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

DOWNTOWN CRA
COMMUNITY ADVISORY COMMITTEE MEETING
Tuesday, March 5, 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 called the meeting to order at 5:02 p.m.
   1.1. Robert's Rules of Order
   Traugott shared information on meeting conduct, especially as it relates to public comment. Guests should not engage during CAC business, only during the Public Comment portion of the agenda. Once it's closed, the public should refrain from speaking out during CAC business. Traugott said to expect meetings to be more focused and he will only entertain comments if guests are called upon. Overall, he wanted to let the CAC know he'll be more stringent moving forward when it comes to unsolicited comments during CAC business.
2. **Public Comment** - None
3. **Action Items**
   3.1. Approval of the February 6, 2024, Meeting Minutes *{MOTION}*

   Motion (Pasteur/Bauer) to approve the February 6, 2024, meeting minutes. Motion passed unanimously.

4. **Reports**
   4.1. CRA *COMMERCIAL* Grants Portfolio Audit and Recommendations – CRA Grants Team

   Vanassa Ross, Corine Linebrink and Andrea Roshaven introduced themselves and then played the proposed grants pre-recorded PowerPoint presentation. After the presentation, questions included: 1.) Where will historic preservation fall? Response was within any grants or special grants. More points are given to historic preservation. 2.) How will these be marketed to the community once approved. Response was that the communications coordinator is working on a robust rollout. 3.) How will the effectiveness be evaluated? Response was that the team will track on an annual basis. They will not fall back into the habit of creating grants specific to districts and keep them the same across the board. 4.) Will the team do any cold calling to make tenants and landlords aware of the programs? The response was that they already are starting the practice of approaching locations. 5.) Does this cover affordable housing? The response was that those grants would fall under housing and will come before the group once established. 6.) What is the turnaround time? Response was that once approved, 30-60 days.

   The group liked the reduction of the amount of grants and applications. Roshaven said that these grants are awaiting legal review and will be presented to the CRA Board on 3/21.

   4.2. Community Redevelopment Plan Update Review and Discussion – Riva Heinrich, Kittelson
      4.2.1. Community Redevelopment Agency Board Progress Report on March 21, 2024

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Heinrich displayed a PowerPoint presentation. She reviewed the overall framework and new vocabulary like PPD and scoring methodology. They shared that they have introduced seven needs categories and how they arrived at them. The accompanying matrix is intended to match the goals, polices, and strategic actions section. There is a secondary tab that will allow you to tally up points for a project by selecting the strategic actions that apply. Her staff practiced scoring real (from previous CRA meetings) and fake projects (thanks to ChatGPT) to test things out. She encouraged the group to take a take a stab at scoring and let her know what they think of the scoring system. Orr mentioned that future proposals should align more directly with the CRA's strategic goals and bolster their proposal. It should help to provide more confidence to the requestor that they are aligning with the CRA's goals.

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

Bauer reported on Tampa's River O'Green Festival when they dye the river green for St. Patrick's Day. It corresponds with the parade happening downtown now that moved from Ybor. Members complimented them on Lykes Parks tables and chairs.

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

Williams reported that Riverfest is the largest event coming up May 3 and 4. She would like to build in the new Tampa Downtown Partnership neighborhood branding. She mentioned the need for sponsors. They are starting to plan for July 4 and coordination with all the partners that participate.

5. New Business

5.1. FY25 Budget Review and Planning

Orr shared the draft FY25 budget for planning purposes and discussion. She said they would do a review and start to assign numbers to the line items in April.

6. Unfinished Business

6.1. Kid Mason Center Redevelopment – CRA Manager Courtney Orr

Orr reported that the site work continues. The roofing revision permit was approved. Contractor can now start installation. Utility permit application was submitted for installation of new water meter to accommodate capacity.

6.2. Beneficial Bridge Study – Orr

Orr reported that CRA staff with Mobility met with Element Engineering representatives to describe the study. Element now is working on the scope to provide to staff for review. CRA staff also met with SPP and mentioned that this study will soon take place and will keep them engaged and informed.

6.3. Tampa Union Station Update – Orr

Orr reported that the CRA Board motioned to amend the existing funding agreement to increase the current allocation by $1.5M. This reallocation will go to them for approval in April.

6.4. Herman Massey Park Update – Orr

The CRA Board will be asked to reallocate funds on March 21 to bring the current funds available for this project up to $2M and then the construction bid will be released.

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

Orr reported that since providing the Planning Department's CRA presentation to them at the last CAC meeting, she has no further updates at this time.

7. Announcements/Discussion

7.1. CAC Member Orientation – March 25 or April 1 (pick one) at the Ybor Entrepreneur Collaborative Center from 4:30 to 7 p.m.

Orr provided the flyer again with the rsvp QR code and encouraged members to register and attend.

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

7.3. Next CRA Board Meeting – March 21, 2024, at 9 a.m. (315 E. Kennedy Blvd., 3rd Floor)

8. Adjourn at 7:16 p.m.

Attendance

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

Guests

Vanassa Ross
Corine Linebrink
Andrea Roshaven
Riva Heinrich