CRA MEETING
ZEPHYRHILLS, FLORIDA

Monday, July 24, 2023
5:00 PM

The City of Zephyrhills will maintain a quorum at the dais and host a GoToMeeting to allow the public to attend remotely.

Please join the GoToMeeting
from your computer, tablet or smartphone:
https://meet.goto.com/527601373
or dial in using your phone:
+1 (872) 240-3412 - Access Code: 527-601-373
(Please mute your phone unless you wish to speak on a specific item)

Zephyrhills City Hall **Council Chambers**

Call to Order – CRA Board Vice Chairperson Charles E. Proctor
Roll Call – City Clerk Lori Hillman

1. BUSINESS ITEMS
    - 1.1 Approval of June 26, 2023 Meeting Minutes
        1. M06-26-23 - CRA
    - 1.2 Approval of May 22, 2023 Meeting Minutes
        1. M05-22-23 - CRA
    - 1.3 Approval of April 24, 2023 Meeting Minutes
        1. M04-24-23 - CRA
    - 1.4 Review of Tentative FY 2023/2024 CRA Budget
        1. CRA Budget Presentation FY23-24
        2. FY23-24 Draft CRA Budget
2. CRA DIRECTOR'S REPORT

3. MAIN STREET ACTIVITY REPORT

4. CITIZEN COMMENTS

ADJOURN

*** PLEASE NOTE: This is a Public Meeting. Should any interested party seek to appeal any decisionmade by the Council with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceeding is made, which record includes the testimony and evidence upon which the appeal is to be based. F.S. 286.0105. If you are a person with a disability which requires reasonable accommodation in order to participate in this meeting, please contact the City Clerk at 813/780-0000 at least 48 hours prior to the public hearing. A.D.A. and F.S. 286.26.**

COMMUNITY REDEVELOPMENT AGENCY MEETING

A Regular Community Redevelopment Meeting was held on June 26, 2023 at 5:00 p.m. in the Council Chambers of City Hall and via GoToMeeting +1 (571) 317-3122 - Access Code: 597-869-845.

CRA Board Chairperson Kenneth Burgess called the meeting to order. Roll call was taken. Present were members Kenneth Burgess, Jodi Wilkeson, Steven F. Spina, Ph.D., Charles Proctor and Mayor Melonie Bahr Monson. Lance Smith was absent. City Manager William Poe was present and City Attorney Matthew Maggard arrived at 5:30 p.m.

Staff present: CRA Director Gail Hamilton, Police Chief Derek Brewer, Public Information Officer Kevin Weiss, Planning Director Todd Vande Berg, Senior Planner Rodney Corriveau, IT Director Mike Panak, Main Street Coordinator Antwon Gildon and City Clerk Lori Hillman.

1. BUSINESS ITEMS

1.1 Approval of June 12, 2023 Meeting Minutes

Charles Proctor moved to approve the June 12, 2023 Meeting Minutes. Seconded by Jodi Wilkeson. Motion passed unanimously, 4-0.

1.2 CRA Master Plan, Design Standards Update and Creation of CRA Vision Plan

CRA Director Gail Hamilton said the CRA Master Plan update was included in the 2023 approved budget. A Visioning Plan will be added to solicit community input for a better understanding of the CRA along with an update to the design standards for completion by March 2024.

Jodi Wilkeson moved to approve the CRA Master Plan, Design Standards Update and Creation of CRA Vision Plan. Seconded by Steve Spina. Motion passed unanimously, 4-0.

1.3 Commercial Matching Facade Grant – HJR LLC / Hangry Joe's Hot Chicken – 5347 Gall Blvd.

CRA Director Gail Hamilton introduced Hangry Joe's Hot Chicken owner Brad Smith and clarified the siding on the front of the concept plan is a cement fiber siding product called Nichiha.

Brad Smith – 406 Finn Way – Dunedin, Florida

Mr. Smith said he is the master developer for Florida, North Carolina, Tennessee and Georgia and is excited to bring Hangry Joe's to the first Florida location in Zephyrhills. The restaurant is a hot chicken concept with a variety of spice levels, with or without heat. He intends to open the restaurant eight weeks after permit approval, anticipating a September 2023 opening.

