

**MINUTES
CITY OF COCOA
DIAMOND SQUARE CRA
REGULAR MEETING
July 20, 2020**

The Regular Meeting of the Cocoa Community Redevelopment Agency was held on July 20, 2020 at City Hall, 65 Stone Street, Cocoa, FL, as publicly noted.

I. Call to Order

Chairperson Moore called the meeting to order at 6:10

ROLL CALL:

Tracy A. Moore	Chairperson
Sylvia Thomas	Agency Member
Ed Jones	Agency Member
Delores Martin	Agency Member
Jackie Isom	Agency Member
Marilyn Ross-Smith	Agency Member
Larry Brown	Agency Member
Joseph Colombo	Agency Attorney
Lori Chabot	Recording Secretary

PRESENT:

Tracy A. Moore	Chairperson
Ed Jones	Agency Member
Marilyn Ross-Smith	Agency Member
Jackie Isom	Agency Member
Larry Brown	Agency Member
Joseph Colombo	Agency Attorney
Lori Chabot	Recording Secretary

ABESENT:

Delores Martin	Vice Chairperson
Sylvia Thomas	Agency Member

STAFF PRESENT:

Charlene Neuterman, Deputy Community Services Director and Deputy Mayor **Alex Goins**.

Chairperson Moore provided the invocation and the Pledge of Allegiance to the flag of the United States of America

II. **Approval Of Agenda And Minutes:**

AGENDA: Regular Meeting of July 20, 2020.

- * **MOTION by Agency Member Brown; SECONDED by Agency Member Jones to approve the agenda for the June 15, 2019 Regular Meeting.**

AYES: ALL

MOTION PASSED UNANIMOUSLY (5-0)

MINUTES: Regular Meeting of June 15, 2020.

- * **MOTION by Agency Member Brown; SECONDED by Agency Member Isom to approve the minutes for the June 15, 2020, Regular Meeting.**

AYES: ALL

MOTION PASSED UNANIMOUSLY (5-0)

III. **Delegations**

- **Tom Clifford**, of Habitat for Humanity provided an update on the current projects in the Diamond Square area. Mr. Clifford reported they received a \$5,000 anonymous donation. The funds were used to purchase maintenance supplies and his crew did various home repairs as well as painting and power washing. The first home for female veterans has been turned over and the second will be August 20 at 9:00 am. He will send each member an invitation to the dedication. The ceremony will include a drive by parade and special guests will be in attendance. He is still looking for female veterans for the other 4 homes but is pleased they are making progress. Due to the interest of the board, Mr. Clifford will provide applications to Deputy Mayor Goins. Mr. Clifford also advised that Anna Terry was named Executive Director of Habitat for Humanity. She was Director of Operations the last year and brings strong management and great energy to the group. Chairperson Moore asked if she has been to visit and Ms. Neuterman stated she will be invited to the August meeting.
- **Victoria Mitchner** of Rockledge FL. Ms. Mitchner is President of the new Space Coast Black Chamber of Commerce and is planning to make Diamond Square home for her office front. She is looking at property on Stone Street. Ms. Mitchner is preparing pamphlets for the Chamber to invite visitors to come to Cocoa and Diamond Square. Ms. Mitchner has come to the board to share things she noticed since looking into the DS area. Ms. Mitchner discussed the redevelopment plan 2014 update and expressed concern of a shortage of grocery

stores, that there are only a handful of eateries, no shopping and lack of other type businesses. She would like to see the DS CRA incorporate some financial incentives that are more progressive and develop more plans and programs for the area. She shared several ideas for the DS CRA. Among those are; a Business Assistance program to provide matching funds for new businesses; using matching grant dollars to offset permit fees, impact fees and right of way improvements for new business; provide Not for Profit Impact Fee Assistance Program that would offer matching grant dollars to eligible 501C 3 businesses to offset sewer fees and make DS a Target Site and create a Revitalization Pilot Program to provide 10 year property tax refund from the city's portion of TIF dollars generated by qualifying projects . She stated some young people she has spoken with would like to come to the DS area. They would like the entrepreneurs to see a DS commercial and residential improvement program where matching grant dollars can be given for the reuse of vacant property or unused property. She also suggested the creation of a minority/women business assistance to assist with expenses for new business or expansion. In all, this board should look at a package that would encompass progressive ideas and would market DS as an opportunity zone with focus on creating DS as a sustainable area while preserving and celebrating the culture of DS.

