

**MINUTES
CITY OF COCOA
DIAMOND SQUARE CRA
REGULAR MEETING
October 16, 2023**

The Regular Meeting of the Diamond Square Community Redevelopment Agency was held on October 16, 2023, at City of Cocoa, City Hall, 65 Stone Street, Cocoa, FL, as publicly noted.

I. **Call to Order**

Chairperson **MOORE** called the meeting to order at **6:05 pm**.

Invocation: Vice Chairperson **McQUEEN** provided the invocation

Pledge of Allegiance: Chairperson **MOORE** led the Pledge of Allegiance to the flag of the United States of America.

ROLL CALL:

Tracy A. Moore	Chairperson
Crystal McQueen	Vice Chairperson
Larry Brown	Agency Member
Jackie Isom	Agency Member
Ed Jones	Agency Member
Amy Robinson	Agency Member
Marilyn Smith	Agency Member
Joseph Colombo	Agency Attorney
Ryan Browne	Recording Secretary

PRESENT:

Tracy A. Moore	Chairperson
Crystal McQueen	Vice Chairperson
Larry Brown	Agency Member
Jackie Isom	Agency Member
Ed Jones	Agency Member
Amy Robinson	Agency Member
Marilyn Smith	Agency Member
Joseph Colombo	Agency Attorney
Ryan Browne	Recording Secretary

ABSENT:

STAFF PRESENT:

Community Services Director NEUTERMAN and Communication and Economic Development Director Samantha SENGGER were in attendance.

II. **Approval of Agenda:**

AGENDA: Regular Meeting of October 16, 2023.

***MOTION by Vice Chairperson McQUEEN; SECONDED by Agency Member ROBINSON to approve the agenda for the October 16, 2023 Meeting, as written.**

AYES: MOORE, McQUEEN, BROWN, JONES, ISOM, ROBINSON, SMITH.

MOTION PASSED UNANIMOUSLY (7-0)

III. **Delegations**

IV. **Presentation:**

[Note: Director NEUTERMAN explained that due to a temporary technical issue, the order of the presentations would be flipped, so that Samantha goes first and Delores goes second.]

1. Samantha Senger, Director of Communications and Economic Development, City of Cocoa. Presenting: "Diamond Square PR"
 - i. Potential PR Campaign for Diamond Square.
 - ii. Strategic Marketing. To be effective, we need to break down into two campaigns.
 1. Overall marketing CRA; push extension of sunset date
 2. Two grants that we want to get more use of.
 3. What works
 - a. Videos – short form.
 - i. Updated video (showed sample video from last time one was made; approx. 3 years ago)
 - ii. CRA explainer video. Already made.
 - b. In-person meetings.
 - c. Mailers.
 - d. Social media.
 - e. Media coverage: potential to redevelop the Old Joe Lee Smith Community Center
 - f. Highlight things we've done since the last video.

- i. New JLSCC
 - ii. Streetscaping
 - g. Second goal: Promote grants – Paint and Beautification.
 - i. Promoting in newsletters, with new logos to help give them their own identification.
 - ii. Testimonials, are an area to explore. Show some footage of homes that have utilized the grants.
 - iii. Meetings. Information sessions that allow interaction with community members. Also, gather footage at these meetings for the new videos.
- iii. Feedback and Questions.
 1. Agency Member BROWN asked Director SENGGER how do we best communicate? He said videos and social media does not work. He asked her how would she bridge that gap? She replied that door-to-door flyers have proven the most effective previously. Either a door hanger or a mailer. These can help residents turn out for a meeting, where the grant programs could be discussed. She said that it is more cost effective to do mailers, unless volunteers are found who could go door-to-door. This method can work for promoting the grant programs; however, extending the sunset date with the County Commission will be an altogether different approach. Videos and letter-writing campaigns will be more effective for that effort. We separated the two campaigns, because the approach needs to be different.
 2. Member BROWN asked if the churches were ever contacted. Director SENGGER said that in the past newsletters were sent to the churches. However, she said, that was back when the Police Department had an updated list of churches they would reach out to. An updated list would be needed to restart this kind of outreach. Member BROWN asked if Director SENGGER designed the Diamond Square Paint and Beautification Grant logos. She responded that she did. Member BROWN complimented Director SENGGER for a job very well done with the logo designs. Director SENGGER designed them to be eye-catching to create a brand identity for the grant programs.
 3. Member SMITH asked if we had the ability to use text alerts. Director SENGGER responded, yes. You can sign-up on our website for text alerts. She said that we do not have many people using this feature. She mentioned that this could be something included in the campaign, to encourage people to use text alerts.
 4. Chairperson MOORE agrees that the plan looks good. She said that her church does get the newsletter.

