Community Redevelopment Agency
306 E. Jackson St., 2nd Floor North,
Tampa, Florida 33602
Office (813) 348-1146

DOWNTOWN CRA
COMMUNITY ADVISORY COMMITTEE MEETING
Tuesday, February 6, 2024, at 5:30 p.m.
(First Tuesday of the Month)
Tampa Municipal Office Building (TMOB), 306 E. Jackson St., 2nd Floor

MINUTES

1. Call to Order and Roll Call – Vice-chair Dan Traugott

Traugott called the meeting to order at 5:30 p.m.

1.1. Welcome new CAC members Casey Bauer (Tampa Downtown Partnership) and Ray Wong (At-large)

The CAC welcomed new member Bauer and Wong.

2. Public Comment

Gloria Jean Royster commented that she supports urbanization of Franklin Street. She said that downtown still looks old to her and it's where Tampa's story begins. There's a lot of history but it isn't played up enough. Where we are going as a city, she said that downtown should match that. She would like to see more revitalization. She said she sends visitors to Franklin to learn about the history of the place. It's not a negative comment, a positive one. Revitalization is long overdue. She supports the Partnership's effort to revitalize Franklin Street.

Victor DiMaio would love to see the budget. The CRA was tapped for affordable housing like we are a piggy bank. He wanted it included for the record and he would like to see where all this money is going that supposedly has disappeared. He's also anxious to do something with Franklin Street.

3. Action Items

3.1. Approval of the Dec. 5, 2023, Meeting Minutes.

Motion made (Bauer/Williams) to approve the minutes as presented. Motion passed unanimously.

4. Reports

4.1. Tampa Downtown Partnership Franklin Street Update – Karen Kress, Senior Director of Transportation & Planning

Karen Kress provided a PowerPoint presentation with Casey Bauer and Shaun Drinkard present. Kress said they were not asking for a grant but for the city to move a project forward. Kress showed an implementation and action plan and mentioned that Franklin Street is called out in the current CRP. They would like Franklin Street to have its own identity and see this as a redevelopment opportunity. Currently, there is poor maintenance of the streetscape. Opportunities were identified. She said that the Partnership has taken Franklin Street redevelopment as far as they can afford to go. Bauer mentioned their Improvement Grant and that they waived the 50% match requirement for Franklin Street applicants. Businesses have taken advantage of this grant. Bauer works with the permitting department in the city to help the applicant. Kress mentioned that the Partnership is currently working on a north downtown vision plan and showed proposed improvements. There is a lot of interest in a block party concept on Franklin Street. There needs to be utility coordination. After talking with Orr and Mobility, they've decided to shift the utility study along with the design study. Kress showed cost estimates and the design plans are around $1 million (phase 1). They've been discussing this for a couple of years now, and again, have taken it as far as they can take it. It's queued up for the next step.

Puleo asked how long this will take. Kress said it could be completed in three years.

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Pasteur said he preferred the Partnership have fewer number of times it would need to come before the CAC to make an ask. He recommended the project's projected cost of $6 million be recommended all at once.

Puleo reconfirmed that the total ask is $6 million, and Kress said yes and that it could be phased in.

Since Orr had prepared a cashflow worksheet to present at this meeting under new business, the CAC asked to see it out of order. Orr described the draft budget worksheet she had available and mentioned a lot of time was spent with the budget analyst to zero out projects that would not come to fruition to show available and obligated funding as accurately as possible.

Puleo discussed if the group would approve if the money can be found.

Pasteur mentioned that the Franklin Street project was presented to them before the other asks came to them. He added that Franklin Street is the spine and needs to be healthy.

Motion: Pasteur moved to recommend to the CRA to allocate $6 million over three years starting in FY24 for a Franklin Design and Improvement Project from Infrastructure, or the most appropriate funding stream determined by the CRA related to capital improvements. Puleo seconded. The motion passed unanimously with Bauer recusing himself.

4.2. Tampa Downtown Partnership Neighborhood Branding – Caroline Keesler and Rachel Radawec

Caroline Keesler provided a PowerPoint presentation on the neighborhood branding project including community outreach conducted by the Partnership with the consultant api+. The session outcomes were provided to help them with marketing efforts to implement within the brand. She ran through the visuals from the grid graphic shared that represent each of the seven neighborhoods. Branding could be placed on amenities like trash cans, bike racks, planters, etc. with city permission. They developed an intersection kit to easily identify which neighborhood people are in and a catalogue for grant color palette icons they can implement. Funds were allocated from this year's Partnership budget. It was emphasized that this is the Partnerships project for neighborhood images, not the city's wayfinding signage project. The branding identity exercise was fully funded by the Partnership.

Once the city's wayfinding study is approved, they hope to cross pollinate their imagery with the city's wayfinding signage. Radawec mentioned that api+ has knowledge of both programs. They saw value in engaging them after they were contracted by the city. She said it is the city's decision in the end and hopes to coordinate. They plan to make the request that their information is incorporated into the city's next step.

When asked about the timeframe, Radawec said they have already started implementing. They are excited to give the neighborhoods an identity.

They've wanted to do this for the past couple of years. They started this past summer and are launching now.

The Partnership is getting out in the community excited to show everyone.

