition, use of the Upstart Cocoa funds cannot be transferred to another business owned by the corporate entity or principal for which an application was not submitted. For example, if a corporate entity owns businesses A and B and submitted an application for business A, any funding assistance granted for business A cannot be given to or used for business B.

#### **Application Criteria**

Loan applications will be reviewed for completeness, compliance with Program criteria and deemed acceptable by the Upstart Cocoa Review Committee. Businesses that do not comply with the Program criteria and conditions will not be eligible for funding. All members of the entity applying for the Program must sign the forgivable loan application.

Formal applications will be made with a business plan, resume and Upstart Cocoa Application. Applications will be reviewed and selected by the Upstart Cocoa Review Committee. After selection into and completion of the weVENTURE Program, applicants will be required to submit a refined business plan and resume, a weVENTURE recommendation, two years of tax returns for both business and/or personal, and a lease agreement or letter of intent to lease, along with any other requested documents. If the applicant owns the property, then proof of ownership and mortgage information must be provided.

The Program Manager will conduct due diligence as may be appropriate, including researching public records for any liens, lawsuits, or complaints filed against the applicant or the business entity.

Falsifications and omissions on the application may result in administrative rejection of the application.

#### **Forgivable Loan Approval Procedure and Program Participation**

The Upstart Cocoa Review Committee will make recommendations to the CRA regarding funding following completion of the approximately 24-week education period. The amount of any

forgivable loan shall be determined by the CRA in its sole discretion, based on the following general factors:

- ☐ The estimated cost of proposed eligible expenses
- ☐ Strength of the business plan
- ☐ Evaluations of applicant performance in the weVenture Program or similar program
- ☐ Potential economic and fiscal impact of the proposed business on the Diamond Square area
- ☐ Location of the proposed business and whether it will be home-based
- ☐ External funding available to the applicant

After a Forgivable Loan is awarded by the CRA, the CRA will enter into an Upstart Cocoa Program Agreement with the applicant (hereinafter referred as the "grantee"), which contains terms and conditions to receiving funding, as well as provisions should the grantee fail to meet the terms of the Upstart Cocoa Agreement. The maximum funding per business that will be awarded under the program is \$10,000.

Conditions included in the Upstart Cocoa Agreement may include, but are not limited to:

- ☐ Grantee shall remain open for business at a Diamond Square location for a period of at least three years.
- ☐ Grantee shall display the Upstart Diamond Square logo, as provided by the CRA, on the front main entrance door of the business.
- ☐ Grantee shall provide and complete a Community Enrichment Element prior to the end of the third year.
- ☐ Businesses that relocate outside of Diamond Square prior to loan forgiveness will be required to repay the loan in full.
- ☐ Existing business owners must possess a current City of Cocoa Business Tax Receipt. New business owners must obtain a City of Cocoa Business Tax Receipt within 90 days of agreement execution.
- ☐ Business must submit annual reports to the Office of Economic Development.

The CRA may also require the grantee to enter into a Security Agreement to secure the specific equipment or inventory funded by the CRA through the Forgivable Loan.

Grantees will also be required to invest in the project for which funding is requested in an amount of at least 10 percent (10%) of the cost of the items approved for funding.

All grantees must be in compliance with applicable City codes, policies and ordinances and current on federal, state and local taxes. Grantees who are approved for financial assistance for lease costs (rent abatement) must secure a minimum of a three-year lease in the Diamond Square area unless otherwise approved by the review board.

All grantees who will utilize a mobile vending model will need to commit to required hours/percentage of sales/other in the Diamond Square area.

Once a grantee received funding under the Program, he or she may not apply for other business assistance programs from the CRA, except for façade improvement programs, for a period of three

years. The Program Manager will remain actively involved with the grantees via site visits or yearly meetings.

#### **Eligible Expenses and Reimbursement Procedures**

The program provides financial assistance for the following on a reimbursement basis:

- ☐ Start-up expenses or relocation expenses, which may include, but are not limited to:
  - Rent subsidy for a period not to exceed 3 months. During this period rent payments may gradually decrease in increments to be determined by available funds. Rent subsidy includes only the base rent amount and common area maintenance. Home-based businesses do not qualify for rental subsidies.
  - City fees (i.e. utility deposits, permitting fees, Business Tax Receipt fees)
  - Inventory expenses generally not to exceed 25% of the loan amount.
  - Marketing Expenses, which may include marketing campaigns for goods and services, advertising in local papers and on websites, the use of outside marketing firm to design websites, and signage, with the total amount for Marketing Expenses generally not to exceed 25% of the loan amount.
  - Moving expenses for large equipment and furniture
  - One Year Membership to the Cocoa Beach Regional Chamber of Commerce
  - Other expenses as recommended by weVenture or the City's selected service provider.