5. Agency Member ROBINSON asked how often are we scheduled to meet at the Dr. Joe Lee Smith Community Center? Director NEUTERMAN said, currently, once a year, in September. Member ROBINSON said that she believes it would be very beneficial if the board would do our meetings quarterly at the Dr. Joe Lee Smith Community Center. She believes that the large turn out, both this year and last year shows that the community members are more comfortable attending at Joe Lee Smith. And as they get more comfortable to attend those meetings, they may become more comfortable coming to City Hall for our remaining meetings. May help residents become less overwhelmed by all of the information that is being shared. She said that she is not sure how difficult it is to put that together, but, she thinks that it would be beneficial in helping us promote these programs. Director NEUTERMAN replied that staff can discuss that possibility with County Staff at Joe Lee. The challenge is their schedule of programs may be prohibitive, since so many other groups already use the Center. (Staff will discuss with County Parks and Rec, if this would be possible, and if not quarterly, at least more than once a year.)
6. Director SENGGER mentioned that it would be helpful for the grant programs, if the information sessions about them could be tied into the board meeting schedule. And mailers could help inform residents about the information sessions. And testimonials from past grant recipients, could be in attendance to share their experiences.
7. Agency Member ISOM mentioned the previous use of signs at the four-way stops as an option. Director SENGGER agreed and also mentioned the use of LED boards as well. Agency Member SMITH said that the LED boards could be used to remind people to sign up for text alerts. Director SENGGER agreed and said that she believes there is already a message loaded in the LED boards that reminds people to sign up for text alerts. Director SENGGER mentioned that the city would be going through a website redesign in April 2024 and said that she believes this would be a good time to relook at how the text alert signup system part could be better utilized at the same time. Member SMITH asked about the use of QR Codes to which Director SENGGER responded, yes, as long as they are on printed flyers, since that is how you best utilize that technology. She explained that if something is purely digital, it would not need a QR code. Vice Chairperson McQUEEN asked if QR codes could be included in the quarterly FYI newsletter that goes out to businesses. Director SENGGER said, absolutely.

8. Agency Member BROWN asked if we have a website for Diamond Square and is it up-to-date? Director SENGGER replied that we do have a webpage for Diamond Square and that she believes that it is up-to-date. Director SENGGER said that we have a whole section of webpages for the CRA's. She asked Recording Secretary BROWNE to pull up the webpage on the screen and monitors, so the board could see the current webpages. She said that she does not believe that she has added the new logos yet, but, that there should be some pictures, as well as explanations about the grants.
9. Agency Member ROBINSON mentioned that she would like to see if on the LED signs there could be some distance put between the sign-up for text alerts and the "see something, say something" campaign, as she believes that this may be deterring some people from using the text alerts, because they may conflate that with the "see something, say something" campaign. Director SENGGER said, yes, that would be possible to change that.
10. Director NEUTERMAN asked the agency members to look at their monitors, as the Diamond Square webpages are up on their screens to view. From the main webpage: City Departments > Community Services > Community Redevelopment Agencies > Diamond Square CRA. She walked the board through the webpages, including showing pages for the grant programs, as well as explaining that certain statutory required documents must be on the website as well, including: agency board meeting schedule, annual budgets, and annual audits.
11. Agency Attorney COLOMBO mentioned to Chairperson MOORE that notice could be provided also in the Water Bill, since that is something that people open. Director SENGGER said that yes, that could be done, as long as it is a short message that goes on the bill, as long as it is submitted in a timely manner, usually at least 90 days beforehand. Adding a flyer would add significant additional cost. The text alerts would probably be the most economical to add.
12. Chairperson MOORE said that this is a great effort for getting the word out about the work of the CRA. She believes that once the videos are updated, that it would attract new viewers. Especially if they include testimonials from previous grantees. She would like to see the Paint and Beautification Grants highlighted, as well as the Michael C. Blake Subdivision housing highlighted. She emphasized that it is important to be sure that people are familiar with the community in which they live. Making sure they know that they live in the Diamond Square community is an important piece of communicating to residents about our programs. She sees a surge in positive changes, including the Michael C. Blake Subdivision, the

