



**MIAMI-DADE COUNTY
FINAL OFFICIAL MINUTES
Naranja Lakes Community Redevelopment
Agency (CRA)**

Board of County Commissioners

South Dade Government Center

Room 203

10710 S.W. 211 Street

Miami, Florida

June 21, 2004

As Advertised

Harvey Ruvlin, Clerk

Board of County Commissioners

Kay Madry Sullivan, Director

Clerk of the Board Division

Judy Marsh, Commission Reporter

(305) 375-1967



**CLERK'S SUMMARY AND OFFICIAL MINUTES
NARANJA LAKES
COMMUNITY REDEVELOPMENT AGENCY (CRA)
JUNE 21, 2004**

The Naranja Lakes Community Redevelopment Agency (CRA) Board met in the South Dade Government Center, Room 203, 10710 S.W. 211 Street, Miami, Florida at 7:00 p.m., June 21, 2004, there being present upon roll call Mr. Stuart Archer, Ms. Joan Carter, Mr. Kenneth Forbes, Mr. Rene Infante, Mr. Daniel Lipe, and Chairperson Nina Betancourt, (Mr. Norm Kramer and Mr. Parsuram Ramkisson were absent); Assistant County Attorney Gerald Heffernan; Mr. Jurgen Teintze, Office of Strategic Business Management; Mr. Steven Zelkowitz, Legal Counsel for the CRA; and Deputy Clerk Judy Marsh.

I. Call to Order

Chairperson Betancourt called the CRA Board meeting to order at 7:00 p.m.

II. Roll Call

Upon roll call, and a quorum being present, the Board proceeded to consider tonight's agenda.

III. Approval of the Minutes (April 19, 2004)

It was moved by Mr. Archer that the minutes of the April 19, 2004 meeting be approved. This motion was seconded by Mr. Forbes, and upon being put to a vote, passed unanimously by those members present.

IV. Approval of Agenda

It was moved by Mr. Forbes that tonight's agenda be approved. This motion was seconded by Mr. Archer, and upon being put to a vote, passed unanimously by those members present.

V. New Business

Mr. Infante requested that economic development be discussed. (added)

(a) Mandarin Lakes Status and Developer Request

Mr. George DeGuardiola, DeGuardiola Development, Inc., stated all the items were covered in the February presentation.

It was moved by Mr. Forbes that the CRA Board approve the amendments to the Master Plan of Improvements regarding removal of utilities, clearing and grubbing; and additionally adding the architectural engineering expense, waiving the technical default under this one particular instance. This motion was seconded by Mr. Infante, and upon being put to a vote, passed unanimously by those members present.

Mr. Forbes advised that CRA Board member Norm Kramer who was the liaison between the developer and the Board suffered a stroke and was in New York recuperating. He suggested that in the interim, another member be designated as the Board's liaison.

Chairperson Betancourt noted the CRA Board had elected Mr. Forbes as Mr. Kramer's backup.

Mr. George DeGuardiola, DeGuardiola Development, Inc., discussed the status of the planned improvements for the Mandarin Lakes project. He noted a pre-bid conference was held and seven qualified bidders were identified to bid on the project. Additionally, all the required County goals were approved by the appropriate County agencies, and would be considered by the County Commission on April 27, 2004. Mr. DeGuardiola stated it was anticipated that bids would be opened the first week in May and subsequently, the first \$5 million in improvements to the Mandarin Lakes project would be awarded. He indicated this amount would be used to begin the improvements such as entrance features, road improvements, etc. at SW 137 Avenue and work inwards, to benefit the first housing that would be built. Mr. DeGuardiola noted the first housing to be built would be located to the north and to the south of the project.

Mr. DeGuardiola introduced Messrs. Tony Columbo and Joe Galle, builders, D. R. Horton. He noted D. R. Horton had committed to building approximately 580

homes in the first phase, and DeGuardiola Development was committed to bringing on line the apartments and condominiums associated with the project. Mr. DeGuardiola stated D. R. Horton would be building the neighborhoods, and DeGuardiola would be building the multi-family districts. He noted D. R. Horton was committed to the Developer's Agreement and the TND.

Mr. DeGuardiola responded to Mr. Forbes' inquiry regarding the benchmarks for the project and noted he felt the first benchmark should be reached with relative ease.

In response to Mr. Teintze's inquiry, Mr. Columbo stated he estimated the building permits would be obtained in four months.

Mr. Zelkowitz recommended that Mr. DeGuardiola's attorney review the contract and determine whether they could meet the benchmarks, as written.

Mr. DeGuardiola stated he felt the benchmarks dealt with home construction.

(b) Media Plan and Communications Needs

Mr. Teintze introduced Ms. Paula Musto, former Director, Miami-Dade County Communications Department. He noted consideration would be given to whether the CRA Board wished to engage Ms. Musto on an hourly basis to represent its communications/marketing needs.

