

**MINUTES OF THE COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING  
HELD ON TUESDAY, DECEMBER 13, 2011 AT 6:30 P.M.  
IN CITY COMMISSION CHAMBERS, 100 E. BOYNTON BEACH BOULEVARD  
BOYNTON BEACH, FLORIDA**

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**Present:**

Jose Rodriguez, Chair  
Bill Orlove, Vice Chair  
James "Buck" Buchanan  
Woodrow Hay  
Steve Holzman  
Mark Karageorge  
Marlene Ross

Vivian Brooks, Executive Director  
James Cherof, Board Attorney

**I. Call to Order** - Chairman Jose Rodriguez

Chair Rodriguez called the meeting to order at 6:37 p.m.

**II. Pledge to the Flag and Invocation**

Vice Chair Orlove gave the invocation and led the Pledge of Allegiance to the Flag.

**III. Roll Call**

The Recording Secretary called the roll. A quorum was present.

**IV. Agenda Approval**

A. Additions, Deletions, Corrections to the Agenda

Mr. Buchanan requested pulling Item V. A. - Disclosure of Conflicts for Items Presented to the CRA Board on Agenda Items. There was agreement to discuss the item later in the meeting.

B. Adoption of Agenda

**Motion**

Mr. Karageorge moved to approve the agenda. Mr. Hay seconded the motion that unanimously passed.

**V. Informational Items and Disclosures by Board Members and CRA Staff:**

**A. Disclosure of Conflicts for Items Presented to the CRA Board on Agenda Items**

Mr. Buchanan explained a few months ago, the members broadened the definition of disclosures beyond conflicts, and the members would disclose whom they contacted or who contacted them. In the interest of transparency, they would disclose any relationship. He disclosed he had contact with the executive board of the Heart of Boynton (HOB) Neighborhood Association, with Debby Coles-Dobay about the Kinetic Art Symposium, and Doug Hester from Good Year about the grant. He had no relationship with these individuals other than business.

Vice Chair Orlove was uncertain if they had to disclose conversations with staff members. Chair Rodriguez explained the item on the agenda always indicated disclosure of conflicts of items presented. At the request of the Chair, Attorney Cherof agreed to compare the discussion of this item to the prior minutes.

Mr. Hay disclosed he spoke with Mr. Hester from Good Year but would not benefit from the conversation.

Vice Chair Orlove agreed with Mr. Buchanan, that the members would disclose conversations with individuals that would be on the agenda. He disclosed he also met with members of the HOB Neighborhood Association and Barbara Ready regarding the Old High School.

Mr. Karageroge disclosed he met with the HOB Association and communicated via email with Diane Barbosa at Habitat for Humanity. He stated he did not view either communication as a conflict.

Ms. Ross disclosed she met with Libby Stroud, Gertrude Sullivan, and Victor Norfus from the HOB community. She did not believe there were any conflicts of interest. She also met with Debby Coles-Dobay, the Public Art Administrator.

**B. Informational Announcements**

Mr. Karageorge complimented Ms. Biscuiti and the CRA staff on the Holiday Extravaganza and Boat Parade. Both events were successful, and he received positive comments. He attended the Chamber of Commerce Holiday Luncheon featuring the Dimensional Harmony Choir that did an outstanding job. Additionally, the Chamber of Commerce would hold their Holiday Mixer/Open House on December 14, 2011, from 5:30 to 7:00 p.m. He wished all a Happy Holiday.

Ms. Ross also encouraged the members to attend the Chamber of Commerce Mixer at Renaissance Commons. She wished all a Happy Holiday and thanked staff and the Executive Director for their hard work, support, and dedication throughout the year. The year was ending on a positive note thanks to the employees and Board members.

Vice Chair Orlove agreed with the prior comments made and advised the CRA was holding an Open House on December 15, 2011, from 5:00 to 7:00 p.m. at their new headquarters. He also announced he attended an art event at the Art District on Industrial Avenue. He hoped it was the beginning of good things to come in the western part of the CRA District with an interesting art community that was starting to blossom. He wished all a Happy Holiday.

Messrs. Buchanan and Hay wished all a Happy Holiday.

**VI. Announcements & Awards:**

A. Downtown Open Market- December 18, 2011

**Kathy Biscuiti**, Special Events Director, announced the third Downtown Open Market on December 18, 2011, from 11 a.m. to 4 p.m. Vendors, crafts, vintage, and holiday crafts would be available for purchase. Gourmet food trucks would be on-site, and there would be live music. Ms. Biscuiti advised live music was being added to all the upcoming Downtown Open Market events.

**VII. Consent Agenda:**

- A. Approval of Minutes – CRA Board Meeting November 8, 2011
- B. Approval of Period Ended November 30, 2011 Financial Report
- C. Monthly Purchases Orders
- D. Approval of Commercial Façade Grant to Easy Pay Tire Stores, Inc. (Goodyear)
- E. Approval of Commercial Façade Grant to Rustic Retreat
- F. Approval of Commercial Façade Grant to Hurricane Alley
- G. Approval of CRA Resolution R11-06 for Additional Three Year Term for IT Services with the City of Boynton Beach

**VIII. Pulled Consent Agenda Items:**

None.