CRA Director Gail Hamilton said the application meets all grant guidelines and recommended approval.

Steve Spina moved to approve the Commercial Matching Facade Grant. Seconded by Charles Proctor. Motion passed unanimously, 4-0.

1.4 Restaurant Food Services Grant Program

CRA Director Gail Hamilton said she created the Restaurant Food Services Grant Program with dollar amounts and stipulations for the Commissioners review and feedback to begin October 1, 2023 to incentivize restaurants in the CRA District with a proven track record. A line item for Restaurant and Food Services will be added to the budget. This is a matching grant for the renovation of existing buildings, a retrofit (Interior Buildout: plumbing, electrical, HVAC, fire sprinkler/fire suppression system, ADA accessibility, etc.) – Exterior: roof repairs, signage, design assistance, structural reinforcement, etc.), not for brand new buildings. The increase in the value of the building stays with the building for the next lessee. She said the two priorities for the community are a coffee shop and a place to have dinner. The grant is a work in progress and has not been reviewed by the City Attorney.

A discussion ensued relating to nonconventional restaurants such as older homes converted into restaurants and/or coffee shops, increasing the Commercial Facade Matching Grant from $5,000 to $75,000 per business annually to be distributed in varying amounts on a first come, first served basis in conjunction with need, define restaurant experience/proven track record for restaurants and define furniture, fixtures and finishes that are excluded from the grant. A suggestion was made to appoint a business person, banker and building department employee to review quantifiable information, increase the Commercial Facade Matching Grant to $100,000, and add a contingency cushion.

2. CRA DIRECTOR'S REPORT

CRA Director Gail Hamilton said B.R.W. Contracting has begun and sidewalks are being built. Staff has been working with consultants on value engineering at Hercules Park for a presentation to Council this evening. She introduced Main Street Director/Coordinator Antwon Gildon who has served on the Main Street Board and has been a breath of fresh air for staff and the community.

3. MAIN STREET ACTIVITY REPORT

Antwon Gildon, Main Street Director/Coordinator, said he has begun the reeducation process for the Main Street Committees since moving into his role and said Main Street will hit the ground running in July. Main Street will showcase what is happening within the community i.e, the Tennis Center, airport, skate park, etc. He wants to make sure the community is aware of Main Street and will be conducting surveys in the near future to solicit feedback from workers, residents, and businesses to promote the downtown district. He said event weaknesses will be addressed with additional volunteers.

4. CITIZEN COMMENTS

N/A

Meeting Adjourned: 5:42 p.m.
Submitted by Lori L. Hillman

COMMUNITY REDEVELOPMENT AGENCY MEETING

A Regular Community Redevelopment Meeting was held on May 22, 2023 at 5:00 p.m. in the Council Chambers of City Hall and via GoToMeeting +1 (872) 240-3311 - Access Code: 776-482-533.

CRA Board Chairperson Kenneth Burgess called the meeting to order at 5:02 p.m. Roll call was taken. Present were members Lance Smith, Kenneth Burgess, Jodi Wilkeson, Steven F. Spina, Ph.D., Charles Proctor and Mayor Melonie Bahr Monson. City Manager William Poe was present. City Attorney Matthew Maggard was absent.

Staff present: CRA Director Gail Hamilton, Finance Director Ted Beason, Public Information Officer Kevin Weiss, IT Director Mike Panak, Finance Supervisor Jessica Carter and City Clerk Lori Hillman.

1. BUSINESS ITEMS

1.1 Presentation of 2022 CRA Audit – Comprehensive Annual Financial Report

CRA Director Gail Hamilton stated Florida Statute 163 mandates approval and acceptance of the CRA Audit by the CRA Board. The CRA's net position in 2014 was $14,000 with a current net position of $700,000 plus dollars. She said the CRA's funds are reinvested within the district to raise property values.

Finance Director Ted Beason said a fund balance of $700,000 can be carried forward by designating funds be reserved for a specific project.

