



HISTORIC TOWN OF EATONVILLE, FLORIDA

COMMUNITY REDEVELOPMENT AGENCY

MEETING MINUTES

Tuesday, January 18, 2024, at 6:30 PM

Town Hall (Board Chamber) - 307 E Kennedy Blvd. 32751

SPECIAL NOTICE: These meeting minutes are presented in an abbreviated format intended as a public record discussion of stated meeting according to the Florida's Government-in-the-Sunshine law. Meetings are opened to the public, noticed within reasonable advance notice, and transcribed into minutes for public record. ***Audio Recording are available through the Town's website on the Board Agenda Page.*

CALL TO ORDER – Chair Gardner called the meeting to order at 6:30 p.m.

ROLL CALL – Quorum was established through roll call by the Town Clerk

PRESENT: (5) Chair Angie Gardner, Vice-Chair Rodney Daniels, Director Wanda Randolph, Director Marlin Daniels, Director Ruthie Critton (**Absent:** Director Theo Washington)

STAFF: (3) Shaniqua Rose, CRA **Executive Director**, Veronica King, **Town Clerk**, Greg Jackson, **Attorney**,

INVOCATION AND PLEDGE OF ALLEGIANCE

Chair Gardner led the invocation through a Moment of Silence followed by the Pledge of Allegiance

PUBLIC PARTICIPATION

Angela Johnson – Special acknowledgments to the town for the presentation made in Tallahassee and for the MLK Parade. Grant for the Chitlin Circuit (Club Koha) What is being done to protect the town's interest, consider placing a lien on the property to prevent sell by owner and pocketing the proceeds from the sale. What is the long-term plan, what contractual agreement will be in place between the town and the owner, hoping that an agreement is in place before funds are expended; congratulations on the pool improvements.

BOARD DECISIONS:

1. Approval of Resolution CRA-R-2024-1 Authorizing the Approval of a Business of the Month Program – (Preamble Read) – (Rose) The goal is economic awareness, business awareness, and business recognition. Will randomly select business with business license and storefront business. The \$1000 is to purchase the sandwich board and will present a certificate at the council meeting. The sandwich will say Business of the Month. Talk with surrounding elected officials ask if the business can be shared on their page. **Chair Gardner motion to approve** CRA-R-2024-1 Authorizing the Approval of a Business of the Month Program; **moved** by Director Critton; **second** by Director M. Daniels with discussions; **DISCUSSIONS:** (Randolph) There are other important thing to address in the town, this should be addressed at a later time. ; have concerns about the selection process; the selection is computer generated providing an automatic electronic random selection, no criteria, neutral, no favoritism. This is the start of highlighting businesses. (M. Daniels) Inquired on types of participating business (those with business license, registered in the town, and storefront); why is the CRA is doing business of the month and not the chambers; opportunity to building partnership, acknowledge businesses, and provide incentive to ensuring businesses have their license. (R. Daniels) inquired about number of businesses; currently 148 identified (167 previous year), still working through the process of identifying others. There are more pressing issues, recommend partnering with the chambers. (Critton) Is it limited to retail and not service

commercial, what happens if a business chooses not to participate; will move to the next business selected, there will be a selection of three businesses. Why not consider home based business, they are a vital business, the sandwich board can be placed on the main street if they do not have a building. With the \$1000 request, it will cover the purchase of two sandwich boards and have 100 certificates which can last up to five years, will not be a reoccurring fee. New businesses will be added as they acquire a business license. (Gardner) not seeing a conflict, this program is specific Eatonville businesses and the Chambers do include businesses outside of Eatonville. (Ladwyana Jordan) the chamber does include other outside business; feel that this would be an opportunity for partnership with business of the month, without the partnership there would be a conflict (Randolph) due to membership with the Chamber, it may exempt business; there is not more than ten businesses in Eatonville that is a part of the chamber, this opportunity can introduce the chamber to the businesses in Eatonville. (Rose) The businesses would have to follow the criteria of the program under the CRA, we can exclude local businesses that are not a part of the Chamber; can partner with the Chambers as sandwich boards are delivered and when certificates are presented. (Randolph) ask to table until the details can be worked out between the CRA and the Chamber. (Rose) The recommended program starts February 1st. Will check monthly for new businesses before the selection. The goal is to spotlight businesses and bring more revenue into the town, the length of time a business exists is not factored in to the selection process. Keeping it simply is the best option. Can consider a directory once all information for businesses is available to include emails and websites. (Legal) There are issues with the program aligning with the CRA plan. Funding will come from budget line item # 303-5015-515-6202 (Current balance is \$70,000).

Board Changes to Resolution - Business of the month program

- #1 section 3 reads "Must be service, commercial, or retail industry business."
- #2 ensure home based businesses are included
- #3 use funds from line item: 303-0515-515-6202 Redevelopment & Grants Programs

Chair Gardner called for the question; AYE: Chair Angie Gardner, Director Marlin, Daniels, Director Ruthie Critton; **NAYE,** Director Wanda Randolph, Vice-Chair Rodney Daniels, **MOTION PASSES. Comment:** Councilwoman Randolph stated that she would have voted yes after hearing the modifications.

