

Community Redevelopment Agency Minutes
April 22, 2024
5:00 p.m.
Council Chambers

1. Call to Order

The Regular Meeting of the Crestview CRA was called to order at 5:00 P.M. by Board member Margareth Larosse-Pierre. Board members present: Doug Capps, Andrew Rencich, Cynthia Brown, Joe Blocker, Ryan Bullard, and Linda Parker. Also present were City Manager Tim Bolduc, City Clerk Maryanne Girard, CRA Director Elizabeth Roy, City Attorney Jonathan Holloway, and staff members. Chair Nathan Boyles was excused.

2. Pledge of Allegiance

The Pledge of Allegiance was led by Board member Cynthia Brown.

3. Open Policy Making and Legislative Session

4. Approve Agenda

Board member Margareth Larose-Pierre requested action.

Motion by Board member Cynthia Brown and seconded by Board member Doug Capps to approve the agenda, as presented.

Roll Call: Ayes: Board member: Joe Blocker, Margareth Larose-Pierre, Linda Parker, Andrew Rencich, Cynthia Brown, Doug Capps, Ryan Bullard. All ayes. Motion carried.

5. Presentations and Reports

5.1. Check Presentation

CRA Director Elizabeth Roy presented the grant check for Code Beautification to Kirk Gaskin of Briar Patch Realty for improvements on the building known as the Coca-Cola building. Mr. Gaskin mentioned he had been in contact with Coca-Cola regarding restoring the signage.

6. Consent Agenda

Board member Margareth Larose-Pierre called for action.

Motion by Board member Doug Capps and seconded by Board member Cynthia Brown to approve the Consent Agenda, as presented.

Roll Call: Ayes: Board members: Joe Blocker, Margareth Larose-Pierre, Linda Parker, Andrew Rencich, Cynthia Brown, Doug Capps, Ryan Bullard. All ayes. Motion carried.

6.1. Approval of the Regular Meeting Minutes of February 26, 2024

7. Action Items

7.1. Discussion of Archway Sign backing

CRA Director Elizabeth Roy updated the Board on the backing on the Archway sign. She passed out a preliminary drawing with the artist's rendering. She added the sign will be looking north instead of south.

Discussion ensued on the direction of the sign, the paint used, and the lighting.

CRA Director Elizabeth Roy replied that the paint providers are working with the artist about what type of painting to use, and the sign will be directed toward the north. She added they are working on the lighting.

Discussion ensued on using cross signage instead of the flowers. The Board decided they would like to see a rendition before making a decision.

CRA Director Elizabeth Roy said she will schedule a five-minute CRA meeting before an upcoming Council meeting as soon as she gets an updated version.

7.2. Discussion of 2025 Budget allocations

CRA Director Elizabeth Roy mentioned a minor change in the budget by reducing the amount going to Main Street. She said that we will help them with the events by providing staffing, and we will add \$10,000 into marketing. We also increased our marketing to \$25,000 in the budget to help promote what is going on downtown throughout the Main Street construction.

Motion by Board member Andrew Rencich and seconded by Board member Doug Capps to approve the proposed budget.

Roll Call: Ayes: Joe Blocker, Margareth Larose-Pierre, Linda Parker, Andrew Rencich, Cynthia Brown, Doug Capps, Ryan Bullard. All ayes. Motion carried

Discussion ensued on water expenditures for port-a-potties during promotions and assisting business loss during the construction.

City Manager Tim Bolduc advised that he has spoken to the developer on the improvements, and he has discussed with counsel regarding using CRA dollars for marketing expenditures. Sandpaper Marketing is working with us on strategies. The completion is slated for May 2024, so completion could be at the end of the year. He suggested adding \$40,000 to focus on the marketing component. This is a good opportunity to create recognition of our downtown area. He mentioned the timing is right to roll back on the grant program. He is in constant communication with the business owners. The contractors are required to keep the sidewalks open unless they are pouring concrete. The marketing company will look at those businesses directly affected and will highlight the businesses. He mentioned paper and social media, as well as radio options. He said the marketing company will also help them. He added he appreciates the attitude and effort from the Coney Island owners.

City Manager Tim Bolduc went over the marketing details. He also wants to hire WAAZ to utilize the radio as an effective tool. He said we will create landing pads on our own website. We have access to billboards, so we will negotiate with Main

Street on what goes on the billboards. He mentioned the paper and social media will be handled by Sandpaper and WAAZ will handle the radio spots. He asked that \$40,000 be moved to the marketing item instead of the beautification as the greatest value is a full-page ad.

Motion by Board member Cynthia Brown and Board member Dough Capps to reallocate \$40,000 from beautification and allow the city manager to work with Sandpaper marketing and WAAZ.

Roll Call: Ayes: Joe Blocker, Margareth Larose-Pierre, Linda Parker, Andrew Rencich, Cynthia Brown, Doug Capps, Ryan Bullard. Motion carried.

8. CRA Director Report

No further comments.

9. City Manager / CRA Administrator Report

City Manager Tim Bolduc said there is progress at Twin Hills Park at the splash pad, the back wall of the park, and the Main Street contractor is adding dirt to the slope.

10. Comments from the Board

Board member M. Larosse-Pierre called for comments from the Board. She asked about the Twin Hills completion date, and City Manager T. Bolduc relayed the splashpad phase is due for completion in May, and the rest of the park will be completed by the end of the year.

Board member Joe Blocker asked what is under contract for the CRA, and City Manager T. Bolduc replied that we have the Main Street improvements and the Twin Hills Park project contracts.

11. Comments from the Audience

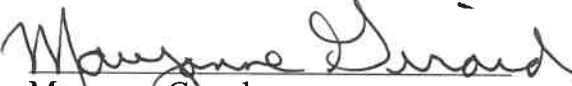
Board member M. Larosse-Pierre called for comments from the audience.

12. Adjournment

Board member M. Larosse-Pierre adjourned the meeting at 5:39 p.m.

Minutes approved this 9th day of September 2024.


Board member M. Larosse-Pierre


Maryanne Girard
City Clerk
Proper Notice having been duly given