Moore Centennial, and the possibility of the Bezos Academy coming. She sees these changes as creating a more positive image of Diamond Square. She feels that it is important to show residents that a lot has already been accomplished. Many projects that were on the community's wish list have actually come to pass. And we need to celebrate that progress. She would like to see us ask residents if they mind being video taped for a testimonial on the positive changes in the CRA.

13. Chairperson MOORE thanked Director SENGGER for all of the work she has done with the videos. Director SENGGER said that she is always available for questions or ideas as well. She also mentioned that there are other videos planned as well that can be beneficial, including the ones for the Moore Centennial and the Michael C. Blake Subdivision Groundbreaking Ceremony.
14. Agency Member SMITH asked if it would be possible for new residents to Diamond Square could get a 'welcome to Diamond Square' message in their utility bill. Director NEUTERMAN replied that type of message would be too difficult for the Water Department to breakout and would be cost prohibitive for the message.
15. Agency Member ROBINSON mentioned that when we talk about Diamond Square, we don't often give a general area, so that people are aware that they are in that area. Director SENGGER replied that that is a good point that we could bring up first thing in the updated videos, defining the area we are talking about. And we do already have that in the CRA explainer video.
16. Agency Member BROWN brought up the fact that Gilmore Park area is in Diamond Square as well, but, it is a neglected area – even in Diamond Square. Chairperson MOORE said it has not been forgotten, but, that it could be updated. One thing she reminded the board about was the Diamonds in the road and signage that let you know you were in Diamond Square. She believes these diamonds need to be updated and repainted.
17. Agency Member SMITH asked about our bilingual literature and videos. Director SENGGER said yes, we have in the past, especially during the Pandemic. We can revisit that too.
18. Agency Member BROWN mentioned that two of the trailer parks on the northside of 520 are predominately Spanish speaking and therefore we need to be sure that when we do flyers for our meetings, we include flyers in Spanish. Director SENGGER mentioned that our website can be viewed in over 50 languages. So, for example, flyers could go out with QR codes directing residents to our website and

then they could select their preferred language from there to view information.

19. Chairperson MOORE again thanked Director SENGER for a job well done.

2. Delores McLaughlin, CEO of Alliance for Neighborhood Restoration (ANR) – 2023 Annual Report and Video.

i. Showed Video (Sonja Mitchell made). Video highlighted photos and videos of ANR participants throughout the year doing their various activities including sports, gardening, classes, art therapy, conferences, after school, cops and kids, events, such as National Night Out, and career preparation, all set to upbeat Jazz music. The video received a round of applause from the board and staff.

ii. Delores thanked Sonja for the video. And thanked the many volunteers, who contribute many hours of effort to put all of these activities together for the benefit of these kids.

iii. Annual Report.

1. ANR established a partnership with Diamond Square back in 2001. The “Weed and Seed” Initiative that ANR manages was based on the Diamond Square CRA Plan from 1999. We base our programming on Goal No. 4 of that Plan: “to reverse the spiraling decline of the neighborhood caused by drug use and crime and provide for the public health, safety, morals, and welfare of the community.” We are a community program. We “stand in the gap.”

2. We cannot do it all, but, we try to focus on several special events designed to bring the community together, including:

a. Lights On After School. Promotes after school program importance.

b. National Night Out.

c. State Police Athletic League (PAL). Host an annual Youth Leadership program, consisting of about 100 youth.

d. Trash Bash. Over 3,500 lbs. trash collected.

e. Rain barrel auction. Raised \$700. Gina Wells, Artist-In-Residence.

f. Career Day program. Invite professionals to talk to the kids, including First Responders, Nurse, County Death Investigator.

g. Juneteenth Festival. Took a committee of 10, over 6 months to plan this event. Raised enough money to sponsor 12 youth and pay stipends this year for Career Training program.

