DRAFT

MINUTES
CITY OF COCOA
DIAMOND SQUARE CRA
REGULAR MEETING
June 19, 2023

The Regular Meeting of the Diamond Square Community Redevelopment Agency was held on June 19, 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 **6:00 pm**.

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 – via phone
Marilyn Smith	Agency Member
Joseph Colombo	Agency Attorney
Ryan Browne	Recording Secretary

ABSENT:

Ed Jones	Agency Member

STAFF PRESENT:

Agency Liaison **GOINS**, and Community Services Director NEUTERMAN were in attendance.

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 June 19, 2023.

***MOTION by Agency Member BROWN; SECONDED by Agency Member ISOM to approve the agenda for the June 19, 2023 Meeting, as written or as amended.**

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

MOTION PASSED UNANIMOUSLY (6-0)

MINUTES: Regular Meeting of May 15, 2023.

* ***MOTION by Vice Chairperson McQUEEN; SECONDED by Agency Member ROBINSON to approve the minutes for the May 15, 2023 Meeting, as written or as amended.**

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

MOTION PASSED UNANIMOUSLY (6-0)

III. **Delegations**

IV. **Presentation:**

1. Presentation by Dr. Synthia Doaks regarding a request for feedback about marketing to residents in the Diamond Square area.

V. **Action Items:**

1. Approve a Resolution Amending the FY 2023 Budget, BAF# 23-083-T, transfer is necessary to cover the increased insurance costs and accrual payout for the former Redevelopment Coordinator.
   i. NEUTERMAN – presents item.
   ii. Vote.

***MOTION to approve Agency Member BROWN made the motion; SECONDED by Vice Chairperson McQUEEN as written or amended.**

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

MOTION PASSED UNANIMOUSLY (6-0)

2. Staff is requesting Agency approval for an application for the agency's Paint Grant Program in an amount not to exceed $1,000 for the property located at 707 Ixora Avenue, Cocoa, FL and authorize the City Manager to execute a Paint Program Agreement.
    a. NEUTERMAN – presents item.
    b. Vote.

***MOTION to approve Agency Member BROWN made the motion; SECONDED by Agency Member SMITH as written or amended.**

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

MOTION PASSED UNANIMOUSLY (6-0)

3. Request Agency approval to increase the UPSTART Diamond Square award for each recipient to $15,000 for FY 2024.
    a. NEUTERMAN – presents item.
    b. Discussion. Vice Chairperson McQUEEN serves on this committee and said that part of the reason for this request is that the cost of living and cost of business has gone up significantly.
    c. She also commented that feedback has caused several things to be changed, including:
        i. Application process. Made paper applications available.
        ii. Budget preparation help.
        iii. Rolling applications, review committee meet quarterly to address applications, so applicants don't have to wait a whole year, as was previous practice.
        iv. Recommended Action: Provide copy of Application to Agency members for review. Still not enough applicants. See if it needs modification. (Staff action: provide copy of current application for Agency Members to review and provide feedback.)
    d. Chairperson MOORE stated that when all is said and done, an entrepreneur goes into business in order to make money. We need to help them with a roadmap on how to get there.
        i. Chairperson MOORE recommended that the total amount of funds allocated to this program remain at a total cap of $30,000 and that it be kept there until it is seen if these new procedures function as intended.

ii. She also believes that it would help the DS recipient to see the Cocoa CRA success story.

iii. We want to help the maximum number of people to apply, but, we need to see a successful candidate make it through the whole process to the end.

e. Liaison GOINS commented that Diamond Square does not have a lot of storefront businesses and that we need to do a better job of marketing to home-based businesses.

f. Vice Chairperson McQUEEN wants to have better support for applicants when they have questions. Deliverables hard to track with home-based businesses.

g. Chairperson MOORE mentioned that the Contract or a Statement of Work (SOW) can serve in this way. She referenced her own experience on how this can be accomplished.

h. Where in our community – what storefronts do we have to offer them? (Staff Action: Create a map of these spaces)

i. PR campaign for business plan program; help them understand how to create a business. (Staff Action: Add to PR campaign for DSCRA)

j. Agency Member SMITH recommended that we should possibly record a video of what we do. (Staff Action: Share CRA video with Board Members and add possible videos/tutorials to the PR campaign, if possible).

k. Vote.

