



# CITY of CRESTVIEW

## COMMUNITY REDEVELOPMENT AGENCY

### Community Redevelopment Agency Regular Meeting Agenda April 22, 2024 5:00 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.

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Open Policy Making and Legislative Session**
4. **Approve Agenda**
5. **Presentations and Reports**
  - 5.1. Check Presentation
6. **Consent Agenda**
  - 6.1. Approval of the Regular Meeting Minutes of February 26, 2024
7. **Action Items**
  - 7.1. Discussion of Archway Sign backing
  - 7.2. Discussion of 2025 Budget allocations
8. **CRA Director Report**
9. **City Manager / CRA Administrator Report**
10. **Comments from the Board**
11. **Comments from the Audience**
12. **Adjournment**

All meeting procedures are outlined in the Meeting Rules and Procedures brochure available outside the Chambers. 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 Girard, City Clerk at [cityclerk@cityofcrestview.org](mailto:cityclerk@cityofcrestview.org) or 850-628-1560 option 2 within 48 hours of the scheduled meeting.



# Staff Report

CRA MEETING DATE: April 22, 2024

TYPE OF AGENDA ITEM: Presentation

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TO: CRA Board  
CC: City Manager, City Clerk, Staff and Attorney  
FROM: Elizabeth Roy, CRA Director  
DATE: 4/18/2024  
SUBJECT: Check Presentation

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## **BACKGROUND:**

The Crestview CRA is working with several businesses in the CRA area with Code Compliance and Beautification Grants.

## **DISCUSSION:**

Tonight we will be presenting a check for Code and Beautification to Kirk Gaskin of Briar Patch Reality.

## **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

### **Enhance Public and Private partnerships**

### **Enhance the Aesthetics of the District**

1. Develop design guidelines for Facades, signage, landscaping , access and parking

### **Expand Activity in the District**

### **Economic Development in the District**

1. Develop a commercial incentive program to encourage new development, economic activities and job creation

### **Connectivity**

## **FINANCIAL IMPACT**

Grant Funds are included in the 2024 CRA Budget.

**RECOMMENDED ACTION**

No action necessary

**Attachments**

None



# Staff Report

CRA MEETING DATE: April 22, 2024

TYPE OF AGENDA ITEM: Action Item

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TO: CRA Board  
CC: City Manager, City Clerk, Staff and Attorney  
FROM: Maryanne Girard  
DATE: 3/1/2024  
SUBJECT: Approval of the Regular Meeting Minutes of February 26, 2024

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## **BACKGROUND:**

This is a routine approval of past minutes.

## **DISCUSSION:**

The draft minutes were distributed prior to the meeting.

## **GOALS & OBJECTIVES**

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

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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**

n/a

#### **RECOMMENDED ACTION**

Staff respectfully requests a motion to approve the Regular Meeting Minutes of February 26, 2024.

#### **Attachments**

1. 02262024 Community Redevelopment Minutes Draft

**Community Redevelopment Agency  
Regular Meeting Minutes Draft  
February 26, 2024  
5:00 p.m.  
Council Chambers**

**1. Call to Order**

The Regular Meeting of the Crestview CRA was called to order at 5:02 p.m. by Chair Nathan Boyles. Members present: Doug Capps, Andrew Rencich, Cynthia Brown, Joe Blocker, Ryan Bullard. Also present were City Manager Tim Bolduc, City Clerk Maryanne Schrader, CRA Director Elizabeth Roy, City Attorney Jonathan Holloway, and staff members. Board members absent: Margareth Larose-Pierre, and Linda Parker.

**2. Pledge of Allegiance**

Chair Nathan Boyles led the Board in the Pledge of Allegiance.

**3. Open Policy Making and Legislative Session**

Chair Nathan Boyles went over the rules and procedures.

**4. Approve Agenda**

Chair Nathan Boyles called for action.

**Motion** by Board member Cynthia Brown and seconded by Board member Andrew Rencich to approve the agenda, as presented.

Roll Call: Joe Blocker, Andrew Rencich, Cynthia Brown, Doug Capps, Ryan Bullard. All ayes. All ayes. Motion carried.

**5. Presentations and Reports**

5.1. Check Presentation

CRA Director Elizabeth Roy presented a check to Gary Ellis from formerly Crestview Plumbing and Hardware for improvements made to the building.

**6. Consent Agenda**

Chair Nathan Boyles called for action.

**Motion** by Board member Andrew Rencich and seconded by Board member Doug Capps to approve the Consent Agenda, as presented.

Roll Call: Joe Blocker, Andrew Rencich, Cynthia Brown, Doug Capps, Ryan Bullard. All ayes. Motion carried.

6.1. Approval of the Regular Meeting Minutes of September 11, 2023

6.2. Approval of the Special Meeting Minutes of October 9, 2023

6.3. Approval of the Special Meeting Minutes of December 11, 2023

**7. Action Items - No items.**

**8. CRA Director Report**

**8.1. Presentation of Annual Report**

CRA Director E. Roy went over the annual report displayed on the overhead monitor. She mentioned the increase in property values since 1995, showing a 231% increase over the base year. The total funds including the carryover were \$853,186. She also reviewed the grants that were awarded and the beautification expenditures. She added the motto is: “Community Realizing a Dream.”

Board members commented on the improvements to the buildings and the need for more art.

**9. City Manager / CRA Administrator Report**

City Manager Tim Bolduc provided an update on the Main Street project. It is a big project and asked that the Board stay the course. He added March 11th is the groundbreaking date. He went over bullet points, regarding accessibility, additional parking, and adding art in the future. The point is to create a walkable downtown.

