

MINUTES OF THE REGULAR MEETING  
BOCA RATON COMMUNITY REDEVELOPMENT AGENCY  
MONDAY, MARCH 12, 2007  
\*1:30 P.M.

\*The Regular Meeting of the Boca Raton Community Redevelopment Agency was called to order by Chairman Baronoff at approximately 2:11 p.m.

**PLEDGE OF ALLEGIANCE TO THE FLAG:**

**ROLL CALL:**

Chairman Peter R. Baronoff  
Vice Chairman M.J. Mike Arts  
Commissioner Steven L. Abrams  
Commissioner Bill Hager  
Commissioner Susan Whelchel

Also attending the meeting were:

CRA Executive Director Jorge Camejo  
Boca Raton City Manager Leif J. Ahnell  
Boca Raton City Attorney Diana Grub Frieser, Attorney to the Agency

**AMENDMENTS TO THE AGENDA:**

There were no amendments to the agenda.

**MINUTES:**

Minutes of the Regular Meeting of February 26, 2007

*Motion was made by Commissioner Hager, seconded by Commissioner Abrams, to approve the minutes as presented. Motion carried unanimously on a voice vote; Chairman Baronoff, Vice Chairman Arts, Commissioners Abrams, Hager and Whelchel voting yes.*

**REGULAR BUSINESS - PART I - QUASI-JUDICIAL & RELATED PUBLIC HEARINGS:**

There were no items for consideration.

**PUBLIC REQUESTS:**

No one came forward to speak.

**REGULAR BUSINESS - PART II – RESOLUTIONS AND REGULAR PUBLIC HEARINGS:**

There were no items for consideration.

**OTHER BUSINESS:**

There were no items for consideration.

## **DIRECTOR'S REPORT:**

### 1. MPCAA Construction Project Update (former Cartoon Museum)

Executive Director Jorge Camejo referred to a handout being distributed by the City Clerk, comprised of the MPCAA (Mizner Park Cultural Arts Association) construction schedule timeline. He advised that every Thursday, meetings were being held between Mizner Park V, General Growth Properties, and Kaufman Lynn, regarding the redevelopment of the former cartoon museum; in addition, on-site meetings were being held once a month. Mr. Camejo noted that he is now being included in these meetings and then proceeded to outline the highpoints of the construction schedule. Specifically, demolition of the exterior western façade would begin within the next 30 days (Item 8); in July 2007, the bookstore tenant improvements would commence, with the opening expected in December 2007 or January 2008 (Item 15). Mr. Camejo advised that he would continue to attend the meetings and report back to the CRA. At this time, it appeared that everything was going smoothly in regard to the demolition. He concluded his comments and answered questions from Agency members.

Mr. Camejo confirmed with members that, at this time, the schedule was being adhered to and accurate. Responding to queries related to the second floor, he explained that any modifications to the approved plans would require a resubmittal to the City. Work on the second floor is progressing and might actually be finished sooner than the restaurant space on the first floor, since the first floor tenant improvements are more involved. Mr. Camejo explained that he would report back to the CRA with a projected completion date for both the bookstore and the restaurant space. Responding to members, Mr. Camejo confirmed that this report did not reflect the black box theatre and exhibition space, which would be funded through the County; he is to provide a separate status report, which requires coordination with MPCAA, Mizner Park V, and Kaufman Lynn, in order to make those improvements. A complete overview of the entire building would be provided at a later date.

Chairman Baronoff confirmed with Mr. Camejo that advance notice would be given to the CRA as to when the consultant's report would be presented. Mr. Camejo explained that the next step is interviewing of the elected officials; the contract is on tomorrow night's agenda, and the consultant's final report should be available in August. Responding to Mr. Baronoff, Mr. Camejo advised that staff has had no further meetings with Tom Crocker nor anyone else in regard to the proposed pedestrian spine/plaza/linkage.

## **ATTORNEY'S REPORT:**

The City Attorney had nothing to report at this time.

## **COMMISSIONERS' REPORTS:**

### Downtown Marketing Initiative

Ruby Childers, Manager of Administrative Services for Development Services, gave a PowerPoint presentation focusing on an overview of marketing and advertising efforts within the City of Boca Raton, downtown Boca Raton, and the Cities of Delray Beach and West Palm Beach.

