



City Hall Commission Chambers
3650 NE 12 Avenue
Oakland Park, Florida 33334

MINUTES
COMMUNITY REDEVELOPMENT AGENCY MEETING
MAY 20, 2020, 8:31 P.M.

The regular meeting of the Community Redevelopment Agency of the City of Oakland Park, Florida was called to order at 8:31 p.m. by Chair Sparks.

NOTE: Due to the Coronavirus (COVID-19), all City facilities are closed, including City Hall. The Community Redevelopment Agency Meeting was held per the Governor's Executive Order 20-69, and viewed via live web-stream on the City's website www.oaklandparkfl.gov, on Comcast Channel 78, and AT&T Channel 99. The opportunity for public participation has been provided through email and calling the City Clerk's Office. Public comments received were read into record.

ROLL CALL

Present:

Chair Matthew Sparks
Vice Chair Jane Bolin*
Board Member Michael Carn
Board Member Tim Lonergan*

Also Present:

Executive Director David Hebert
CRA Attorney DJ Doody*
CRA Clerk Renee Shrout

*Vice Chair Bolin, Board Member Lonergan and CRA Attorney Doody attended remotely.

Absent:

Board Member Sara Guevrekian

PRESENTATIONS

* May 2020 CRA Update

Brad Ostroff, Acting Director of Community and Economic Development provided the following updates: staff retooled the CRA operation to support local businesses during the pandemic and economic downturn. This effort assisted small businesses with how to apply for state or federal stimuli, phase openings for businesses in the City, and campaigns to attract customers.

Kaitlyn provided the following update: CRA staff and volunteers assembled over 2,000 Business Re-opening Recovery Kits and distributed to more than 1,400 businesses on May 14. The kits included masks, safe reopening instructions, a list of resources available to businesses and

COVID & CDC compliant posters to display outside of the business. Staff provided door hangers to business owners who were not available. Ms. Collier thanked volunteers who reduced the expected 4-hour project to 1.5 hours, Bruce Garrison for the coordination of kit assembly and Brad Ostroff for the coordination of citywide kit delivery.

Ms. Collier continued her presentation with the following business initiatives: CRA conducted a business impact survey among a few local businesses to identify helpful educational resources for businesses. The CRA collaborated with SCORE to provide virtual business webinars to local business owners. The webinars offered financial and marketing tips in addition to how to receive funding for businesses to survive the pandemic. The last webinar had more than 300 registrants; the CRA also partnered with Emineo Media to create an informal space for dialogue between business owners and representatives from the Small Business Administration, Florida Small Business Development Center, and S.G. Law Group; the CRA, in partnership with SCORE, also offered Virtual Business Counseling as businesses reopen and may need support. Counseling will be available Mondays and Thursday from 10 am to 2 pm for one-on-one sessions with a SCORE mentor; staff also revamped the CRA website to provide the latest Coronavirus information impacting businesses, advice and links to business grants, loans and incentives; the CRA will offer temporary small business COVID-19 permits for temporary parking, signage and outdoor seating for the safe and successful reopening of businesses; on July 3, 2020, the City will begin a soft enforcement of the Commercial Outdoor Storage Ordinance enacted September 6, 2017 via reminders and courtesy notices.

Ms. Collier continued her presentation with the following business openings: Kith & Co., a trendy coffee shop offering full signature drinks and meals located at 3446 NE 12 Avenue, opened their doors for curbside delivery April 25; The Mason Jar Pub, known for its 5-star rated home cooked meals located at 1388 E. Oakland Park Blvd, also opened their doors for curbside service; Bowl'd, located at 1520 E. Commercial Blvd, is another new business that opened up their doors just before the pandemic. The smoothie establishment has provided free breakfast for students K-12 to help local families impacted by these challenging times.

Ms. Collier furthered her presentation with the following new projects: Zero Empty Spaces, to be located at 3550 NE 12 Avenue, is coming to Oakland Park. The organization helps local artists find affordable shared studio space and encourages artist appreciation; the CRA received a development application last week for the empty lot located at the corner of NE 33 Street and Dixie Highway. The development will feature 42 residential units and one live-work unit; Aldi's recently closed on the former Lucky's Market property. Façade improvements have been submitted; Urban Farming Institute (UFI) launched their ACT NOW (Nursing Ourselves Holistically) series in an effort to equip those at home with healthy tips.

Ms. Collier stated the City launched a buy local campaign to mobilize residents in the recovery of the local economy by shopping and dining local. The campaign has three phases: (1) education (2) call to action and (3) placemaking. Marketing initiatives will be highlighted on the

OPCRA website and on City social media including geo-targeting, analytics, content creation and data collection; the website and social media will also feature business owner testimonials encouraging residential to shop local. One of the initiatives includes social media hashtag #livelikealoakl to stimulate social engagement. As businesses reopen, the City will implement creative placemaking in outdoor spaces to encourage customers to visit businesses in the community. Information can be found on CRA social media on Facebook and Instagram as well as www.opcra.com.

Ms. Collier concluded her presentation with a video presentation thanking staff, volunteers and businesses for their contributions during this time.

1. **PUBLIC COMMENTS** (max. 250 words) are to be submitted by 6:30 p.m. the day of the meeting to publiccomments@oaklandparkfl.gov and will be read into the record at this time.

City Clerk Shrout read submitted public comment:

Aisha Gordon – 3251 NW 44 Street – President of Montage by the Lake Homeowners association, thanking the CRA for its continued review of the City's redevelopment.

CONSENT AGENDA

Those matters included under the Consent Agenda are self-explanatory and are not expected to require review or discussion. Items will be enacted by one Motion; however, if discussion of an item is requested by the CRA Board, that item may be removed from the Consent Agenda and considered separately.

Board Member Carn moved to approve the Consent Agenda. Vice Chair Bolin seconded the motion, which prevailed by the following vote:

YES: Vice Chair Bolin, Board Member Carn, Board Member Lonergan, Chair Sparks

ABSENT: Board Member Guevrekian

2. Approval of CRA Minutes: January 15, 2020 and February 18, 2020

Approved on consent.

REPORTS

3. REPORTS FROM BOARD MEMBERS

None

4. REPORTS FROM EXECUTIVE DIRECTOR

5. FY 2019 CRA Annual Report

City Manager Hebert stated this report was required to be filed with the county. He encouraged everyone to read it.

ADJOURN

ADJOURN: The meeting was adjourned at: 9:30 p.m.

CITY OF OAKLAND PARK, FLORIDA

MATTHEW SPARKS, CHAIR

ATTEST:

RENEE M. SHROUT, CMC, CRA CLERK