**10. Comments from the Board**

Chair Nathan Boyles called for comments from the Board.

**11. Comments from the Audience**

Chair Nathan Boyles called for comments from the public.

**12. Adjournment**

Chair Nathan Boyles adjourned the meeting at 5:20 p.m.

Minutes approved this \_\_ day of \_\_, 2024.

\_\_\_\_\_  
Nathan Boyles, Chair

Maryanne Schrader  
City Clerk  
*Proper Notice having been duly given*



# Staff Report

CRA MEETING DATE: April 22, 2024

TYPE OF AGENDA ITEM: Action Item

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TO: CRA Board  
CC: City Manager, City Clerk, Staff and Attorney  
FROM: Elizabeth Roy, CRA Director  
DATE: 4/18/2024  
SUBJECT: Discussion of Archway Sign backing

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## **BACKGROUND:**

At recent CRA meetings there has been discussion about the back of the Archway sign at the north end of Main Street.

## **DISCUSSION:**

Our office met with Christina Donahue about a mural for the back of the sign.

Her recommendations will be provided to the board at the meeting.

We have allocated \$4000 for the completion of this painting, due to the complex nature of the work.

## **GOALS & OBJECTIVES**

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2. Maintain and Strengthen the Façade Grant Program
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Market the District

1. Build and develop an active marketing and branding program
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4. Develop “Gateways to Crestview”
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Enhance the Aesthetics of the District

1. Develop design guidelines for Facades, signage, landscaping , access and parking
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Expand Activity in the District

1. Promote Arts in the downtown and entire CRA district

**FINANCIAL IMPACT**

There are sufficient funds in the Downtown improvement budget to cover this expense.

**RECOMMENDED ACTION**

Staff respectfully requests that the CRA Board review the submissions and give feedback.

**Attachments**

None



# Staff Report

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TYPE OF AGENDA ITEM: Presentation

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TO: CRA Board  
CC: City Manager, City Clerk, Staff and Attorney  
FROM:  
DATE: 4/18/2024  
SUBJECT: Discussion of 2025 Budget allocations

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## **BACKGROUND:**

The CRA Director and City Manager would like to discuss with the CRA Board the allocation of Funds for fiscal year 2025.

## **DISCUSSION:**

Due to the Downtown Revitalization, it is our thought that the number of grant applications will be reduced until the construction is complete.

In the attached budget, a majority of the funds for grants are moved to Marketing for the Downtown Businesses and Downtown Improvements and upgrades.

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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

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#### **FINANCIAL IMPACT**

The financial impact will be determined by the budget approved.

#### **RECOMMENDED ACTION**

Staff respectfully requests the CRA board to review the budget and aid in the discussion of the 2025 Budget.

#### **Attachments**

1. 2025 CRA Budget

CRESTVIEW COMMUNITY REDEVELOPMENT AGENCY		2024-2025 BUDGET	
		2024 Budget	Proposed 2025
<b>2024-2025 Beginning Balance (estimated)</b>		\$ 328,611.00	\$ 225,000.00
<b>Operational Revenue (estimated)</b>			
TIF Funds - County		\$ 124,276.00	\$ 125,000.00
TIF Funds - City		\$ 222,113.00	\$ 230,000.00
Interest		\$ 3,000.00	\$ 1,500.00
<b>Total Projected Revenue for 2024-2025</b>		<b>\$ 678,000.00</b>	<b>\$ 581,500.00</b>
<b>Operating Expenses</b>			
<b>CONTRACTUAL SERVICES</b>			
Mainstreet	34-00	\$ 50,000.00	\$ 10,000.00
Downtown water	44-00	\$ 1,500.00	\$ 5,000.00
Auditing Fees	32-00	\$ 7,000.00	\$ 8,000.00
Legal Fees/Engineering	31-01	\$ 2,000.00	\$ 6,000.00
Office Rental		\$ 100.00	\$ -
Personnel Expenses	34-00	\$ 38,400.00	\$ 38,400.00
<b>ADMINISTRATIVE EXPENSES</b>			
Travel/Per Diem	40-00	\$ 2,800.00	\$ 3,000.00
phone/equipment	41-00	\$ 700.00	\$ 700.00
Insurance		\$ 2,000.00	\$ 2,500.00
Printing	47-00	\$ 200.00	\$ 200.00
Office Supplies	51-00	\$ 1,200.00	\$ 1,200.00
Operating Supplies	52-00	\$ 3,000.00	\$ 3,000.00
uniform	52-01	\$ 300.00	\$ 200.00
Rewards/recognition	52-03	\$ 500.00	\$ -
Fireworks, new Years	52-03	\$ 9,000.00	\$ -
Marketing for DT vendors during Construction	52-03	\$ -	\$ 10,000.00
Dues and Subscriptions	54-00	\$ 1,800.00	\$ 1,800.00
Equipment	64-00	\$ 2,000.00	\$ 2,000.00
Training	56-00	\$ 500.00	\$ 500.00
<b>Program Services</b>			
Downtown Improvements and upgrades	63-00	\$ 150,000.00	\$ 290,000.00
Grants	82-00	\$ 386,000.00	\$ 175,000.00
<b>Other Expenses/Transfers</b>			
Cost Allocation		\$ 19,000.00	\$ 24,000.00
<b>Total Projected Expenses for 2024-2025</b>		<b>\$ 678,000.00</b>	<b>\$ 581,500.00</b>