



MINUTES OF THE COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING
CITY OF NEW PORT RICHEY
NEW PORT RICHEY CITY HALL COUNCIL CHAMBERS
5919 MAIN STREET, NEW PORT RICHEY, FLORIDA
November 5, 2019
IMMEDIATELY FOLLOWING THE REGULAR CITY COUNCIL MEETING

MINUTES

ORDER OF BUSINESS

1 Call to Order - Roll Call

The meeting was called to order by Chairman Rob Marlowe at 9:33 p.m. Those in attendance were, Director Jeff Starkey, Director Chopper Davis, Director Altman and Director Murphy.

Also in attendance were Executive Director Debbie Manns, City Attorney Timothy Driscoll, City Clerk Judy Meyers, Finance Director Crystal Feast, Fire Chief Chris Fitch, Economic Development Director Charles Rudd, Public Works Director Robert Rivera, Library Director Andi Figart, Parks and Recreation Director Elaine Smith, Technology Solutions Director Bryan Weed, Human Resources Manager Bernie Wharran and Lt. Lauren Letona.

2 Approval of October 15, 2019 CRA Meeting Minutes - Page 2

Motion was made to approve the minutes as presented.

Motion made by Chopper Davis and seconded by Matt Murphy. The Motion Passed. 5-0. Ayes: Altman, Davis, Marlowe, Murphy, Starkey

3 Recommendation of Firm for RFP20-001 Branding, Marketing and Master Planning - Page 15

Executive Director Manns introduced the item to the Board. She stated that the purpose of this agenda item was to agreement with Arnett Muldrow & Associates Ltd. to conduct a market analysis and develop a brand, branding platform and marketing strategy for downtown New Port Richey in an amount not to exceed \$44,600. Economic Development Director Charles Rudd stated this contract will instigate phase one, branding and marketing. Staff will bring back another contract for services for phase two and three, the Downtown Master Plan and the US Hwy 19 Master Plan, respectively, when phase one is nearing completion. Executive Director Manns stated the first phase will include community stakeholders. Upon opening the floor to public comment, Bob Smallwood came forward and stated this is long overdue. With no one else coming forward Chairman Marlowe returned the floor to the Board. Director Davis asked when the marketing person will be on board and Executive Director Manns stated recruitment efforts are underway. Director Davis stated it was his opinion that

the salary seemed low. Executive Director Manns stated that it is something that can be looked at. Director Altman asked about the steering committee and how it will be formed. Part of the strategy should be bringing new people in. Mr. Rudd stated the steering committee is just for the process of input it is not for the marketing and is only an option. Director Starkey stated that the marketing manager his company has also works for other companies and perhaps this position may allow us to recruit someone who is involved in other projects. He hopes whoever we employ will utilize local companies. Chairman Marlowe stated he would like to get from the planning to the implementation phase. There is a lot of local talent that can be utilized. Motion was made to approve the item as presented.

Motion made by Chopper Davis and seconded by Matt Murphy. The Motion Passed. 5-0. Ayes: Altman, Davis, Marlowe, Murphy, Starkey

4 Communications

Chairman Marlowe stated we have received concerns from the County about the RAC and the use of community policing funds. He stated this was done well before any of the current members were on Council or the County Commission. He pulled up the Florida Statute and it does mention using it for community policing, recreation and other community projects. He has a meeting with Executive Director Manns and Chairman Oakley on November 18th. There may be some parts of the city that can come out of the CRA. It is hard to cherry pick individual properties and he does not think we are allowed to do that. Executive Director Manns stated that she was grateful that Commissioner Moore was upfront with his concerns.

Director Starkey asked if we are grandfathered in with the provisions and City Attorney Driscoll stated yes. Director Starkey stated it seems like we are constantly battling with the County. His conversations he has had the one thing that is brought up is that our entire city limits are eligible and that is what they have problems with. We have to look at the bigger picture and whether we want to be looked at as a slum and blight area for the next thirty years. He suggested removing Briar Patch and Woodbridge Estates. That would show the County we are using the CRA properly as we always have and we are just trying to get over the hurdle in order to work together better.

Director Davis stated the election in 2020 could change this whole situation. He remembers when there was no money in their CRA.

Director Altman stated the time is right to choose a few neighborhoods.

5 Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 9:58 p.m.

(signed) _____
Judy Meyers, CMC, City Clerk

Approved: _____ (date)

Initialed: _____