

City of Cocoa

*65 Stone Street
Cocoa, FL 32922*



Meeting Agenda

Monday, August 15, 2022

6:00 PM

Cocoa City Council Chambers

Diamond Square RDA

ROLL CALL

INVOCATION

PLEDGE OF ALLEGIANCE

II. APPROVAL OF AGENDA AND MINUTES:

AGENDA:

22-451 Requesting Agency Approval of the Agenda for the Diamond Square Community Redevelopment Regular meeting on August 15, 2022 either as written or with amendments.

Attachments: 8-15-22 Short Agenda..pdf

MINUTES:

22-454 Request Agency Approval of the Minutes from the Diamond Square Community Redevelopment Meeting held on July 18, 2022, either as written or with amendments.

Attachments: DSCRA Minutes 7-18-22 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. 22-452 Approve a Resolution, Amending the FY22 Budget, BAF# 22-122-T in the amount of \$8,511 and to transfer funds from the Contingency Account to Other Current Charges Account to purchase 2 E-Bikes for Police use in the Diamond Square CRA.

Attachments: [Resolution 22-452 FY22.pdf](#)
[BAF 22-122-T-DSCRA-EBikes for PD \(8-15-22\) Agenda 22-452.pdf](#)
[3779 Updated Quote Cocoa Police Department.pdf](#)
[QuietkatUSA Quote \(002\).pdf](#)

2. 22-465 Request Agency Approval of the Proposed FY23 Budget.

Attachments: [DS RevFY23 8-4-22.pdf](#)
[DS CRA Exp Proposed Bud 23 update7-25-22 EXP.pdf](#)

3. 22-474 Request Agency consensus and Motion to approve which Diamond Square CRA Members will attend the Florida Redevelopment Conference, October 12-14, 2022, to be held in Daytona Beach.

Attachments: [2022 FRA Conference .pdf](#)

VI. ATTORNEY'S REPORT:

VII. UPDATES AND STAFF REPORTS:

22-466 Update on Upstart Diamond Square

Attachments: [Strategic Capital Consulting termination letter 2022-08-01.pdf](#)

VIII. NEXT MEETING DATE:

The next regularly scheduled meeting of the Diamond Square Redevelopment Agency will be on Monday, September 19, 2022 at 6:00 PM at the Cocoa City Hall, 65 Stone Street, Cocoa, Florida.

IX. 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.

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, 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 #: 22-451 **Version:** 1 **Name:**
Type: Agenda **Status:** Agenda Ready
File created: 8/1/2022 **In control:** Diamond Square RDA
On agenda: 8/15/2022 **Final action:**
Title: Requesting Agency Approval of the Agenda for the Diamond Square Community Redevelopment Regular meeting on August 15, 2022 either as written or with amendments.
Sponsors:
Indexes:
Code sections:
Attachments: [8-15-22 Short Agenda..pdf](#)

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

Memo Date: August 1, 2022
Agenda Date: August 15, 2022
Prepared By: Lori Chabot, Redevelopment Coordinator
Through: Charlene Neuterman, Community Services Department Director
Requested Action:
Requesting Agency Approval of the Agenda for the Diamond Square Community Redevelopment Regular meeting on August 15, 2022 either as written or with amendments.

BACKGROUND:

Agency members approved the Agenda at the beginning of the meeting.

BUDGETARY IMPACT:

N/A

PREVIOUS ACTION:

None

RECOMMENDED MOTION:

Requesting Agency Approval of the Agenda for the Diamond Square Community Redevelopment Regular meeting on August 15, 2022 either as written or with amendments.



DIAMOND SQUARE

REDEVELOPMENT AGENCY

Tracy Moore
Chairperson

Larry Brown
Vice Chairperson –

Appointed by
Brevard
County

Ed Jones
Board Member

Amy Robinson
Board Member

Jackie Isom
Board Member

Marilyn Ross-Smith
Board Member

Crystal McQueen
Board Member

REGULAR MEETING AGENDA

DATE: Monday, August 15, 2022
TIME: 6:00 p.m.

Location: City of Cocoa, Council Chambers
65 Stone Street, Cocoa

I.

CALL TO ORDER

ROLL CALL

INVOCATION

PLEDGE OF ALLEGIANCE

II.

APPROVAL OF AGENDA & MINUTES

AGENDA: Regular Meeting of August 15, 2022

MINUTES: Regular Meeting of July 18, 2022

III.

DELEGATIONS:

PRESENTATION:

Brevard County Parks and Recreation

Sgt. Stephenson - Cocoa Police Community Engagement Unit

IV.

ACTION ITEMS

1. Staff is requesting Agency approval for Resolution Amending the FY22 Budget and a BAF for the amount of \$8,511 for the purchase of 2 E-Bikes for use in the Diamond Square CRA.

2. Staff is requesting Agency Approval for the FY23 Proposed Budget.

3. Request Agency consensus and Motion to approve which Diamond Square CRA Members will attend the Florida Redevelopment Conference, October 12-14, 2022, to be held in Daytona Beach.

V.

ATTORNEY'S REPORT

VI.

UPDATES AND STAFF REPORTS

Upstart Diamond Square - Update on Upstart DS.

VII.

NEXT MEETING DATE

The next meeting of the Diamond Square Redevelopment Agency is September 19, 2022, at 6:00 PM. The meeting will be held at City of Cocoa, City Hall located at 65 Stone Street, Cocoa in City Council Chambers.

