CITY OF EAGLE LAKE, FLORIDA
REGULAR COMMUNITY REDEVELOPMENT AGENCY MEETING
MONDAY, FEBRUARY 4, 2013
6:00 P.M.
TO BE HELD IN THE COMMISSION CHAMBERS
LOCATED AT 675 E EAGLE AVENUE
EAGLE LAKE, FLORIDA 33839

AGENDA

I. CALL TO ORDER

II. INVOCATION

III. PLEDGE OF ALLEGIANCE TO THE FLAG

IV. ROLL CALL

V. AUDIENCE

VI. SPECIAL PRESENTATIONS

A. Staff Reports

VII. OLD BUSINESS

A. Mistletoe Marketplace
B. Mark Stallings to update Commission on Barbecue Festival

VIII. NEW BUSINESS

IX. CONSENT AGENDA

A. Approval of the Regular CRA Minutes----------01/07/13

X. CITY ATTORNEY

XI. COMMUNITY REDEVELOPMENT AGENCY COMMISSION

XII. ADJOURNMENT

Please be advised that if you desire to appeal any decisions made as a result of the above hearing or meeting, you will need a record of the proceedings and in some cases a verbatim record is required. You must make your own arrangements to produce this record. (Florida Statutes 286.0105)

If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you, to the provision of certain assistance. Please contact City Clerk Dawn Wright at 75 North Seventh Street, P.O. Box 129, Eagle Lake, Florida 33839 or phone (863) 293-4141 within 2 working days of your receipt of this notification; if you are hearing or voice impaired, call 1-800-955-8771.

POSTED AT CITY HALL AND THE EAGLE LAKE POST OFFICE ON
THURSDAY, JANUARY 31, 2013 BY CITY CLERK DAWN WRIGHT, MMC

January 30, 2013

Manager Report

To: Chairperson Wilson and the CRA Board
From: Pete
Subject: BBQ Festival and other events; Mistletoe Costs; Business Contacts

BBQ Festival and Other Events

Robin will bring everyone current on the March 9 City Clean Up in conjunction with Keep Polk County Beautiful, and the recent Trunk and Treasure Sale of February 2. There are also a number of businesses which have opened in our City over the past 6 months, and we would like to talk with you about visiting each and having a grand opening. We have had an insurance agency; day care; computer repair business and hair salon open in our City and the relocation of Aim High. Robin has some date to suggest where a delegation of us can visit the business and welcome them to the City.

Mark Stallings, Robin and I met Tuesday, January 29 to review where we are in preparation for the BBQ festival on March 22 and 23. Mark will be with us Monday when we discuss preparations with the Board.

Mistletoe Costs

Attached is the statement of cost and the revenue for Mistletoe marketplace.

Business Contacts

This month I investigated the category of 'Sporting good stores' in the contacts made. They are as follows:

Edwin Watts Golf Shops – This is a chain of 90 retail stores in 15 southeastern states. It is the largest independent golf merchandise retailer in the U S. They offer most brand name golf equipment, apparel and golf accessories. Golf is a very popular sport in Florida, so I contacted the head office in Fort Walton Beach and sent Mr. Sven Kessler, Vice President of Retail Operations , a Market Profile and Market analysis.

Bike Works – Currently the chain has four locations in Orlando. Bike Works sells and services many of the top brands in bikes and bicycle accessories. I sent the headquarters a Market Profile and Market Analysis.

Open Road Bicycles – Currently the chain has five locations in and around the Jacksonville area. The chain sells and services most types of bikes and biking accessories. I contacted the headquarters and gave them information on Eagle Lake.

The reason for contacting retailers for biking and for golf is that both are 12 month per year outdoor activities. While the golf shops would want to locate very close to golf courses, I have noticed many

teams of bikes travelling over the back roads around Eagle Lake; Dundee; Lake Hamilton and Lake Wales. I think the biking population is here, so let's locate a store in Eagle Lake.

INTEROFFICE MEMORANDUM

TO: COMMISSION
FROM: LISA FREEMAN
SUBJECT: MISTLETOE MARKETPLACE 2012
DATE: JANUARY 29, 2013
CC: PETE GARDNER, DAWN WRIGHT

Mistletoe Marketplace 2012 was a success. There are a few things I feel that we need to change or work on. The two major items to change is the number of days of Mistletoe and the entertainment. First is to cut out the Wednesday night. The attendance was not worth the cost of having the extra day. We made $960 with the fee increase but with the cost of having the employees work that night of $1221.64 plus other expenses like the electricity it wasn't beneficial and the vendors did not do well that night. The other major change is to move the entertainment back outdoors. Some of the schools could not perform because there is not enough stage room or audience room. Attached is a breakdown of the difference in the fees.

We increased the fees as follows:

Indoor booth - $55 to $65 additional space $25 to $50

Food Vendors - $50 to $75

Inside City Residents/Non-profit - $20 to $40

210 amp electric - $20 to $40

In looking over the income and expenses for Mistletoe we had a total loss of $2654.20. Attached is a breakdown of the income and expenses. The salaries total includes FICA taxes and retirement costs.

