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The regular meeting of the Community Redevelopment Agency Advisory Board was held on Wednesday, July 20, 2016 at City Hall, 400 South Orange Avenue, City Hall, Second Floor, Agenda Conference Room, 400 South Orange Avenue, Orlando, Florida. Chair Doug Taylor called the meeting to order at 3:53 p.m., noting a quorum was present.

MEMBERS PRESENT: Doug Taylor, Chair
Wendy Connor, Vice Chair
Bill Lambert
Jessica Burns
Terry Delahunty
Commissioner Ted Edwards

MEMBER ABSENT: Roger Chapin

STAFF PRESENT: Thomas C. Chatmon, Jr., Executive Director
Walter Hawkins, Director of Urban Development
Christel Brooks, Administrative Specialist
Shaniqua Rose, Board Secretary
Kelly Allen, Marketing Coordinator
Analys Sanchez, Interactive Media Coordinator
Caitlin Driggers, Marketing Intern
Marya Collier, Economic Development Coordinator
Bob Fish, Clean Team Manager
Stacey Adams, Assistant City Attorney
Victoria Walker, Assistant City Attorney

Election of Officers - A motion was made by Jessica Burns and seconded by Terry Delahunty, nominating Doug Taylor to serve as Chair of the Downtown Development Board and Wendy Connor as Vice Chair of the Downtown Development Board. The motion carried unanimously.

Approval of Minutes - A motion was made by Terry Delahunty and seconded by Wendy Connor to approve the minutes of the April 27, 2016 CRA Advisory Board meeting. The motion carried unanimously.

Parramore Update:

Walter Hawkins gave an update on events taking place in the Parramore area. The Board thanked Mr. Hawkins for his update.

Public Comment: Jonathan Blount gave his support for the MEBA application going before the Board. He commented on the history of Division Avenue and asked the Board to consider supporting the renaming of the street. Mr. Blount also explained the efforts of the Street Team Movement to get a drop in center known as the “Compassion Center” and that there would be a fundraiser taking place August 5, 2016 at the Amway Center. The Board thanked Mr. Blount for his input.

New Business:

a. **Economic Development Incentive Agreement for Grocery at Lucerne Development –**

Thomas C. Chatmon, Jr., Executive Director explained that the Crescent CCRE Lucerne Venture, LLC. (Crescent) is seeking to purchase and develop 4.6 acres of vacant real estate in the Downtown Orlando Community Redevelopment Area located on the Northwest corner of the intersection of South Orange Ave and West Gore Street. Crescent desires to develop and revitalize the property as a mixed-use residential and commercial development consisting of +/- 376 residential apartments, a +/- 24,000 square foot (s.f.) full-service grocery store, +/- 7,000 s.f. of retail space, and associated parking facilities

The 2015 update to the Downtown Orlando Community Redevelopment Area Plan (“Plan”) encourages the CRA to promote and encourage mixed use development, neighborhood-oriented retail and services opportunities in underserved areas of the CRA, and to continue to support developments in Downtown to build commercial ground floor “retail ready” space throughout the Downtown core. Additionally, the Plan addresses targeting retailers to fill in gaps in the retail mix, such as grocers, within the Downtown CRA Area.

The CRA has previously used tax increment revenues to encourage economic development in the Downtown Redevelopment Area. Because of the nature of the project and its potential impact on Downtown Orlando, the CRA is proposing to provide a tax increment rebate to Crescent equal to 30% of the tax increment revenue directly attributable to the Lucerne Project for five years after the project receives a certificate of occupancy. The tax increment rebate will be provided to Crescent on an annual basis over the five year period and the maximum amount of the rebate shall be \$500,000.

In order to receive the tax increment rebate, Crescent will have to complete the purchase of the property by December 31, 2016, secure a lease with an established and reputable grocery store for a minimum lease term of 20 years, donate \$1,500 annually to Downtown special event funding for the duration of the rebate period, include a public art component into the project for a minimum value of \$50,000, encourage the grocery tenant to provide employment and career training to residents of the Parramore neighborhood and senior citizens, and provide a shopping cart control plan.

