

Downtown South Neighborhood Improvement District
Advisory Council Meeting Minutes
Agenda Conference Room, 2nd Floor, City Hall
August 13, 2014

Members Present

Rex V. McPherson II, Chair
Jon Toothman
Shannon Gravitte
William Nassal, Sr.

Members Absent

Mary Hurley

1. Call to Order/Determination of a Quorum

The meeting was called to order at 9:04 a.m. by Chair McPherson.

2. Public Comments.

No public comments.

3. Approval of Minutes

Chair McPherson opened the floor for the approval of the minutes of the last Regular Meeting. Hearing no objections, the minutes of the meeting were approved as submitted.

4. Staff Reports

Budget/Cash Flow. Jason Burton shared with the group a report detailing all the expenses of the NID since the beginning of the 2012-13 Fiscal Year (attached to these minutes). An invoice is being prepared to be shared with Karl Hodges/Orlando Health for the expenses that occurred leading up to the referendum. Other incidental expenses are also included (such as the creation of a stamp for the envelopes that went out with the referendum).

Update on Terms of Office. Kyle Shephard explained that the NID advisory council membership has 2-year terms that begin on October 31st. Ideally, these terms are staggered, so that there is not a new slate of members that joins the board simultaneously. We have received communication from Mary Hurley that she would volunteer to end her term this year on the advisory council. The City's nominating committee, managed by the City Clerk, is the process by which individuals can come forward to volunteer for service. We ideally would need an additional member of the advisory council to volunteer to end their service this October. The remaining members that do not volunteer to leave the advisory council this year would have their terms end in October 2015. Please let the City staff know if you are interested in volunteering to leave this year.

Meeting Schedule. Kyle Shephard explained that now that the referendum duties are over, and once we have a clearer vision on how the ND would be staffed going forward, the group may want to consider moving the advisory council to meeting every other month. Thus, the advisory council would meet in September, with a “bye” in October, meet again in November, etc. Kyle further explained that non-development review boards of the City typically meet every other month or once a quarter.

Shannon Gravitte moved, and Bill Nasal Seconded a Motion to change the meeting schedule to every other month starting with a meeting in September 2014. The motion passed unanimously.

5. Future Staffing Needs Discussion

Kyle Shephard opened the discussion on how the group would like to staff the NID going forward. In the short term (until the beginning of the calendar year), there is not a need to hire a full time staff person to run the activities of the NID. Some of the options may be to hire a consultant until the end of the year. Beginning in 2015, there are several options that the staff would like the advisory council to consider:

- a. Consultant Option. You could hire a consultant part-time. Since that person would need to interface with the Public Works Department on projects of the NID, staff meetings, and seek grants, it is preferable that the group may want someone based in City Hall.
- b. CAO’s Office Option. There is the possibility of combining the resources for the NID administrator position with the Sustainability Program, which generally deals with innovative infrastructure improvements. Running the program from the Chief Administrators Office in City Hall could create a structure to coordinate the different functions of the City (grants, public works, economic development), and also has the potential to combine with other sustainability effort resources to get a full-time employee.
- c. Downtown South Duties. Recently, the Downtown South Main Street Executive Director, Holly Vanture, has announced that she intends to leave her post. There is a potential to combine the Main Street manager position and the NID responsibilities, as the roles are very similar. Additionally, with the combined resources of the NID and Main Street, there is a possibility of an additional part-time position to handle special event planning and marketing for the Main Street program.
- d. Draft Job Description. Jason Burton distributed to the group a draft job description that combined the above duties which could be edited by the group to move forward; it contains the minimum qualifications for the Project Manager I position within the City’s existing job description, as well as the duties of a Main Street manager (combined).

Chair McPherson inquired with Holly Vanture, the exiting Main Street manager for Downtown South about her opinion of combining the two functions of the NID and Main Street. Holly responded that

the concepts have potential; Holly will be leaving a current part-time post at the end of September with the Main Street.

Leah Nash, a member of the Downtown South Main Street Executive Committee (Vice Chair), also commented that the opportunity has just been floated with them this week. While there are concerns – such as the employee serving two boards, and potentially losing the identity that Downtown South has worked to create, there are definite “pros” to coordinate with the CAO’s office a combined position.

Shannon Gravitte asked for clarification on the parameters of the Main Street job duties.

Pauline Eaton, the City’s Main Street coordinator, explained that the City initially had a 5-year investment plan in the Main Street program. At the inception, the City intended that the Main Streets would create/find exclusive funding sources (such as a NID or BID) to continue the program. However, when the recession hit, the City made a strategic decision to continue investing in the Main Street program for an additional 5 years.

Further, Main Streets are required to raise moneys to fund their current levels of activities; the City funding does not cover all of their expenses. Additionally, during the recent budget discussions with the City Council, the Main Street programs have been mentioned as a potential budget cut, rather than the City funding the ongoing contributions to the Main Street (which has only been promised for the next 3-years, yet there is a possibility of the program being cut next fiscal year).

