



CITY OF
CRESTVIEW
COMMUNITY REDEVELOPMENT AGENCY

**COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
OCTOBER 9, 2023
5:30 P.M.
COUNCIL CHAMBERS**

The Public is invited to view our meetings on the City of Crestview Live stream at <https://www.cityofcrestview.org> or the City of Crestview Facebook Page. You may submit questions on any agenda item in advance (by 3:00 p.m.) to cityclerk@cityofcrestview.org.

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Open Policy Making and Legislative Session**
- 4. Approve Agenda**
- 5. Presentations and Reports**
- 6. Consent Agenda**
- 7. Action Items**
 - 7.1. Selection of Logo for CRA
 - 7.2. Memorandum of Understanding - Main Street Association
- 8. CRA Director Report**
- 9. City Manager / CRA Administrator Report**
- 10. Comments from the Board**
- 11. Comments from the Audience**
- 12. Adjournment**

Florida Statute 286.0105. Notices of meetings and hearings must advise that a record is required to appeal. Each board, commission, or agency of this state or of any political subdivision thereof shall include in the notice of any meeting or hearing, if notice of the meeting or hearing is required, of such board, commission, or agency, conspicuously on such notice, the advice that, if a person decides to appeal any decision made by the board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The requirements of this section do not apply to the notice provided in s. 200.065(3). In accordance with Section 286.26, F.S., persons with disabilities needing special accommodations, please contact Maryanne Schrader, City Clerk at cityclerk@cityofcrestview.org or 850-628-1560 option2 within 48 hours of the scheduled meeting.



Staff Report

CRA MEETING DATE: October 9, 2023

TYPE OF AGENDA ITEM: Action Item

TO: CRA Board
CC: City Manager, City Clerk, Staff and Attorney
FROM: Elizabeth Roy, CRA Director
DATE: 10/5/2023
SUBJECT: Selection of Logo for CRA

BACKGROUND:

At the Regular CRA meeting on September 11, 2023 a new logo option was presented to the Board.

DISCUSSION:

Staff, has provided a version of the approved logo with this item.

GOALS & OBJECTIVES

This item is consistent with the CRA Strategic Plan 2020 Gateway to Opportunities as follows:

To revitalize the district capitalizing on current resources and recognized opportunities

1. Establish a revitalization task force to address economic and physical Revitalization
2. Maintain and Strengthen the Façade Grant Program
3. Develop green space, open space parks, and public plaza programs and promote connectivity within the community

To provide infrastructure for current and future needs

1. Develop and enforce building and site maintenance codes
2. Eliminate the informality in the enforcement of regulations
3. Develop a sidewalk restoration and maintenance program
4. Review a realign downtown streets for efficiency/eliminate dangerous intersections

Market the District

1. Build and develop an active marketing and branding program
2. Promote CRA district on website and all social media platforms
3. Clearly identify “Historic Downtown Crestview” and direct visitors and locals to the district
4. Develop “Gateways to Crestview”
5. Develop a cohesive “family” of wayfinding signs to the district

Enhance Public and Private partnerships

1. Re-emphasize and incentivize the Crestview Main Street Program
2. Refocus the Historic Preservation Board
3. Enhance the SR 85 Bridge

Enhance the Aesthetics of the District

1. Develop design guidelines for Facades, signage, landscaping , access and parking
2. Develop area around new courthouse/add public amenities
3. Eliminate informality of enforcement of regulations

Expand Activity in the District

1. Promote Arts in the downtown and entire CRA district

Economic Development in the District

1. Amend Comprehensive plan to mixed use for downtown district
2. Develop a commercial incentive program to encourage new development, economic activities and job creation

Connectivity

1. Develop an access road from Industrial Drive to Twin Hills Park
2. Develop a Bike path/pedestrian trail link to between downtown and Twin Hills Park
3. Connect Industrial Drive to Twin Hills park with new entrance

FINANCIAL IMPACT

There is little or no Financial impact. Any costs are included in the budget for 2023-2024.