Staff requested the CRA Advisory Board recommend approval of the Economic Development Incentive Agreement for Grocery at Lucerne Development between the CRA and Crescent, and authorization for the Chairman of the CRA and the Executive Director of the CRA to execute the Agreement, subject to the review and approval of the City Attorney's Office, and approval of expenditures from the Downtown Orlando Community Redevelopment Area Trust Fund in the amount of up to \$500,000 in tax increment rebates for Crescent.

Discussion ensued regarding the need for an grocer and ways that the CRA can ensure that after payments are received the business remains opened.

A motion was made by Commissioner Edwards to recommend approval of the Economic Development Incentive Agreement for an Grocery at Lucerne Development between the CRA and Crescent, and authorization for the Chairman of the CRA and the Executive Director of the CRA to execute the Agreement, subject to the review and approval of the City Attorney's Office, and approval of expenditures from the Downtown Orlando Community Redevelopment Area Trust Fund in the amount of up to \$500,000 in tax increment rebates for Crescent with the amendment that the rebate amount shall be a maximum payment of \$100,000 per year. The motion was seconded by Wendy Connor and carried unanimously.

b. **MEBA – J. Henry’s Barbershop** – Mercedes Blanca, Division Fiscal Manager explained that the Minority/Women Business Assistance Program was approved by the CRA on August 28, 2006. The MEBA Program assists with small business retention and creation in the MEBA target area as defined within the Downtown Orlando Community Redevelopment Area. The MEBA Program provides financial assistance of up to \$40,000.00 to qualified new and existing retail and service businesses for retention/relocation expenses, purchase of capital equipment, marketing services, and business start-up expenses.

JHenry, LLC is a full service upscale barber shop that offers a wide range of professional barbering services, along with quality hair and skin products. John A. Henry, the owner has worked in the Parramore community for the past 28 years and has established a large clientele through hard work, superb customer service and dedication. JHenry, LLC is located at 644 West Church Street, situated across the street from the future Orlando City Soccer Stadium. The applicant has requested 6 months of rent abatement, totaling \$5,400.00.

The MEBA Advisory Board recommended approval of funding up to \$5,400.00 at the July 13, 2016 MEBA Advisory Board Meeting.

Staff requested the CRA Advisory Board recommend approval of the MEBA Funding Agreement between the CRA and JHenry, LLC and authorization for the Chairman and Executive Director of the CRA to execute the Agreement, subject to the review and approval of the City Attorney’s Office.

John Henry, the applicant, expressed his gratitude for staff working with him through this application process.

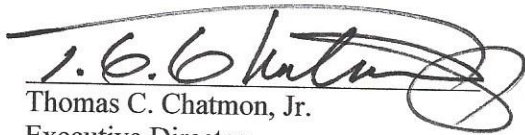
A motion was made by Bill Lambert and seconded by Jessica Burns to recommend approval of the MEBA Funding Agreement between the CRA and JHenry, LLC and authorization for the Chairman and Executive Director of the CRA to execute the Agreement, subject to the review and approval of the City Attorney’s Office. The motion carried unianimously.

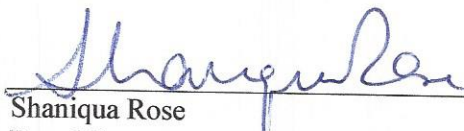
Date of Next Meeting

The next scheduled meeting of the Community Redevelopment Agency Advisory Board is Wednesday, August 24, 2016, 3:00 p.m., at City Hall, Sustainability Conference Room, on the Second Floor.

Adjournment

There being no further business to come before the Community Redevelopment Agency Advisory Board, Chairman Doug Taylor adjourned the meeting at 4:56 p.m.


Thomas C. Chatmon, Jr.
Executive Director


Shaniqua Rose
Board Secretary