**IX. Information Only:**

- A. Public Comment Log
- B. Marketing Initiative Program: Boynton Forum "Shop local" Advertising
- C. Update: Press Releases and Media Coverage

**IX. Public Comments:** (Note: comments are limited to 3 minutes in duration)

Chair Rodriguez opened the public comments. No one coming forward, public comments was closed.

**XI. Old Business:**

- A. Consideration of Amendment to Development Agreement with Habitat for Humanity of South Palm Beach County for Ocean Breeze West

**Vivian Brooks**, Executive Director, stated that through discussions held with the Boynton Beach Faith Based Community Development Corporation (CDC), the community, and Habitat for Humanity, a compromise on the proposal to develop 21 homes on Ocean Breeze West was reached. The original plan proposed all 21 homes would be in a Land Trust resulting in the homeowners not owning the land. A flexibility clause to allow the moderate income homes to be included or excluded from the Trust, upon the request of the homebuyer, was added. Ms. Brooks recommended approval of the amendment.

Mr. Hay inquired how the homes not included in the Trust would be maintained.

**Mike Campbell**, Habitat for Humanity, responded there would be a property management fee on the fee-simple homes imposed for the same maintenance requirements as the Trust.

**Motion**

Mr. Karageorge moved to approve. Mr. Hay seconded the motion.

Discussion followed about the price of the homes. The Land Trust homes would sell between \$100,000 and \$110,000, based on tHabitat's past history of building homes in the area. The CDC fee-simple homes would be in the \$140,000 to \$150,000 range.

Mr. Holzman thought the CDC homes were at the top end of the market for that area. He inquired about the likelihood of those homes selling and about the time delay in putting the homes back in the Land Trust, if needed, so they could be sold.

**Keturah Joseph**, Boynton Beach Faith Based CDC, agreed the price was at the top end and hoped the prices would be lower as she was negotiating the final price with a builder. Credits for impact fees and other incentives from the City were received, thereby reducing the price of the homes by almost \$9,000. She hoped the price would be \$130,000 to \$140,000, at most. She was more concerned about individuals qualifying for mortgages. If needed, the CDC would subsidize the program further. The deadline, in accordance with the HUD guidelines, for all the homes to be occupied was March 2014. If there was difficulty selling the homes, the CDC would return to the Board.

The CDC intended to pre-sell the homes, and, to-date, had six interested buyers for the 10 homes they would build. They did not enter into a contract with the buyers because the Board's approval of the proposal was needed, and they had to finalize the sales price. She clarified the interested parties were mortgage-ready individuals, whose credit and income were screened.

Mr. Campbell clarified the signed agreement with the City specified all the homes had to be under construction by December 2013 and be completed by March 2014. Should the CDC back out, Habitat could have the lots, but they would have to evaluate what was not under construction by June of 2013, and plan to have it under construction to meet the December 2013 date. This provision was not in the agreement; rather, it was in the Memorandum of Understanding. Under those terms, Habitat had to submit, in writing to the Community Redevelopment Agency, that they could not complete the project within the projected timeline.

Presently, Habitat for Humanity had 28 ready-buyers. Ms. Joseph anticipated by June 2013, they would have all 10 buyers secured and under contract. She clarified their process to obtain a buyer, a mortgage, and close took six to nine months or less. Construction took about three to four months. After further discussion she agreed to come back with a progress report by June 2013.

**Motion**

Mr. Holzman amended the motion to add that the parties come back to the Board every six months with an update and on June 2013, a full update is given. Vice Chair Orlove seconded the motion.

Chair Rodriguez opened the public comment. No one coming forward, the public comment was closed.

**Vote**

The motion passed 6-1 (*Mr. Hay dissenting.*)

- B. Consideration of Amendment to Development Agreement with Habitat for Humanity of South Palm Beach County for four Lots in the Martin Luther King, Jr. Corridor

Ms. Brooks explained this was an amendment to the Development Agreement signed in November 2010. She sent a letter inquiring about the status of the four lots. Habitat responded and was waiting to see what the design for Ocean Breeze West would be, since one of the above four lots was in close proximity to the development. The lot on 9th would start and Habitat requested swapping two lots directly on the MLK corridor with lots that were in a single-family neighborhood, as there were no interested parties for homes along MLK. Ms. Brooks recommended amending the agreement with the proviso the homes would be completed by June 2012.

**Motion**

Mr. Hay moved to approve. Mr. Karageorge seconded the motion.

Vice Chair Orlove inquired about the timeline for two lots. Mr. Campbell stated lots one and two, if approved for a swap, would be under construction by mid-spring and may be completed by June. He stated with the two homes under construction at Ocean Breeze West, he was not certain he could complete lots three and four by June 2012, but could complete them by October 2012. The Board was amenable to this time frame.

Chair Rodriguez opened the floor to public comment. No one came forward and the public comment was closed.

**Vote**

The motion unanimously passed.