3. Programs.

a. Work with PAL, in partnership with the Cocoa Police Department. PAL provides athletic and academic activities for youth. Not specific to Diamond Square, but, reach out to

them and make them aware to sign them up. Mr. BROWN – helpful to identify kids in DSCRA for basketball and afterschool program.

- b. The afterschool program began 22 signed up but only could keep about 13 involved. Difficult to maintain involvement.
- c. Second Harvest Food bank provides meals for the kids. Nutritious meals provided.
- d. Youth Employment Training Program: Phases I & III. Summer bring in new students. If they participate all year long – volunteering, such as at NNO, etc.– they get to participate in Phase III – for up to two years of stipend. 12 youth participate. Best performance since 2019. 100% completion. 6 from last year were able to join and complete as well, for a total of 18 in this
- e. Cops and Kids. A partnership with the Police Department. Registration begins in April. The program begins in June. Participation this year is down from the previous year from 48 last year down to 36 this year. Part of the reason for that is a lack of staffing for summer programs. We also provide meals for that program as well.
- f. New this year: a gardening initiative coupled with a program called “I talk to strangers” – what does that mean? Mr. Stokes – learn to talk to people from other backgrounds, otherwise you won’t grow. It has been a difficult concept to sell, since for decades we have taught our kids to ‘never talk to strangers.’
- g. Because of the difficulty with this initiative, we are now back to regular gardening program. We are doing green spaces, because we received a huge donation from Mr. Ed Green, before he passed. And since his passing, his family has encouraged friends and family to donate in lieu of flowers.
- h. We plan to start to green spaces with the elderly. Ms. Sheila Mobley letting us use space. (Staff Action: contribute.) Raised beds for them to grow vegetables or flowers.
- i. Basketball. Practice is held on Tuesdays & Thursdays. This year we had to return to having registration fees, which didn’t go well, since the last two years were free. We had 56 youth participate. Only a third paid the \$25 registration fee. We are seeking ways to help get parents to value basketball, and the work of our volunteers.

4. Numbers.

- a. In your packet you will see, Services to DSCRA Residents:

- i. Youth Leadership Conference. Three of the 12 youth attending were Diamond Square youth. Cost: \$803/each. Total cost: \$2,409.
- ii. Youth Employment Stipends: for seven youth, stipend amounts varied by youth, with total being \$2,825.
- iii. Outreach: social media, texting, flyers, and yard signs.
- iv. After School Program: 180 days long, at \$15/day. \$2,700 free program to DSCRA residents. We had 16 participants. Addresses verified by a roster that has been submitted to the Redevelopment Coordinator, Ryan BROWNE. I expect to find more. Especially on the north-side of 520, in the Sarah Lou Acres community, where she is unfamiliar with the addresses. Director NEUTERMAN said that Delores can use the GIS feature tool for the CRA found on our website to check addresses to verify them. These checks can be done when we have staffing, volunteers, or the time to complete a deep scrub of the addresses to check for any outliers.
- v. Cops and Kids. Six weeks: \$100/week = \$600 times 13 youths = \$7,800 value.
- vi. Basketball. At \$130 annual fee for 16 youth is \$2,080.
- vii. Youth Employment Training (YET). \$853 per youth times 7 youth who participated is \$5,971.
- viii. Diamond Square: 55 young people; some duplicates. Goal is to keep them rolling from one program to the next when you can.
- ix. Total participation:
 - 1. Afterschool = 22
 - 2. Cops and Kids = 36
 - 3. Basketball = 56
 - 4. Youth Employment = 18
 - 5. YDC = 12
 - 6. Total: 144 youth served this year.
- x. Calendar. Keep it so that you are aware of what we have coming up.
 - 1. Community Day (Jan. 6).

5. QUESTIONS:

- a. Agency Member BROWN asked: what is your annual budget? Director NEUTERMAN replied: approximately

\$96,000. Provided from budget report. Delores clarified that this amount is a combination of both the Diamond Square contribution as well as the City of Cocoa Police Department (PAL contribution). In addition, \$50,000 pledged by the Cocoa Police Foundation. (Not received. No contract.) Other projections listed included figures from projections from fundraisers and other contributions.