VIII.

ADJOURNMENT



Legislation Details (With Text)

File #: 22-454 **Version:** 1 **Name:**
Type: Minutes **Status:** Agenda Ready
File created: 8/1/2022 **In control:** Diamond Square RDA
On agenda: 8/15/2022 **Final action:**
Title: Request Agency Approval of the Minutes from the Diamond Square Community Redevelopment Meeting held on July 18, 2022, either as written or with amendments.
Sponsors:
Indexes:
Code sections:
Attachments: [DSCRA Minutes 7-18-22 FINAL .pdf](#)

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

Memo Date: August 1, 2022
Agenda Date: August 15, 2022
Prepared By: Lori Chabot, Redevelopment Coordinator
Through: Charlene Neuterman, Community Services Department Director
Requested Action:
Request Agency Approval of the Minutes from the Diamond Square Community Redevelopment Meeting held on July 18, 2022, either as written or with amendments.

BACKGROUND:

Agency Members approve the Minutes at the beginning of the meeting.

BUDGETARY IMPACT:

None

PREVIOUS ACTION:

N/A

RECOMMENDED MOTION:

Request Agency Approval of the Minutes from the Diamond Square Community Redevelopment Meeting held on July 18, 2022, either as written or with amendments.



Legislation Details (With Text)

File #:	22-452	Version:	1	Name:	
Type:	Agenda	Status:		Agenda Ready	
File created:	8/1/2022	In control:		Diamond Square RDA	
On agenda:	7/18/2022	Final action:			
Title:	Approve a Resolution, Amending the FY22 Budget, BAF# 22-122-T in the amount of \$8,511 and to transfer funds from the Contingency Account to Other Current Charges Account to purchase 2 E-Bikes for Police use in the Diamond Square CRA.				
Sponsors:					
Indexes:					
Code sections:					
Attachments:	Resolution 22-452 FY22.pdf BAF 22-122-T-DSCRA-EBikes for PD (8-15-22) Agenda 22-452.pdf 3779 Updated Quote Cocoa Police Department.pdf QuietkatUSA Quote (002).pdf				

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

Memo Date: August 1, 2022
Agenda Date: August 15, 2022
Prepared By: Lori Chabot, Redevelopment Coordinator
Through: Charlene Neuterman, Community Services Department Director
Requested Action:

Approve a Resolution, Amending the FY22 Budget, BAF# 22-122-T in the amount of \$8,511 and to transfer funds from the Contingency Account to Other Current Charges Account to purchase 2 E-Bikes for Police use in the Diamond Square CRA.

BACKGROUND:

The Diamond Square CRA continues with the Goals and Objectives from their Plan adopted in 1998 specifically, to reverse neighborhood decline as a result of crime and/or drugs and provide for the health, safety, and welfare of the Community. DSCRA has made progress in these areas working with the Cocoa Police Department and providing funding for community policing efforts such as a lemonade stand, the Cops and Kids programs, sports programs and Youth Summit.

At the July 18, 2022 Diamond Square Community Redevelopment Meeting, Agency Members discussed with the Cocoa Police Chief the use of E-Bikes in the Diamond Square CRA. The cost of \$8,511 includes 2 bikes, equipment and training for each officer. The purchase of these E-Bikes supplements those efforts by providing Cocoa PD the use of E-Bikes in areas of Diamond Square. *Public Facilities and Services, Goal IV.1*

Staff is requesting Agency Approval for the purchase of 2 E-bikes for the Cocoa Police Department's use in the Diamond Square CRA.

BUDGETARY IMPACT:

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

BAF#22-122-T

From:

Amount Requested	<u>(\$8,511)</u>
Account Number	<u>111-3230-559.39-00</u>
Account Name	<u>Contingency</u>

TO:	
Amount Requested	<u>\$8,511</u>
Account Number	<u>111-3230-559-49.00</u>
Account Name	<u>Other Current Charges</u>

Source of Funds: Diamond Square CRA

PREVIOUS ACTION:

Discussions were held at the Diamond Square CRA July 18, 2022 meeting regarding the purchase of the E-Bikes. Staff advised they would return with a BAF for a Budget Transfer amending the current year budget.

RECOMMENDED MOTION:

Approve a Resolution, Amending the FY22 Budget, BAF# 22-122-T in the amount of \$8,511 and to transfer funds from the Contingency Account to Operating Supplies Account to purchase 2 E-Bikes for Police use in the Diamond Square CRA.

RESOLUTION NO. DSCRA 22-452

A RESOLUTION OF DIAMOND SQUARE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF COCOA, FLORIDA, AMENDING THE CITY OF COCOA CRA BUDGET FOR FISCAL YEAR 2022; PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT RESOLUTIONS; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Diamond Square Community Redevelopment Agency (Diamond Square CRA) adopted the final budget for the fiscal year commencing on October 1, 2021, and ending on September 30, 2022, at a Special Meeting held on September 20, 2021; and

WHEREAS, in accordance with Article XII, Section 5 of the City of Cocoa Charter, whereby the 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 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.

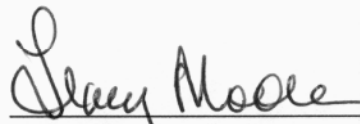
NOW, THEREFORE, BE IT RESOLVED BY THE DIAMOND SQUARE CRA, as follows:

SECTION 1. The 2021-2022 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 Diamond Square CRA of the City of Cocoa, Florida.