C. Consideration of Uses for Additional TIF revenue

Ms. Brooks explained the CRA had committed \$150,000 to the successful RFP respondent to offset costs to rehabilitate the Old High School; however, no responses were received. As a result, staff and some of the Board members had ideas about how to allocate those funds as noted below. Staff also recommended increasing the budgets for the Events, Marketing, and Economic Development Programs as justified and explained on the agenda item.

1. Heritage Fest
  - a. 2012
  - b. 2013

The Heritage Fest Committee submitted a line-item budget which was reviewed by Ms. Biscuiti. The event, less the private dinner, could be accomplished with all the same components for \$8,100. The dinner could be accomplished through sponsorships or a charge per head.

2. Kinetic Symposium

The Kinetic Art Symposium budget was \$26,050 for this year, to be used for deposits for artists to speak, bring their artwork to the City, and to market the event.

3. Events

Ms. Brooks requested a small increase for this budget because staff added the Sunday Fun Day and Downtown Open Market activities to the Events roster. They planned to add a live band to those events and more activities, such as a bounce house for children.

4. Marketing

An artist group was forming on Industrial Avenue and would hold another event in April. The Ocean Plaza Merchants hold events every three months which staff wanted to help promote. It was believed the CRA should partner with merchants who take the initiative to promote their establishments. This request was for \$20,000.

5. Economic Development

The Economic Development budget, since October 1, was already 50% committed and the request was for \$25,000. The word was out about the program and Ms. Brooks noted a restaurateur from Palm Beach Gardens wanted to open a second Mexican restaurant in Boynton Beach.

Of the \$150,000, the requests totaled \$99,150, leaving \$50,850 for the Board to encumber.

Chair Rodriguez felt that although there were no respondents to the RFP, the members had not relinquished their intention to rehabilitate the Old High School. He was not opposed to the other items, but he wanted to have money for the Old High School. Discussion followed that some members wanted to move forward as Ms. Brooks had presented, while others agreed with the Chair.

Mr. Holzman believed all of the money should go to economic development. He noted there was an unbelievable response from the community to the program and attracting businesses and jobs were vital. He viewed this item as the only pure redevelopment item.

Further discussion followed if more funds were needed, they could be reallocated from programs or grants that were not used as much. With approval of the request, the Economic Development budget would total \$250,000.

When polled, the members, with the exception of Mr. Holzman, voted to support increasing the budget for the Marketing and Kinetic Art Symposium requests. Mr. Holzman dissented on the basis the request was not redevelopment.

Mr. Karageorge voiced concern about the Symposium as the request was for \$26,050 this year and \$5,000 for next year. Chair Rodriguez understood the request was the complete request. Mr. Karageorge did not want to pay for the entire project.

**Debby Coles-Dobay**, Public Art Administrator, referenced the chart that had been provided to the Board. There were different components to the project and she stated it would move forward as she was receiving positive feedback from the private sector.

In response to a question from Mr. Holzman, Attorney Cherof stated the Symposium was an allowable use of CRA money since the exhibit and Symposium would be held within the CRA District on Ocean Avenue. Ms. Coles-Dobay said the event was on an international level and explained about the various components of it. Partners donating funds and in-kind services to-date were the International Kinetic Art Organization, the Solar Tree Art Project, which was an international organization, and Palm Beach State College. Palm Beach State College committed \$5,000 to \$10,000 to bring in artists.

Art-in-Public Places committed \$15,000. All the marketing materials must be created; however, the website, brochures, show book, and movie would all be produced through in-kind services. The Arts Commission created the event because the City and Community Redevelopment Agency wanted some type of unique art event.

Attorney Cherof pointed out it was very important, when the funds were provided, that there was a commitment to advance the CRA Redevelopment Plan, not just the City. During a prior conversation between Ms. Brooks and Ms. Coles-Dobay, Ms. Brooks pointed out their marketing brochure must advertise where to eat, where their merchants were, and there must be a redevelopment component in the brochure. Art and culture was a big component of the Downtown Master Plan.

Mr. Holzman inquired what guarantee staff had of the oversight of the project and that the money would be spent properly. Chair Rodriguez suggested requiring a timeline and status reports throughout the year.

Mr. Holzman thought the Symposium was an interesting idea and he liked that it was in the development district, but did not want to be the largest donor. He felt this event did not hit the mission. Redevelopment occurs over a long-period of time, and when they were at a point when they wanted to show off what was done, they should then bring the project in. He thought it was a poor use of CRA and taxpayer dollars.

Vice Chair Orlove requested confirmation if, once the seed money was obtained, other organizations would partner.

Ms. Coles-Dobay stated Florida Power and Light, Pyridine, and other companies have an interest in kinetic art and could financially contribute to the event. They also discussed reaching out to the Palm Beach Cultural Council and Bill Nix. Ms. Coles-Dobay stated the Cultural Council was committed and may fund the VIP Night at the Children's Schoolhouse Museum. They had also committed to help advertise, market, and promote the event. Florida Power and Light was looking to commit funds. There were also four other companies she engaged in discussions.

