City Hall Commission Chambers
1100 Park Lane East
Oakland Park, Florida 33334

DRAFT MINUTES
COMMUNITY REDEVELOPMENT AGENCY MEETING
DECEMBER 3, 2025, 6:30 P.M.

The regular meeting of the Community Redevelopment Agency of the City of Oakland Park, Florida was called to order at 7:41 p.m. by Chair Arnst.

ROLL CALL

Present:
Chair Steven R. Arnst
Vice Chair Aisha Gordon
Board Member Letitia Newbold
Board Member Fitz Budhoo
Board Member Tim Lonergan

Also Present:
Executive Director David Hebert
CRA Attorney D J Doody
CRA Clerk Renee M. Shrout

PRESENTATIONS

* CRA Update - December 2025

Neysa Herrera, Director of Economic Development and the Community Redevelopment Agency (CRA), joined by Lorena Ledesma, CRA & Economic Development Coordinator, announced two-time Pulitzer Prize winner South Florida Sun Sentinel named the City as the "Brooklyn of Broward." The article highlighted the City's uniqueness with mentions of its walkable Downtown, breweries, niche businesses and culinary district. The following new businesses joined Oakland Park: The Glam Guruu d/b/a J's Cosmetics, located at 858 E Oakland Park Blvd., offers make-up appointments and classes to put your best face forward. For more information, please visit www.theglamguruu.com; Building Beauty, located at 179 E. Oakland Park Blvd., is an A-to-Z hair salon with styling services and products. For more information, please visit www.building-beauty.com; Florida Statewide Insurance, Inc. (FSI), located at 3455 NE 12 Terr., Unit 20, is a one-stop-shop for home, auto, and flood insurance services. For more information, please visit www.floridastatewideinsurance.com; Lily's Beauty Spa, located at 87 NE 44 Street, provides a variety of cosmetic services to its clients.

Ms. Herrera continued her presentation with the following special event update: Small Business Saturday convened, Saturday, November 29, with over 60 vendors and 2,000 attendees; Holiday Village is scheduled for Friday, December 5 and Saturday, December 6, at Jaco Pastorius Park, 4000 N. Dixie Highway, featuring live entertainment, Santa visits and tree lighting, Holiday Village Carousel, snow slide and skating rink. A new segment, *Made in Oakland Park*, will be added to Holiday Village to showcase Oakland Park crafters. The CRA also partnered with Parks

& Leisure Services to launch a new initiative providing a signature Holiday Village Ornament with a purchase from participating vendors.

The presentation concluded with the following business meeting and resource update: the Business Partners Meeting took place Tuesday, December 2, at Voodoo Brewing featuring Brittney Lumb, Partner Engagement Specialist of Destination Services at Visit Lauderdale; the next Downtown Partners Meeting will be held Tuesday, February 10, 2026; applications for Career Source Broward's Summer Youth Employment Program opened December 1.

Board Member Lonergan welcomed Ms. Ledesma, the new member of the CRA team, and all new businesses. He thanked Ms. Herrera for her efforts to support the business community. Board Member Lonergan also encouraged residents to support small businesses during the holiday season.

Board Member Budhoo stated he was pleased Career Source Broward's Summer Youth Employment Program will be offered to the City's youth. He also inquired about the procurement process for local artists to bid for the opportunity to design City signs in the art walk. Board Member Budhoo concluded with businesses are excited to join Oakland Park.

Board Member Newbold welcomed Ms. Ledesma and thanked Ms. Herrera for her efforts to increase foot traffic toward Downtown businesses.

Vice Chair Gordon encouraged youth to apply to the Career Source Broward Summer Youth Employment Program. She also welcomed the new businesses to the City along with Ms. Ledesma.

Chair Arnst welcomed Ms. Ledesma to the City and applauded Ms. Herrera's Holiday Village Ornament initiative for its creativity and support to City businesses.

Ms. Herrera thanked Ms. Ledesma and the staff in Parks & Leisure Services for their contributions to the holiday campaign. She also stated the ornament initiative is just one of the several to increase local spending.

1. **PUBLIC COMMENTS**
At this time any person will be allowed to speak on any matter that pertains to City business for a length of time not to exceed four minutes per person.

None.

CONSENT AGENDA

Board Member Lonergan moved to approve the Consent Agenda. Board Member Newbold seconded the motion, which prevailed by the following vote:

YES: Board Member Newbold, Board Member Budhoo, Board Member Lonergan, Vice Chair Gordon, Chair Arnst

2. **Approval of Minutes – November 5, 2025**

Approved on Consent.

RESOLUTIONS AND MISCELLANEOUS

3. **Consideration of a Business Incentive Program Grant for 221 East Prospect Road, LLC in an amount not to exceed $20,000 for Improvements to the Property Located at 221 NE 44 Street, Oakland Park, FL 33334.**

Ms. Herrera, Director of Economic Development and the Community Redevelopment Agency (CRA), provided the staff presentation recommending approval of the Business Incentive Program Grant for 221 East Prospect Road, LLC, owned by Michael Rechter, a 20-year property owner in the City and the owner of Integra Corporations at 241 East Prospect Road, in an amount not to exceed $20,000 for Improvements to the Property Located at 221 NE 44 Street, Oakland Park, FL 33334.

Board Member Lonergan moved to adopt the resolution. Board Member Budhoo seconded the motion, which prevailed by the following vote:

YES: Board Member Newbold, Board Member Budhoo, Board Member Lonergan, Vice Chair Gordon, Chair Arnst

The resolution, as advertised, carried the following title:

RESOLUTION CRA-R-2025-004

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF THE OAKLAND PARK COMMUNITY REDEVELOPMENT AGENCY (CRA) APPROVING AND AUTHORIZING THE APPLICATION BY 221 EAST PROSPECT ROAD, LLC IN AN AMOUNT NOT TO EXCEED $20,000.00 IN INCENTIVE FUNDING FOR PERMANENT EXTERIOR IMPROVEMENTS TO THE PROPERTY LOCATED AT 221 NE 44 STREET, OAKLAND PARK FL 33334; PROVIDING FOR CONFLICTS; PROVIDING FOR SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE.

Vice Chair Gordon congratulated Mr. Rechter on the approval of the business incentive grant.

4. REPORTS FROM BOARD MEMBERS

Chair Lonergan inquired when the poll to monument regulation would take effect. Executive Director Hebert clarified the regulation goes into effect 2029 and sufficient notice will be given as the time frame approaches. The business incentive grant can be applied toward the cost to comply with the regulation.

5. REPORTS FROM EXECUTIVE DIRECTOR

None.

ADJOURN

The CRA meeting adjourned at 8:00 P.M.

CITY OF OAKLAND PARK, FLORIDA

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STEVEN R. ARNST, CHAIR

ATTEST:

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RENEE M. SHROUT, CMC, CRA CLERK