

Community Redevelopment Agency (CRA)
Meeting Minutes December 13, 2022
(APPROVED)

12/13/2022 - Minutes

1. CALL TO ORDER & ROLL CALL

CRA Members Present: Robin Gibson -Chair, Mayor Jack Hilligoss, Danny Krueger, Daniel Williams, Terrye Howell

Staff Present: James Slaton, Executive Director; Jennifer Nanek, City Clerk; Albert Galloway, Jr., City Attorney

Chair Robin Gibson called the meeting to order at approximately 2:12 p.m.

2. COMMENTS AND PETITIONS

3. Minutes - November 8, 2022

Commissioner Krueger made a motion to approve the minutes of November 8, 2022. Commissioner Williams seconded the motion.

by voice vote:

ALL "YES"

Motion approved 5-0.

4. Staff Presentation - Lake Wales Connected Plan

James Slaton, Executive Director, said what we are doing is not average. Since we began over 2 years ago, we have touched 50 action items in the Lake Wales Connected Plan. Seven items are complete. 35 items are in progress or ongoing. The ongoing items we can make progress on but will never be done such as affordable housing. There is an online dashboard so the public can see the progress that is being made.

Michael Manning, Assistant to the City Manager, shared a presentation on updates for the Lake Wales Connected Plan.

Mr. Manning said that Park Avenue is partially complete and in progress. The design for Park Avenue is complete. The Construction will be done in two years. We are transitioning the use of the street for people rather than cars. There will be a groundbreaking ceremony in January. Mr. Slaton said we may not see actual construction until March but things will begin to happen.

Mr. Manning said next is Market Plaza. The plan is complete. The design elements will match Park Avenue and will be used for events. The construction designs for First Street should be done by the end of the Calendar year. He showed 2 options and described the one they chose.

Mr. Manning reviewed the status of Olmsted Streetscapes. We got a federal grant through Congressman Soto's Office of \$800,000 to help improve Streetscapes. He reviewed planned changes for Crystal and Orange including trees. Construction will happen in 2023. The difference will be significant.

Mr. Manning said that for Lincoln Ave Improvements they are starting to gather proposals. Then they will set up a timeline and kickoff. This should happen in mid 2023.

Mr. Manning reviewed the trail map and efforts to expand the trail network. They are building trails to connect to other trails. The Park Avenue Connector Trail should be done in January. Mr. Slaton said a ribbon cutting will be scheduled. Mr. Manning said the route of the Crystal Lake Park Trail is still being decided. They are reviewing several alternatives.

Mr. Manning said that a partnership with Bok Tower is crucial. There have been lots of landscape improvements and more are planned. CSX Trail Coordination efforts are underway. CSX did not want a trail near the railroad so the trail will divert to go on Third Street.

Mr. Manning reviewed planned gateway features for Northwest neighborhood and the planned Pedestrian improvements. There is an awarded CDBG grant that will help with this. The first year of Construction is scheduled for 2023. He shared a slide for possible pedestrian walkway on Crystal Avenue.

Mr. Manning said that regarding Public Art not much has happened lately but an outdoor sculpture exhibit is planned.

Commissioner Howell asked if any of these plans take away public parking. Mr. Manning reviewed planned changes including parking areas so that the whole area operates more efficient. They plan to reestablish the center of the whole street. Delivery trucks unloading are fine but certain areas shouldn't be parking all day. Commissioner Howell said there is concern about not enough space. Mr. Slaton said some changes will take getting used to. There will be complaints but they will try to accommodate where possible.

Darrell Starling, CRA Project Manager, reported that there is a plan for a Juneteenth mural in June. He reviewed completed infill housing projects and the current keystone Phase 3 venture. 9 homes are under construction and 4 new ones are coming soon. Mr. Starling reviewed a First Time Homebuyer Education Program. Southstate Bank has helped with down payment assistance.

Mr. Starling reviewed the plans for the Lincoln Avenue Business District which includes a multi-tenant building and parking. The Lincoln Avenue CDC is helping property owners to get clear title to their property. Mr. Starling reviewed efforts to develop an incubator on Lincoln Avenue.

Mark Bennett, Director of Development Services, reviewed the plans to redevelop Grove Manor in partnership with the Housing Authority. Mr. Bennett reported on recent zoning changes and design guidelines adopted to help enhance downtown. Mr. Bennet said there is a zoning study planned for the Northwest Neighborhood. This project will start in January.

Mr. Bennett reported that Context Zones with FDOT were established and historic Preservation building codes were reviewed and found sufficient. Mr. Bennett reviewed Code Enforcement accomplishments including the demolishing of the Estes Building.

Mr. Slaton reviewed some of the new businesses opened in the downtown and awaiting others including an ice cream shop.

Chair Gibson commended Doverkohl for their expertise. He is glad at the progress being made.

5. Sale Of CRA Property At 2201 Longleaf Boulevard (Lot 5), Lake Wales, FL 33859

[Begin Agenda Memo]

SYNOPSIS: The purpose of this request is to consider the sale of the CRA property located at 2201 Longleaf Boulevard (lot 5) to Orlando Family Medical, INC. for \$70,000.

RECOMMENDATION

It is recommended the CRA Board consider the following action(s)

1. The CRA Board authorize the sale of the CRA property at 2201 Longleaf Blvd. to Orlando Family Medical, INC. for \$70,000. Property number: 27-29-35-879000-001010
2. Authorize the Executive Director of the CRA to sign a vacant land contract with the contingency that the development agreement must be executed prior to closing.
3. Authorize the Executive Director of the CRA to enter into a developer's agreement with Orlando Family Medical, INC.

BACKGROUND The property located at 2201 Longleaf Boulevard (Lot 5), has been vacant for over two (2) decades. Based on the recent land sales in the Business Park, the estimated market value of the property is \$117,600.