The Arts Commission anticipated receiving \$11,060 from the show book sales. As to the marketing brochure, the CRA would have legal problems if it omitted the proper information. Accordingly, Ms. Brooks suggested the Agency have editorial approval of the content and Ms. Coles-Dobay agreed.

Vice Chair Orlove thought it was a great idea that could possibly bring hundreds of visitors to the area. It would benefit local merchants and vendors, and it was one of the few art events in the County that speaks to something that was engaging, unique, and suitable for all ages.

Ms. Ross thought the idea was excellent, but it was vague and missing some key components. She inquired if there was one part of the event they could embrace. Ms. Coles-Dobay responded one of the main components was to reach out to vendors and those in green technology, which was why solar and solar kinetic art fit into the program. It would attract businesses such as artists and fabricators that have a relationship to green technologies. Those efforts had been ongoing for the last year and a half, and the focus was on economic development and marketing the downtown area.

Most of the funds would be expended from May through June of 2012. The artists who would make the presentation would receive half their stipend in June and the balance during the event. It was suggested if the Board approved the request, Ms. Coles-Dobay come back in April or May with an update, since only about \$2,000 would be expended by March of 2012.

### **Motion**

Vice Chair Orlove moved to approve the item contingent on Ms. Coles-Dobay coming back in April for a follow-up regarding corporate sponsorships. Mr. Hay seconded the motion.

He clarified his motion was to approve the funding now and support the project contingent on Ms. Coles-Dobay returning to the Board in April and discussing where they were with corporate sponsorships. About \$2,000 would be spent between now and then.

### **Amended Motion**

Vice Chair Orlove amended his motion to include CRA staff having oversight over any marketing materials to ensure the CRA was properly promoted. Mr. Hay agreed with the amendment.

### **Vote**

The motion passed 6-1, (*Mr. Holzman dissenting.*)

Mr. Holzman again inquired if the Symposium could be funded with CRA funds. Attorney Cherof responded the current request fell within the nexus, as did the Heritage Fest. The ultimate determination of the nexus was for the Board to decide. Ms. Brooks explained there were 24 existing events planned for Ocean Avenue. The Heritage Fest would make 25 events; Ocean Avenue would be blocked from Seacrest to First Avenue.

Chair Rodriguez requested a motion on the other three items which were the Events, Marketing, and Economic Development budget increases.

**Motion**

Mr. Buchanan so moved. Mr. Karageorge seconded the motion that passed 6-1 (*Mr. Holzman dissenting.*)

The Board discussed the Heritage Fest in further detail. Ms. Brooks explained the Heritage Fest Committee agreed to hold the event on Ocean Avenue. Since the CRA was a tax-free entity, they could purchase the needed items for the event and not pay sales tax. After a review of the budget submitted by the Committee, the event could be held for \$8,100, contingent on all procurement being done through the CRA so they could account for the funds. The CRA would use vendors they used in the past and would receive good prices for tents and entertainment. Staff would also receive all the invoices, handle the W-9 forms for tax purposes, and would facilitate the event. Ms. Biscuiti would assist with the setup, but the Committee would do the rest.

Vice Chair Orlove favored funding the event, less the photography costs as there were many amateur photographers that submit photographs that could be used.

Chair Rodriguez thought the event was good, but pointed out that he had consistently advised the Heritage Fest Committee that the CRA would match the funds the Committee raised. Matching funds has been done with other organizations. If the Heritage Committee raised \$4,000, he supported matching that amount.

Mr. Hay pointed out they had four discussions of four programs with the use of the \$150,000. The groups were looking for at least \$20,000. This request was reduced from \$25,000 to \$8,100. It was a good investment, as the event could be expanded each year to include other ethnic groups. He thought with the move to Ocean Avenue, the use of the amphitheater and Civic Center, it was a good investment, and he would approve it as presented.

**Willie Aikens**, 726 NE 1st Street, the President of the HOB Association, stated the event was one of the biggest events in Boynton Beach. He indicated his willingness to be on the Committee with Ms. Biscuiti to review the budget for the event and stated 80% of the budget goes back to the City. Their budget included the Police Department, and all of the components the City paid for were included. He inquired if the same level of service would be obtained with the revised budget and he offered to discuss the matter further after he reviewed the budget Ms. Biscuiti had, since he had not seen it. He confirmed event insurance would be paid out of the \$4,000 they raised. They had sponsors and more were donating but they usually did not receive the funds until after January.

After brief discussion, Mr. Aikens agreed to defer discussion of the item to later in the meeting so he and Ms. Biscuiti could review the budget. Ms. Brooks clarified all the elements the Heritage Fest wanted, less the stage and private dinner, were included in the budget.

**Motion**

Vice Chair Orlove moved to table the item and bring it back when staff had worked with the HOB members. Mr. Hay seconded the motion that passed 6-1 (*Mr. Holzman dissenting.*)

Mr. Buchanan had requested Heritage Fest 2013 be placed on the agenda as Item B. The discussion would be heard under XII. New Business, Item E.