Ms. Paula Musto, former Director, Miami-Dade County Communications Department, appeared before the CRA Board in connection with its media plan and communications needs. She noted her experience and previous accomplishments in the area of communications. Ms. Musto stated that she was working with Ms. Pauline Winnick and part-time with Miami-Dade County to promote its General Obligation Bond program.

Ms. Musto stated she would like to understand the CRA Board's goals and then come back with a plan. She suggested the Board appoint a member to work with her in putting together a communications plan. Ms. Musto noted she felt the CRA Board had a good story and she would assist the Board with identifying its targets, understanding their stakeholders and the relationships the Board wanted to create. She stated she needed to understand about the timetable for the groundbreaking, and noted there were ways to inform the public about the CRA including public

affairs television shows, direct mail, magazines, small community newspapers, talking to Chambers of Commerces. Ms. Musto noted advertising was very expensive, and she suggested not having to pay to get the message out, but looking for free media.

Mr. Infante suggested including the urban centers and Miami-Dade Transit in the media strategy.

Mr. Forbes noted the Board had indicated at its last meeting that it wanted someone who would work with Mr. DeGuardiola.

Mr. DeGuardiola stressed the importance of the Primary Redevelopment project in the marketing strategy to create a fiscally, stable CRA. He noted whatever strategy the CRA came up with, they should be able to forge a marketing plan.

It was moved by Mr. Forbes that the CRA Board engage the services of Communicor Partners, Inc. for a period of one year, as marketing and communications consultant, commencing April 19, 2004, to design strategies, create programs and fulfill tasks, as directed, for a compensation rate not to exceed Seventy-Five Dollars (\$75.00) per hour. This motion was seconded by Mr. Infante.

Mr. Teintze noted Mr. Zelkowitz suggested that the language “subject to the terms of a written agreement to be executed between the partners” be added after the hourly rate.

Mr. Infante recommended that Chairperson Betancourt be designated to work with Ms. Musto.

Chairperson Betancourt stated it was important that Ms. Musto meet with each person who was impacted by the proposed redevelopment project.

Ms. Musto noted she wanted to ensure consistency of message between the builder, developer, County and the CRA.

Mr. Ramkissoon noted the message should reflect the Naranja Lakes and the CRA district.

The CRA Board voted on the foregoing motion as amended, and upon being put to a vote, passed unanimously by those members present.

Mr. DeGuardiola suggested a marketing workshop be held between the CRA Board, the developer and the builder.

Mr. Forbes noted it was his understanding that the CRA Board wanted to hold a special marketing workshop.

IV. Approval of Agenda

V. New Business

Chairperson Betancourt noted the CRA Board could not take action as a quorum was not yet present.

Chairperson Betancourt announced that a quorum was now present.

New Business

Mr. Forbes requested that Ms. Rose Coleman, past Executive Director, Homestead/Florida City Weed and Seed, be permitted to address the CRA Board on community policing initiatives. He noted one of the components of the Redevelopment project was community policing initiative innovation.

Ms. Rose Evans-Coleman, Past Executive Director, Homestead/Florida City Weed and Seed, made a presentation on community policing initiatives. She stated the Homestead/Florida City Weed and Seed worked with the community and law enforcement to remove drug traffickers. Ms. Evans-Coleman noted the Weed and Seed program has four components – law enforcement, community policing, prevention intervention and treatment. She offered her assistance to the CRA Board.

Mr. Ramkissoon noted as a result of the efforts of the Homestead/Florida City Weed and Seed, the market value for homes in Florida City was now \$164,000.

Ms. Evans-Coleman noted the crime rate in Florida City had reduced significantly.

Mr. Ramkissoon stated once construction of the Primary Redevelopment Project began, there would be security issues to be addressed, and he suggested Ms. Coleman be invited to come back with a plan.

Chairperson Betancourt suggested Ms. Evans-Coleman be invited back after the next couple of meetings.

Mr. Forbes suggested that within the next two meetings this issue be placed as an action item on the agenda.

VI. Old Business

VII. Open Forum for Public Comments

Mr. Len Anthony, a resident of the Naranja Lakes area, stated that Naranja Lakes Boulevard was now a dumping ground, and there were safety and health hazards. He noted his efforts to have the area cleaned by the Public Works Department had been negative.

Chairperson Betancourt suggested the CRA Board monitor the situation Mr. Anthony described.

Mr. Teintze noted he would follow up with Team Metro on this issue.

Mr. Anthony noted the Boulevard was designated as a major arterial, and was filled with debris.

VIII. Adjournment

There being no further business to come before them, by motion duly made, seconded and carried, the Naranja Lakes Community Redevelopment Agency meeting was adjourned at 8:45 p.m.

Nina Betancourt, Chairperson
Naranja Lakes Community Redevelopment Agency

