

MINUTES OF THE REGULAR MEETING
BOCA RATON COMMUNITY REDEVELOPMENT AGENCY
MONDAY, MAY 22, 2006
*1:30 P.M.

*The Regular Meeting of the Boca Raton Community Redevelopment Agency was called to order by Chairman Baronoff at approximately 2:28 p.m.

PLEDGE OF ALLEGIANCE TO THE FLAG:

ROLL CALL:

Chairman Peter R. Baronoff
Vice Chairman M.J. Mike Arts
Commissioner Steven L. Abrams
Commissioner Bill Hager
Commissioner Susan Whelchel

Also attending the meeting were:

CRA Executive Director Jorge Camejo
Boca Raton City Manager Leif J. Ahnell
Boca Raton City Attorney Diana Grub Frieser, Attorney to the Agency

AMENDMENTS TO THE AGENDA:

There were no amendments to the agenda.

MINUTES:

Minutes of the Regular Meeting of May 8, 2006

Motion was made by Commissioner Hager, seconded by Commissioner Whelchel, to approve the minutes as presented. Motion carried unanimously; Chairman Baronoff, Vice Chairman Arts, Commissioners Abrams, Hager and Whelchel.

REGULAR BUSINESS - PART I - QUASI-JUDICIAL & RELATED PUBLIC HEARINGS:

There were no items for consideration.

PUBLIC REQUESTS:

No one came forward to speak.

REGULAR BUSINESS - PART II - RESOLUTIONS:

There were no items for consideration.

OTHER BUSINESS:

1. Signature Event for the Downtown Presentation

Wendy Larsen, Chairman of the Board for the Center for the Arts (CFA), advised that the CFA and its partners, the Boca Raton Museum of Art and the Boca Raton Historical Society had joined together to bring this presentation before the CRA. She then introduced Charles Siemon, representing the Mizner Park Cultural Arts Association (MPCAA), who gave a 45-minute PowerPoint presentation on the proposed Festival of the Arts Boca, an annual event, which has been scheduled to run from March 1 through 11, 2007.

Mr. Siemon outlined the proposed events, which included film, music, lectures, and the Boca Bacchanal. He then introduced Barrett Wissman representing IMG Artists, a cultural arts management company. Mr. Wissman gave a brief history of IMG, advising that the company represents several hundred artists and organizations of all types.

Mr. Siemon explained that the proposed festival would actually be one of three sister events; specifically, the Tuscan Sun Festival in Cortona, Italy; Festival del Sole in Napa Valley, California; and Festival of the Arts in Boca Raton. He then mentioned the Aspen Music Festival, the Sundance Film Festival, and Spoleto Festival USA, stating that the proposed festival at Boca Raton could be in the same category.

Mr. Wissman reviewed a roster of artists proposed to perform at the festival in 2007 including, but not limited to, the Russian National Orchestra, James Galloway, Itzhak Perlman, Arturo Sandoval, Tiempo Libre; the last concert would be given by the Boca Raton Philharmonic Symphonia.

Mr. Siemon provided information on the proposed budget, advising that \$1.5 million was expected in both revenues and expenditures. He spoke to community benefits, economic benefits, and audience demographics, and then asked that the City provide \$150,000 in support of enhanced programming and local, state, national, and international marketing, as well as pledge law enforcement and life safety support for the festival events. He and Mr. Wissman concluded their presentation and answered questions from Agency members.

Commissioner Whelchel stated her support for the festival and the \$150,000 expenditure and asked that a coordinated effort be made to educate children about this event as well.

(Commissioner Whelchel left the meeting at approximately 3:15 p.m.)

Commissioner Abrams asked the City Manager how much money the City contributed to Meet Me Downtown. Mr. Ahnell explained that it's primarily an expenditure of "in kind services" for public safety personnel and setup, which translates to approximately \$75,000 annually. Commissioner Abrams confirmed with Mr. Ahnell that this would be \$150,000 on top of \$75,000; he noted that Meet Me Downtown was a three-day event and the festival would run longer. Mr. Ahnell advised that the major concerts would need public safety support; the smaller ones would not. Commissioner Abrams confirmed with Mr. Siemon that the proposed festival would not be in direct competition with other cultural events during the March time period and then asked Mr. Wissman how this proposed festival would be different from the two other sister events. Mr. Wissman replied that the other festivals are in rural locations; Boca Raton is a major metropolitan area, which would provide for more economic success and impact. He added that, although some of the artists are the same, the programming is different in all of the festivals. Additional questions revealed that the Napa Valley festival is new and the Tuscany festival has been in existence for three years.

Responding to Agency members, Mr. Siemon advised that this partnership had already submitted materials and requests to the Tourist Development Council and that they are in contact with the Palm Beach County Commission. He also confirmed with the CRA that the local funding would lead to close ties with local cultural groups.

Mr. Wissman and Mr. Siemon provided additional information to the CRA as requested. All members indicated support for the expenditure of \$150,000, as well as in kind services. The City Manager was directed to create a sponsorship agreement; he noted that funding could be taken from reserves or allocated in next year's budget, depending on how soon the money was needed.

DIRECTOR'S REPORT:

The Executive Director had nothing to report at this time. Chairman Baronoff referred to the recent meeting of the Boca Raton Historical Society regarding the proposed pedestrian spine and inquired when a summary of their findings might be forthcoming to the CRA. Mr. Camejo explained that the Historical Society is expected to prepare a report and submit it to the CRA; he is to contact Mary Czar, Executive Director of the Boca Raton Historical Society, for an update. Chairman Baronoff added that area property owners should be invited to attend the meeting when the report is presented to the CRA that they may provide input.

ATTORNEY'S REPORT:

The City Attorney had nothing to report at this time.

COMMISSIONERS' REPORTS:

Commissioner Arts referred to the annual report related to the downtown property owners and asked whether Mr. Camejo had any comments regarding same. Mr. Camejo explained that the information had been consolidated into a fairly small document. He advised that approximately 1.1 million square feet of office equivalent space remained unassigned, pursuant to the Downtown Development Order. He concluded by stating that there was nothing unusual or out of the ordinary contained in the report.

ADJOURNMENT:

Motion was made by Commissioner Hager, seconded by Chairman Baronoff, to adjourn the meeting. Motion carried unanimously on a voice vote; Chairman Baronoff, Vice Chairman Arts, Commissioners Abrams and Hager voting yes.

The regular meeting of the Boca Raton Community Redevelopment Agency adjourned at approximately 3:34 p.m., Monday, May 22, 2006.

Peter R. Baronoff, Chairman

ATTEST:

Sharma Carannante, City Clerk