**XII. New Business:**

- A. Review Policy Regarding Mortgage Foreclosures, CRA Liens, and Collection of CRA Loans

*Chair Rodriguez left the dais at 7:56 p.m.*

Attorney Cherof stated this item arose from a lawsuit that was filed, drawing the CRA into a mortgage foreclosure, when the CRA held the second position due to a \$50,000 second mortgage. The Board had already established a policy, when the CRA was in second or third position, they would pursue collection of the indebtedness of the obligation and would pursue a personal judgment from the individual who borrowed the monies from the CRA. Whether it was paid or not was unknown, but it was an incentive for individuals to understand that when receiving funds from the Community Redevelopment Agency, it was an obligation until it was paid in full. He requested confirmation that policy still stood.

**Motion**

Mr. Karageorge moved to stick with the policies in place and do as Counsel directed. Mr. Hay seconded the motion.

**Amended Motion**

Mr. Karageorge amended his motion that the recommendation was to confirm the previous policy to pursue collection of indebtedness to the CRA. Mr. Hay agreed to the amendment.

Attorney Cherof anticipated these types of cases would arise every six or seven months.

*Chair Rodriguez returned to the dais at 7:58 p.m.*

There were no public comments received on this item.

**Vote**

The motion unanimously passed.

- B. Consideration of Proposal from Kimley-Horn for Design and Construction Administration of Marina Entry Area at Boynton Beach Blvd. and Federal Highway

This item was the first step in the design of the marina entry features at Boynton Beach Boulevard and Federal Highway. It was a budgeted line item in this year's budget and it included costs for construction administration. It was anticipated the project would be designed and constructed by the end of the fiscal year.

**Mike Simon**, Development Director, stated all of the projects the Board approved were in this year's budget. The dive shop, park, marina entrance, and secondary entrance feature would be completed at the end of the fiscal year.

Chair Rodriguez expressed it was a lot of money to design a sign and landscape. Mr. Simon explained the rule of thumb was the costs were between 15% and 18% of the construction costs and he listed the items involved.

The CRA spent \$1.5 million to extend Boynton Beach Boulevard through to the marina which had dead ended at Federal Highway. They needed to draw individuals to the marina from both directions and create a sense of arrival. Staff wanted to be smart with the investment and have signage to draw attention to the corner at the light. There was brief discussion the road into the marina was narrow; however, staff thought the signage would alleviate traffic issues.

**Motion**

Mr. Hay moved to approve. The motion was duly seconded and unanimously passed.

C. Consideration of CRA Board Meeting Dates for 2012

There was consensus to approve the dates as submitted. The primary election would not affect the August 14, 2012, meeting.

D. Discussion of Study for Financing Options of Old High School

The City had issued an RFP/RFQ in September and no responses were received. A consultant then approached the Chair about how to structure a financial package if they could find a user for the Old High School. The Board had to go through the RFP/RFQ process and there was a scope of work associated with the item if the Board wanted to move forward with it.

Ms. Brooks worked with the developer who attended the RFP/RFQ pre-bid conference, after the deadline to respond had passed, to determine why they did not submit a proposal.

The developer explained they were responding to another RFP and could not put the numbers together in time. The consultant had a mixed-use concept, which was a Mangrove Artist Loft, but wanted more time to explore the financing mechanisms. They had completed adaptive reuse projects in Delray Beach and Chicago and had the financial capacity to do these types of projects. This project was starting with a negative \$5 million price tag as the building was dilapidated. Ms. Brooks suggested the Board allow them some time to explore alternative financing. She thought if the CRA backed the commercial portion of the project, most likely through a Direct Incentive Funding Agreement (DIFA), it was a doable project. Ms. Brooks also worked with the developer and was able to reduce the funding gap from \$1.9 million to \$1 million.

Chair Rodriguez noted there was a communication from Lansing Development which indicated they would have to research and plan the financing before a developer would be obtained. They wanted to assist with New Market Tax Credits, Historic Preservation Grants, and put the financing in place. Then, simultaneously, the Board met with the developer, who indicated he could not work with the numbers.

Chair Rodriguez deferred to Attorney Cherof regarding how to proceed. Attorney Cherof explained the Board could direct staff to work with the organizations and come back with an RFP/RFQ and staff could proceed with the interested developer. He cautioned the Board must be very careful not to design an RFP that would provide an edge over anyone else, and there may be some limitations about their ability to participate in the end project. The Board had not voted on if they would want that project in that location. The issue was on the agenda for the Board's edification.

Ms. Brooks suggested because the project was highly specialized, there were many elements to be considered. She also stated the City was not precluded from the process and could participate through an invitation to negotiate, as was done in West Palm Beach on a highly specialized project. The RFP was issued and no responses were received because there were very few individuals who knew how to tackle these types of projects.

**Kevin Rickard**, New Urban Communities, stated they attended the pre-bid meeting, looked at the site and prepared a site plan. They were in the process of responding to a large RFQ for Pompano Beach and had limited time to dig into the details of this property. Based on their plan, they had a \$1.9 million gap. They did not have the time to research New Market or Historic Tax Credits because of the deadline for the response. They were still interested in the site, but needed more time to close the gap, and believed if given time, they could make a deal that was comfortable for everyone.