Steve Spina moved to accept the 2022 CRA Audit. Seconded by Lance Smith. Motion passed unanimously.

1.2 Quinones Residential Ownership Incentive Grant – 5515 16th Street

CRA Director Gail Hamilton presented a Residential Ownership Incentive Grant located at 5515 16th Street. Mr. and Mrs. Quinones are aware the grant requires them to occupy the home and file homestead exemption on the property for five years with a lien filed on the property for the five year duration. If homestead exemption is not filed, the property is vacated or sold within the five year period, the entire $5,000 will be due within 15 days of notice by the Zephyrhills CRA. The grant application meets the guideline requirements of the Residential Ownership Incentive Grant and staff recommended approval.

Jodi Wilkeson moved to approve Business Item 1.2. Seconded by Charles Proctor. Motion passed unanimously.

1.3 Kelsey Redman Residential Ownership Incentive Grant Program – 38555 1st Avenue

CRA Director Gail Hamilton presented a Residential Ownership Incentive Grant located at 38555 1st Avenue. Ms. Redman is aware the grant requires her to occupy the home and file homestead exemption on the property for five years with a lien filed on the property for the five year duration. If homestead exemption is not filed, the property is vacated or sold within the five year period, the entire $5,000 will be due within 15 days of notice by the Zephyrhills CRA. The grant application meets the guideline requirements of the Residential Ownership Incentive Grant and staff recommended approval.

Lance Smith moved to approve Business Item 1.3. Seconded by Jodi Wilkeson. Motion passed unanimously.

1.4 Christina Lee Vespie Residential Ownership Incentive Grant – 5422 8th Street

CRA Director Gail Hamilton presented a Residential Ownership Incentive Grant located at 5422 8th Street. Ms. Vespie is aware the grant requires her to occupy the home and file homestead exemption on the property for five years with a lien filed on the property for the five year duration. If homestead exemption is not filed, the property is vacated or sold within the five year period, the entire $5,000 will be due within 15 days of notice by the Zephyrhills CRA. The grant application meets the guideline requirements of the Residential Ownership Incentive Grant and staff recommended approval.

Charles Proctor moved to approve Business Item 1.4. Seconded by Lance Smith. Motion passed unanimously.

2. CRA DIRECTOR'S REPORT

CRA Director Gail Hamilton said staff, Kimley-Horn and Wharton-Smith are currently working on alternatives for Hercules Park and the Guaranteed Maximum Price (GMP) for presentation to City Council on June 12, 2023.

City Manager William Poe said $4.8M was originally budgeted for Hercules Park with an initial estimate of $5.3M. When the bids were received, they were much higher than expected; specifically, the custom water park. He said the project is $3M over budget. The funding mechanisms in place are Penny for Pasco and ARPA.

CRA Director Gail Hamilton said the project can be designed in Phases but the cost is $8.3M. She said the park was created to honor the Hercules Power Company's history and workers. She said pictures were reviewed containing stacks and stacks of barrels with turpentine. Barrels were created in the splash pad area to shoot water, a tree was created with cut marks that has water flowing to fill a bucket, and inlays were created with the Hercules Powder Company logo. She said the plan contained a lot of customization and was the largest single item. This item will be broken down and brought back with proposed alternatives. The project will begin three months after approval by Council.

CRA Director Gail Hamilton said the contract with B.R.W. for 10 miles of sidewalk is on Council's agenda for approval this evening. If approved, she would like to get started to complete some sidewalks before school starts in the Fall. She will bring back a time schedule.

CRA Director Gail Hamilton said CRA staff, James Pankonin with Kimley Horn, and the Parks and Recreation Board held a Hercules Park public input meeting which was well attended. Once the renderings for the Veterans area are complete, another public meeting will be held for input.

CRA staff are working on cost estimates for the lighting of trees on 8th Street to create a connection from 5th Avenue to the Library on 8th Street in an effort to grow downtown and add businesses to the side streets zoned Commercial Retail.