Chairperson Moore said Thank you to Ms. Mitchner and asked if anyone had any questions or comments.

Agency Member Brown asked about her organization and how many members there were. Ms. Mitchner replied it was chartered on June 19, 2020 and there were 22 members. Agency Member Brown stated he really liked her ideas but he would like to see it on paper. Ms. Mitchner replied she would email the information. Their organization is new and they are recruiting members at the time. Agency Member Ross-Smith requested applications for the Chamber. Ms. Mitchner will email and suggested also looking on Facebook. Ms. Neuterman also offered to disseminate the information for the board if it was sent to her. Agency Member Brown recommended looking on Stone Street for her office space and Deputy Mayor Goins mentioned other available office space.

Deputy Mayor Goins discussed his thoughts and ideas for getting new businesses into DS by offering move-in incentives. Chairperson Moore thanked her for speaking and sharing her ideas. Agency Member Brown stated he liked her use of the word "progressive". He also acknowledged there were limited funds available but would like to see, as a priority, assistance for minority/women/veteran businesses that come to DS. It is important to entice new business.

Ms. Mitchner also recommended adjusting or removing budget line items to create more flexibility with funds. Chairperson Moore said that would be taken into consideration. Also, the CRA was looking forward to establishing new businesses.

IV. **Presentations**

None

V. **Action Items**

1. Staff Requests Agency direction on the priority projects for the Fiscal Year 2021 Budget.

Charlene Neuterman highlighted projects completed to date and those nearing completion as written in the Agenda item 20-426. She commented that a great deal has been completed over the last 16 or so years with very little funds. This year's budget has been higher and we're able to do more. She also stated that as the Agency is approaching the sunset year, they want to use the funds in more beneficial ways in order to leave a legacy through what has been created, the people who have been helped, the streets that have been paved and the neighborhoods that have been improved.

Fiscal year 2021 has \$150,000 available and \$300,000 in reserve funds, however there are some restrictions on the use of reserve funds. Ms. Neuterman expressed Ms. Mitchner's concerns and ideas and would like to see these future projects bring DS up to speed both residentially and commercially. She outlined the list of projects as identified in agenda.

- Funding for improvements in DS CRA Parks.
- Development of residential affordable housing.
- Additional stormwater and drainage improvements.
- Security lighting for the Harry T. Moore Center.
- Landscaping improvements at DS CRA parks.
- Benches and trashcans at bus stops (where none located).
- Services for youth/adults/seniors in DS CRA
- Home Façade/Paint grants for homeowners in DS CRA.
- Down Payment Assistance for first time homebuyers DS CRA.
- Commercial Façade Improvement Program.

Community Garden on Peachtree Street.

Ms. Neuterman discussed the Community Garden on Peachtree Street. The garden has not been very successful. An option that came before the agency in June was to convert that lot to 2 single family homes or a duplex. The lot value is currently about \$5,000 and could be sold to build affordable housing. The current garden budget of \$8,000 for garden expenses could also be applied. There has been interest in the location by developers. One thought is to make the garden a part of the development project next to the Michael C. Blake Subdivision. It would be better served in a more populated area. Maintenance of the garden could be part of the plan/specs for the prospective builder. Another option for garden would be to move it to Fern and Prospect Park.

Ms. Neuterman re-stated the request for guidance and that staff can bring back more details and project specifications to the next meeting. Additionally, she stated the remaining funds can be put into contingency funds for next year and used as needed.

Chairperson Moore thanked Ms. Neuterman for her report and information. She stated she would like a lot of that history added to the website. Chairperson Moore stated DS still has infrastructure issues to contend with and would like to remedy this. Ms. Neuterman replied the 10-year Stormwater Master Plan identifies some of these concerns and we should see some infrastructure projects start coming up. Ms. Neuterman will provide more detailed information about the storm water master plan and what some of the priorities are for the DS district and bring to the next meeting. Chairperson Moore stated that we have approved infrastructure but we still a lot to be done. She also shared that at the last town hall meeting residents still identified ongoing flooding issues. Until these issues are resolved, it will be difficult to bring in new business.

Chairperson Moore expressed their desire to bring back Stone Street to its Historic Glory and bring in established businesses that will create traffic. She stated that the Black Chamber of Commerce will be helpful, can be a catalyst in, at least introducing new business to the community.