**Rudolph Pascucci**, Director, Palm Beach Museum of Natural History, thanked Mr. Karageorge and Ms. Brooks for the invitation to speak.

Mr. Pascucci reviewed the museum was a 501(c)(3) corporation that did not have a building. He stated they have traveling exhibits. The organization is involved, primarily in paleontology and archeology. They are scientists with research collections, making them unique. Other museums do not have collections that other scientists come to and research, nor have a scientific staff that publishes papers. They do not have research sites.

Mr. Pascucci proposed the Old High School was a good building for their exhibits, particularly the main gallery. The gym could house a long-necked dinosaur. They proposed to hold adult education classes, and provide guided tours. They would bring in interns and undergraduate students interested in natural history and have a small museum store with a small cafeteria. They proposed to have a research library, which could be made part of the Palm Beach County Library system. Social functions could be held in some rooms. A party museum could be rented out for conventions. It would be a good venue.

The organization has liaisons with the Nature and Discovery Channels. They are associated with the Larson Brothers, who dug up Tyrannosaurus Sue. They work with other groups and would bring those groups to Boynton Beach. It would be a regional, if not, international, draw. They have several plans for international symposiums. He anticipated 50,000 visitors per year and about 20,000 school children would visit. The facility would lend itself to home schooling. It would bring additional businesses into the area and form a cultural hub.

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The cost to upgrade the building would be between \$5 million and \$8 million and they have over \$1 million in assets. Mr. Pascucci was unaware of the RFP and had planned to move into the Boynton Beach Mall, but then met Mr. Karageorge at the Chamber luncheon. Mr. Pascucci stated they did not need any funds from the Community Redevelopment Agency, rather they sought a commitment and time to fundraise. They would seek funding from foundations and major corporations since they had liaised with them in the past. He anticipated they could raise the funds in six months and upgrade the building within 18 to 24 months, once the plans were finalized.

The main focus of the museum would be Florida and the Caribbean area. Florida was one of two best locations in the world for Ice Age mammals such as Mammoths, Saber Cats, and Giant Sloths. The major source of revenue for the museum would be the travelling exhibits, and they would keep the exhibits fresh by rotating them.

There were five expeditions which were: Expedition Dinosaur, Expedition Ice Age, Expedition Conquistador, the Savage Creatures of the Ancient Seas, and Expedition Megalodon. The nearest museums of this kind were in North Carolina and Georgia. The University of Florida has some archeological material and mammoth skeletons mounted, but it was small and 300 miles away.

Mr. Pascucci stated the organization had \$5,000 to \$10,000 ready cash-on-hand and just started to market the travelling exhibits. They made \$30,000 for a two-month exhibit of Expedition Dinosaur in Atlantic City. After that, the Casablanca, Marrakesh International Fair was interested in the exhibit. They would receive \$35,000 this spring from the South Florida Science Museum. They have a proposal on an \$80,000 bid to assemble a juvenile T-Rex called "Tinker," which they anticipated receiving.

Discussion followed the museum could be a regional draw, but the operating funding source was a concern. Mr. Pascucci stated if he had a Letter of Intent specifying how long they had to fundraise, he could approach individuals, but they had to have a tangible plan. He stated Boynton Beach would be the home of the Palm Beach Museum of Natural History. The organization was in existence since 2005. Previously they were the Graves Museum in Broward County, which went bankrupt in 2004, but the staff remained together. The most profitable way to make money was to dig up new dinosaurs, which they took the time to do. They were now ready to fundraise. He anticipated as they moved forward with fundraising, the donors would embrace the effort.

Further discussion followed that the members liked the idea and it was a unique opportunity. Both parties should submit a proposal with a timeline. The City would have to provide a Letter of Intent, but the Board could give a recommendation they like the options.

**Amended Motion**

Mr. Holzman moved the Board bump this idea to the City level to be reviewed by the City Commission. Mr. Buchanan seconded the motion that unanimously passed.

**Motion**

Vice Chair Orlove amended the motion to include the New Urban Communities would be given the same opportunity as the Museum. Mr. Hay seconded the motion.

Ms. Brooks explained if the Board moved forward with the project, it would not come back to the Community Redevelopment Agency Board and they could not be a financial participant.

Chair Rodriguez opened the public comments.

**Alan Hendricks**, 122 SE 4th Avenue, encouraged the Board to look at the possibilities of a public/private partnership if it helped to move projects forward.

**Victor Norfus**, 261 N. Palm Drive, agreed with Mr. Hendricks, but commented he had not heard about plans for the lower levels of the School. He hoped the building would house local businesses and restaurants.

Mr. Holzman noted a difference between the Museum's proposal and the New Urban Communities proposal and was unsure what was being bumped up.

Attorney Cherof explained the proposals that were received would have to be filtered. Currently the School was vacant and the Request for Proposals and Qualifications received no responses. He stated it was permissible for the Community Redevelopment Agency to move the concepts to the City Commission level.

**Vote**

The motion unanimously passed.

The members returned to XI. Old Business, Item C. Heritage Fest.