2. Approval of Resolution CRA-R-2024-2 Authorizing the Approval of an artist call to install a mural on the TOE pool wall – (Preamble Read) – (Rose) A request to do an artist call. Desire to place art mural on the back wall of the community pool within the town; the pool is being renovated and was asked if a mural could be added to the blank wall. Want to receive several art options and ask that artist give of their time, the CRA will provide the supplies. **Chair Gardner motion to approve** Resolution CRA-R-2024-2 Authorizing the Approval of an artist call to install a mural on the TOE pool wall; **moved** by Director Critton; **second** by Director M. Daniels with discussion. **DISCUSSIONS:** (R. Daniels) inquired about the artist for the basket court; the artist did a great job of depicting key points about Eatonville. Ms. Rose will research who the artist was. This is separate from the I-4 Art project; and it is a new project that will prime and paint the wall. (Legal) The way it is written it would be considered maintenance because of the wording “prime and cleaning”. The town will get the building ready; the artist will be responsible for the priming and cleaning. Consider moving to the town side due to the concerns about maintenance. Local artists in Eatonville and Orange County will get priority. The project will be marketed everywhere (social media). The project will be mentioned at the next Stakeholder’s meeting, the artist call has no fiscal obligation to the town, there may be a potential fiscal responsibility (Estimated \$2,000) beyond the artist call (the goal is to come back to the board in March). The project will allow for community voting; the town council will give the final approval on the design. This CRA project will require further legal direction as to any potential conflicts with the town and could be subject to further project changes and adjustments. (Legal) the changes will affect the request for the artist call, the changes can be made and back to the board before the artist is selected. (M. Daniels) If it is concluded by legal that the funding is to come from the town side, why is the CRA entertaining this project; legal will do further research.

Board Changes to Resolution: Artist Call

- Section six: to read "African American Town of Eatonville Culture"

- Section seven: "will recommend three art selections to be placed on social media to allow the town to vote on their selection. Eatonville CRA staff will present the social media recommendation to the CRA Directors during the TOECRA March 2024 meeting for approval before working with the artist on installation."

Chair Gardner called for the question; AYE: Chair Angie Gardner, Director Wanda Randolph, Director Ruthie Critton, Vice-Chair Rodney Daniels; **NAYE,** Director Marlin Daniels, Director Wanda Randolph **MOTION PASSES. Other comments:** (Randolph) With this being the first meeting with the new Executive Director, was expecting to learn more about how the CRA would help with the town's water, pipes, and roads; these are priorities in the town.

BOARD DISCUSSION:

Discuss Workshop Dates for the Homebuyer Program – (Preamble Read) – (Gardner) Presented a Homebuyers program that mirrors a program down south. The program allows for buying and fixing homes and making them available for purchase to residents in the Town of Eatonville. To understand the components of the program, it was asked that workshops. Recommending 3-4 workshops to cover program overview, financing, down payment assistance, and securing the property. Looking for an aggressive schedule. Suggested dates will be presented to the council.

Weatherization Assistance Program (Handout Provided) - (Rose) Grant funds for Orange and Osceola counties. to reduce energy bills by improving energy efficiency. Will provide weatherization option for income qualified candidates. Requires application with requested documents. Program director will be at the town's stakeholder's meeting on Monday.

BOARD REPORTS:

Executive Directive (Shaniqua Rose) - No Report

Attorney (Greg Jackson) – No Report

Director Ruthi Critton – No Report

Director Randolph – Request the financial report, business owner requesting reimbursement on damages from the façade program (Wilder-out of pocket expenses), request update on the lien release, has been sent to the comptroller (legal will follow up with the comptroller's office, inquired about the revisions to the comprehensive plan (requires an RFP and further conversation with legal), the 2015 plan is not valid (is it the desire to adopt or create a new plan), there is \$30,000 fiscal impact to do another study, Requests/Concerns: Want information on available funds for the main street, asking for research into activities done through the Eatonville Main Street, research into the traffic situation for the upcoming roads, and lots for parking, concerns with hiring practices; Hiring Practices: The Executive Director's position was budgeted for \$65,000 with a range that included \$75,000, concerned about the advertising of the position at \$65,000 and then later increased to \$75,000, other may have applied for the position had it been advertised at \$75,000 (Legal request time to research and will follow back up).


Director M. Daniels – Request accounts overview (Spending YTD \$13,883.15), request financial reports at every meeting, and request the YTD spendings.

Vice Chair R. Daniels – No Report

Chair Angie Gardner – Chitlin Circuit Grant It is moving forward, it is not the town's money, the agreement will come from the agency who is providing the money, will follow up with Ms. Johnson with the questions asked and will have to get back with additional updates. To Ms. Rose, get with Mr. Pressley about the Comprehensive Plan.

ADJOURNMENT Chair Gardner Motions for Adjournment of Meeting (Moved by Director M. Daniels; Second by Director Critton; **AYE: ALL, MOTION PASSES. Meeting Adjourned at 8:15 P.M.**

Respectfully Submitted by:



Veronica L King, Town Clerk

APPROVED



Angie Gardner, Chair