

MINUTES OF THE REGULAR MEETING  
BOCA RATON COMMUNITY REDEVELOPMENT AGENCY  
MONDAY, JUNE 22, 2009  
1:30 P.M.

The Regular Meeting of the Boca Raton Community Redevelopment Agency was called to order by Chairman Scott at approximately 1:31 p.m.

**PLEDGE OF ALLEGIANCE TO THE FLAG:**

**ROLL CALL:**

Chairman Constance Scott  
Vice Chairman Anthony Majhess  
Commissioner Susan Haynie  
Commissioner Michael Mullaugh  
Commissioner Susan Whelchel

Also attending the meeting were:

Boca Raton City Manager Leif J. Ahnell, Agency Director  
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 June 8, 2009

*Motion was made by Commissioner Haynie, seconded by Chairman Scott, to approve the minutes as presented. Motion carried unanimously on a voice vote; Chairman Scott, Vice Chairman Majhess, Commissioners Haynie, Mullaugh, and Whelchel voting yes.*

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

There were no items for consideration.

**PUBLIC REQUESTS:**

Lenore Wachtel voiced: 1) support for locating the downtown library in Mizner Park and then selling the property on which the current library resides, 2) integrating the "Boca museum" into the downtown, and 3) opposition to installing parking meters on Palmetto Park Road, but support for meters on the beach. She then commented on the recent UDA (Urban Design Associates) presentation, advocating the use of City staff and local architects, instead of retaining an outside consultant.

Clem Storch, a member of the Downtown Boca Raton Advisory Committee, indicated support for locating the library in the former Cartoon Museum building. He opined that the library could be finished using the remaining \$9.8 million in bond money; this new library could then "kickstart" action in the downtown.

Derek Vander Ploeg, also a member of the Downtown Boca Raton Advisory Committee, agreed with Mr. Storch's comments and then urged the CRA to support UDA in finishing the final downtown design guidelines, also known as the "pattern book." He then opined that priorities in the original Downtown Master Plan should be coupled with the Livable Communities Program (an FDOT program) in an effort to address all priorities concurrently; details were provided.

Charles Siemon, representing the Mizner Park Cultural Arts Association (MPCAA), provided details regarding completion of the second floor of the former Cartoon Museum, advising that progress was being made.

Jim Wood advocated car-free zones in the downtown and provided an article in support of same; details were provided.

## **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. Discussion – Downtown Events

Community Resource Specialist Emily Lilly provided a PowerPoint presentation, which began with an overview of events the City currently sponsors in the downtown. Specifically, she explained how events are financially supported and then reviewed downtown concerts and music festivals; downtown outdoor movies; children's events; holiday events; and the farmer's market (a/k/a/ the green market). In summary, she advised that the City currently provides for over 65 events that take place downtown for all age groups, impacting over 200,000 people; details were provided.

There followed information as to future events; Ms. Lilly explained that budget, staffing, and community interest are mandatory. In addition, events should be scheduled regularly, timely, and consistently. Suggested venues included Sanborn Square and Royal Palm Place, as well as closing certain streets in the downtown for special events. Ideas related to music, markets and crafts, movies, cars, exhibits, and other ideas were reviewed. Ms. Lilly noted that, depending on the event, average costs would be \$3,000 to \$10,000 each. Other considerations connected with downtown events included trolley rides, pedicabs and rickshaws, special permits for beer/wine consumption, and participation by restaurants and shop owners. Details were provided on all the above.

At this time, Chairman Scott suggested this presentation be shown on Channel 20 that residents might be kept informed as to upcoming events. Ms. Lilly then answered questions from Agency members as to the possibility of planning events along Palmetto Park Road, who finances events currently taking place in the downtown, whether Mizner Park restaurateurs could coordinate with the City to put on a jazz concert, what role the Center for the Arts currently plays in downtown events, and whether there was more demand in the summer for activities.

Commissioner Haynie advocated support of a jazz festival and suggested that members consider closing a block of Palmetto Park Road, should events be scheduled there. She then reported on having participated in a walking tour of Pearl City and suggested incorporating same into the MLK celebration.

Commissioner Welchel stated that the Agency would need to come up with a dollar figure as to how much money would be spent on any proposed new events, suggesting an evaluation of current and new programs. Ms. Welchel also advised that the City had tried to get merchants involved before; perhaps it was time to go back to them, as well as the property owners, to see whether they would "buy in." She then spoke in support of road closings for special events, more family events, and moving forward with UDA's suggestions in terms of streetscaping, road crossings, and the spine.