**Motion**

Vice Chair Orlove moved to remove the HOB item from the table. Ms. Ross seconded the motion that unanimously passed.

**XII. New Business, Item E – Heritage Fest 2013 (*Heard out of order.*)**

Mr. Buchanan stated in 2013, he would like to see the Heritage Fest expanded to a true Heritage Fest that focused not only on history and ethnic groups, but also on the United States of America. He proposed it be a two-day event, starting on a Friday night, followed by a Saturday morning parade with a grand marshal. The first group to march should be representatives of Martin Luther King because he was for equality for all people. He would like to see various groups contribute, such as a car club of restored military vehicles, veterans groups, the Model-A Club, honor guards, and the band from the high school. The restored police cars could be used. It should be fun and have lots of interest. The parade could march down MLK to Federal Highway to Ocean Avenue and that could be part of the second day event. Food vendors would be provided along the way. It would be a true heritage celebration. He acknowledged it would be a lot of work for Ms. Biscuiti, but he hoped individuals would volunteer to assist, and Mr. Buchanan offered his assistance.

Mr. Buchanan would like to see the event held on MLK Day and pointed out there was a lot of synergy occurring in the area with the Holiday Extravaganza in December, the Heritage Fest in January, the Kinetic Art Symposium in February, and by that time, the new restaurant on Ocean Avenue would be open.

Chair Rodriguez agreed with the concept and suggested Mr. Buchanan work with staff to include those components in next year's budget and to bring it to the Board, beforehand, to support, as it was a huge effort.

Ms. Biscuiti was unsure how they could sustain two parades one month apart. She also stated they had no volunteers.

Chair Rodriguez explained there was time for discussion. Vice Chair Orlove stated he would like to see what occurred with the Heritage Fest this year and then decide how to move forward. Mr. Hay pointed out in the past, there was a parade from the Ezell Hester Center to the Civic Center and it was an excellent idea. He thought if it was a true heritage event, ethnic groups would participate with their floats on a smaller scale than the Holiday parade. He thought it was a workable and doable event.

Chair Rodriguez thought this effort could be included in the Christmas parade, and have a heritage component. Ms. Ross pointed out many of the events were about diversity and heritage, and all were welcome.

**XI. Old Business – Item C. Heritage Fest 2012**

**Motion**

Vice Chair Orlove moved to remove from the table the item regarding Heritage Festival 2012. Mr. Karageorge seconded the motion that unanimously passed.

Ms. Biscuiti stated she and Mr. Aikens reviewed the line item budget and reached agreement. The Heritage Fest Committee was working on a fashion show and community speakers, but those elements were not contained in the budget and would be paid from the \$4,000 the Committee raised.

Mr. Aikens stated the speakers were motivational speakers for children and adults. The fashion show was from sponsors such as Macy's and JC Penney's. The reason they wanted to use the Civic Center was because it provided a location to change clothes. It could not be done at the amphitheater. Additionally, they were also concerned with having chairs for the senior citizens at the amphitheater. Chair Rodriguez inquired about the cost for the fashion show. Mr. Aikens stated there were some designers involved in the show and the service and fashions were not all free.

Chair Rodriguez inquired if the speakers could volunteer their time since they were part of the community. Mr. Aikens explained they were professional speakers, invited to participate and who travel to the event. Not all speakers were from the community.

**Motion**

Vice Chair Orlove moved to have discussion regarding the budget for this event, being at \$8,090 minus the compensation for the photographer. He clarified his motion was for \$7,900. Mr. Hay seconded the motion.

Vice Chair Orlove clarified his motion was only for the items listed in the budget, less the money for the photographer. Mr. Holzman commended Mr. Aikens for trying to do something in the community, but explained he could not support the event. In the past, when organizations came before the Board, they matched the monies raised. He opined a fashion show was not about heritage, nor were the motivational speakers from the community. The Board's goal was to redevelop the area and every dollar that does not go towards that effort was a dollar wasted. There are economic development activities such as a study to narrow Boynton Beach Boulevard to assist businesses and create new jobs. This event did not accomplish that goal.

Vice Chair Orlove stated the festival has a history in the community, and in the past, had been underwritten by the Board and the City. He agreed the Board, during budget

hearings, agreed to match funds, but that was when the event was held in one part of the City. It was now in the heart of the redevelopment area. He thought this was a first step to celebrate the diverse heritages within Boynton Beach, on Ocean Avenue. He wanted to start from there and build the event in the area.

Chair Rodriguez commented the event budget was reduced from \$25,000 to \$8,000 which was agreed on. The organization raised \$4,000 and he proposed matching the \$4,000.

Mr. Aikens responded they planned other activities. The \$4,000 raised was committed. This was the budget, and then a roundtable occurs. Chair Rodriguez reviewed the budget and did not see activities celebrating heritage. The Board was only reviewing activities and costs. Mr. Aikens responded the Committee does a lot that is not on the budget. Heritage Fest integrated jazz history in the HOB. Ms. Ross suggested some of the money be allocated to jazz history. Chair Rodriguez further inquired where the Heritage piece of the program was. Mr. Aikens again responded that information was discussed at the roundtable. The Committee was following the process they were given and had followed every year.

