

COMMUNITY REDEVELOPMENT AGENCY MEETING

A Regular Community Redevelopment Meeting was held on September 27, 2021 at 5:04 p.m. in the Council Chambers of City Hall and via GoToMeeting +1 (571) 317-3122 – Access Code: 895-548-581.

CRA Board President Wilkeson called the meeting to order at 5:00 p.m. Roll call was taken. Present were members Jodi Wilkeson, Lance Smith, Kenneth Burgess, Charles Proctor and Mayor Gene Whitfield. Alan Knight was absent. City Manager William Poe and City Attorney Matthew Maggard were also present.

Staff present: CRA Director Gail Hamilton, IT Director Mike Panak, Main Street Director Faith Wilson and Finance Supervisor Jessica Carter.

Charles Proctor moved to approve the minutes of the July 26, 2021 CRA Meeting. Seconded by Kenneth Burgess. Motion passed unanimously, 4-0.

1. BUSINESS ITEMS

1.1 CRA Resolution 784-21 – A Resolution of the City of Zephyrhills Community Redevelopment Agency (CRA) Adopting the Fiscal Year 2021-2022 Budget.

CRA Director Gail Hamilton said the ad valorem revenues were \$315,410.00 in 2020, \$428,630.00 in 2021 and the CRA is proposing \$563,848.00 for 2022. The values continue to increase but retail continues to struggle. Staff will work on incentives for downtown merchants and new businesses.

Three large capital outlay projects:

- 1). Little But Loud (6th Avenue and 8th Street) - \$250,000
- 2). Long-Term Methodist Church Parking Lot Lease - \$320,000

CRA Director Gail Hamilton said a paved parking lot will be an asset for public parking in the downtown area but must be brought up to standards and stormwater issues must be addressed. There is currently no design.

- 3). Entrance Signage - \$102,500

A plan for the U.S. 301 and 5th Avenue entrance Signage was created in FY 20/21 and construction will begin FY 21/22. A campaign of CRA offerings is planned this coming year. The Florida Legislature made some changes to Chapter 163, Part 3 in 2019 and those changes must be implemented this year to include a separate audit of CRA Funds and approval of the CRA budget by resolution.

Lance Smith moved to approve Resolution No. 784-21 Adopting the CRA's Fiscal Year 2021-2022 Budget. Seconded by Charles Proctor. Motion passed, 4-0.

2. CRA DIRECTOR'S REPORT

2.1 CRA Director Gail Hamilton said the lease for the Jeffries House and Carriage House will be on the October 11th Council Meeting agenda. Little But Loud, Hercules Park and sidewalks and trails scope of services will be presented at the October Board Meeting. Café owners, Tina and Joe, plan to use the second story of the Carriage House as an incentive for a worker. If the café generates revenue through a sublease, the City will receive funding. A creative lease to include wifi and speaker equipment on the second floor is underway and planned for the October 11th Council Meeting agenda. The lease will also address the weight of commercial equipment and Building Official Bill Burgess will contact a structural engineer if he feels the weight might be detrimental to the building.

3. MAIN STREET ACTIVITY REPORT

3.1 Main Street Director Faith Wilson narrated a PowerPoint Presentation of Main Street updates to include photographs from the Music and Motorcycles event held September 11th. She extended special thanks to the Main Street Board, volunteers, the police department and event photographer Seth Healy.

Ms. Wilson attended the Florida Main Street Quarterly Conference which focused on community branding and marketing strategies hosted by Crystal River. Preparations are

underway for Halloween Howl on Saturday, October 30th from 4 – 9 p.m. with a planned pony ride, petting zoo, haunted house, hay ride, face painting and ghost tour. This year's Festival of Lights parade theme is "Candyland Christmas" and will be held on December 4, 2021, 4:00 p.m. to 9:00 p.m., with a parade at 7:00 p.m.

The Main Street Board created "Community In Unity" as a Main Street partnership initiative for the community and organizations to join together with Main Street to coordinate events cohesively. Upcoming partnerships include Paulie Palooza with Gulfside Hospice October 16, 2021 and the Harvest Festival with the Samaritan Project and Zephyrhills Wesley Chapel Ministerial Association (ZWCMA) October 23rd.

Main Street will partner with the Zephyrhills Museum of Military History, WWII Armor, the Military Vehicle Preservation Association, and the Fraternal Order of Eagles through "Community In Unity" to co-host a three Day Veterans' Celebration, November 12th through November 14th. This event will be held at the "Z Event Center" at the Airport and will include a WWII reenactment, weapons demonstration, living history displays and a military vehicle parade coordinated by the Eagles who are accepting applications for parade participation. A short preview of an Operation Cobra reenactment performed by WWII Armor was presented.

Mayor Whitfield said National Guardsmen reservists are considered veterans when they complete their time and would like the National Guardsmen included in the event.

CRA Director Gail Hamilton said the Chamber of Commerce has encountered multiple issues this year with BBQ & Blues and had to choose an alternate date of Founder's Day. Historically, the City hosts a Founder's Day parade on the Saturday closest to March 10th. Main Street does not want to compete with BBQ & Blues and suggestions were presented to host a heritage week/month of the founding of Zephyrhills as part of BBQ & Blues event or host a Main Street Founder's Day Event Saturday evening to begin at 4:00 p.m. with some overlap in events.

Main Street Director Faith Wilson and Main Street Promotions Chair Devin Alexander will attend BBQ & Blues meetings to create a co-partnering solution and bring back several options to the Board.

4. CITIZEN COMMENTS

N/A

Meeting Adjourned: 5:49 p.m.

Submitted by Lori L. Hillman (not present at September 27, 2021 meeting).