***MOTION to approve Vice Chairperson McQUEEN made the motion; SECONDED by Chairperson MOORE as written or amended.**

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

MOTION PASSED UNANIMOUSLY (6-0)

VI. **Attorney's Report** –No report.

VII. **Updates and Staff Report**

1. Director NEUTERMAN:

   i. We have met as Staff and started a PR and video promotion process; August meeting – planning to have a presentation explaining options.

   ii. We are beginning to work on GIS mapping of the CRA for various uses.

   iii. Staff is working on PR Campaign composed of two primary parts: one focused on CRA generally and the second will be a longer-term project designed to convince the County Commission that we have a legacy of accomplishment; we want to be able to demonstrate the 26 years of value brought to our community.

iv. Reminder: If you have not already submitted your FORM 1 – please do so before the July 1st deadline.

v. Reminder: If you have not already completed your annual (calendar year) state-mandated Ethics training requirement, remember to do so and then submit your completion confirmation. We are audited annually to ensure compliance with this provision.

vi. Mark your calendars for Monday, September 18th we will be meeting at the Dr. Joe Lee Smith Community Center for our Board Meeting.

vii. Also, please review the **FY 2024 Budget** – bring us your questions, comments. (Staff Action: Bring DSCRA Budget numbers for discussion.)

viii. Habitat for Humanity of the Space Coast's "Rock The Block" went very well back in April. Staff showed a PowerPoint Slideshow set to music with pictures from the event.

ix. Shauna Ginn – Housing Authority. Lot of housekeeping. Remember that Housing Authority has 327 apartments – a great captive audience that can be reached via flyers, for example.

x. Chairperson MOORE asked the question, "are we ready for the hurricanes?" Liaison GOINS replied that several items Council has addressed with Public Works to prepare Diamond Square for possible storm flooding issues to be mitigated, including pumping down Bracco Pond, so that stormwater as a place to go.

xi. Reminder: there is a preparation supply pickup scheduled for July 23rd at Joe Lee Smith 5-6 PM; (Staff to locate flyer) – kits are to be available at Fire Stations #1 (Dixon) and #3 (524). (Staff will locate flyer.)

xii. Reminder: Monday, July 10th – City Budgeting – send Councilman GOINS him any budget requests.

xiii. Speeding issue remains. Options are being explored for Speed Tables but still under negotiation.

xiv. Easement to Fiske – has been cleaned up.

2. FRA Conference: Registration begins in Early August – details soon. (We will share when we get that information)
3. Bus Stops – we have met with County. Unfortunately, Wawa has already built on the site that was previously discussed as an excellent location for placing a covered bus stop area along 520. Currently, the cover would be the responsibility of the County, while the City would be responsible for the concrete pad, which came in at approximately $50,000. Currently, the City is looking for alternative locations, with the next highest ridership areas. (Staff action: search for map to show possible options).

VIII. **<u>Next Meeting Date</u>**

The next scheduled meeting of the Diamond Square Community Redevelopment Agency will be on **July 17, 2023**, at **6:00 pm** at Cocoa City Hall, 65 Stone Street, Cocoa, Florida, unless a business need arises earlier.

IX. <u>**Adjournment**</u>

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

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

MOTION PASSED UNANIMOUSLY (6-0)

MEETING WAS ADJOURNED at 7:36 pm.

Tracy Moore

Tracy Moore, Chairperson

Respectfully Submitted by:

Ryan J. Browne

Ryan Browne, Recording Secretary