ADOPTED by the Diamond Square CRA of the City of Cocoa, Florida, in a Special meeting assembled on the 15th day of August, 2022.



Tracy Moore, Chairman

ATTEST:


Charlene Neuterman
Community Services Director



City of Cocoa Budget Adjustment Form FY 2022 - 22-122-T

SUBJECT ADJUSTMENT TYPE:							
BUDGET TRANSFER	REQUESTING DEPARTMENT #:	DATE PREPARED:	3230	08/01/22			
'FROM' ACCOUNT(S)							
ADJUSTMENT AMOUNT	ACCOUNT NUMBER	PROJECT NUMBER	ORIGINAL BUDGET	AMENDED BUDGET	ADJUSTED BUDGET	UNENCUMBERED BALANCE	
\$ (8,511)	111-3230-559.39-00		\$ 134,140	\$ 97,444	\$ 88,933	\$ 97,444	
\$ 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							
\$ (8,511)							
'TO' ACCOUNT(S)							
ADJUSTMENT AMOUNT	ACCOUNT NUMBER	PROJECT NUMBER	ORIGINAL BUDGET	AMENDED BUDGET	ADJUSTED BUDGET	UNENCUMBERED BALANCE	
\$ 8,511	111-3230-559.49-00		\$ 500	\$ 500	\$ 9,011	\$ 3,100	
\$ 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							
\$ 8,511							
REASON/JUSTIFICATION FOR ADJUSTMENT:							
For Diamond Square CRA to purchase two E-Bikes for Cocoa PD to use in the Diamond Square CRA exclusively. Agenda 22-452							
Council/Board Approval Required?						YES	NO
Date Approved:						08/15/22	Resolution #:
City Council approval is needed for all transfers greater than \$50,000 and transfers between Departments / Funds.						All CRA adjustments are required to go through their respective boards.	
8/2/22	Lori Chabot	Digitally signed by Lori Chabot Date: 2022.08.02 09:56:01 -0400	8/2/22	Colleen Campbell	Digitally signed by Colleen Campbell Date: 2022.08.02 11:20:45 -0400		
Date	Requestor's Signature		Date	Finance Approval Signature		Date	Finance Director's Signature
8/2/22	Charlene Neuterman	Digitally signed by Charlene Neuterman Date: 2022.08.02 10:13:24 -0400	8/3/22	Lora Howell	Digitally signed by Lora Howell Date: 2022.08.03 15:40:50 -0400		
Date	Department Director's Signature		Date	Deputy Fin. Director's Signature		Date	City Manager's Signature
FINANCE USE ONLY:							
Date Entered:	Entered By:			Group #:			
approved 07/13						Revised eform 9/23/21 - IT	



QUOTATION

Quote Number: 3779
 Quote Date: Apr 13, 2022
 Page: 1



Quoted To:

Cocoa Police Department
 1226 W King Street
 Cocoa, FL 32922

Quoted by DTM/ Rob Cornelius

Customer ID	Good Thru	Payment Terms
COCO001	5/13/22	Net 30 Days

Quantity	Item	Description	Unit Price	Amount
6.00	BR-INTBLK1	Item: Interceptor Power Bike-Black / 1,000W Mid-Driven Motor, Law Enforcement Model/ 17", Includes Sound Off Wire Harness and Bracket	4,186.18	25,117.08
6.00	AR-POLBAG	Item: Police Bag Bike training program available. ***Pricing is \$350 per officer (minimum officer requirements).	69.00	414.00

FOB: Fort Wayne, Indiana

Unless otherwise stated, freight charges are not included.

If you would like to place an order, please contact admin@reconpowerbikes.com

Subtotal	25,531.08
Sales Tax	
TOTAL	25,531.08

USA

QUIETKAT

Shop By Adventure

E-Bikes

Accessories

Learn

Video

Support

Retailers

Sales: 970-671-7741

Search

Q Search

Q Search

Your cart

Product	Price	Quantity	Total
 QuietKat E-Bike 1x61 Color: Smoke Motor: 1000w Size: Medium Add accident protection for \$349 REMOVE	\$6,790.00	6	\$40,794.00

Subtotal

Shipping & taxes calculated at checkout

UPDATE

CHECK OUT

Military and First Responder discount available.
Verify with GovX ID to instantly unlock your savings.

GOVX ID

What is GovX ID?



Support

USA BASED LIVE SUPPORT



Finance

RIDE NOW, PAY LATER



30 Day

RISK-FREE TEST RIDE POLICY



Durable

LIFETIME FRAME WARRANTY

Support

Customer Support Center
Ambassador Program

About QuietKat

About QuietKat
Careers



Legislation Details (With Text)

File #: 22-465 **Version:** 1 **Name:**
Type: Agenda **Status:** Agenda Ready
File created: 8/4/2022 **In control:** Diamond Square RDA
On agenda: 8/15/2022 **Final action:**
Title: Request Agency Approval of the Proposed FY23 Budget.
Sponsors:
Indexes:
Code sections:
Attachments: [DS RevFY23 8-4-22.pdf](#)
[DS CRA Exp Proposed Bud 23 update7-25-22 EXP.pdf](#)

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

Memo Date: August 4, 2022
Agenda Date: August 15, 2022
Prepared By: Lori Chabot, Redevelopment Coordinator
Through: Charlene Neuterman, Community Services Department Director
Stockton Whitten, City Manager
Requested Action:
Request Agency Approval of the Proposed FY23 Budget.