Chairperson Moore stated to look closely at the items presented for the 2021 budget and the importance of not dropping the ball. Chairperson Moore mentioned the CRA sunset date and asked if, in the time being, the powers at the County change, would the board find new light? Chairperson Moore stated there was still much to do and would like to get things in motion and would like input from other members.

Agency Member Brown asked if the options would be listed in a priority order. Ms. Neuterman responded that yes, they would be listed in priority order. Agency Member Brown stated he likes the residential façade program. Ms. Neuterman responded, that program is already a line item and has \$10,000 in it and that more money could be added if the board so decides.

Agency Member Isom mentioned a donation program by Home Depot and Sherwin Williams. Ms. Neuterman responded that the homeowners would be doing their own painting, it's a way to bring neighbors together and further the DS vision of community. Ms. Neuterman added this kind of comradery and gathering to spruce up the homes creates a domino effect.

Agency Member Ross-Smith asked what streets were identified for drainage improvements. Ms. Neuterman responded that she would bring the City's plans to next meeting. Chairperson Moore mentioned a first-time home buyer's incentive program was done previously and was not very attractive. Possibly due to the wording and how it was designed. She would like to bring that program back. Ms. Neuterman replied that we would work with the City's first-time homebuyers program on this. She recommends putting the funds in contingency and if a homebuyer applies we can use those funds as needed. Chairperson Moore stated she liked this idea. Ms. Neuterman will bring to the next meeting the requirements for the first-time homebuyers program.

Agency Member Brown is interested in services for adults and seniors and asked what type of programs we have for this? Ms. Neuterman responded we would put out an RFS for the types of programs the board would like to see. Discussion ensued about the programs that would meet the plan for the DS district. Chairperson Moore would like to add business development programs/incubation type programs.

Ms. Neuterman stated the City is seeing more interest in property buying now. The Ritz condos on Rosa L Jones is a great opportunity to put homes there. It would apply some pressure on the neighboring apartment complexes to join in. As more areas clean up and more vacant land is built on, people care more.

Chairperson Moore would like to add a greater variety of homes to include townhomes, duplexes, etc. Ms. Neuterman stated zoning changes can be addressed as needed to allow for developing good quality homes to attract interested home owners who are willing to invest themselves.

Chairperson Moore mentioned providing for training and education and business partnerships. Discussion ensued about cultural building within the communities.

Agency Member Brown asked a question about the Commercial Façade Program and whether it was being used very often. Ms. Neuterman replied, very little. It is challenging because it is matching money requirements, however, the Economic Development Manager has been promoting the program.

Agency Attorney Colombo asked the question about insurance requirements for the grant and was it still a requirement? Ms. Neuterman responded that it was still a requirement.

Agency Member Isom asked a question about what the code enforcement rules that are placed on properties with liens. Ms. Neuterman replied that they had the authority to take action.

Chairperson Moore mentioned the Community Garden and how to proceed. Ms. Neuterman talked about potentially selling the property. Her recommendation was to send out for Request to Build and include details/requirements the board's wishes for the homes. She also advised against an open sale as that would minimize any amount of control the board would have over how the builder proceeded.

Chairperson Moore discussed the history of the Community Garden and asked members how they feel about moving the garden to a new location and building on the current property. Agency Member Jones stated he like the idea. Agency Member Isom asked about the idea of moving the garden to the housing development behind the old Harry T. Moore Center. Ms. Neuterman replied that would be ideal as there were more residents available and in closer proximity to assist with the garden. She also discussed the possibility of redesigning the area by changing the fencing, cleaning it up and possibly adding a playground. This would create a more inviting area. The children could get involved as well with the garden and create an opportunity for them to give back to the community.

Chairperson Moore asked about the agreement with the builder. Ms. Neuterman replied with examples of how the builder agreement could be written and what guidelines / information could be included. Ms. Neuterman will do an updated assessment on the property for the next meeting.

Agency Member Ross-Smith mentioned someone she had spoken with previously who was interested in that property for vegetable sales and Ms. Neuterman replied that the purpose for the community garden was for the community and not necessarily for someone to make money on it.

Agency Member Brown asked if Mr. Box was interested in the property. Agency Member Brown stated if he is not interested, he agrees to move the garden. Ms. Neuterman responded that she was not sure if he was interested in it or not. Agency Member Isom agreed with moving the garden as did Agency Member Ross-Smith.

