

MINUTES OF THE REGULAR MEETING  
BOCA RATON COMMUNITY REDEVELOPMENT AGENCY  
MONDAY, MARCH 26, 2007  
\*1:30 P.M.

\*The Regular Meeting of the Boca Raton Community Redevelopment Agency was called to order by Chairman Baronoff at approximately 2:15 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:

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

**AMENDMENTS TO THE AGENDA:**

**MINUTES:**

Minutes of the Regular Meeting of March 12, 2007

*Motion was made by Commissioner Hager, seconded by Commissioner Abrams, to approve the minutes as presented. Motion carried unanimously on a voice vote; Chairman Baronoff, Vice Chairman Arts, Commissioners Abrams, Hager and Whelchel voting yes.*

**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 AND REGULAR PUBLIC HEARINGS:**

There were no items for consideration.

**OTHER BUSINESS:**

There were no items for consideration.

**DIRECTOR'S REPORT:**

1. Marketing Follow-Up

The City Manager introduced Ruby Childers, Manager of Administrative Services for Development Services, who provided additional information related to downtown marketing and advertising costs, as requested by the CRA at the last meeting. Ms. Childers explained that Delray Beach reported an additional annual cost of \$350,000 to provide police, fire, parks, and public works staff for special events;

the City of West Palm Beach reported an additional annual cost of \$130,000 for police and fire, also for special events.

Attention focused again on the City of Delray Beach, and Ms. Childers outlined the \$1.5 million in fundraising undertaken by its Downtown Development Authority (DDA), advising that \$138,000 in tax dollars comes from the City, the DDA, and the CRA; \$250,000 is provided in private cash donations; the remaining balance of \$1.1 million resulted from in-kind services, such as printing, advertising, and radio publicity, which is donated to the DDA. Staff was continuing to review various options related to a consortium for advertising, a merchants' association, and funding opportunities in terms of a DDA or special assessment; staff was also researching coordination/partnership efforts with the Chamber of Commerce for future downtown events.

Responding to Chairman Baronoff, Mr. Ahnell explained that he had spoken with the Chamber regarding a merchants' association; the Chamber had previously conducted research and spoke with people in the downtown about forming an association, indicating that the City, the Chamber, and the merchants could work together to do so. It was emphasized that formation of this association was not a public responsibility but should be a public/private partnership. Responding to another query, Mr. Ahnell advised that a meeting with downtown merchants would probably take place in a few weeks. He then touched on advertising efforts related to Mizner Park and Royal Palm Place and also noted there was discussion with people in the area between Mizner Park and Royal Palm Place, who evinced interest in organizing special events. Mr. Ahnell added that Palmetto Park Road - east and west - would be essential as well, suggesting that organizing the merchants in those four areas would provide a good base for creation of a merchants' association. Chairman Baronoff stated that GGP (General Growth Properties – Mizner Park) has new marketing people on board and suggested obtaining an update as to their advertising efforts. It was discovered that the City has already been in contact with Royal Palm Place and they are interested in this endeavor.

## 2. Downtown Boca Raton Advisory Committee Update

Development Services Director Jorge Camejo gave the update, advising that the Committee met last Wednesday and would continue to meet on the first and third Wednesdays of each month. Lynn Novick was appointed as the Chairman; Michelle Bellisari was appointed Vice Chairman. Mr. Camejo explained that participation in an upcoming workshop is the first endeavor of this Committee, which received a list of issues forwarded by the former Downtown Visions Committee. The new Committee is expected to discuss and prioritize these items after the upcoming workshop. Mr. Ahnell clarified that City staff and the new Committee would be working on the same items at the same time to ensure that everyone is moving in the same direction and, generally, to avoid duplication of efforts and premature action. Mr. Camejo added that updates would be provided to the CRA on a regular basis.

## 3. Downtown Planning Workshop Update

Mr. Camejo stated that the first phase of the Downtown Planning Workshop would begin this Tuesday, March 27, 2007, with the goal of gathering data, conducting fact finding, and obtaining opinions in anticipation of the Downtown Planning Charrette, which will be held May 1 – 4, 2007. He then highlighted the public meetings that would be part of this endeavor and stated that various focus groups and the CRA members' interviews would be private sessions, which are set up through the consultant.

The following public meetings were outlined: 1) a presentation to the Community Appearance Board at City Hall, scheduled for 6:30p.m., March 27, 2007, 2) a lunch scheduled with the Downtown Boca Raton Advisory Committee at City Hall on March 28, 2007, from 12:30 p.m. to 2:00 p.m., and 3) a public meeting on March 30, 2007, at 6:30 p.m. in the Boca Raton Community Center (Royal Palm Room).

Mr. Camejo concluded his comments by indicating that more information related to the charrette would be forthcoming at a later date. Responding to Commissioner Abrams, Mr. Camejo advised that a copy of the scheduled meetings would be forwarded to Agency members.

## **ATTORNEY'S REPORT:**

The City Attorney had nothing to report at this time.

**COMMISSIONERS' REPORTS:**

The Commissioners had nothing to report at this time.

**ADJOURNMENT:**

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

The regular meeting of the Boca Raton Community Redevelopment Agency adjourned at approximately 2:30 p.m., Monday, March 26, 2007.

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Peter R. Baronoff, Chairman

ATTEST:

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Sharma Carannante, City Clerk