BACKGROUND:

At recent DSCRA meetings, Agency members held discussions about the upcoming 2023 budget. Based on their discussions, Agency Members agreed on the following priorities for the FY23 Budget. Below is a high-level overview of the Personal, Operating, Capital and Other Costs with estimated expenses for projects:

Personal Expenses

- Salary, medical benefits - \$30,327

Operating - \$ 215,197

- DS Initiative (ANR) - \$25,000
- DS Initiative Serv Provider - \$20,000 (not contracted)
- Cocoa PD (PAL) - \$4,500
- Legal and audit fees - \$6,000
- FRA Conference - \$4,700
- General Operating (postage/insurance, etc.) - \$8,345
- Contingency - 146,652

Capital Expenses - \$150,000

- Provost Park/Gilmore Park Redevelopment - \$50,000
- Resurface Diamond Square Stamped Pavement (3 areas) - \$50,000
- Bus Stop Shelters - \$50,000

Grants - \$ 206,000

- Residential Paint Grant Program - \$ 20,000
- Residential Beautification Grant Program - \$10,000
- Commercial Façade Program - \$10,000
- Summer Camp Scholarships - \$ 6,000
- Upstart Diamond Square Program - \$ 10,000
- First Time Homebuyers Assistance - \$150,000

Total Project Costs - \$ 601,527

The anticipated TIF Revenue for FY2023 is about \$400,489.

Staff is requesting Agency Approval of the Proposed FY23 budget.

BUDGETARY IMPACT:

Budgeted	N/A
If not budgeted, is amendment/transfer attached?	N/A

PREVIOUS ACTION:

Agency Members discussed budget priorities at the previous meeting

RECOMMENDED MOTION:

Request Agency Approval of the Proposed FY23 Budget.



Legislation Details (With Text)

File #: 22-474 **Version:** 1 **Name:**
Type: Report **Status:** Agenda Ready
File created: 8/8/2022 **In control:** Diamond Square RDA
On agenda: 8/15/2022 **Final action:**
Title: Request Agency consensus and Motion to approve which Diamond Square CRA Members will attend the Florida Redevelopment Conference, October 12-14, 2022, to be held in Daytona Beach.
Sponsors:
Indexes:
Code sections:
Attachments: [2022 FRA Conference .pdf](#)

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

Memo Date: August 8, 2022
Agenda Date: August 15, 2022
Prepared By: Lori Chabot, Redevelopment Coordinator
Through: Charlene Neuterman, Community Services Department Director
Requested Action:
Request Agency consensus and Motion to approve which Diamond Square CRA Members will attend the Florida Redevelopment Conference, October 12-14, 2022, to be held in Daytona Beach.

BACKGROUND:

The Diamond Square CRA FY budget includes funding for up to 3 DS CRA Members to attend the Florida Redevelopment's Annual Conference. This year's conference dates are October 12-14 and Staff is requesting Agency Members to approve which members will be attending.

BUDGETARY IMPACT:

Budgeted yes
If not budgeted, is amendment/transfer attached? n/a

PREVIOUS ACTION:

N/A

RECOMMENDED MOTION:

Request Agency consensus and Motion to approve which Diamond Square CRA Members will attend

the Florida Redevelopment Conference, October 12-14, 2022, to be held in Daytona Beach.

THE FLORIDA REDEVELOPMENT ASSOCIATION

2022 ANNUAL CONFERENCE

October 12-14, 2022
Hilton Daytona Beach
Oceanfront Resort

REGISTRATION INFORMATION

The **2022 Florida Redevelopment Association Annual Conference** will be held in person on **October 12-14, 2022**, at the **Hilton Daytona Beach Oceanfront Resort** in Daytona Beach, FL.

The conference is an opportunity for redevelopment professionals, elected officials and appointed officials who oversee administering redevelopment (economic development) programs in Florida cities and counties and community redevelopment agencies/CRAs who have separate, dedicated trust funds that can be spent on redevelopment projects to meet in person. Attendees at the conference will have opportunities to enhance leadership skills, learn from municipal experts, share ideas with peers, discuss strategies for Florida's future and hear about the latest in products and services for redevelopment projects.

Don't miss this opportunity to learn, network and share.

DEADLINES

September 16, 2022:
Hotel reservations cutoff

October 3, 2022:
Conference registration fee
increases by \$100.00 after 5:00
p.m. on October 3, 2022

#FRA2022

REGISTRATION FEES

Full Registration (10/12-10/14)

Member: \$395.00; Nonmember: \$495.00

CRA Board Training Course (10/12)

\$50.00

Tours (10/12)

\$50.00 per tour

Awards and Academy Graduation Dinner (guest ticket)

(10/13)

\$75.00

Guest/Spouse Registration (spouse, partner or other nonprofessional relation) (10/12-10/14)

\$325.00

Full registration and **Guest** registration fees cover your name badge and admission to all conference sessions and the exhibit hall, refreshment breaks, light continental breakfasts each day, Wednesday's Welcome Luncheon in the exhibit hall, Wednesday's Welcome Reception in the exhibit hall, Thursday's Networking Luncheon in the exhibit hall and Thursday's Awards and Academy Graduation Dinner. Tours are an additional fee. NOTE: Registration fees will increase by \$100.00 per registration/guest for all registrations made after October 3, 2022.

