MINUTES **FINAL**
COCOA CRA
REGULAR MEETING
July 13, 2021

The Regular Meeting of the Cocoa Community Redevelopment Agency was held on July 13, 2021 at City Hall, 65 Stone Street, Cocoa, FL, as publicly noticed.

I. CALL TO ORDER:

Chairman Blake called the meeting to order at 4:32 pm.

ROLL CALL:

Michael C. Blake	Chairperson
Alex Goins	Vice Chairperson
Lavander Hearn	Agency Member
Rip Dyal	Agency Member
Lorraine Koss	Agency Member
Janne Etz	Agency Member
Candace Rogers	Agency Member
Anthony Garganese	Agency Attorney
Lori Chabot	Recording Secretary

PRESENT:

Michael C. Blake	Chairperson
Alex Goins	Vice Chairperson
Rip Dyal	Agency Member
Lorraine Koss	Agency Member
Janne Etz	Agency Member
Lavander Hearn	Agency Member
Candace Rogers	Agency Member
Anthony Garganese	Agency Attorney
Lori Chabot	Recording Secretary

ABSENT:

None

STAFF PRESENT:
Charlene Neuterman, Community Services Interim Director.

Vice Chairperson Goins led the assembly in the Invocation and **Mr. Green** of the audience led the assembly in the Pledge of Allegiance to the flag of the United States of America.

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

AGENDA: Special Meeting July 13, 2021 as written or with amendments.
MINUTES: Regular Meeting of June 7, 2021 as written or with amendments.

*** MOTION by Agency Member DYAL; SECONDED by Agency Member HEARN to approve the Agenda for the Special Meeting of July 13, 2021, as written and to approve the Minutes for the June 7, 2021, meeting as written.**

AYES: BLAKE, GOINS, ETZ, DYAL, KOSS, HEARN, ROGERS

MOTION PASSED UNANIMOUSLY (7-0)

III. **DELEGATIONS:** Aleck Greenwood – however when called upon he had left Chambers.

IV. **PRESENTATIONS:** - Jack Brown - Proposal for Civic Center Managing Entity –

Mrs. Neuterman introduced Mr. Brown adding that each agency member received a copy of his proposal/presentation (copy below).

7/12/2021

Introduction

1. Welcome and thank you (3-4 years today)

2. I met with City Manager, Stockton Whitten, a few weeks ago and discussed a proposal with him in regard to our new City hotel and the current Civic Center Operation and related activities within the City of Cocoa. Stockton recommended to Charlene, that we be scheduled to present our proposal to the CRA Board. SO HERE I AM!!

3. I want you to visualize the city as an Automobile.

    a. The Car came to you with certain advantages:
        i. Tires, Wheels, Seats, Windows, Engine, and a Tool Kit.
        ii. However, over time starting with "dealer options", you could select upgraded Wheels, Sirius Radio, Tinted Windows, Leather Seats, Power Steering, etc.

4. In comparison the city came into reality probably due to its Riverfront location. Over time luckily, the river turned out to be the Inter-coastal. The city has created a community, people, homes, businesses, a government, condos, a Civic Center with amenities, and a hotel, once ultimately successful now a victim of city development and expansion.

5. Yet again, a new option has been added to the city and village arsenal, a new hotel will be a vital ingredient to the city development plan.

6. My proposal is to integrate the new hotel construction and operations with the Civic Center and Amenities Operations. This includes the operations, management, marketing, and sales activities.

7. This is not a new concept! Rather, this is a common practice. Throughout the United States and Internationally. Routinely, combining civic convention arenas with a nationally franchised hotel is a Standard Operating Procedure.

8. Radisson Executives appeared before the city a few weeks ago and confirmed our hotel project has been approved for a Radisson Individual Franchise. It also has been approved as designed with financial incentives from the Radisson Corporation. Also, the City of Cocoa and the Village, can be used in naming, marketing and media advertising for the Hotel and all amenities, which would include the Civic Center and any other associated buildings or amenities. The city and its residents need to understand that Cocoa and Cocoa Village will be introduced through the Radisson national and international reservations system as a prominent destination point within the United States. Ultimately this marketing opportunity will have a direct positive affect on the business and social community of the City of Cocoa and Cocoa Village.

Phase 1

1. Prepare and sign agreement to combine Civic Center Activities with hotel development project. Terms and Conditions to be included.
2. Document Choices include Lease/ Lease Purchase, Management Contract or Combination of these items.
3. Renovations:
    a. Civic Center, City/ Hotel, Public/ Private JV
    b. Bond (Public)
    c. Private Financing: Hotel and or City combination
    d. We understand a $5.0MM budget had been established, the hotel executive staff is confident that this budget can be reduced substantially if combined with the hotel construction proceedings.
    e. Exterior appearance would combine a likeness to the Porscher House exterior (this would include Hotel, Porscher House, Civic Center and any other amenity added to this complex). This would include a blending of modern archituture with the historical aspects of the historic Porscher House.
4. Combining of Hotel Administration, Staff and Ownership with City Staff with final direction from the CRA Board and City Council for the development and direction for the completion of this project.
5. Time Schedule:
    a. Agreement and preparation 10/01/2021
    b. Completion of Planning and Development Schedules starting 10/01/2021 and completed 12/31/2021.