4.3. Community Redevelopment Plan Update – Riva Heinrich, Kittelson

4.3.1. Community Redevelopment Agency Board Progress Report on March 21, 2024

Heinrich provided an update that they plan to have a completed draft in April with a presentation occurring to the CRA in March. She has delivered the draft document to CRA staff for review and expects to have a complete document for the CAC's review in March, which will be graphitized with maps and things along those lines. She called out that the CRP won't have projects but guidelines. Also, a strategic action plan could follow, depending on the CRA's decision regarding TIF reduction. Regarding further public outreach, the scheduling of it has been changed to the second phase (SAP development).

Pasteur asked about the CRA presentation on March 21 and if there was anything they needed from them, like input.

Heinrich said no, just sharing information now and their expressions of support.

4.4. Tampa Downtown Partnership Activities – Casey Bauer, Planning Coordinator

Bauer reported that since updates on Franklin Street and Neighborhood Branding took time, no other Partnership reports at this time.

4.5. Tampa Friends of the Riverwalk Activities – MaryBeth Williams, Executive Director

Williams reported that they are planning an event for Riverfest May 4 and 5 that costs them $35k. She said that 70% of their revenue comes from this event. She wanted to make sure the CAC knows what the nonprofit organization does and programs it offers like banners, inscribed pavers, the specialty cup, historic monument maintenance, biweekly cleanups, and four signature events throughout the year with only two staff people. She is working to inform others who they are and what they provide.
It was asked if she approached the city for co-sponsorship. Williams said the city's co-sponsorship program is under a moratorium, however, they still applied based on recommendations but was denied.
Pasteur said Williams is trying to get out there to help raise funds to continue to do these functions.
She mentioned making another Friends of the Riverwalk ask to the city for FY25.
The CAC thanked them for all they do for downtown.

5. New Business

5.1. Encore Lot 10 CRA Results

Orr reported that the CRA Board denied the Lot 10 tax increment finance rebate request (Lot 12 too) at their December meeting. It was decided to place a moratorium on these types of financial requests. Staff are to present to the CRA March 21, 2024, on a new approach for CRA Board consideration for similar requests that could involve an RFP process. Orr said that she will provide any update on any CRA Board decision on this at their April CAC meeting.

5.2. GasWorx and Tampa Museum of Art's Grant Request Approved

Orr reported that GasWorx infrastructure reimbursement request was approved at the December CRA meeting.

5.3. Updated Downtown Budget

Orr provided her latest draft downtown budget cashflow worksheet that now incorporates the Tampa Museum of Art's recent $10 million request spread over 10 fiscal years. This request was approved at the December CRA meeting.
Orr emphasized, and Vice-chair Traugott echoed, that this was not to be shared beyond the meeting as it was for their review and questions in preparation of FY25 budget planning.
Orr invited members to contact her personally for in-depth clarification and that a deeper dive will be taken at their March meeting.
Pasteur provided compliments on the cashflow worksheet, and the group thanked Orr for compiling, making improvements and sharing.

6. Unfinished Business

6.1. Kid Mason Center Redevelopment – CRA Manager Courtney Orr

Orr reported that construction is proceeding and there is a pending permit approval for renovation of the existing roof. Orr mentioned that the roof renovations budget reallocation was approved by CRA. CRA staff continue to attend weekly meetings to monitor progress.

6.2. Beneficial Bridge Study – Orr

Orr reported that Melisa Martinez and she are working with Mobility to soon develop the study's scope or work. A meeting has been arranged with Element Engineering, an existing Mobility contractor, for February 19 to provide them with an overview. Biweekly update meetings have been established with CRA staff and Mobility to stay on track and move the study forward.

6.3. Tampa Union Station Update – Orr

6.3.1. Comprehensive Update to CRA Board – February 8, 2024

Orr reported that the CRA Board was provided with a memo from Facilities on the status of this project and timeline. Additionally, the CRA motioned previously to provide $1.5 million toward completion of the current project. Outcomes from this Thursday's CRA Board discussion will be provided at the March CAC meeting.

6.4. Herman Massey Park Update – Orr

A funding reallocation request will be made to the CRA at its March 21 meeting. If funds are approved for reallocation, the construction bid will be released.

6.5. 103 E. Laurel St. Purchase (Army/Navy Store) – Orr

Orr provided the PowerPoint presentation that was given by Planning to the CRA Board at its January meeting.

7. Announcements/Discussion

7.1. Next CAC Meeting – Tuesday, March 5, 2024, at 5:30 p.m., TMOB (306 E. Jackson St., 2nd Floor)

7.2. Next CRA Board Meeting – February 8, 2024, at 9 a.m. (315 E. Kennedy Blvd., 3rd Floor)

8. Adjourned at 7:23 p.m.

Attendance

Casey Bauer-P
Dan Traugott-P
Sean Baraoidan-A
MaryBeth Williams-P
Dustin Pasteur-P
Kim Puleo-P
Rebecca Nagy-A
Ryan Bogan-P
Ray Wong-P

Guests

Victor DiMaio
Karen Kress
Shaun Drinkard
Caroline Keesler
Rachel Radawec
Riva Heinrich
Gloria Jean Royster