RECOMMENDED ACTION

Staff respectfully requests a motion to approve the attached logo.

Attachments

1. New CRA Logo for board



COMMUNITY REDEVELOPMENT AGENCY

CRESTVIEW, FLORIDA



Staff Report

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TYPE OF AGENDA ITEM: Action Item

TO: CRA Board
CC: City Manager, City Clerk, Staff and Attorney
FROM: Elizabeth Roy, CRA Director
DATE: 10/5/2023
SUBJECT: Memorandum of Understanding - Main Street Association

BACKGROUND:

Each year a Memorandum of Understanding (MOU) is prepared between the Crestview Revelopment Agency (CRA), the City of Crestview and the Crestview Main Street Association.

DISCUSSION:

The CRA Director, Public Information Manager and the Main Street Executive Director have met to consider any changes to the MOU for the fiscal year 2023-2024. Minimal changes have been made. The updated MOU has been presented to the Main Street Board and we are waiting for their approval.

We are requesting the CRA Board's approval of the attached MOU and allowing staff to negotiate any minor changes. Any minor changes will be approved by the City Manager and any significant changes will be brought back to the Board.

GOALS & OBJECTIVES

This item is consistent with the CRA Strategic Plan 2020 Gateway to Opportunities as follows:

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FINANCIAL IMPACT

The financial impact on the Crestview Redevelopment Agency is the two installments of \$25,000 as approved in the budget.

RECOMMENDED ACTION

Staff respectfully requests the CRA Board approve the MOU with Crestview Main Street as presented allowing minor changes to be negotiated by staff with the City Manager approval.

Attachments

1. 23-24 MSCA_ CRA MOU Draft

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MOU) is entered into by and between the City of Crestview, the Community Redevelopment Agency (CRA), and the Main Street Crestview Association, Inc. (MSCA).

Purpose: The purpose of this MOU is to set forth mutual understandings and agreements between the parties concerning their collaborative relationship and mutual goal to enhance and benefit the CRA's downtown corridor.

Roles and Responsibilities

The CRA agrees to:

1. Fund the MSCA with \$50,000 paid in two \$25,000 installments in the months of November and April for MSCA to use as listed below, except that 15% (\$7,500) be earmarked for marketing and promoting CRA district businesses/events. *MSCA will invoice the CRA at the beginning of November and April.*
2. Provide, as determined by the City of Crestview, reasonable support from Public Services/Public Information/Police/Fire for events.
3. Aid in the promotion of MSCA events to include but not limited to designing promotional media for the four (4) primary events listed.
4. Work with MSCA to provide logistics, personnel, and/or equipment needed for MSCA events. If additional events require permitting or equipment from the City of Crestview/CRA, these fees will be waived. If additional personnel support is required for events outside of the four (4) primary events listed in this MOU, and the “Triple B,” “Arts Festival,” and “Muggles on Main”, the CRA/City of Crestview agrees to negotiate fees based on the Special Events Fee Schedule.
5. Provide MSCA with an itemized invoice for use of port-a-potties at MSCA-specific events, either post each event or in the month of September to cover the fiscal year prior to the closing of finances; time will be agreed upon in writing by both parties (MSCA and City of Crestview/CRA.)
6. Provide sufficient office space to accommodate the MSCA Executive Director and Executive Assistant at 114 Main St., Crestview, FL, 32536.

The MSCA agrees to:

1. Provide an annual budget for MSCA to include how CRA spending will be used prior to the CRA's fiscal year.
2. Provide a copy of the monthly budget report to the CRA director.
3. Market and promote MSCA partners and/or businesses within the CRA district.
4. Promote CRA grant programs to eligible businesses.
5. Conduct four (4) primary events in the Main Street area to include:
 - a. City of Crestview Fall Festival.
 - b. City of Crestview Christmas Parade.
 - c. Crestview City of Crestview International Festival.
 - d. City of Crestview July 4th Celebration.