Phase 2

1. Program:
    a. Devise and implement complete program:
        i. 6 to 9 months completion from signing of agreement.
        ii. Marketing and Sales Staff in full operational sales mode 6 months prior to hotel opening. Full integration of present Civic operation with hotel administration management staff and hotel sales team.
        iii. 12 to15 months from groundbreaking-- hotel grand opening

Phase 3

1. Opportunity:
    a. Brevard County is the second fastest growing area in the United States (according to national media national release)
2. Announcement Released for the construction on a Cocoa beach Convention/ Hotel Facility. This area of Brevard County will be introduced as a totally new destination throughout the business and travel corporations and industry throughout the United States.
3. Our new City Hotel and amenities will be marketed locally, regionally, nationally, and internationally though the hotel and Civic Center sales and Marketing Activity, along with inclusion in the Radisson International: national and international sales program.

Informative Points of Discussion

A. **Columbus Metropolitan Hotel. Developed and operated by our corporation.**

1. 300 unit Nationally recognized and #1 rated Midwestern Hotel. Major Entertainment, 2000 seat convention center facility, 2 restaurants, 400 seat main dining area/entertainment facility, 2 lounges with entertainment.

2. Development of 39. Limited service, full service and Convention oriented properties throughout Midwest, Northeast, and Southeast USA. Entire executive staff members have developed over 200 hotel projects ranging from a 17-unit roadside property to several high-rise tower properties in major metropolitan areas and airport located sites.

3. Development of Equine facility and surrounding upscale equine private homes with private polo field.

4. Extensive Marketing and Sales background in Hotel and related fields.

5. Expertise with handling of high-level corporate business executives and all levels of personnel.

6. Complete background "booking" all levels of entertainment for a wide assortment of venues from lounge operations to 20,000 seat sporting and entertainment facilities (Cleveland Colosseum).

7. Worked with and for some of the most Professional and Successful Businessmen and Developers, in their chosen fields, in the USA.

B. **Advantages to consolidating City facilities with Hotel Ownership and Operation.**

1. Professional management, operation, marketing, sales activity, and scheduling.

2. Single operator rather than client choosing their own Vendor. Improvement of quality food and service along with client and community satisfaction.

3. Full calendar of events through full Hotel staff of employees from administration through Trained Food and Beverage Staff, Sales staff, Service Staff, Maintenance Staff and National and Regional Marketing through Sales Staff and Franchisor Marketing (Radisson) and Sales activity.

4. Elimination of competition between City and Hotel operation.

5. Eliminations of City expenses for Staff, operating and maintenance.

6. Income stream to City from Hotel operated facilities (Civic Center, Poacher House, Park and Entertainment Venue (Stage areas) and city-wide street and grounds scheduling due to Hotel Sales and Marketing coordination.

7. Handling of all bookings for all City facilities including scheduling of all City-wide functions (streets and grounds) plus waterfront and river activities.

8. Negotiation of equipment and refurbishing of facilities.

9. Assistance to City from Hotel re new planned construction for both architectural and engineering/construction of Civic Center.

10. By combining the Civic Center with the Hotel Convention facilities Cocoa will be able to attract meeting and convention groups up to 750-800 people. It will put Cocoa into a different realm of consideration by business planners.

Mr. Brown added, he feels the concept is a win, win for everyone and then asked Agency Members for questions.

Chairperson Blake began and stated to keep line of communication open, as well as collaboration and cooperation.

Agency Member Dyal stated the Civic Center is owned and used by the City as well as other local entities/vendors such as St. Marks, and the Rotarian and doesn't want to give that up. He is not in favor of giving up rights to Civic Center.

Agency Member Koss asked if the move would eliminate Leisure Services as they currently coordinate events. Asking also if with this plan with the Radisson would use their people and their food. Mr. Brown replied it would not, the hotel would be adding to it. He continued, the hotel would not be taking ownership of the building and his suggestions were to coordinate uses. Mr. Brown said he has been told that there has been a decline in the uses of the Civic Center.

Agency Member Koss asked about his vision for Porcher House. Mr. Brown replied he is not aware of how the Porcher House is currently handled but with use of Porcher House, that would add/create additional business opportunities. Adding, the concept is open for discussion but see potential for both the Radisson and the City.

Vice Chairperson Goins stated he appreciated his help and he would like to see numbers and what is process and what does that look like. What is the vision to book services and how to keep Leisure Services? If agency wants to entertain this idea, he needs more detailed numbers.

Mr. Brown said he can provide numbers but in order to do that, he will need a program.

