



CITY OF EAGLE LAKE, FLORIDA
REGULAR COMMUNITY REDEVELOPMENT AGENCY MEETING

MONDAY, MARCH 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

VIII. NEW BUSINESS

IX. CONSENT AGENDA

A. Approval of the Regular CRA Minutes-----02/04/13

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, FEBRUARY 28, 2013 BY CITY CLERK DAWN WRIGHT, MMC

February 28, 2013

Manager Report

To: Chairperson Suzy Wilson and the CRA Board
From: Pete
Subject: Agenda for CRA Meeting Monday, March 4, 2013: BBQ Festival Discussion/Advertising;
Business Contacts

BBQ Festival and Advertising

Mark will be with us Monday to give us details on the preparations for the BBQ Festival on Friday March 22, and Saturday, March 23. Brian is going over the site with Mark to ensure we do not have any problems with ants. I am going to see Mark Wednesday, February 27 so that we are ready to present everything to you Monday.

There is one request that I would like to see approved Monday. Last year Mr. Maskas of Lamar ran out artwork on their screen on US#17 at no charge. This year Mr. Maskas is charging a fee of \$37.50 per day. Discussing it with Mark, we would like to run our notice for 10 days, from March 13 through March 22, and I am requesting the CRA Board approve the expenditure of about \$188.00 for 5 days of advertising and Mark will pay for 5 days of advertising from the donations he has been able to collect. I checked with Heather on this expenditure, and it is an allowable expenditure of CRA funds if I put on the advertising that the event is, in part, sponsored by the Eagle Lake Community Redevelopment Agency. If you approve the expenditure, that credit to the CRA will be put on the advertising.

Business Contacts

This month I contacted some businesses that I initially contacted last year. I am doing this following up on the suggestion made by Jim DeGennaro. On February 7 attended a program on defining a retail trade area. The program was sponsored by the CFDC, hosted by Jim, with local real estate expert Gary Ralston the main speaker. Gary's presentation on defining a trade area was right out of the work we did with Jim Carras on developing the market profile and market analysis of Eagle Lake. Additionally, Gary echoed what Jim has been frequently saying, that once you have made contact with various businesses that seem to be interested in your area, periodically make follow up contacts to make sure those businesses know we remain interested. I did just that in February, as follows:

Damon Del Rossi, who is the location, real estate manager for Sedanos was again contacted. Sedanos is a chain of supermarkets that serve the Hispanic community in south Florida. Earlier Mr. Del Rossi expressed interest in our area, but Sedanos had no plans to move into our area in the near future. Our area is still of interest, but not in the immediate future.

Phil Knuth, real estate and location manager for Bealls, was again contacted, and I was again told that expansion into this area was not in the plans for the near future.

Juice Zone: This business is part of the Dairy Queen family, and I had originally contacted their personnel a couple of years ago, and got no response. According to information about the company they

are still looking to expand in California, in the New York City area, and in Florida. This time I sent the headquarters a market profile and market analysis, and I hope I can get a response.

Souplantation and Sweet Tomatoes

A year or two ago I originally contacted the main office of Sweet Tomatoes after I visited their restaurant in Tampa. I again contacted the headquarters, and reaffirmed our interest in locating a restaurant in our City. I was told my information would be given to their real estate division.

Spaghetti Warehouse

This is a chain of Italian restaurants which I contacted some time back after I visited their location in Ybor City. The chain has locations in New York, Pennsylvania, Ohio, Texas, Oklahoma, and the one location in Florida which I visited. I contacted the Tampa office, and sent a market profile and market analysis to Mr. Phillip Tracy, General Manager. Mr. Tracy favorably reviewed our information and sent it on to the main office in Irving Texas.

CITY OF EAGLE LAKE, FLORIDA
REGULAR COMMUNITY REDEVELOPMENT AGENCY MEETING
MONDAY, FEBRUARY 4, 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 Coler 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: 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 updates the Commission regarding the Trunk & Treasure Sale. She advised the next sale is on May 4th.

Ms. Golden advised Keep Polk County Beautiful is on March 9, 2013 from 9:00 am – Noon. She asked if anyone wanted to participate to get with her before February 22, 2013; she needs to order t-shirts and Bok Park Passes.

Ms. Golden advised she is accepting applications for the Summer Safari Program and is setting up payment plans; she advised the rates are the same: \$325 resident rate and \$425 non-resident rate. She advised Cami Fields is coming back as the Camp Director. She advised she is taking applications for camp counselors and a bus driver.

Ms. Golden stated she has been updating the City's website at the direction of Jim DeGennaro; he suggested highlighting the CRA.

Ms. Golden stated she is in the process of planning a ribbon cutting ceremony for all the new businesses that have come into the City; she would like to have it after the barbecue festival is over.