Jon Toothman informed the group that College Park is the most successful City main street that has managed to raise funds, through event sponsorships and other means. The group also queried Pauline as to whether other Main Street program are funded in a similar way around the country.

Pauline Eaton responded that there are several precedents of Main Streets being structured with revenues from special financing districts. Rex asked the group how we’d like to proceed.

Bill Nasal commented that the group may not be in a position to make a recommendation today, but it would make sense to combine the two duties of the Main Street and NID; otherwise, we’d be wasting money with separate positions for both functions. The group resolved to review the draft job description, and bring forward a preferred option for staff the NID (and potentially the Main Street program) at the next meeting. A similar conversation will also be discussed with the Downtown South main street board of directors.

5. Next Meeting

Wednesday, September 10, 2014, 9:00 AM in the Veteran’s Conference Room.

6. Announcements and Other Business

Jason Burton announced that the City staff have been working with FDOT and their consultant, DRMP, to finalize the conceptual plans for the design of South Orange Avenue.

7. Adjourn

Chair McPherson moved for adjournment at 9:45

City Staff Present

Kyle Shephard

Jason Burton

Pauline Eaton

Members of the Public Present

Holly Vanture, Downtown South Main Street

Leah Nash, Downtown South Main Street

Doug Dowdney, Coalition for Property Rights

Molly Delahunty, Rich Crotty Consulting Group

Christine Almanzar, Rich Crotty Consulting Group

Greg Lee, Baker Hostetler

1170_F Downtown South NID EDV0003_C								
General Ledger Detail as of 8/4/2014								
Ledger Account Summary	Ledger Account	Revenue / Spend Category	Debit minus Credit Amount	Supplier	Supplier Invoice Document	Journal	Line Memo	Accounting Date
City of Orlando Account Set: RB440 - Contributions, Donations, and Grants - Governmental Funds (Credit)	36600:Contributions, Donations, and Grants	Contributions and Donations	(25,000.00)	Orlando Health		Batch 689595 (JDE)		7/12/2012
City of Orlando Account Set: RB440 - Contributions, Donations, and Grants - Governmental Funds (Credit)	36600:Contributions, Donations, and Grants	Contributions and Donations	(73,800.00)	Orlando Health		Batch 694362 (JDE)		8/16/2012
City of Orlando Account Set: RB440 - Contributions, Donations, and Grants - Governmental Funds (Credit) Total			(98,800.00)					
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	20,800.00	VHB		Batch 707048 (JDE)		9/30/2012
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	58,000.00	VHB		JE-0000000001 - City of Orlando - 09/30/2013		9/30/2013
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	119,751.00	Orlando Health In-Kind		JE-0000000001 - City of Orlando - 09/30/2013		9/30/2013
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	(37.99)	Richard Crotty Consulting Group LLC	Supplier Invoice: SI-0000004068	Operational Journal: City of Orlando - 03/01/2014	LESS: Renewal of domain through VHB Miller Sellen (www.downtownsouthnid.com)	3/1/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	21,666.66	Richard Crotty Consulting Group LLC	Supplier Invoice: SI-0000004068	Operational Journal: City of Orlando - 03/01/2014	Downtown South Neighborhood Improvement District - Administration Consultant (October, November, December 2013)	3/1/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	10,000.00	Consensus Communications Inc	Supplier Invoice: SI-0000003982	Operational Journal: City of Orlando - 03/01/2014	December 2013 Consulting Fees	3/1/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	410.00	Consensus Communications Inc	Supplier Invoice: SI-0000003982	Operational Journal: City of Orlando - 03/01/2014	Standardize file - phone match / cells	3/1/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	10,000.00	Consensus Communications Inc	Supplier Invoice: SI-0000003982	Operational Journal: City of Orlando - 03/01/2014	November 2013 Consulting Fees	3/1/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	4.00	Consensus Communications Inc	Supplier Invoice: SI-0000003982	Operational Journal: City of Orlando - 03/01/2014	DL - Parking for Meeting	3/1/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	10,000.00	Consensus Communications Inc	Supplier Invoice: SI-0000003982	Operational Journal: City of Orlando - 03/01/2014	October 2013 Consulting Fees	3/1/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	10,000.00	Consensus Communications Inc	Supplier Invoice: SI-0000009342	Operational Journal: City of Orlando - 03/01/2014	February 2014 Consulting Fees	3/1/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	10,000.00	Consensus Communications Inc	Supplier Invoice: SI-0000009345	Operational Journal: City of Orlando - 03/03/2014	March 2014 Consulting Fees	3/3/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	23.79	Consensus Communications Inc	Supplier Invoice: SI-0000004021	Operational Journal: City of Orlando - 03/01/2014	Additional Expense: Conference Call of 12/09/2013	3/1/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	10,000.00	Consensus Communications Inc	Supplier Invoice: SI-0000004021	Operational Journal: City of Orlando - 03/01/2014	January 2014 Consulting Fees	3/1/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	65.00	Consensus Communications Inc	Supplier Invoice: SI-0000010930	Operational Journal: City of Orlando - 05/05/2014	Logo/Script Change DSNID Website	5/5/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	10,000.00	Consensus Communications Inc	Supplier Invoice: SI-0000010930	Operational Journal: City of Orlando - 05/05/2014	May 2014 Consulting Fees	5/5/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	1,905.08	Consensus Communications Inc	Supplier Invoice: SI-0000010930	Operational Journal: City of Orlando - 05/05/2014	Coordinate, design, print and mail Mailer #2	5/5/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	2,542.57	Consensus Communications Inc	Supplier Invoice: SI-0000010930	Operational Journal: City of Orlando - 05/05/2014	Coordinate, design, print and mail Mailer #1	5/5/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	920.00	Consensus Communications Inc	Supplier Invoice: SI-0000010926	Operational Journal: City of Orlando - 04/03/2014	Additional Expenses: Website design, template and hosting.	4/3/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	10,000.00	Consensus Communications Inc	Supplier Invoice: SI-0000010926	Operational Journal: City of Orlando - 04/03/2014	April 2014 Consulting Fees	4/3/2014