- b. Agency Member ISOM asked: Are the 144 students all Diamond Square kids? No, only some. Approximately 55, were Diamond Square. Additionally, we may identify more kids when the roster is scrubbed for additional addresses. Recording Secretary BROWNE pulled up on screen the GIS address finder tool to show the Diamond Square area and how to lookup an address to see if it was inside of or outside of Diamond Square.
- c. Delores: PAL is our primary focus, since that is where the majority of our funding comes from. Whole extra job to conduct DSCRA youth participation. The number of Diamond Square participants has never been high.
- d. Director NEUTERMAN explained that the \$35,000 that the DSCRA contributes constitutes approximately 30% of ANR's budget. Yet, it derives approximately 40% of the benefits for Diamond Square youth. A net positive for us of about 10%. The PAL portion covers the athletic programming, while the DSCRA portion covers the academic programming. This synergy allows ANR to 'stand in the gap' and provide a holistic program set to help our youth develop. Once we are able to help her fix the addressing issues she's faced, we should see those numbers go even higher.
- e. Agency Member ROBINSON just wanted to let you know that we appreciate you for this program; for your longevity; and Agency Member BROWN. Our community is better for it. Applaud your efforts. Delores appreciated the longstanding partnership of Director NEUTERMAN in helping to facilitate these programs over the years.
- f. Chairperson MOORE thanked Delores, Sonja, and Agency Member BROWN for all of your hard work! A lot of thought and planning goes into implementing these things – and it shows. Delores mentioned that all of the photography for graduation and the portraits of historical doppelgangers were all Sonja's photos. She praised Sonja's creativity and abilities. [Board and staff applauded Delores and Sonja].

V. **Action Items:**

1. Request Agency approval of financial support for Sherry Amos, Director, Learning & Achievement Academy's Summer Enrichment Program for June 2024, with the option to seek renewal after review of intervention results. Staff recommend financial support not to exceed \$10,000.

- i. Introduction. Director NEUTERMAN presents item.

1. Introduced the item and reviewed the history of submission.
 2. Staff reviewed documentation.
 3. Staff reviewed additional documentation.
 4. Fair assessment.
 - a. FY 24: \$10,000.
 - b. Verified addresses and activities.

- ii. Discussion.

1. Agency Member BROWN said that he is confused. He thought that Ms. Amos had originally come to the agency seeking reimbursement of June 2023. Director NEUTERMAN clarified that yes, that was the original ask, however, we have already started the FY 24 budget. She cannot go back to FY 23 to recapture those dollars. Member BROWN said that he would like to see the additional documentation, before he approves anything. He said that he does not know what the agency is being asked to approve, without seeing the additional documentation. Director NEUTERMAN said that staff can bring that additional documentation, along with the original documentation, for a full review by the agency members at the next meeting.
 2. Chairperson MOORE said that she still has a lingering concern about this being an unsolicited proposal. Director NEUTERMAN confirmed, that yes, that is correct, this was an unsolicited proposal. Chairperson MOORE asked to confirm that this was not part of an existing RFP. Director NEUTERMAN confirmed that yes, this is not part of any existing RFP. Chairperson MOORE said that because this is an unsolicited proposal, that part of the reason for some hesitancy on the agency's part is due to that fact, since an unsolicited proposal has not been submitted to the agency in quite some time. Director NEUTERMAN said that when the proposal first came before the agency back in May 2023, she mentioned the fact that this was an

unsolicited proposal, with no current RFP to reference. The agency chose to continue to entertain the proposal, despite this caution from staff. Because the agency continued to express interest in this proposal, staff continued to receive and evaluate documentation along those lines. She mentioned that the Agency Attorney could comment on the legal issues of an unsolicited proposal, but, that it is not a usual practice for a CRA to entertain unsolicited proposals, due to the focused nature of the CRA and the rules that govern it, including the Purchasing protocols that are needed for an RFP, which provides a vigorous system of accountability. The process for an RFP was explained back in May, when this issue first arose. However, this does fall under the City Manager's signing authority , which does allow us to fund projects, despite not having gone through the RFP process. However, because this is a CRA, Director NEUTERMAN did recommend at the May 2023 meeting that an RFP process would be the most advisable method to address this proposal. At which time, Ms. Amos could submit a proposal as well. The Agency Attorney can clarify and elaborate on anything that Director NEUTERMAN may have misspoke about concerning the legal points and guidelines for purchasing and following statutory rules.