Ms. Childers spoke to advertising efforts initiated by two major property owners in the downtown, General Growth Properties (Mizner Park) and Investments Ltd. (Royal Palm Place), advising that flyers, full-page ads, and partnerships with Palm Beach County and area hotels were utilized; details were provided. Events and entertainment included concerts and fairs. Ms. Childers noted that the City of Boca Raton sponsors 66 special events in the downtown, including the Green Market. Other media used by retailers for purposes of advertising included Internet websites and television commercials; annual budgets were also reviewed. A commercial sponsored by Royal Palm Place was then shown, which is currently running 96 times per week through Comcast on various channels.

The City of Delray Beach provides an annual advertising budget of \$225,000 through their downtown marketing cooperative; they also do fundraising of an additional \$1.5 million for the Downtown Development Authority special events. Council asked for a breakdown of the fundraising, specifically, how much money comes from the public sector (taxes) and how much comes from the private sector. Ms. Childers went on to explain that Delray Beach utilizes a merchants association, downtown guides, events, and a website, dedicated to Atlantic Avenue, which has been dubbed the "Village by the Sea."

The City of West Palm Beach allocates \$394,000 of their annual budget to the Downtown Development Authority for marketing and advertising. They also utilize downtown guides, special events, and advertise on trolleys. In addition, a community and business association is employed, as is a website.

Chairman Baronoff clarified that he is not a proponent of "event marketing" but favors creating a promotional effort, possibly using a public/private partnership, to market the downtown, in addition to establishing a merchants association. Responding to members, Mr. Camejo provided a brief history of a merchants association, which existed in the mid- to late-80s or early 90s. He also noted that Mizner Park had an association in the early 90s; however, an organized merchants association does not currently exist under GGP. Additional discussion revealed that a number of downtown businesses have indicated they are in favor of some type of merchants group and a marketing plan. Chairman Baronoff added that these businesses are interested in obtaining the City's assistance with these endeavors, since they do not believe they are in a position to collectively push their landlords.

Vice Chairman Arts asked Ms. Childers to find out whether other cities provide security and traffic management for downtown events and at what cost, advising that the CRA needed to look at the whole picture. Chairman Baronoff clarified that he's looking at ongoing marketing of the downtown as opposed to marketing for special events only. Mr. Arts stated that it's not a problem getting people here, citing Town Center Mall, professional offices, and FAU; it's a problem as to how to distribute those people once they're in the City.

Commissioner Hager noted that the City comprises a half a dozen key retail areas in addition to the downtown; if the CRA was contemplating using tax dollars raised from all over the City, including those other retail areas, a level of judiciousness must be brought to the process and consideration given to those merchants as well. Commissioner Abrams agreed with Chairman Baronoff that the marketing should not just be driven by special events. He also voiced that a merchants association should take the lead as opposed to the City doing so, alluding to equity issues in connection with other shopping areas of the City. Commissioner Whelchel and Chairman Baronoff both advocated a downtown merchants association and provided commentary related to same.

Commissioner Hager reiterated his concern that, should the CRA spend tax dollars originating from the entire City instead of just the CRA district, the rules change; it's a different obligation when spending Citywide tax dollars. Commissioner Abrams suggested looking at establishing a downtown development authority, which is a statutory mechanism, in addition to a merchants association, stating that taxpayers have a capital investment in every part of the City.

Commissioner Whelchel suggested that the Agency review Ordinance No. 4035 to see what expectations citizens had, stating that this ordinance was voted on by everyone in the City.

**ADJOURNMENT:**

*Motion was made by Commissioner Whelchel, seconded by Commissioner Hager, to adjourn the meeting. Motion carried unanimously on a voice vote; Chairman Baronoff, Vice Chairman Arts, Commissioners Abrams, Hager and Whelchel voting yes.*

The regular meeting of the Boca Raton Community Redevelopment Agency adjourned at approximately 2:46 p.m., Monday, March 12, 2007.

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Peter R. Baronoff, Chairman

ATTEST:

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Sharma Carannante, City Clerk