To be reimbursed, the Grantee must provide to the Office of Economic Development paid receipts from laborers, suppliers, materialmen, contractors, and subcontractors. The receipts must include the following information:

- ☐ Name, address, and telephone number of laborer, supplier, materialmen, contractor, and subcontractor performing work or supplying material or of landlord receiving rent payments;
- ☐ Date of work or material provided;
- ☐ Itemized description of work provided (e.g., who performed the work, how many hours involved, charge for work, type of work performed) or material supplied (e.g., number of gallons of paint, quantity and measurements for each new dome style awning, feet of fence installed, description of LED wall pack) or identification of property and premises for which rent has been paid;
- ☐ Itemized cost of work performed or material supplied;
- ☐ Statement signed by landlord, laborer, supplier, materialmen, contractor or subcontractor that the amount billed has been paid by the Grantee

Payment is made to the grantee on a reimbursement basis. The grantee must submit invoices with original receipts to the Program Manager for items and services purchased in accordance with the terms of the Forgivable Loan Agreement and this Policy. The expenses will only be reimbursed for items and services purchased after the effective date of the Forgivable Loan Agreement, unless the Board approves otherwise. If rent abatement has been awarded, payments will be made to the grantee upon proof of payment to the landlord for each month that is specified in the Forgivable Loan Agreement. All payments will be made to the grantee approximately thirty (30) days from the date of receipt of the requisite

documentation. The Program Manager will establish the necessary administrative procedures for processing payment.

Funding provided through the Upstart Diamond Square Program will be treated as a deferred loan, whereby no interest will accrue upon the principal of the total loan amount and payment to the CRA is deferred for a three (3) year period. At the end of the three-year period, the loan will be forgiven in its entirety on the condition that the grantee is in compliance with the terms and conditions of the Forgivable Loan Agreement and this Policy.

#### **Default**

If the grantee fails to comply with one of the conditions to receiving funds under the Upstart Cocoa Agreement, the Program Manager will contact the grantee in an effort to determine the reason for the noncompliance. Without compromising the integrity of the program, the Program Manager shall attempt to accommodate legitimate and substantiated problems being faced by the grantee. If a suspected default or breach occurs, as defined in the Forgivable Loan Agreements, the Program Manager will first contact the grantee in an effort to verify the occurrence of a default and determine the reason for the default. If the Program Manager is not successful in contacting the grantee, he/she will inform the CRA's Attorney of the suspected default. Once the attorney confirms the default, the Manager will cease further payments to the grantee and instruct the attorney to send a letter, notifying the grantee of the default and demanding either the grantee cure the default or reimburse the CRA. The letter will also instruct the grantee to contact the Program Manager to further discuss the matter. If the grantee fails to respond to the demand letter, fails to cure the default or reimburse the CRA the stated amount, or proposes a settlement, the Program Manager will coordinate a meeting of the Upstart Cocoa Review Committee. The Program Manager will send a letter to the grantee notifying him/her of the date and time of the meeting.

The Upstart Cocoa Review Committee will meet on an as-needed basis and will make recommendations to the CRA Council regarding the appropriate action to take with regard to seeking reimbursement of funds already paid to the grantee, including, but not limited to: (1) recommending that the CRA Attorney will initiate litigation in the event the grantee fails to respond to the demand letter or refuses to reimburse the CRA; (2) recommending mediation or other alternative dispute resolution actions; (3) recommending terms of a mutually agreeable settlement in the event the grantee proposes a payment schedule; or (4) recommending no further collection action and termination of the Agreement. The Committee's decision will be reported to the CRA for final approval.

#### **Disclosures**

The CRA expressly reserves the right to reject any and all applications or to request additional information from any and all applicants and grantees. The CRA retains the right to amend this Policy and any supporting documents, including the Forgivable Loan Agreement documents. The CRA also retains the right to advertise and promote businesses that receive Program funds.