3. Agency Attorney COLOMBO said that the agency has discretion regarding this question. Without an RFP, there is an additional layer of scrutiny added to the process. In addition, the request has changed substantially from a request for reimbursement to a request for funds going forward. It is certainly within the purview of the board to consider the request. There is nothing improper about the request. Additional documentation may be appropriate. At the last meeting there was documentation concerning the expenditures from the previous session of this program. He understood from the previous meeting that only a portion of the program, the portion that was determined by the documentation to be directly serving Diamond Square youth would be the part of the program eligible for receiving funding, on a pro-rated basis. He is unsure if that analysis has been completed.

4. Agency Member ISOM said she is trying to understand why the agency keeps asking Ms. Amos for more documentation. She said that Ms. Amos has been very persistent, coming back each time with documents that the agency has asked her for. She finds it unfair to keep moving the goal posts on Ms. Amos.
5. Agency Attorney COLOMBO said that he understands. However, he does believe that it is unusual to receive unsolicited proposals.
6. Chairperson MOORE said that the agency needs to be able to justify why they decided a certain way. The agency asking Ms. Amos for documentation is nothing odd to her way of thinking about this matter. Rather, it is the agency doing its due diligence with the monies entrusted to it. She said that she was looking for documentation about how many Diamond Square kids are served by her program. She advised that when you start a service, you must be consistent. The agency has only set aside \$10,000 for this type of program for covering all of FY 2024. She believes that possibly placing a cap on some things would be prudent. She would love it if others could come tell the agency what they are doing in the community and if we spend it all with this one, we won't have any left for other possible projects or programs that could come up during the course of the year. She does not believe that Ms. Amos is offended by these questions, but, rather understands that it is part of the process when soliciting funds from a public entity. She said that she hopes Ms. Amos does not feel that the agency is over scrutinizing her program. We want to be sure to format things in such a way as to allow an easy ability to decide whether to move a program forward or not. She said that she was hoping to hear more about the Diamond Square kids this evening.
7. Ms. Sherry Amos. She said she turned in her rosters, the expenses, everything that was asked for, she turned in. She turned in raw data from the testing. She assumes that when she turns it in that it gets to the agency members. She turned in the percentage of Diamond Square youth served. Anything that has been asked for, she has already done it and provided that information.

8. Vice Chairperson McQUEEN said that she believes from hearing from both sides on this issue, that this decision could be precedent setting. She commends the agency members to be consistent. We need to give everything to the requestor upfront, so that there is not this long back and forth. She said that she is not in agreement with the back and forth at all. She commended Ms. Amos for being persistent. She concurred with Chairperson MOORE, that if the agency gives Ms. Amos all of the funding they have, if someone else comes to them with an equally excellent program, the agency would not be able to consider them, because the monies would already be tied up. While staff is recommending up to \$10,000, we are not obligated to give the full amount.
9. Agency Member BROWN said he is open to give Ms. Amos \$5,000 tonight. And then put out the other half for an RFP for future projects.
10. Vice Chairperson McQUEEN said that whatever the agency decides to do will set a precedent and will determine how similar items get handled in the near future, even five to tens years out. So, deciding how to proceed will be important. She wants whatever is decided to be understood by all going forward, so everyone is clear and in one accord.
11. Chairperson MOORE said she would like to hear from each agency member, because she feels that this is a very important decision. She wants the agency to be in one accord as they determine how to fund going forward.
12. Agency Member ROBINSON asked a question concerning the budget and whether the \$10,000 set aside for this purpose would be all the funding or could there possibly be more. Director NEUTERMAN replied that this amount is what has already been budgeted for this year.
13. Director NEUTERMAN said that she would like to apologize to Vice Chairperson McQUEEN. Staff has the documentation. She promised better communication to the agency members of that data. To be more effective in presenting that information. She recommended that at this point, not to make any decisions tonight whether to fund, but, rather to move

your decision to next month, after the agency has had the chance to look over all of the documentation that was submitted. She apologized to Ms. Amos for the continuation of the discussion. She advises that, just as in May 2023, that unsolicited proposals not be the norm. Because this will cause the floodgates to open.