Ms. Neuterman stated the Sustainability Advisory Committee has agreed to assist if it moved to the Harry T. Moore location. Chairperson Moore stated the board would no longer be responsible for the upkeep of the community garden location. Ms. Neuterman agreed and added it would reduce some budgeted expenses.

Chairperson Moore would like to put the garden space out to the community to see interest there is for space and/or to move the garden. She would like to add to the priority list services for business development; lighting for Harry T. Moore Center and trashcans and benches (asked about putting in contingency line item). Agency Member Brown brought attention to Ms. Neuterman about a bench needed at a bus stop.

Chairperson Moore asked about more signage and higher gateways. Ms. Neuterman responded she is working on getting current 3 signs refinished. The cost is roughly \$3,500 and the signs will be more durable and will last longer.

Agency Member Brown asked about a price for security lighting at the Harry T. Moore Center. He also asked if there was signage coming to Harry T. Moore. Ms. Neuterman responded that it was not currently in budget, but can be. Ms. Neuterman mentioned that a grant can be applied for to get a historic marker for the Harry T. Moore Building. It would be a bronze sign with a story included. The cost is about \$2,000 to \$3,000.

Chairperson Moore asked about the grants that were applied for the museum? Ms. Neuterman stated that two grants were applied for. One is for a display unit and will hold educational material and another for the windows and doors but have not heard yet about those grants.

Deputy Mayor Goins discussed the drugs, shootings, prostitution that is going on. Explained how building homes and bringing in families can help to eliminate the drugs, etc. from the area. Emphasized the need for young adult programs and for younger kids. Discussed his efforts to get the County to perform the work on the park properties.

Ms. Neuterman stated she would like to find one builder for these home developments. There is an opportunity now to develop this kind of partnership with a builder who would like to invest in the DS.

Chairperson Moore asked whether a Motion needed to be made. Ms. Neuterman stated there did not. Chairperson Moore wants to be sure all of the board agrees with where the dollars are going. Ms. Neuterman stated she would be bringing back the information requested for the board's priority items. The next meeting will be the last opportunity to discuss and approve on the budget.

Agency Member Jones asked about the City's plans for the old Harry T. Moore center. Ms. Neuterman replied that a decision had not been made yet as to whether the City will give the building to a service provider or if it will be demolished. He also asked if there has been any interest.

Agency Members expressed their guidance and direction for FY2021 funding as noted in the statements above. No vote was necessary. The final FY2021 Proposed Budget will be presented at the August DS CRA meeting for approval.

VI. Attorney's Report

None

VII. Staff Reports

Chairperson Moore asked if there were any updates. Ms. Neuterman stated a study is in the process to do a parks master plan. She also mentioned the Dr. Joe Lee Smith Center dedication date is not set and will send invitations once the date is set. Ms. Neuterman asked if anyone would like to tour the center and all members responded they would. Ms. Neuterman will set that up and let them know.

Chairperson Moore asked if there would be a conference. Ms. Neuterman replied said as of now yes it was and would be in Jacksonville. It is currently scheduled for October 16-20 and is budgeted for two members to attend.

Deputy Mayor Goins recommended the committee pay attention to the City Council meetings as they are in the middle of a City Manager search. He also asked committee if they would be interested in a trash bash to let him know. It may also be a way to get the word out about Diamond Square.

VIII. Next Meeting Date

The next regularly scheduled meeting of the Diamond Square Community Redevelopment Agency will be on Monday, August 17, 2020 at 6pm at the Cocoa City Hall, 65 Stone Street, Cocoa, Florida, unless a business need arises earlier.

IX. Adjournment at 8:17

* * MOTION by Agency Member Brown; SECONDED by Agency Member Jones to adjourn the meeting.

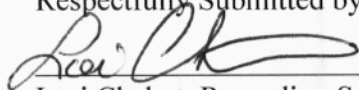
AYES: ALL

MOTION PASSED UNANIMOUSLY (5-0)

MEETING WAS ADJOURNED at 8:17 pm


Tracy Moore, Chairperson

Respectfully Submitted by:

A handwritten signature in black ink, appearing to read "Lori Chabot", written over a horizontal line.

Lori Chabot, Recording Secretary