Mr. Hay took exception to the questioning of the Committee. The event was to be used as a springboard, and there was a motion on the floor to reduce the budget to \$7,900.

Chair Rodriguez responded the discussion was being held because it was taxpayer dollars and they had scrutinized the other expenses on the projects on the agenda. Mr. Hay pointed out the Board did not review the other projects line by line.

Mr. Karageorge had concerns with staff time and effort. He supported the event but thought staff may be overcommitted. Additionally, Ms. Biscuiti was off until January 3rd, and the event was in February. Some members of the Board thought the event was being discussed at the last minute and suggested what was presented in the budget was it. Anything after that should be done with the Committee's own funds and volunteers as Ms. Biscuiti has a full plate.

Mr. Buchanan stated the Committee raised \$4,000 and may raise more. He thought the motion could be amended that the \$8,000 was the maximum, less whatever the Committee could contribute. The Fest would be a continuity event this year, and it could not involve staff.

### **Motion**

Mr. Buchanan amended the motion to fund a maximum of \$7,900 to be decreased by whatever amount they raised.

**Amended Motion**

Vice Chair Orlove amended the amount of money dedicated to the event, to be no more than \$7,900 and anything raised for any of the items listed in the budget put together by Ms. Biscuiti would be taken away and reduced and staff would only be responsible for only those items on the budget that required their involvement. Mr. Holzman seconded the motion.

Mr. Hay noted the problem was there were expenses that would be incurred that were not discussed. He clarified he was not stating they should pay for them, but he wanted to support what they proposed on the \$7,900 budget and anything else beyond that was up to the Committee in terms of providing the monies and manpower to get it done.

*Vice Chair Orlove left the dais at 9:33 p.m.*

Mr. Hay did not see a great effort, in terms of manpower, on Ms. Biscuiti's part as she had already put the budget and figures together. Her part in the event was not that great from this point on.

Ms. Brooks explained Ms. Biscuiti would be scheduling the Police, the Civic Center, and Amphitheater, and it takes a lot of effort because it had to be done through interdepartmental meetings. The Holiday Extravaganza required months and months of interdepartmental meetings and when events are done on public property and streets needed to be closed, it was a different story.

*Vice Chair Orlove returned to the dais at 9:37 p.m.*

Vice Chair Orlove stated he spoke with Ms. Biscuiti and she was okay with the motion he made, but only for the events that were discussed in the budget. Other activities could not be added. He stated there would be no fashion show and this would be the way it moved forward, which were within the confines of Ms. Biscuiti's procurement activities for the event and staff's time.

As to the \$4,000 the committee had raised, Mr. Aikens stated they had other recurring expenses they normally paid for. Vice Chair Orlove re-emphasized his motion that staff would only work on what was in the budget and nothing else. He agreed events are planned, and the events of Heritage Fest were presented in the budget. Anything else presented would be on the committee's time and expense - not staff's time.

Chair Rodriguez commented he and Mr. Aikens had a conversation with a few of the other members, and both parties agreed the CRA would match what was raised. Mr. Aikens recalled it was agreed to at that time.

Chair Rodriguez restated the motion, the CRA would allocate the \$7,900 and the Board would like the HOB to give back some of the money they raised to offset the cost on a voluntary basis.

Vice Chair Orlove reiterated Ms. Biscuiti was fine with the motion as put together. Ms. Biscuiti would only plan the activities listed on the budget. There was nothing more staff would do. If the committee wanted to do something else, fine, but it would not impact staff and nothing could be sprung on staff at the 11th hour. Any money raised for any item on the budget Ms. Biscuiti had would be reduced as Mr. Buchanan was trying to state.

Mr. Holzman inquired of Ms. Biscuiti that she would only work on the items listed on the budget and if they wanted to do something else, it could not occur during the confines of the event because she could not plan it and she was in charge of the event. Anything else had to occur somewhere else. Ms. Biscuiti agreed and stated once the program was set, an activity or fashion show could not occur.

Mr. Aikens stated he and Ms. Biscuiti had already agreed there were some items she missed on the original budget. The fashion show was not listed, and that was why he brought it up.

Chair Rodriguez thought there was poor planning; however, Mr. Aikens stated the budget was turned in three months ago.

### **Vote**

The motion passed 5-2 (*Mr. Holzman and Chair Rodriguez dissenting.*)

### **XIII. Executive Director's Report**

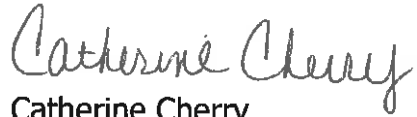
A. Project Status Update and HOB Investment Update  
There were no comments received on this item.

### **XIV. Future Agenda Items:**

A. Renegotiate the Terms/Fees with the Palm Beach County Commission on Ethics  
(Tabled 11/8/11)

**XV. Adjournment**

There being no further business to discuss, Chair Rodriguez adjourned the meeting at 9:44 p.m.



Catherine Cherry  
Recording Secretary  
121411