Staff is working with Pasco County on an Interlocal Agreement for CR-54, which is currently SR-54, to begin beautifying with trash containers, benches, and landscape pots. Staff is also looking at costs to replace signage and will bring back a cost package for board review and approval.

3. MAIN STREET ACTIVITY REPORT

CRA Director Gail Hamilton said a Night Market was held downtown on Saturday, May 20th with over 40 vendors and two bands that will continue through June and July. Main Street partnered with the Friends of the Library to create a mural on the crosswalk in front of the Library. The cost of the mural is $5,000 and will be paid by the Friends of the Library.

4. CITIZEN COMMENTS

N/A

Meeting Adjourned: 5:45 P.M
Submitted by Lori L. Hillman

COMMUNITY REDEVELOPMENT AGENCY MEETING

A Regular Community Redevelopment Meeting was held on April 24, 2023 at 7:00 p.m. in the Council Chambers of City Hall and via GoToMeeting +1 (872) 240-3412 - Access Code: 529-466-589.

CRA Board Chairperson Lance Smith called the meeting to order. Roll call was taken. Present were members Kenneth Burgess, Lance Smith, Jodi Wilkeson, Steve F. Spina, Ph.D., Charles Proctor, and Mayor Melonie Bahr Monson.

City Manager William Poe was present. City Attorney Matthew Maggard was absent.

Staff present: CRA Director Gail Hamilton, Public Information Officer Kevin Weiss, IT Director Mike Panak and City Clerk Lori Hillman.

1. BUSINESS ITEMS

1.1 Reorganization of CRA Board

Board Chairperson

Jodi Wilkeson nominated Commissioner Kenneth Burgess as Board Chairperson. Seconded by Charles Proctor. Motion passed unanimously and the gavel was exchanged.

Board Vice Chairperson

Lance Smith nominated Commissioner Proctor as Board Vice Chairperson. Seconded by Jodi Wilkeson. Motion passed unanimously.

1.2 Approval of March 27, 2023 Regular Meeting Minutes

Jodi Wilkeson moved to approve the March 27, 2023 Meeting Minutes. Seconded by Charles Proctor. Motion passed unanimously.

2. CRA DIRECTOR'S REPORT

CRA Director Gail Hamilton said general contractor Wharton-Smith will have a Guaranteed Maximum Price (GMP) to staff by May 5th for Hercules Park. Staff has received construction documents for the 10 miles of sidewalk and the bids are currently under review by the Public Works Director for a recommendation to City Council on May 8th. A Neighborhood Cleanup is scheduled for Saturday, April 29th from 8:00 a.m. – 12:00 p.m. with staging in Zephyr Park. The CRA's Master Plan has been budgeted and will be updated along with the CRA Design Standards. SR-54, on the west side of US-301, will become CR-54 and Pasco County is in the process of creating an Interlocal Agreement with the City. Once the Interlocal Agreement is signed, staff will begin planning for landscaping, benches and pots within the boundaries of the CRA district. Street signs will cost $100,000 and staff will look for available funding to make the improvements.

Commissioner Spina said when he was campaigning, he found people were not aware of the CRA or their goals. He suggested hosting a CRA 101 community meeting, invite a representative from the Florida Redevelopment Association, and have CRA Director Gail Hamilton explain how the CRA was formed, talk about the goals and what the CRA is trying to accomplish. He said Monica Young, a Rotary member and mortgage broker, is willing to sponsor a session for realtors.

Commissioner Spina suggested creating a five to ten year Parks Master Plan inclusive of current parks and how they are used along with feedback from citizens on improvements they would like to see in the parks.

CRA Director Gail Hamilton touched on the concept redevelopment plans for the Zephyr Park and Oakside Neighborhoods with ribbon paving in the alleyways and creating opportunities for homes to face the alleyways.

Commissioner Proctor said the City's underground utilities run through the alleys which would create an issue when digging up the pavement and suggested millings as a cost-effective alternative.

CRA Director Gail Hamilton said she intends to secure funding from SWFWMD (South West Florida Water Management District) for the work at Zephyr Park.