CANCELLATION POLICY

Conference registration cancellation requests must be sent in writing via email to hhogarth@flcities.com. All cancellations received in the FRA office by 5:00 p.m., **October 3, 2022**, will receive refunds, minus a **\$50.00** cancellation fee. Refunds will be issued after the conference. **No refunds will be made after October 3, 2022, or for early departure from the conference.**

REGISTRATION INFORMATION

Online Registration – Credit Cards Only

Click here to register online and pay with a credit card. The FRA accepts Visa, Mastercard or American Express.

Mail Registration – Checks Only

Complete the registration on page 6 if you are paying by check. Mail the registration form and check to the Florida Redevelopment Association Annual Conference, P.O. Box 1757, Tallahassee, FL 32302 by **October 3, 2022**.

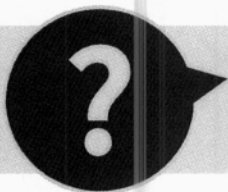
HOTEL INFORMATION

The **Hilton Daytona Beach Oceanfront Resort**, 100 North Atlantic Ave., in Daytona Beach is the conference hotel and is not accepting reservations at this time. Your paid registration confirmation will include the hotel link/code for you to make the reservations. The cutoff date for reservations is September 16, 2022. Hotel reservations cannot be guaranteed for anyone, nor the exact date on which the hotel block will sell out, **so register early**. FRA has secured the special rate of \$145.00 per night, single or double, inclusive of the hotel's resort fee. Parking fees are \$10.00 for daily self-parking/overnight self-parking.

Should you receive ANY calls or emails from anyone other than Heidi Hogarth regarding room rates and availability at the hotels, DO NOT respond. These are scam callers!

SPECIAL NEEDS

If you are physically challenged and require special services, or if you have special dietary needs (i.e., allergies or Kosher or vegetarian meals), please attach a written description to your registration form.



QUESTIONS?

Contact Heidi Hogarth, Meeting Planner, Florida Redevelopment Association/
Florida League of Cities, Inc., 850.701.3605; hhogarth@flcities.com

TENTATIVE PROGRAM

(schedule and speakers subject to change)

TUESDAY, OCTOBER 11, 2022

1:00 p.m. - 5:00 p.m.

Registration Desk Open

3:00 p.m. - 6:00 p.m.

FRA Board of Directors Meeting

WEDNESDAY, OCTOBER 12, 2022

7:30 a.m. - 6:00 p.m.

Registration Desk Open

8:00 a.m. - 11:00 a.m.

Bus Tour: City of Holly Hill

(additional fee of \$50.00)

Tour participants will experience the "Pictona" project, which came about from an innovative idea of the City of Holly Hill - a public-private partnership between the city, a charitable foundation and a Volusia County ECHO Grant. The project addresses the decline in overall community health and blighted areas in the center of the City. Prior to 2008, the City of Holly Hill had a thriving youth baseball program that operated out of a park called Hollyland Park in the center of the City. However, for a number of reasons, the park lost its place in the baseball program. Hollyland Park became a blighted area attractive to the homeless and a place where drug deals were happening every day.

The City needed to find a way to encourage physical activities and provide educational and cultural programs to the community. Since there is a proven need for health and wellness awareness and demand for affordable alternatives, the City had a desire to provide free outdoor facilities to enjoy playing recreational activities such as bocce ball, shuffleboard, horseshoes and croquet to the community. The recreational courts were incorporated into the Senior Activity Center that was developed as part of the pickleball complex. Although these courts are part of the overall Pictona complex, unlike the pickleball courts, these programs are free for all residents.

Pictona has over 900 members and is hosting large, national pickleball tournaments several times a year. The project will be completed in October 2022 with 49 courts in its world-class facility. This is a pure public-private partnership at its best.

8:00 a.m. - 11:00 a.m.

Bus Tour: Daytona Beach - Riverfront Esplanade

(additional fee of \$50.00)

Spanning a mile of Intracoastal Waterway, the Riverfront Esplanade is a premier gathering space and botanical garden in the heart of Daytona Beach. Composed of more than a mile of waterfront running trail with comfortable benches and swings overlooking the Halifax River, the Riverfront Esplanade also features a dog park with an agility course and a state-of-the-art splash pad. The Riverfront Esplanade is under construction. The north Esplanade is open, and the south Esplanade is opening at the end of 2022.

8:00 a.m. - 11:00 a.m.

Bus Tour: City of South Daytona CRA

(additional fee of \$50.00)

This tour will take place on U.S. Highway 1 between the City of Daytona Beach, heading south to Port Orange and New Smyrna Beach. The South Daytona CRA main commercial corridor is U.S. Highway 1. A major streetscape and undergrounding of utilities was completed in 2013 along one-third of this roadway through CRA, Tax Increment Funding (TIF) and Florida Department of Transportation (FDOT) funding. Vacant riverfront sites planned for development will be pointed out, and the Enclave at 3230 apartments, completed in 2021, will also be a focal point of the tour.

8:00 a.m. - 12:00 p.m.

CRA Board Training Course (additional fee of \$50.00)

This is a general educational session designed for CRA staff, elected and appointed officials, volunteers and advisory board members. It provides a succinct overview of what you need to know that you don't know in the universe of CRAs. Learn some helpful, practical, legal and administrative best practices for CRA policymaking success.