Chairperson Blake stated that Leisure Services stays busy with bookings.

City Manager Whitten stated there was no intention to remove Leisure Services, He continued by explaining Mr. Brown's concept included using the Radisson name and it could create advantage point for City. The City could use the Radisson name to promote Civic Center. Said Mr. Brown asked to present his concept adding it was not about getting rid of staff. If there was any interest, it would be down the road.

Vice Chairperson Goins restated that he would need to see numbers and see what the process would look like.

Agency Member Etz stated a cooperative agreement between hotel management and city could be beneficial however, the last page of his handout (#6, #7) suggests a take-over of the civic center. She added that she would be in favor of a modified version.

Agency Member Rogers stated she agreed with Agency Member Etz re a cooperation however she can't make decisions without more information. She also stated concerns are about accountability and who has oversight adding the renovation of Civic Center costs are high and could we consider going up with building and adding a restaurant?

Mr. Greenwood re-entered Chambers and Chairperson Blake asked if he was ready for Delegations. Mr. Greenwood replied he was waiting until the Council meeting.

V. ACTION ITEMS:

1. Approve a Commercial Façade Improvement Program Grant for an amount of $1,645.00 for the property located at 315 Brevard Avenue, Cocoa and authorize the City Manager to complete and execute a Façade Grant Agreement.

Mrs. Neuterman clarified the grant request was for the location at 315 Brevard Avenue in Cocoa in order to replace an awning cover.

* **MOTION by Chairperson BLAKE; SECONDED by Agency Member ETZ** to approve a Commercial Façade Improvement Program Grant for an amount of $1,645.00 for the property located at 315 Brevard Avenue, Cocoa and authorize the City Manager to complete and execute a Façade Grant Agreement.

AYES: BLAKE, GOINS, ETZ, KOSS, DYAL, HEARN, ROGERS

MOTION PASSED UNANIMOUSLY (7-0)

2. Approve a one (1) year extension of a Commercial Façade Improvement Program Grant extension for an amount up to $10,000 for the property located at 26 Forrest Avenue, Cocoa.

Mrs. Neuterman explained M&R had previously been approved for a Commercial Façade grant July of last year and is requesting an extension to that grant to complete the project.

Agency Member Etz asked if there was a precedent to extending a grant. Mrs. Neuterman replied affirmative.

* **MOTION by Agency Member ETZ; SECONDED by Chairperson BLAKE** to approve a one (1) year extension of a Commercial Façade Improvement Program Grant extension for an amount up to $10,000 for the property located at 26 Forrest Avenue, Cocoa.

AYES: BLAKE, GOINS, ETZ, KOSS, DYAL, HEARN, ROGERS

MOTION PASSED UNANIMOUSLY (7-0)

3. Request Agency acceptance of the Comprehensive Annual Financial Report (AFR) and the Audit Report for the Fiscal Year 2020.

Mrs. Neuterman introduced the item adding Mrs. Bowman was available for questions.

Agency Member Rogers had a question about the AFR on page 14, Note 6 – Litigation and $271,891, asking what is the rationale to carry such a debt that stems from a breach of contract. Mrs. Bowman replied adding the City Attorney has been working to develop a settlement but the debt has to be carried on the books until it becomes an "unknown" debt. Discussion continued regarding the property, that it was part of the Waterfront plan and the contract breach. Agency Member Rogers would like to revisit this and address it with the owners. Attorney Garganese replied explaining previous events and will review and bring back a report to next meeting. Agency Member Rogers also added this also involved some aspects of a mooring field.

* **MOTION by Agency Member HEARN; SECONDED by Agency Member DYAL** to accept the Comprehensive Annual Financial Report (AFR) and the Audit Report for the Fiscal Year 2020.

AYES: BLAKE, GOINS, ETZ, KOSS, DYAL, HEARN, ROGERS

MOTION PASSED UNANIMOUSLY (7-0)

VI. <u>ATTORNEY'S REPORT</u> – NONE

VII. <u>UPDATES AND STAFF REPORTS</u>

Budget Report was attached in the agenda and Mrs. Neuterman asked for questions.

VIII. <u>NEXT MEETING DATE</u>

The next regularly scheduled meeting of the Cocoa Redevelopment Agency will be on Monday, August 2, 2021 at 6:00 PM in the Council Chambers located in Cocoa City Hall, 65 Stone Street, Cocoa, Florida.

IX. <u>ADJOURNMENT</u>

* **MOTION by Agency Member DYAL; SECONDED by Vice Chairperson GOINS to adjourn the meeting.**

AYES: BLAKE, ETZ, DYAL, GOINS, KOSS, HEARN, ROGERS

MOTION PASSED UNANIMOUSLY (7-0)

MEETING WAS ADJOURNED AT 5:20 PM.

Michael C. Blake, Chairperson

Respectfully Submitted by:

Lori Chabot, Recording Secretary