Mark Stallings notified the Commission he is anticipating 45 teams; 35 pro teams and 10 backyard teams. He stated they are also going to have a Best Wing Contest; it will be on Friday tentatively

at 7:00 p.m. Commissioner Powers, Attorney Christman and Sgt. Hoobin volunteered to be judges.

Ms. Golden asked about closing Eagle Ave. and 3rd Street.
Commission had no problem with closing roads.
Sgt. Hoobin stated they had no problems with the road closures.

Mr. Stallings advised the Barbecue Festival would be on March 22, 2013 and March 23, 2013. He advised many of the cook teams will want to set up on Thursday.

Mr. Gardner advised there should be no additional expense for the water and electric lines as that was all done last year.

Mr. Stalling stated they have a dumpster donated for the trash and it will be in the lot behind R&R.

Mr. Stallings stated they might not be able to have a beer tent this year; he advised his 503C status is in process and not sure if he will have it in time.

Mr. Gardner stated he has been in contact with LaMar signs; he advised they stated they would assist in the advertising.

Mr. Gardner updated the Commission on the business contacts he has made; he contacted the Neighborhood Market Wal-Mart Stores and has investigated sporting goods stores.

Mayor Sullivan suggested he contact Moe Southwestern Grill and Red Robbin.
Mr. Gardner stated he has already contacted them.

VII. OLD BUSINESS

A. Mistletoe Marketplace

Manager Gardner stated Mrs. Freeman put a memo in the packet regarding Mistletoe and is suggesting Mistletoe go back to 3 days and to move the entertainment outside. According to the memo from Mrs. Freeman Mistletoe lost \$2,654.20 in 2012. Mr. Gardner advised in 2011, Mistletoe lost approximately \$7,700.

The Commission discussed getting a portable stage.

Ms. Golden stated she has been offered the use of the stage D-Rock has and she has borrowed the one from Winter Haven. She stated she also received an offer to use a larger tent.

Ms. Golden stated she is in the process of sending out Thank You notes and setting up an appreciation lunch for the volunteers and she will be meeting with Debbie Benjamin from the High School regarding the volunteers.

It was the consensus of the Commission to go back to the 3 day schedule for Mistletoe.

Mr. Stallings suggested they do the same thing at Mistletoe that the Barbecue Festival does by selling tickets a \$1.00 for \$1.00 for the food and have everyone purchase tickets and pay for the food with the tickets; he stated this is how the Barbecue makes its money they earn \$.20 on every dollar. He stated they could do \$.20 or \$.10 on every dollar spent at the food vendors.

Ms. Golden stated she they would need people to handle the money and this past year they used High School parents but she would like to see City Employees handling the money again.
Commissioner Petranick stated a Commissioner could handle the money.

Mr. Gardner stated he plans to seek out contribution again and will expand on it this year.

Commissioner Overlock asked about the Chamber of Commerce.

Mr. Gardner and Ms. Golden advised the City can't run the Chamber and there has not been an interest from anyone to re start a Chamber. Ms. Golden advised there was an issue with the last Chamber as to whether they had a Charter. Ms. Golden advised she will locate what paperwork she has and get with Commissioner Overlock.

Mr. Gardner stated he will speak to the Winter Haven Chamber and get information about starting a chamber.

Attorney Christman and Mr. Gardner will research a Chamber.

B. Mark Stallings to update Commission on Barbecue Festival

This was discussed under Staff Reports.

VIII. NEW BUSINESS

There was no new business.

IX. CONSENT AGENDA

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

MOTION was made by Commissioner Coler and seconded by Commissioner Powers to approve the Regular CRA Minutes of 01-17-13.

Chairwoman Wilson asked for audience discussion; there was none.

Chairwoman Wilson asked for Commission discussion; there was none.

The vote was as follows:

AYES: 6

NAYS: 0

X. CITY ATTORNEY

Attorney Christman had no report.

XI. COMMUNITY REDEVELOPMENT AGENCY COMMISSION

Commissioner Petranick had no report.

Commissioner Coler asked for a status on the two façade grants.

Ms. Golden advised she has spoken to both and they haven't had a chance to do improvements.

Commissioner Coler asked if the Commission could do something for Bike Safety Month in May.

There were discussions as to what programs were available to assist.

Commissioner Powers stated he is excited about the Barbecue Festival.

Mayor Sullivan had no report.

Commissioner Overlock had no report.

Chairwoman Wilson had no report.

XII. ADJOURNMENT

MOTION was made by Commissioner Sullivan and seconded by Commissioner Coler to adjourn at 6:47 p.m.

The vote was as follows

AYES: 6

NAYS: 0

CHAIRWOMAN SUZY WILSON

ATTEST:

CITY CLERK DAWN WRIGHT