14. Chairperson MOORE said that her major concern is that entertaining an unsolicited proposal would cause the floodgates to open to others, without the benefit of an orderly RFP process. She told Ms. Amos that she loves her program and believes that reading is very important. She believes that an RFP would be beneficial for Ms. Amos, because it would allow for modifications of a contract, where additional initiatives could request funding, showcasing a growth perspective, rather than simply a one time allotment. It would allow for a relationship building process for the agency, the provider, and the community. This is in contrast to the back and forth that is created by the unsolicited proposal situation. She told Ms. Amos that she wants her to get the best deal she possibly can. She believes going the RFP route will do that. She wants to be able to see testimonials from the students on how much this program has helped them perform better in school. She liked the RFP process as a kind of stepping stone that allows her organization to grow and to become a part of the legacy of the Diamond Square community and its transformation. She asked staff if they saw the building blocks for an RFP. Director NEUTERMAN replied, absolutely. She said that an existing, comparable RFP exists already, namely the one that ANR won. This could be used again to assist the agency in putting out a new RFP. She also made note that the materials that Ms. Amos has submitted to the agency would pass muster for an RFP as well.
15. Agency Member BROWN asked, how soon could we get an RFP? And could it be approved for next summer? Director NEUTERMAN said yes. She said that it takes about 30 days to get an RFP out. Another 30 days for it to be open, while submitters prepare their documentation. Finally, there is a review period. The total process typically takes about 90-120 days. So,

you would be looking at the February – March timeframe.

16. Agency Member SMITH said that she would like to apologize to Ms. Amos on behalf of the agency for the issues due to the unsolicited proposal. She said that she wants to ensure that Ms. Amos is able to have the best. And she believes that is through a solid foundation RFP process. And that this would put her organization in the best light going forward. Director NEUTERMAN said that as ANR staff can attest to, the potential to grow year after year, but nothing is ever promised. However, it can get better over time, for example, automatic renewals built into the contract help bring stability. She reminded everyone that we are being scrutinized by the County. We do not want to jeopardize our future funding, by making any missteps.
17. Agency Member ROBINSON said that she is concerned that we are penalizing Ms. Amos. Director NEUTERMAN responded that we can work with her to ensure she has all the documents. This would function as a reimbursement, after the program has been run, in similar fashion to how the County Parks and Rec summer program works, where they get reimbursed once the program is completed.
18. Chairperson MOORE said that she sees this as an opportunity to build a partnership and that in the long run, this experience can serve her well in the future, as she will then be able to navigate such issues. She also reiterated the fact that the process of going through this will help her as she seeks additional funding down the road, which she will need in order to grow and sustain her program. She said that the agency has been speaking a lot tonight, and that she would like to hear from Ms. Amos, how does she feel about all of this at this point?
19. Sherry Amos replied that she is still interested, although she is disappointed that this is getting kicked down the road again. She regrets the circumstances, but, takes heart hearing the positive feedback from the agency members for a good result going forward.
20. Agency Member ISOM asked if this meant that Ms. Amos would not have to come back again, except for the final time, with all of the requirements having been

given to her. Director NEUTERMAN confirmed, that yes, that is what the RFP will do for her.

21. Agency Member JONES asked if we only budgeted \$10,000 for an RFP proposal? Or could we set an amount? Chairperson MOORE replied that no, the \$10,000 is what is left in the budget for that category, not the total budget for that category. Also, the amount is not monolithic, it can be split, how the agency directs. Member JONES replied that he believes that the agency should set a standard amount for the RFP. Chairperson MOORE agreed. She reiterated that what we do is look at things from year to year and ask ourselves, 'what are the needs?' and 'how do we meet them?' And, 'what can we do within our budget to meet that need?' So, we can specify how the RFPs will read, in terms of how much money for each and how many awards total we want to have made. That is up to the agency and a vote of it to decide.

22. Agency Member SMITH asked if this is something that the agency has to decide on tonight? Chairperson MOORE said, no, that does not need to be determined tonight.