Commissioner Smith said if you fertilize right down to the shore line, the nitrates go into the water and cause algae bloom and suggested considering some regulations. He stressed the importance for staff to continually push projects to keep them moving.

3. MAIN STREET ACTIVITY REPORT

CRA Director Gail Hamilton said the Music and Motorcycles event on Saturday, April 15th was a beautiful day with great volunteers.

4. CITIZEN COMMENTS

Shane Barker – 14232 17th Street – Dade City, FL

Mr. Barker said he hopes the Parks and Recreation community input meeting for Hercules Park is well attended and asked if there was a way to live stream the meeting for online community involvement or a way to place the recording on social media.

Public Information Officer Kevin Weiss – City of Zephyrhills

Mr. Weiss said he will upload the recording to the podcast feed on the City's website.

Meeting Adjourned: 8:12 p.m.
Submitted by Lori L. Hillman

Presentation

BUSINESS ITEMS 1.4

Review of Tentative FY 2023/2024 CRA Budget

Issue:
Discussion of the CRA Budget for FY 2023/2024

Background:
FY 2023/2024

Attachment(s):
1. CRA Budget Presentation FY23-24
2. FY23-24 Draft CRA Budget

Fiscal Impact:

Staff Recommendation:
Information Only - No Action is Required

FY 2023-2024
CRA BUDGET WORKSHOP

JULY 24, 2023

COMMUNITY REDEVELOPMENT AGENCY

- Ad Valorem Revenues

2022 Actual	2023 Actual	2024 Proposed Budget
$556,545	$733,999	$989,820

- **Major Projects for 2024**
  - **Zephyr Park/Oakside Neighborhood Impr. $150,000**
  - **Commercial & Residential Land Purchase $240,000**
  - **Clock Plaza Improvements $250,000**
  - **Downtown Home Theatre Rehab $125,000**
  - **Sidewalks and Trails Design & Engineering $250,000**
  - **5th Ave Hardscape $150,000**
  - **Entrance Signage $100,000**
  - **CRA Park Signage – Rebranding $100,000**
  - **Public Art Downtown $100,000**

QUESTIONS

City of Zephyrhills
Fiscal Year 2023-2024

CRA
Draft Budget

Last updated 07/20/23

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FUND SUMMARIES

Revenues by Source

Name	FY2022 Actual	FY2023 Original Budget	FY2023 Amended Budget	FY2024 Budgeted
Revenue Source				
Budget Carry-Over	$0	$657,305	$657,305	$965,344
Taxes	$0	$0	$0	$989,820
Shared Revenues	$0	$0	$0	$1,000
Interest Earnings	$0	$1,000	$1,000	$100,000
Miscellaneous Revenues	$0	$0		$50,000
Total Revenue Source:	**$0**	**$658,305**	**$658,305**	**$2,106,164**

Expenditures by Expense Type

Name	FY2022 Actual	FY2023 Original Budget	FY2023 Amended Budget	FY2024 Budgeted
Expense Objects				
Personnel Services	$112,088	$121,899	$121,899	$140,555
Operating Expenditures	$65,462	$278,872	$289,412	$300,609
Capital Outlay	$64,956	$930,000	$961,470	$1,465,000
Grants & Contributions	$15,230	$50,000	$50,000	$200,000
Total Expense Objects:	**$257,736**	**$1,380,771**	**$1,422,781**	**$2,106,164**

DEPARTMENTS

Community Redevleopment Agency

CRA Fund
Org Code: 11005900

The CRA is a dependent special district in which any future increases in property values are set aside in a Trust Fund to support economic development and redevelopment projects within the designated district.

Under Florida Statute Chapter 163, Part III, local governments have the ability to designate areas as Community Redevelopment Areas when certain conditions exist. To document the required conditions, the local governments must survey the proposed redevelopment area and prepare a Finding of Necessity. If the Finding of Necessity determines the required conditions of slum and blight exist, the local government may create a Community Redevelopment Agency to provide the tools needed to foster and support positive redevelopment of the targeted area. The Community Redevelopment Agency is responsible for developing and implementing the Community Redevelopment Plan or Master Plan that addresses the unique needs of the targeted area. The plan includes the overall goals for redevelopment in the area, as well as identifying the types of projects planned for the area.