City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	21,666.67	Richard Crotty Consulting Group LLC	Supplier Invoice: SI-0000012343	Operational Journal: City of Orlando - 05/30/2014	Downtown South Neighborhood Improvement District - Administration Consultant (April, May, June 2014)	5/30/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Other Professional Services	21,666.67	Richard Crotty Consulting Group LLC	Supplier Invoice: SI-0000020836	Operational Journal: City of Orlando - 06/19/2014	Downtown South Neighborhood Improvement District - Administration Consultant (Jan, Feb, Mar 2014)	6/19/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53100:Professional Services	Legal Services	240.00	Gray Robinson PA	Supplier Invoice: SI-0000019249	Operational Journal: City of Orlando - 04/01/2014	City of Orlando - NID (account #232302)	4/1/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	53400:Other Contractual Services	Other Contractual Services	224.02			JE-0000000001 - City of Orlando - 09/30/2013		9/30/2013
City of Orlando Account Set: SB260 - Contractual Services (Debit)	54700:Printing and Binding	Printing Services	27.85	Acme Stamp & Sign Company	Supplier Invoice: SI-0000007486	Operational Journal: City of Orlando - 05/01/2014		5/1/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit)	54700:Printing and Binding	Printing Services	167.79			JE-0000000527 - City of Orlando - 04/30/2014 - APRIL 2014 SOS ALLOCATIONS	Mar 2014 SOS Printing Outside Contract	4/30/2014
City of Orlando Account Set: SB260 - Contractual Services (Debit) Total			350,043.11					
City of Orlando Account Set: SB280 - Other Operating (Debit)	54200:Freight and Postage	Express Mail	7.34	Federal Express Corporation	Supplier Invoice: SI-0000013643	Operational Journal: City of Orlando - 05/20/2014	FedEx Charges	5/20/2014
City of Orlando Account Set: SB280 - Other Operating (Debit)	54200:Freight and Postage	Postage and Freight	558.16			JE-0000000856 - City of Orlando - 05/31/2014 - May 2014 Postage Allocation	May 2014 Postage Allocation	5/31/2014
City of Orlando Account Set: SB280 - Other Operating (Debit)	54800:Promotional Activities	Advertising	693.46	Orlando Sentinel (The)	Supplier Invoice: SI-0000007043	Operational Journal: City of Orlando - 03/27/2014	NID Referendum, Display, Online, 2252338/OSCM011740	3/27/2014
City of Orlando Account Set: SB280 - Other Operating (Debit) Total			1,258.96					
City of Orlando Account Set: SB365 - Supplies (Debit)	55400:Books, Publications, Subscriptions and Memberships	Books, Publications, Subscriptions, and Memberships	175.00			JE-0000000001 - City of Orlando - 09/30/2013		9/30/2013
City of Orlando Account Set: SB365 - Supplies (Debit)	55400:Books, Publications, Subscriptions and Memberships	Books, Publications, Subscriptions, and Memberships	175.00			JE-0000000002 - City of Orlando - 10/31/2013		10/31/2013
City of Orlando Account Set: SB365 - Supplies (Debit) Total			350.00					
Grand Total			252,852.07					
		subtracted in-kind	(119,751.00)					
		Total to be invoiced	133,101.07					

Job Profile Summary PROJECT MANAGER – DOWNTOWN SOUTH NATURE OF WORK:

Performs administrative and professional work involving capital improvement on behalf of the Downtown South Neighborhood Improvement District and management of the Downtown South Main Street District. An employee assigned to this classification is responsible for planning, directing and coordinating activities to ensure projects are accomplished within prescribed time frame and funding parameters. Work is performed under the general direction of the Sustainability Manager and the Downtown South Neighborhood Improvement District Advisory Council and Main Street Board of Directors. Performance is reviewed on a periodic basis through both formal and informal meetings and reports.