11:00 a.m. - 7:30 p.m.

Exhibit Hall Open

11:30 a.m. - 12:45 p.m.

Welcome Luncheon in the Exhibit Hall



12:45 p.m. - 1:45 p.m.

Welcome and Keynote Presentation

Welcome: Jeff Burton

Keynote Speaker: Richard Rothstein, Author

Richard Rothstein is the author of "The Color of Law: A Forgotten History of How Our Government Segregated America," an explosive, alarming history that finally confronts how American governments in the 20th century deliberately imposed residential racial segregation on metropolitan areas nationwide. "The Color of Law" documents how American cities, from San Francisco to Boston, became so racially divided as federal, state and local governments systematically imposed residential segregation.

Mr. Rothstein is a Distinguished Fellow of the Economic Policy Institute, the Thurgood Marshall Institute of the NAACP Legal Defense Fund and the Haas Institute at the University of California - Berkeley.

2:00 p.m. - 3:30 p.m.

Session: Coming Together for Affordable and Workforce Housing Strategies

There are different methods and programs for addressing affordable and workforce housing through counties, cities and CRAs. With creative thinking, layering programs can lead to successful affordable and workforce housing developments.

2:00 p.m. - 3:30 p.m.

Session: Economic Impact of Lakeside Park Developments

Florida is noted for its coastal community developments and the economic impact on real estate development along our Atlantic and Gulf shorelines. More and more interior communities are investing in their lakeside shorelines through

creative improvements that have significant economic impacts on CRAs. The speakers will present their reasons for their particular investments and how it has generated additional investment in their CRAs.

2:00 p.m. - 3:30 p.m.

Legal Session: Unlocking the Economic Power of Vacant Land and Clearing Title Through Lien Collection

Every CRA has vacant land that should be put into use for housing and for projects that support community goals. The key to clearing blight and making projects real is using liens to clear the title. This session will include CRA representatives who have put a successful program to work.

3:45 p.m. - 5:00 p.m.

Session: The Resurgence of the Seahorse: How Public Art Can Help Renew a City Brand

The Palmetto CRA successfully undertook a public art project to put in an award-winning seahorse statue that called back to the history of the city and helped renew placemaking. This session can teach you how to do similar things in your CRA.

3:45 p.m. - 5:00 p.m.

Session: Do's and Don'ts of Marketing & Special Events

Many CRAs sponsor or produce events, programs and campaigns to activate public spaces and reinvent blighted commercial districts. This session will highlight creative strategies to ensure statutory compliance while producing engaging community events or campaigns designed to further your CRA goals. We will talk about tweaking your program to tighten the criteria or other aspects to focus on economic development. Attendees will gain valuable insight to ensure that their existing or future event programs and marketing campaign strategies contain the specific elements necessary to meet or exceed statutory guidelines.

5:00 p.m. - 6:30 p.m.

Welcome Reception in the Exhibit Hall

THURSDAY, OCTOBER 13, 2022

8:00 a.m. - 3:00 p.m.

Registration Desk Open

8:00 a.m. - 1:00 p.m.

Exhibit Hall Open

8:00 a.m. - 9:00 a.m.

Light Continental Breakfast in the Exhibit Hall

9:00 a.m. - 10:15 a.m.

Session: Community Safety Action Plans – Lessons from Tampa and Riviera Beach

Several redevelopment organizations in Florida are currently implementing unique and comprehensive Community Safety Action Plans. This session will summarize how these plans were developed, the impacts they have had on both real and perceived safety and why they are important to equity, community-driven solutions and a better policing balance.

9:00 a.m. - 10:15 a.m.

Session: Opportunities in Smaller Downtown CRAs to Attract Hotel Development Within Their Urban Core

A challenge for smaller downtown main street areas is attracting hotel development common to larger urban locations. Success is attributable to a bold vision by policymakers in understanding the unique barriers of downtown development. The 2021 completion of the Hilton Tapestry in downtown Melbourne is an example of an innovative CRA public-private partnership.

9:00 a.m. - 10:15 a.m.

Legal Session: Hot Legal Topics in Redevelopment

Join us as we hold a session on ad hoc hot legal topics regarding redevelopment. We will have our best CRA legal minds discuss their list of need-to-know opinions and legislation on topics impacting redevelopment and CRAs.

10:30 a.m. - 11:30 a.m.

Session: The Community Reinvestment Act & Redevelopment: Partnerships that Support Communities

The federal Community Reinvestment Act encourages banks to support activities that benefit low-income areas and residents, including affordable housing, community services, economic development and neighborhood revitalization. Join the Federal Deposit Insurance Corporation and the Office of the Comptroller of the Currency for a discussion on how bank partnerships support redevelopment.

10:30 a.m. - 11:30 a.m.

Session: Redevelopment, Flooding and Climate Adaptation

This session explores how to navigate the challenges and opportunities associated with redevelopment and planning for future conditions related to climate change. Case studies, challenges and solutions addressing infrastructure and open-space vulnerability in the redevelopment process will be discussed. Regulations, policy approaches and other examples will be offered.

11:30 a.m. - 1:00 p.m.

Networking Luncheon in the Exhibit Hall



1:00 p.m. - 2:30 p.m.

Keynote Presentation Keynote Speaker: Rick Whitted, President & CEO, U.S. Hunger

Join Rick Whitted, CEO of the non-profit U.S. Hunger, as he discusses the root causes behind social inequities and how data equips a city to create sustainable solutions for its underserved residents.