Tax Increment Financing or TIF is a unique tool available to cities and counties for redevelopment activities as provided in the Master Plan. It is used to leverage public funds to promote private sector activity in the CRA. The dollar value of all real property in the Community Redevelopment Area is determined as of a fixed date, also known as the “frozen value”. Taxing Authorities continue to receive property tax revenues based on the frozen value. These frozen revenues are available for general government purposes. Any tax revenues from increases in real property value within the CRA are deposited into the Community Redevelopment Agency Trust Fund and dedicated to specific redevelopment projects and plans within the Redevelopment Area and are not for general government purposes. The tax increment revenues can be used immediately, saved for a particular project, or can be bonded to maximize the funds available.

CRA Boards do not establish policy for the city or county, they develop and administer a Master Plan to implement that policy. The CRA acts officially as a body distinct and separate from the governing body, even when it is the same group of people. The CRA has certain powers the city or county by itself may not do, such as establish tax increment financing, and leverage local public funds with private dollars to make redevelopment happen. The CRA term is limited to 30 years, 40 years if extended. After that time all tax revenues are retained by each taxing entity that contributed to the CRA Trust Fund.

Expenditures by Fund

Name	FY2022 Actual	FY2023 Original Budget	FY2023 Amended Budget	FY2024 Budgeted
Community Redevelopment Area				
CRA Fund				
Personnel Services				
Salaries	$75,633	$81,163	$81,163	$89,526
Fica Taxes	$4,538	$5,032	$5,032	$5,551
Medicare Taxes	$1,061	$1,177	$1,177	$1,299
Retirement Contributions	$22,534	$25,465	$25,465	$30,905
Group Health	$8,322	$8,867	$8,867	$9,732
Workers Comp Insurance	$0	$195	$195	$3,542
Total Personnel Services:	**$112,088**	**$121,899**	**$121,899**	**$140,555**
Operating Expenditures				
Professional Services	$0	$100,000	$100,000	$50,000
Prof Ser - Software & Support	$1,784	$2,096	$2,096	$2,096
Auditing Services	$0	$5,807	$5,807	$6,039
Contractual Services	$53,998	$50,000	$60,540	$75,000
Telephone & Data Communication	$3,131	$3,200	$3,200	$3,200
Refuse Removal	$533	$600	$600	$600

Name	FY2022 Actual	FY2023 Original Budget	FY2023 Amended Budget	FY2024 Budgeted
Property & Casualty Insurance	$0	$5,619	$5,619	$7,024
Promotional Activities	$3,887	$5,000	$5,000	$50,100
Office Supplies	$38	$150	$150	$150
Operating Supplies	$372	$2,400	$2,400	$2,400
Memberships/Dues	$1,095	$1,500	$1,500	$1,500
Training	$623	$2,500	$2,500	$2,500
CRA Initiatives	$0	$100,000	$100,000	$100,000
Total Operating Expenditures:	**$65,462**	**$278,872**	**$289,412**	**$300,609**
Capital Outlay				
Building & Building Improvemen	$0	$300,000	$300,000	$340,000
Building & Building Improvemen	$0	$0		$125,000
Infrastructure	$64,956	$630,000	$661,470	$400,000
Sidewalk Capital Projects	$0	$0		$250,000
Machinery & Equipment	$0	$0	$0	$350,000
Total Capital Outlay:	**$64,956**	**$930,000**	**$961,470**	**$1,465,000**
Grants & Contributions				
Building Facade Grants	$15,230	$50,000	$50,000	$100,000
Restaurant Grants				$100,000
Total Grants & Contributions:	**$15,230**	**$50,000**	**$50,000**	**$200,000**
Total CRA Fund:	**$257,736**	**$1,380,771**	**$1,422,781**	**$2,106,164**
Total Community Redevelopment Area:	**$257,736**	**$1,380,771**	**$1,422,781**	**$2,106,164**