1. Full Range of Duties to be Performed – Capital Improvements:

- a. Manage the 5-year capital improvement program for the Downtown South Neighborhood Improvement District.
- b. Secure and manage financial grants with potential public and private funding partners.
- c. Identify potential improvements in concert with the development process; participate and monitor the Technical Review Committee, looking for synergies between private investment and public improvements.
- d. Coordinate the activities of the Downtown South Neighborhood Improvement District Advisory Council, and its Board of Directors (the City Council).
- e. Assist individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; when possible, participate in construction supervision; provide advice and guidance on necessary financial mechanisms for physical improvements.

2. Full Range of Duties to be Performed – Main Street issues:

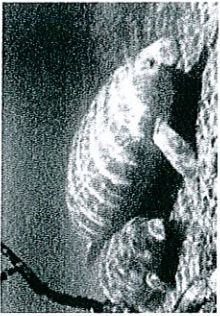
- a. Coordinate activity of Main Street program committees, ensuring that communication between committees is well established; assist committees with implementation of work plan items.
- b. Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development and accounting, preparing all reports required by the state Main Street program and by the National Trust Main Street Center, assisting with the preparation of reports to funding agencies and supervising part-time employees or consultants.

- c. Develop, in conjunction with the Main Street program's Board of Directors, strategies for economic development through historic preservation utilizing the community's human and economic resources. Become familiar with all persons and groups directly or indirectly involved in the commercial district. Mindful of the roles of various interest groups, assist the Main Street program's Board of Directors and committees in developing an annual action plan for implementing a revitalization program focused on four areas: design/ historic preservation, promotion, organization/management and economic restructuring/development.
- d. Develop and conduct ongoing public awareness and education programs designed to enhance the relationship with surrounding constituent residential communities (Delaney Park, Lake Copeland, Wadeview Park, Cheerokee, Lake Davis, Belle Air, Southern Oaks) and other local assets and to foster an understanding of the Main Street program's goals and objectives. Through speaking, engagements, media interviews and appearances, keep the program highly visible in the community.
- e. Assess the management capacity of major organizations and encourage improvements in the community's ability to undertake joint activities such as promotional events, advertising, uniform store hours, special events, business recruitment, parking management and so on. Encourage a cooperative climate between interests and local public officials.
- f. Advise merchants' organizations and/or Chamber of Commerce retail committees on Main Street program activities and goals and assist in the coordination of joint promotional events, such as seasonal festivals or cooperative retail promotional events, in order to improve the quality and success of events to attract people to the Main Street; work closely with local media to ensure maximum event coverage; encourage design excellence in all aspects of promotion in order to advance an image of quality.
- g. Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
- h. Utilizing the Main Street program format, develop and maintain data systems to track the process and progress of the local Main Street program. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes and information on job creation and business retention.
- i. Represent the community at the local, state and national levels to important constituencies. Speak effectively on the program's directions and findings, at ways mindful of the need to improve state and national economic development policies as they relate to smaller communities.

MINIMUM QUALIFICATIONS:

Bachelor's degree in Civil Engineering, Architecture, or Construction Management and four (4) or more years experience in the area of design and project management; or an equivalent combination of education, training, and experience. A valid Florida Driver's License is required.

ADDITIONAL QUALIFICATIONS FOR PROMOTION: Last performance evaluation must have resulted in an overall Meets Standards rating with no goal rating of less than Meets Standards. Professional Engineer License or an Architectural License is required. Class A General Contractors License may be required depending on area of assignment.



CONFERENCE ROOM: Manatee B Conference Room

MEETING: Downtown South NID Advisory

DATE: 8/13/14

SIGN-IN SHEET

Name (Please Print)	Business / Property	Telephone	Email Address
Bill Nassar	The Nassar Co.	407-234-9523	WANNASAR@NASSAR.COM
Holly Venture	Downtown South	407-715-3315	holly@DowntownSouthOrlando.org
Leah Nash	Downtown South	407-585-5324	leah@trustedsourcesfl.com
Greg Lee	BAIUM HESTER	407-489-5731	glee@bakvluw.in
Pauline Eaton	City of Orlando	407-246-3259	pauline.eaton
CHRISTINA GEMMARE	PERIAPDO CONSULTING GROUP	407-285-1734	ccalmara@rcogfl.com
molly delahunty	'	407-985-1934	mdelehunty@rcogfl.com