Whitted has overseen the launch of several of the organization's initiatives, including expanding home delivery of fresh produce into its supply chain and developing a Software-as-a-Service solution that uses predictive analytics and machine learning to identify root causes of food insecurity in the United States.

He graduated from Stetson University and Nova Southern University, and he received a bachelor's

degree in political science/American studies and a Master of Business Administration in business administration and management, respectively.

2:45 p.m. - 3:00 p.m.

Annual Membership Meeting

3:00 p.m. - 4:30 p.m.

Session: Collaborative P3 Aided by TIF and Rapid Response Permitting: A Winning Redevelopment Formula for Manatee County

This session will describe a successful P3 where TIF and rapid response permitting were used to attract private sector investment. Working with both the land developers and the master developer resulted in a big win: A Fortune 10 company coming to Manatee County with \$30 million new investment and 400 additional jobs.

3:00 p.m. - 4:30 p.m.

Session: Sports as an Economic Driver

Florida's sports industry creates over \$57 billion in economic impact for the Sunshine State, provides over 580,000 jobs for its citizens and attracts over 16 million out-of-state visitors each year. From pickleball courts to waterskiing competitions, sports facilities are a catalyst for urban redevelopment. This session will highlight examples of Florida CRAs using sports to address slums and blight.

6:00 p.m. - 9:00 p.m.

Awards and Academy Graduation Dinner

FRIDAY, OCTOBER 14, 2022

7:00 a.m. - 10:30 a.m.

Registration Desk Open

8:00 a.m. - 11:00 a.m.

Breakfast with the Experts

This flexible networking breakfast will have break-out groups focused on redevelopment hot topics such as housing and FRA resources. This will be a great opportunity to network, share success stories and learn from your peers.

9:00 a.m. - 10:15 a.m.

Legal Session: Ethics Laws for Redevelopment

This workshop is geared toward CRA attorneys and others who want to learn about ethics requirements specific to CRAs as well as general requirements for all governments. It will feature instructors who are members of the Florida Bar with a great deal of legal ethics experience that is specific to CRAs. They will break down basic ethics requirements for CRA practitioners, board members and volunteers who work with community redevelopment agencies in Florida. Topics will include general and ethics opinions, gift laws, conflict of interest law for CRAs, doing business with one's agency, 1% statutory rule on conflicts of interest test, public records and social media lessons learned, and Sunshine Law and financial disclosure for CRA board members and volunteers.

11:00 a.m.

Conference Adjourns

THE FLORIDA REDEVELOPMENT ASSOCIATION

2022 FRA ANNUAL CONFERENCE REGISTRATION FORM

Hilton Daytona Beach Oceanfront Resort • Daytona Beach, FL • October 12-14, 2022

Florida Redevelopment Association
P.O. Box 1757 • Tallahassee, FL • 32302-1757 • 850.701.3605 • hhogarth@flicities.com

Paying by credit card (Visa, Mastercard, American Express): [Click here to register for the 2022 FRA Annual Conference](#)

Paying by check: Return the completed form with check payment to Florida Redevelopment Association, P.O. Box 1757, Tallahassee, FL 32302-1757. Complete one form per registration.

Registration deadline: October 3, 2022. After October 3, 2022, any on-site registrations are subject to a \$100.00 fee increase.

Special Needs: If you require special services or have dietary needs, please attach a written description to your registration form.

Cancellation Policy: Cancellations must be submitted in writing and received by 5:00 p.m. on October 3, 2022. Please email cancellation requests to hhogarth@flicities.com. Refunds will be issued after the conference minus a \$50.00 administrative fee. There will be no refunds for "no shows" or cancellations after October 3, 2022.

Full Name: _____ Nickname (for badge): _____

Title: _____ Organization: _____

Email: _____ Phone: _____

Guest/Spouse** (if purchasing): _____ Nickname (for badge): _____

REGISTRATION TYPE	MEMBER	NONMEMBER	TOTALS
Full Registration (10/12-10/14)	\$395.00	\$495.00	_____
CRA Board Training Course (10/12 8:00 a.m.)	\$50.00	\$50.00	_____
Tour (bus): Daytona Beach-Riverfront Esplanade (10/12 8:00 a.m.)	\$50.00	\$50.00	_____
Tour (bus): City of Holly Hill (10/12 8:00 a.m.)	\$50.00	\$50.00	_____
Tour (bus): City of South Daytona CRA (10/12 8:00 a.m.)	\$50.00	\$50.00	_____
Guest/Spouse** (10/12-10/14)	\$325.00	\$325.00	_____
Extra Ticket Awards and Academy Graduation Dinner (10/13 6:00 p.m.)	\$75.00	\$75.00	_____
TOTAL		\$	_____



Legislation Details (With Text)

File #: 22-466 **Version:** 1 **Name:**
Type: Informational Item **Status:** Agenda Ready
File created: 8/4/2022 **In control:** Diamond Square RDA
On agenda: 8/15/2022 **Final action:**
Title: Update on Upstart Diamond Square
Sponsors:
Indexes:
Code sections:
Attachments: [Strategic Capital Consulting termination letter 2022-08-01.pdf](#)

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

Memo Date: August 4, 2022
Agenda Date: August 15, 2022
Prepared By: Lori Chabot, Redevelopment Coordinator
Through: Charlene Neuterman, Community Services Department Director
Requested Action:
Update on Upstart Diamond Square

BACKGROUND:

At the February 8, 2021, Agency Members approved the formulation of Upstart Diamond Square. This program was created as an incentive to promote the growth of minority-owned businesses throughout the Diamond Square Community. The program and forgivable loans are available to minority and/or women owned small businesses with the goal 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 encourages 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 first Award was to Ms. Purvette Bryant of Strategic Capital Consulting, Inc, and she completed the initial stages of the program. However, she chose to terminate the agreement through her letter dated July 29, 2022, attached to this Agenda Item. No action is required of the Agency.