Chairman Scott advised that she was contacted by Mr. Siemon about a new event and asked him to come forward to discuss a proposal that the Center of the Arts (CFA) has for a jazz festival in which the City would be asked to participate.

Essentially, Mr. Siemon asked that the City finance a jazz series once a month, outside of Mizner Park, to benefit the rest of the downtown. He suggested closing Plaza Real South and Palmetto Park Road for these events and then spoke to costs, advising that the Center for the Arts would participate on behalf of the City of Boca Raton and the CRA but without charging a fee to do so. He then encouraged the City to start with a notable act; details were provided. Responding to Chairman Scott, Mr. Siemon explained that the City would need to establish a budget and sponsor three events, no more than a month apart; he opined that the street block party idea, which was discussed earlier, had value and suggested the concerts be held on Thursdays.

Responding to queries from the CRA, Ms. Lilly advised that the City had no problem working with the Center for the Arts to coordinate a jazz series but cautioned that the Agency would need to take into account the additional cost for support services, such as police, fire, and municipal cleanup, beyond the costs for the acts, themselves, and the equipment. She also noted that the City did provide concerts similarly a few years ago; essentially, the City would be picking up where it left off, with help from the CFA.

*Motion was made by Commissioner Whelchel, seconded by Commissioner Haynie, directing the City Manager to determine the scheduling of three jazz/blues concerts to be held in the downtown, as well as the specific acts to be booked, and to provide the budget for same. Motion carried unanimously on a voice vote; Chairman Scott, Vice Chairman Majhess, Commissioners Haynie, Mullaugh, and Whelchel voting yes.\*\**

\*\*At this time, Vice Chairman Majhess stated that the parking problems created by downtown events, as experienced by nearby neighborhoods, had yet to be resolved. He advised that, while he believed these events were needed, he wished to see an organized plan come before this body for a vote. Consequently, he asked to modify his vote from "yes" to "no." Discussion followed. Mr. Majhess made a motion directing staff to come back to the CRA with a plan for these concerts, that it might be voted on in July, but received no support for same.

#### **ATTORNEY'S REPORT:**

The City Attorney had nothing to report at this time.

#### **COMMISSIONERS' REPORTS:**

Vice Chairman Majhess referred to the downtown library and asked for clarification regarding square footage and also requested assurance that the new location would be expandable. He then referred to UDA (Urban Design Associates) and the pattern book, indicating that if charrettes needed to be scheduled in order to complete same, he supported doing so. Mr. Ahnell advised that once the final pattern book is completed, UDA would then bring it forward for public hearing and input; he added that if anyone was interested in taking a tour of the former Cartoon Museum building, staff would schedule same.

Commissioner Haynie referred to her meeting with the Boca Raton Cultural Consortium and their interest in a banner program for the downtown; she asked staff to review this issue and come back with a report. The City Manager stated that there are other downtown merchants, as well as GGP (General Growth Partners), who wanted to do banners and monument signs; staff could package all this together and bring a comprehensive plan back to the CRA. Ms. Haynie then asked Mr. Ahnell to provide cost estimates in terms of buildout to construct a new downtown library, as well as various scenarios should the CRA consider the museum building; specifically, she asked for a cost comparison between building the library on the museum site and at the current location. Mr. Ahnell indicated that this information would be brought forward during the budget process. Lastly, Ms. Haynie questioned where the money would come from to fund the three jazz/blues concerts; the City Manager explained that money would have to be transferred from reserves or other sources since the money in the special events budget was already spent. Ms. Haynie confirmed with the City Manager that this funding was for these three concerts only; any future program would be discussed during the budget process. Mr. Ahnell added that each concert should cost be approximately \$10,000 or less.

Commissioner Whelchel thanked the City Manager for a recent hardhat tour of the museum building and then reminded those present to expect differences between the Spanish River Library and the new downtown library, which would be an urban library; details were provided. Ms. Whelchel then provided commentary on the proposed banner program.

Chairman Scott advised that she was pleased about the response to the jazz series and tendered thanks to all.

**ADJOURNMENT:**

*Motion was made by Commissioner Whelchel, seconded by Commissioner Mullaugh to adjourn the meeting. Motion carried unanimously on a voice vote; Chairman Scott, Vice Chairman Majhess, Commissioners Haynie, Mullaugh and Whelchel voting yes.*

The regular meeting of the Boca Raton Community Redevelopment Agency adjourned at approximately 2:55 p.m., Monday, June 22, 2009.

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Constance Scott, Chairman

ATTEST:

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Sharma Hagerty, City Clerk