6. The four (4) primary events must include "City of Crestview" in the event title, and all marketing and promotional material for these events must have the CRA and City of Crestview logos.
7. Conduct additional events as determined by the MSCA board.
8. Assist the City of Crestview and/or CRA with events as requested; additional events outside the four (4) primary events listed in this MOU must be submitted with a minimum six (6) week notice and not coincide with any already sanctioned MSCA events. Additional events may require additional payment to cover unbudgeted expenses. Any additional payments shall be negotiated prior to the event.
9. Maintain not less than weekly contact with the CRA director except in cases of unforeseen circumstances or if the MSCA executive director is unavailable due to requested time off.
10. Provide event insurance and/or licenses/certifications for all MSCA and/or City/CRA-sponsored events that MSCA has been asked to partake in within the CRA district.
11. Maintain not less than monthly meetings with the CRA director and City Public Information Manager on the status of all events, etc. This meeting will include a discussion of upcoming events, a review of promotional materials, and any other items for discussion as determined by attendees.
12. Coordinate two (2) pre-event meetings to include the MSCA executive director, CRA director, Crestview Public Information Officer, a Crestview Special Events representative, and a Crestview Public Services representative. The first of which shall take place no later than two (2) weeks, and the second no later than forty-eight (48) hours before the four (4) primary events listed in the MOU or other planned MSCA events that require assistance from the City of Crestview or CRA.

Cancellation Policy: If it is determined at the pre-event meeting that a cancellation is possible, then another meeting will be called no later than two (2) hours prior to the event with the MSCA, CRA director, and Crestview Public Information Manager to make the final decision on event cancellation/postponement and public messaging.

Timeframe: This MOU applies to the budget period beginning on October 1, ~~2022~~ 2023 and ending on September 30, ~~2023~~ 2024.

Public Records: In accordance with Florida law, the attached Public Records Addendum is incorporated herein and shall be binding on MSCA.

Integration: This MOU is the complete agreement between the CRA and MSCA and may be amended only by a written agreement signed by each of the parties.

Effective Date: The effective date of this MOU is ~~November 14, 2022~~ October 1, 2023.

**CITY OF CRESTVIEW, FLORIDA
PUBLIC ACCESS FORM**

Main Street Crestview Association, Inc., as Contractor, shall comply with the requirements of Florida's Public Records law. In accordance with Section 119.0701, Florida Statutes, Contractor shall:

- a. Keep and maintain public records required by the public agency in order to perform the service.
- b. Upon request from the public agency's custodian of public records, provide the public agency with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided under Florida's Public Records Law or as otherwise provided by law.
- c. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of this contract if Contractor does not transfer the records to the public agency: and
- d. Upon completion of the contract, transfer, at no cost, to the public agency all public records in possession of Contractor or keep and maintain public records required by the public agency to perform the service. If Contractor transfers all public records to the public agency upon completion of the contract, Contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If Contractor keeps and maintains public records upon completion of this contract, the Contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the public agency, upon request from public agency's custodian of public records, in a format that is compatible with the information technology systems of the public agency.
- e. **If contractor has questions regarding the application of Chapter 119, Florida Statutes, to contractor's duty to provide public records relating to this Agreement, contractor shall contact the Custodian of Public Records at:**
Maryanne Schrader, City Clerk
City of Crestview
198 North Wilson Street
P.O. Box 1209
Crestview, Florida 32536
(850) 682-1560 Extension 250
cityclerk@cityofcrestview.org
- f. In the event the public agency must initiate litigation against Contractor in order to enforce compliance with Chapter 119, Florida Statutes, or in the event of litigation filed against the public agency because Contractor failed to provide access to public records responsive to a public record request, the public agency shall be entitled to recover all costs, including but not limited to reasonable attorneys' fees, costs of suit, witness fees; and expert witness fees extended as part of said litigation and any subsequent appeals.

Signature

AS TO THE CRESTVIEW CRA

Nathan Boyles, CRA Board Chairman

Tim Bolduc, City Manager

Elizabeth Roy, CRA Director

AS TO MAIN STREET CRESTVIEW ASSOCIATION

Traci Medlock, President

Deb Gething, Executive Director