23. Director NEUTERMAN replied that she recommends that the agency direct staff to bring an RFP for agency review and approval. She is not sure if staff would be able to get it to them by the November meeting. But, staff can work to get it to the agency ASAP.

iii. **Agency Member BROWN: Motion. Direct staff to put out an RFP for "A summer enrichment program", for Summer 2024, not to exceed \$10,000.**

1. Director NEUTERMAN asked if that was the wording that the agency wanted. A discussion ensued on the exact wording choice that was desired to be used.

iv. Vote.

***Agency Member BROWN proposed a new Motion. Agency directs staff to put out an RFP for "a summer enrichment program", for Summer 2024, not to exceed \$10,000.**

MOTION to approve Agency Member BROWN made the motion; SECONDED by Agency Member ISOM as amended.

AYES: MOORE, McQUEEN, BROWN, ISOM, JONES, ROBINSON, SMITH.

MOTION PASSED UNANIMOUSLY (7-0)

VI. Attorney's Report

VII. Updates and Staff Report

1. Director NEUTERMAN:

- i. FRA Annual Conference
 1. Wed. Oct. 25- Fri. Oct. 27
 2. Ponte Vedra Beach, FL.
 3. Ryan is sending you your packets. FRA banquet: CN replied yes for all already.
 - ii. Gilmore Park Community Meeting. Good conversations. Agency Member BROWN was there. Will come back with ideas for next meeting and we will send you info.
 - iii. Save the Date: Sat. Oct. 28, 2023 at 10 AM – 2 PM: “The Great Pumpkin Rescue Too” hosted by Brevard County Parks and Rec. at the Dr. Joe Lee Smith Community Center.(See flyer in packets)
 - iv. Save the Date: Wed. Nov. 1, 2023 at 9:30 AM – 10:30 AM: Michael C. Blake Subdivision – Groundbreaking Ceremony. Five homes by Community Housing Initiative (CHI). Corner of Blake and Stone St.
 - v. Save the Date: Sat. Dec. 2, 2023 at 5 PM – 8 PM: Moore Centennial Celebration.
 - vi. Volunteer opportunities at the Collins Museum.
2. September 2032 is the current sunset date. We have requested an extension to Sunset by September 30, 2038. Which would grant us 6 more years. After City Manager meets with Commissioner Goodson, we should hopefully know more. Hope for a positive meeting. Increase in CAP request, in addition.
 3. Budget: FY 2024 Budget – DSCRA TIF has \$526,322 broke threshold. We are building homes, first time home buying, making a real difference.
 4. Grown our TIF \$175,000 in the last two years. Veterans village, and commercial properties.
 5. The Michael C. Blake Subdivision will average \$260,000 homes, constructed, sell for \$300,000 (est.).
 6. Chairperson MOORE: greenspace. Look into that. Seniors. Meet with Delores on greenspace a wonderful initiative, not only a sustainability program and teach youth and seniors to teach self-sufficiency.

VIII. Next Meeting Date

The next scheduled meeting of the Diamond Square Community Redevelopment Agency will be on **November 20, 2023**, at **6:00 pm** at Cocoa City Hall, 65 Stone Street, Cocoa, Florida, unless a business need arises earlier.

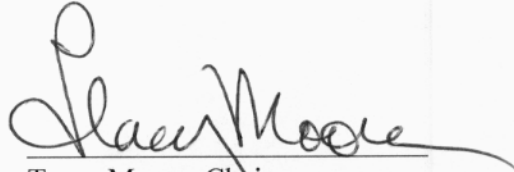
IX. **Adjournment**

***MOTION to adjourn Agency Member BROWN; SECONDED by Agency Member SMITH.**

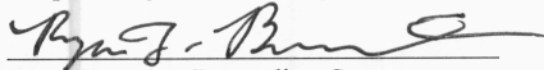
AYES: MOORE, McQUEEN, BROWN, ISOM, JONES, ROBINSON, SMITH.

MOTION PASSED UNANIMOUSLY (7-0)

MEETING WAS ADJOURNED at 8:33 pm.


Tracy Moore, Chairperson

Respectfully Submitted by:



Ryan Browne, Recording Secretary