BUDGETARY IMPACT:

N/A

PREVIOUS ACTION:

None

RECOMMENDED MOTION:

Update on Upstart Diamond Square

Purvette A. Bryant

Strategic Capital Consulting, Inc.

Phone: (407) 917-1738

Email: strategiccapitalconsulting@gmail.com

July 29, 2022

Mrs. Angela Essing
Growth and Economic Development Director
City of Cocoa
65 Stone Street
Cocoa, FL 32922

Dear Mrs. Essing:

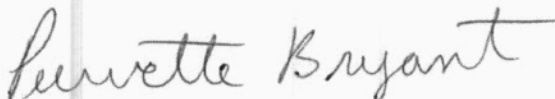
Thank you for the opportunity to participate in the Upstart Cocoa Forgivable Loan program. After careful consideration, my attorneys have advised me not to participate in signing a contract with the city of Cocoa to acquire a \$7,500 forgivable loan for my company Strategic Capital Consulting, Inc. (SCC), which provides proposal and grants administration services. I will still open an office for SCC at 373 Stone Street, Cocoa, but without the \$7,500 loan.

I am in a unique position as a commercial business owner, and the owner of a commercial property, which requires me to acquire substantial funding for property development and operations.

The \$10,000 forgivable loan can be used for the runner-up to the Upstart Cocoa business competition. As a result, I will return the \$2,500 allotted by Diamond Square for the weVENTURE Women's Business Program, which I thoroughly enjoyed and highly recommend for other small business entrepreneurs. As time permits, I am still willing to conduct volunteer financial literacy/business workshops to help others.

I will attend the Aug. 3, 2022, Upstart Cocoa board meeting, to gladly share with the board my support for weVENTURE and its staff. Please thank the Upstart Cocoa Diamond Square Review board, city manager, staff and city council for the opportunity to participate in this pilot program.

Sincerely:



Purvette A. Bryant, President/CEO
Strategic Capital Consulting, Inc.

CITY OF COCOA CITY COUNCIL

Request to Speak (print legibly and fill out completely)

NAME: JOHN ADAMS

ADDRESS: 411 Commodore Ave NW
Palm Bay, FL 32907 TELEPHONE: 321-432-7796

ORGANIZATION YOU REPRESENT (IF ANY): STREETSIDE SHOWERS

AGENDA ITEM NUMBER/SUBJECT: _____

IF YOU WOULD LIKE TO SPEAK UNDER DELEGATIONS, PLEASE CHECK ONE OR MORE THAT APPLY: (You must meet one of the following requirements to speak under Delegations)

- ◊ Resident or taxpayer (may speak on any subject of general or public interest)
- ◊ The Council by majority vote may decline to hear any person who is not a resident or taxpayer of the City, except:
 - ◊ City Employee (may speak regarding his/her employment)
 - ◊ Water and/or sewer customer (may speak on matters related to the City's water and/or sewer system.
 - ◊ Any person on any item on the agenda (except emergency items, ministerial items, Quasi-judicial items, and public hearing items)

PLEASE CONDUCT YOURSELF IN ACCORDANCE WITH THE TERMS AND CONDITIONS PRINTED ON BACK.

CITY OF COCOA CITY COUNCIL

Request to Speak (print legibly and fill out completely)

NAME:

Anita Gibson

ADDRESS:

451 Stone St

Cocoa

TELEPHONE:

407.914.1626

ORGANIZATION YOU REPRESENT (IF ANY): none

AGENDA ITEM NUMBER/SUBJECT:

Park / activity for children

IF YOU WOULD LIKE TO SPEAK UNDER DELEGATIONS, PLEASE CHECK ONE OR MORE THAT APPLY: (You must meet one of the following requirements to speak under Delegations)

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- ◊ The Council by majority vote may decline to hear any person who is not a resident or taxpayer of the City, except:
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 - ◊ Any person on any item on the agenda (except emergency items, ministerial items, Quasi-judicial items, and public hearing items)

PLEASE CONDUCT YOURSELF IN ACCORDANCE WITH THE TERMS AND CONDITIONS PRINTED ON BACK.

CITY OF COCOA CITY COUNCIL

Request to Speak (print legibly and fill out completely)

NAME:

FRED HOWELL JR

ADDRESS:

1115 GROVE AVE COCOA FL

TELEPHONE:

321-536-5542

ORGANIZATION YOU REPRESENT (IF ANY):

AGENDA ITEM NUMBER/SUBJECT:

250879 2010

IF YOU WOULD LIKE TO SPEAK UNDER DELEGATIONS, PLEASE CHECK ONE OR MORE THAT APPLY: (You must meet one of the following requirements to speak under Delegations)

☒ Resident or taxpayer (may speak on any subject of general or public interest)

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