# weVENTURE™

WOMEN'S BUSINESS CENTER at FLORIDA TECH  
BISK COLLEGE OF BUSINESS

**TO:** Angela Essing, Economic Development Manager, City of Cocoa  
[aessing@cocoafl.org](mailto:aessing@cocoafl.org), 321-433-8522

**RE:** Business Support Services & Technical Assistance for Upstart Cocoa Small Business Forgivable Loan Program

## **INTRODUCTION.**

weVENTURE Women's Business Center at Florida Tech's Bisk College of Business' (weVENTURE WBC) mission is to accelerate sustainable business growth for entrepreneurs and business owners by providing customized coaching, business education, mentoring and networking programs. weVENTURE WBC is focused on and committed to delivering results and making a real difference to businesses in Brevard, Indian River and St. Lucie counties. weVENTURE WBC produces quantifiable results and we are recognized for our leadership in providing a wealth of high-quality resources to entrepreneurs interested in starting and growing their businesses, networking, developing leadership skills and advancing their careers.

## **PURPOSE.**

To partner with the Upstart Cocoa Small Business Forgivable Loans program (Upstart Cocoa) that is designed to promote the growth of minority-owned businesses throughout the City of Cocoa. The goal of Upstart Cocoa is to empower entrepreneurs to succeed in Cocoa, attract small minority business to the City, contribute to our economic vitality by promoting small business, and to cultivate vibrant neighborhoods through diverse businesses in Cocoa. weVENTURE WBC will develop a customized educational program for each applicant chosen to participate in Upstart Cocoa, including coaching intended to assist entrepreneurs and existing businesses with refining their business plan.

## **OUR SOLUTION.**

weVENTURE WBC will participate in Upstart Cocoa in the following ways:

- Designating a staff member to participate as a committee member of the Upstart Cocoa Review Committee, which shall meet as necessary to review initial applications for the Upstart Cocoa Program, make funding recommendations to the Cocoa City Council and/or the Diamond Square Community Redevelopment Agency following applicant completion of coursework, and make recommendations regarding further action as a result of a grantee's default. weVENTURE WBC acknowledges that the Upstart Cocoa Review Committee's actions are subject to the Sunshine Law and shall be conducted in accordance with such law; and
- Developing a customized educational and coaching program for each applicant chosen to participate in Upstart Cocoa as described further herein that will last approximately 24 weeks; and
- Completing a recommendation "worksheet" upon each applicant's completion of the 24-week educational and coaching program identifying the best possible expenditures eligible for a Forgivable Loan.

# weVENTURE™

WOMEN'S BUSINESS CENTER at FLORIDA TECH  
BISK COLLEGE OF BUSINESS

## EDUCATIONAL AND COACHING SCOPE OF SERVICES.

weVENTURE WBC shall provide direct business support in a customized, accessible way utilizing proven programs of the US Small Business Administration (SBA) WBC model to each applicant chosen by the Upstart Cocoa Review Committee for participation in Upstart Cocoa. Applicants will need to complete the SBA required 641 client registration form in addition to any registration process required by Upstart Cocoa.

weVENTURE WBC shall provide the following Education and Coaching Services:

- **Business Coach.** A weVENTURE WBC Business Coach (BC) will be available to serve on the Upstart Cocoa Review Committee to vet applications for the grant funding.
- **Tailored Educational Coursework.** For each approved applicant, weVENTURE WBC BC will create a tailored educational program, which may include elements such as peer group training sessions with subject matter experts on topics such as human resources, marketing, accounting and finance, supply chain/logistics, and customer service; self-paced training modules; group learning; and subject matter expert (SME) coaching to ensure all clients receive support or training on the key elements unique to their needs. If appropriate for the applicant, weVENTURE WBC may place an applicant in either the **IGNITE 360™ PATHWAYS** pre-existing track for walking aspiring entrepreneurs through the business start-up process or the **IGNITE 360™ TRANSITION** pre-existing track for already existing small businesses to encourage capacity building and sustainable business growth. However, weVENTURE WBC may completely customize the educational coursework for each applicant and may use a combination of any of the above-described elements for any particular applicant. The tailored educational program for each applicant shall consist of a minimum of 2 hours per week during the approximately 24-week program.

### **IGNITE 360™ Program Details:**

- weVENTURE WBC engages more than 70 experienced mentors, subject matter experts and Florida Tech faculty who are dedicated to client success.
- The IGNITE 360™ Model was designed at and trademarked by Florida Tech for weVENTURE WBC.
- The IGNITE 360™ model allows our organization to accelerate sustainable business growth for emerging and second-stage companies across all industries. A custom team of mentors works with each client to address specific targeted outcomes, such as workforce capability at different management levels, operational capacity to create and retain jobs, and ability to expand product or service offerings.

