



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

MINUTES
COMMUNITY REDEVELOPMENT AGENCY MEETING
JUNE 17, 2020, 8:05 P.M.

The regular meeting of the Community Redevelopment Agency of the City of Oakland Park, Florida was called to order at 8:05 p.m. by Acting Chair Tim Lonergan.

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:

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 and CRA Attorney Doody attended remotely.

Absent:

Chair Matthew Sparks

Board Member Sara Guevrekian

PRESENTATIONS

*CRA Update: Find It In Oakland Park

Kaitlyn Collier, External Relations and Communications Specialist, provided the following update: CRA staff began educating the public on the *Find It In Oakland Park* in late May. The campaign offers discounts and incentives to encourage residents to shop and dine local thus stimulating the local economy. *Find It In Oakland Park* is in Education - Phase 1 familiarizing the public with the campaign via social media, signage, banners and e-newsletters. The campaign launched with an official City letter provided to more than 1,300 local businesses in addition to a feature in the Sun Sentinel.

The CRA encourages businesses to join the campaign by offering discount or incentive to residents and in turn, receive a campaign decal to display outside of the business, and a mention on the OPCRA website and digital City advertising. In addition to social media and digital marketing, *Find It In Oakland Park* T-shirts, created by local business Main Street Press, were provided to Northeast High School graduates. Graduates were encouraged to tag the CRA in pictures wearing their T-shirt for repost to CRA social media acknowledging their accomplishments.

Ms. Collier concluded her presentation encouraging the public to subscribe to CRA social media on Facebook and Instagram.

1. PUBLIC COMMENTS -

At this time, any person will be allowed to speak on any matter that pertains to CRA business for a length of time not to exceed four minutes per person.

No public comments received.

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 consisting of Item 2. Vice Chair Bolin seconded the motion, which prevailed by the following vote:

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

ABSENT: Board Member Guevrekian, Chair Sparks

2. Approval of CRA Minutes – January 15, 2020 and February 19, 2020

Approved on consent.

3. BOARD MEMBER DISCUSSION ITEMS

Board Member Carn inquired whether virtual instruction is available to teach business owners how to perform social media engagement. Ms. Collier stated they would hold a digital marketing webinar on July 15 and would discuss a social media webinar with SCORE. He also requested banner poles be installed on Federal Highway and NW 31 Avenue.

Vice Chair Bolin suggested video clips of how to perform social media be available during Phase 2 of the campaign when visiting businesses.

Acting Chair Lonergan noted the property line on Federal Highway was Fort Lauderdale. City Manager Hebert agreed to look into this. He also suggested the City recognize octogenarians.

4. REPORTS FROM BOARD MEMBERS

5. REPORTS FROM EXECUTIVE DIRECTOR

None.

ADJOURN

The meeting was adjourned at: 8:20 p.m.

CITY OF OAKLAND PARK, FLORIDA

MATTHEW SPARKS, CHAIR

ATTEST:

RENEE M. SHROUT, CMC, CRA CLERK