I would like to mention our sponsors who made donations. They were as follows:

Platinum Bank
TECO
Christman Law
Envisors
Republic Services (Florida Refuse)

MISTLETOE MARKETPLACE 2012
TOTALS

	INCOME	EXPENSES	TOTAL
BOOTHS	4400.00		
DONATIONS	259.76		
HAYRIDES	957.65		
SPONSORS	1650.00		
TRUNK/TREASURE	742.10		
TOTAL INCOME	**8009.51**		**8009.51**
ADVERTISING		496.00	
BANNERS		100.50	
COPIES		298.16	
DECORATIONS		634.58	
ELECTRIC		317.89	
FOOD EMPLOYEES		548.00	
LIGHTS/OUTDOOR		1001.57	
MISC		65.46	
POSTAGE		84.48	
SALARIES/OT		6510.22	
SOUND		400.00	
TRUNK/TREASURE		206.85	
TOTAL EXPENSES		**10663.71**	**10663.71**
INCOME/LOSS			**-2654.20**

	# OF SPACES	OLD FEE	TOTAL	NEW FEE	2012
FOOD VENDORS EXTRA SPACE					
2 BOOTHS WITH ELECTRIC	2	50	100	75	150
	1	20	20	40	40
	6	25	150	25	150
	2	50	100	75	150
INSIDE W/EXTRA BOOTHS					
	6	80	480	115	690
FOOD VENDORS					
	6	50	300	75	450
INSIDE VENDORS					
	27	55	1485	65	1885
OUTSIDE VENDORS					
	12	50	600	50	600
RESIDENTS/NON PROFIT					
	4	20	80	40	160
	7	20	140	20	140
TOTAL FEE BREAKDOWN	73		**3455**		**4415**

CITY OF EAGLE LAKE, FLORIDA
REGULAR COMMUNITY REDEVELOPMENT AGENCY MEETING
MONDAY, JANUARY 7, 2013
6:00 P.M.
COMMISSION CHAMBERS
675 E EAGLE AVENUE
EAGLE LAKE, FLORIDA 33839

I. CALL TO ORDER

Chairwoman Wilson called the meeting to order at 6:00 p.m.

II. INVOCATION

Commissioner Volz gave the invocation.

III. PLEDGE OF ALLEGIANCE TO THE FLAG

The Commission and audience said the Pledge of Allegiance to the Flag.

IV. ROLL CALL

PRESENT: Volz, Powers, Sullivan, Coler, Overlock, Petranick, Wilson

ABSENT: None

V. AUDIENCE

There were no comments from the audience.

VI. SPECIAL PRESENTATIONS

A. Staff Reports

Ms. Golden updated the Commission on Mistletoe Marketplace. She stated it went very well. She stated a few schools canceled when they found out the entertainment would be to be in the Commission Chambers as isn't big enough for the performers and the audience. She stated one of the parents from Lake Region brought a 3 piece band and they played for 2 nights. She advised more places are having these types of festivals and the schools have their choice of where to go. Ms. Golden stated Wednesday night was terrible and would recommend not having it again on a Wednesday. She stated there were mixed reviews from the vendors about starting on Wednesday.

Chairwoman Wilson asked if we had the cost of Mistletoe.

City Clerk Wright advised Mrs. Freeman is out sick.

Chairwoman Wilson asked that revenues and expenditures for the cost of Mistletoe be put on the next CRA agenda.

Ms. Golden stated they received suggestions to have a tent and stage for the entertainment next year.

Mr. Gardner updated the Commission regarding the businesses he has contacted. He stated he contacted banks and specialty upscale clothing stores.

VII. OLD BUSINESS

There was no old business.

VIII. NEW BUSINESS

There was no new business

IX. CONSENT AGENDA

A. Approval of the Regular CRA Minutes----------12/03/12

MOTION was made by Commissioner Coler and seconded by Commissioner Powers to approve the Regular CRA Minutes of 12/03/12.

Chairwoman Wilson asked for audience discussion; there was none.
Chairwoman Wilson asked for Commission discussion; there was none.

The vote was as follows:

AYES: 7

NAYS: 0

X. CITY ATTORNEY

Attorney Christman had no report.

XI. COMMUNITY REDEVELOPMENT AGENCY COMMISSIONERS

Commissioner Petranick stated she was glad Mistletoe went well.

Commissioner Coler stated he was glad Mistletoe went well. He is excited about the upcoming barbecue festival.

Commissioner Powers stated he was glad Mistletoe didn't get rained out a night and he will try and attend the barbecue festival this year as he was unable to attend last year.

Commissioner Sullivan had no report.

Commissioner Volz stated the decorations at Mistletoe were beautiful; she stated it had the feeling it did in the past. Commissioner Volz thanked Mrs. Freeman and Ms. Golden.

Commissioner Overlock stated it was nice to see the hard work for Mistletoe paid off.

Chairwoman Wilson stated she enjoyed Mistletoe; she stated it was a lot nicer and there were more people and she stated it was good to see all the volunteers. Chairwoman Wilson asked that the questionnaire be sent out to the vendors and to see if we can get more volunteers to take some of the work off of Mrs. Freeman and Ms. Golden. She stated Mrs. Freeman, Ms. Golden and the volunteers did a fantastic job with Mistletoe.

XII. ADJOURNMENT

MOTION was made by Commissioner Coler and seconded by Commissioner Powers to adjourn at 6:27 p.m.

The vote was as follows:

AYES: 7

NAYS: 0

_____
CHAIRWOMAN SUZY WILSON

ATTEST:

_____
CITY CLERK DAWN WRIGHT