# weVENTURE™

WOMEN'S BUSINESS CENTER at FLORIDA TECH  
BISK COLLEGE OF BUSINESS

- **IGNITE 360™** Program Portfolio of Services:
  - Startup Businesses
    - **IGNITE 360™ PATHWAYS** walks aspiring entrepreneurs through the start-up process, laying a solid foundation for their business to grow on.
  - Established Businesses
    - **IGNITE 360™ TRANSITION** is for business owners ready to focus on strategy and business fundamentals to build a strong foundation for growth or change.
    - **IGNITE 360™ ADVANTAGE** is for emerging business that are ready to build a strong foundation for growth.
    - **IGNITE 360™ PREMIER** is a 6 month intensive program for experienced second-stage companies ready to take their business to the next level.

## WHY weVENTURE WBC.

We are ready to support the success of Upstart Cocoa and here's why:

- We understand the need for programs focused on women and minority business owners.
- We have a proven track record of business support and technical services to the business communities and our resources partners.
- We achieve measurable performance outcomes for our clients and positively impact our local economy through job creation, revenue growth, and business expansion.
- We have been recognized by the SBA for our contributions to our community of women and minority owned businesses.

## DELIVERABLES.

- Promptly responding to all requests by the City of Cocoa's Office of Economic Development to schedule and attend public meetings of the Upstart Cocoa Review Committee
- Up to 4 hours of dedicated Business Coaching for each applicant at the onset of the program, to fully assess the business and identify outcomes and objectives for the customized educational program.
- Provide a tailored educational program plan summarizing the major elements of each applicant's plan and approximate number of hours to be spent on each element within fourteen (14) business days of the applicant's initial meeting with weVENTURE WBC
- Complete a business finance worksheet as needed to acquire Upstart Cocoa funding within seven (7) business days following an applicant's completion of the educational coursework program

weVENTURE WBC Contact Information:  
321-674-7007

Kathryn Rudloff, Executive Director  
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# **weVENTURE™**

WOMEN'S BUSINESS CENTER at FLORIDA TECH  
BISK COLLEGE OF BUSINESS

DRAFT for REVIEW



## Legislation Details (With Text)

**File #:** 21-115      **Version:** 1      **Name:**  
**Type:** Informational Item      **Status:** Agenda Ready  
**File created:** 1/28/2021      **In control:** Diamond Square RDA  
**On agenda:** 2/8/2021      **Final action:**  
**Title:** Informational Item - Project Update  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:**

| Date | Ver. | Action By | Action | Result |
|------|------|-----------|--------|--------|
|------|------|-----------|--------|--------|

## DIAMOND SQUARE REDEVELOPMENT AGENCY AGENDA ITEM

**Memo Date:** January 28, 2021  
**Agenda Date:** February 8, 2021  
**Prepared By:** Lori Chabot, Redevelopment Coordinator  
**Through:** Charlene Neuterman, Deputy Community Services Director  
**Requested Action:**  
Informational Item - Project Update

### BACKGROUND:

### DIAMOND SQUARE COMMUNITY REDEVELOPMENT PROJECTS UPDATE February 8, 2021

| Project                            | Description                                                                              | Status                                 |
|------------------------------------|------------------------------------------------------------------------------------------|----------------------------------------|
| Rosa Jones lots - Affordable homes | Staff has received the appraisal for the Rosa L Jones lots and is waiting on the Survey. | Will be available for the next meeting |
| Commercial Façade Program          | No applications at this time.                                                            | Budgeted \$10,000                      |
| Residential Beautification Program | No applications at this time.                                                            | Budgeted \$10,000                      |
| Pilot Paint Program                | No applications at this time.                                                            | Budgeted \$5,000                       |

|                                          |                                                                                                                                         |                               |
|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| <b>Small Business Assistance Program</b> | Staff presenting to DSCRA at Feb Meeting on weVENTURE program to provide business assistance                                            | Budgeted \$10,000             |
|                                          |                                                                                                                                         |                               |
| <b>Female Veterans Village</b>           | One applicant in the process after passing the pre-Screening. Board of Directors voted to include Florida Residents with Brevard County | 2 other applicants interested |
| <b>CITY FUNDED PROJECTS</b>              |                                                                                                                                         |                               |
| <b>Michael C. Blake Subdivision</b>      | RFP broadcast on January 12 and will expire on February 12. More information expected at March 2021 meeting.                            | March, 2021                   |
|                                          |                                                                                                                                         |                               |

**BUDGETARY IMPACT:**

N/A

**PREVIOUS ACTION:**

N/A

**RECOMMENDED MOTION:**

Informational Item - Project Update