A notice offering Lot 5 of Longleaf Business Park was published in accordance with the provisions of §163.380, Florida Statutes, on November 4, 2022. A 'letter of intent' was received from Orlando Family Medical, INC., offering the sum of \$70,000 to purchase the property. Orlando Family Medical, INC. intends to build a 7,000 square foot medical office on the property to house their medical practice.

FISCAL IMPACT The CRA will gain a one-time profit of \$70,000 for the purchase 2201 Longleaf Blvd, Lot 5. After development, annual tax revenue will be received for the life of the CRA.

OTHER OPTIONS Decline to accept the offer; re-advertise the availability of the parcel; await other offers which might be made.

[End Agenda Memo]

James Slaton, Executive Director, reviewed this item.

Juan Garcia, owner of Orlando Family Medical, shared the history of his business, the current status and plans for expansion into Lake Wales. They target the underserved. They see everyone that comes. This is a family business and will continue to be.

Chair Robin Gibson asked how many support personnel there will be. Mr. Garcia said 20-25. Chair Gibson asked if many will live locally. Mr. Garcia said the majority will live within 30 minutes away. No Doctor will travel from Orlando on a daily basis.

Commissioner Krueger asked about their policy concerning masks and vaccines. Mr. Garcia said up until October masks were required. Now they are optional. Vaccines were required at some point but not anymore. They have a pharmacy to come in to offer the vaccines. Commissioner Krueger asked if they have done research on this. Mr. Garcia said no. Some of his doctors believe they are effective while others do not.

Chair Gibson said we are looking forward to you all being here.

Mr. Slaton said the parcel is owned by the CRA but not in the CRA. The \$70,000 from the sale will go to the CRA but taxes generated will go to general fund.

Mayor Hilligoss made a motion to approve the sale. Commissioner Williams seconded the motion.

by voice vote:

Mayor Hilligoss "YES"

Commissioner Williams "YES"

Commissioner Krueger "YES"

Commissioner Howell "YES"

Chair Gibson "YES"

motion passed 5-0.

6. Piggyback Agreement – Retail Strategies

[Begin Agenda Memo]

SYNOPSIS: The Community Redevelopment Agency (CRA) Board will consider approval of a piggyback agreement with Retail Strategies for downtown revitalization services focused on business recruitment.

RECOMMENDATION Staff recommends the CRA Board take the following actions:

1. Approve the piggyback agreement.
2. Authorize the expenditure of \$30,000.
3. Authorize the Executive Director to execute the necessary documents on behalf of the CRA.

BACKGROUND

The Lake Wales City Commission has emphasized the importance of economic development over this past year and recently approved an agreement with Retail Strategies to create and execute a retail recruitment strategic plan for the broader Lake Wales area. The plan and recruitment team will complement services provided by the Lake Wales Economic Development Council.

Retail Strategies also has a downtown revitalization team that specializes in downtown activation, which requires a customized approach. CRA staff and Lake Wales Main Street evaluated two firms to assist with ongoing efforts for business recruitment in the historic downtown district (CRA Area 1). The two firms considered were Retail Strategies and Colliers International. After evaluating the services provided by the two firms, CRA and Lake Wales Main Street staffs are recommending approval of the proposal from Retail Strategies.

Retail Strategies will assist Lake Wales Main Street and the CRA with marketing, business recruitment, and business retention. Additional services provided include the creation of a downtown entertainment district as well an expansion of public art in the historic downtown district.

LAKE WALES CONNECTED PLAN ACTION STEPS

Action # Description

12 Invest in Public Art

21 Recruit a coffee shop, brewpub, café, and sports bar to downtown.

OTHER OPTIONS

1. Do not approve the proposed agreement and direct staff to search for an alternative business recruitment firm.

2. Do not approval the agreement.

FISCAL IMPACT \$30,000.

[End Agenda Item]

James Slaton, Executive Director, reviewed this item.

Chair Gibson said its a big deal to get this level of expertise.

Commissioner Krueger made a motion to approve this item. Commissioner Howell seconded the motion.

by voice vote

Commissioner Krueger "YES"

Commissioner Howell "YES"

Commissioner Williams "YES"

Mayor Hilligoss "YES"

Chair Gibson "YES"

Motion passed 5-0.

7. EXECUTIVE DIRECTOR'S REPORT

Commissioner Krueger said there is a lot going on and is going well.

Commissioner Williams agreed and commended the staff on a good job.

Commissioner Howell said its dark in Lake Wales in certain areas. We need more lights. Mr. Slaton agree and said some of those areas that will be under construction will get more lights.

Chair Gibson gave an update on the Grand Hotel lawsuit. There is a motion for summary judgement made by Dixie Walesbilt going on currently. There is an issue concerning whether the contract has been breached. The City Commission was induced by fraud to enter into a contract. This contract could be invalid. There is a good chance that the City will once again have title to the hotel. We should notify everyone that it will be on the market. Everyone needs to stay in touch and have the same chance to bid on it. He wanted everyone to be informed.

Chair Gibson said the quarterly newsletter was pretty good. The City is on a roll. Lets keep it that way. Our prospects are good.

Commissioner Krueger said there was a presenter at a recent conference that is knowledgeable about old hotels. Chair Gibson said we definitely want to talk to him. Mr. Slaton agreed and said we have a smaller hotel he could look at.

Chair Gibson asked Commissioner Krueger to give an update on that conference. Commissioner Krueger agreed. Mr. Slaton said additional training is upcoming. Mark Bennett, Development Services Director, said there is a training session in January. Chair Gibson said he learns something new each time.

8. ADJOURN

The meeting was adjourned at 3:21 p.m.

Chair/Vice-Chair

ATTEST:

City Clerk/Deputy City Clerk