



**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

July 19, 2004

As Advertised

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Board of County Commissioners

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Clerk of the Board Division

Judy Marsh, Commission Reporter

(305) 375-1967



**CLERK'S SUMMARY AND OFFICIAL MINUTES  
NARANJA LAKES  
COMMUNITY REDEVELOPMENT AGENCY (CRA)  
JULY 19, 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., July 19, 2004, there being present upon roll call Mr. Stuart Archer, Mr. Mario R. Espineira, Jr., Mr. Kenneth Forbes, Mr. Rene Infante, Mr. Daniel Lipe and Mr. Parsuram Ramkissoon; (Ms. Joan Carter, Mr. Norm Kramer and Chairperson Nina Betancourt were absent); Assistant County Attorney Gerald Heffernan; Mr. Jurgen Teintze, Tax Increment Financing (TIF) Coordinator, Office of Strategic Business Management; and Deputy Clerk Judy Marsh.

**I. Call to Order**

Mr. Forbes 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**

Not Presented.

**IV. Approval of Agenda**

It was moved by Mr. Archer that tonight's agenda be approved. This motion was seconded by Mr. Infante.

Mr. Matthew Ford, D. R. Horton Builders, requested that he be allowed to make a presentation on their marketing campaign.

Mr. Forbes noted D. R. Horton's presentation would be heard under item V (b).

The foregoing motion was amended to include D. R. Horton's marketing campaign presentation, and upon being put to a vote, passed unanimously by those members present.

Prior to consideration of the following item, Mr. George DeGuardiola, DeGuardiola Development, Inc. introduced Mr. Randy Pierson, President, Solo Construction. He noted Solo would be performing the majority of the infrastructure work

and landscaping for the Mandarin Lakes project, and had a good performance track record.

Mr. Randy Pierson, President, Solo Construction, stated he was looking forward to working on the project and meeting the expectations of everyone involved in the project.

**V. New Business**

**(a) Parks Department Update**

Mr. Eric Hansen, Park Planner, Miami-Dade Park and Recreation Department, provided an update on Royal Colonial Park, formerly Colonial Trailer Park, located at SW 280<sup>th</sup> Street. He discussed the Department's efforts to redevelop the park as a community park through community meetings, and noted the Department had offered internship positions to four social studies Honor students from Homestead High School who requested to participate in the development of a park plan. Mr. Hansen stated the students reviewed the history of the park, area graphics, recreation facilities, and developed a community needs analysis and neighborhood survey. He noted the students also met with Library staff, public housing representatives and private developers, and these efforts would culminate in a community meeting in early September 2004. Mr. Hansen stated the landscape architect retained by the Department would develop two conceptual site plans in collaboration with departmental staff and one site plan based on the interns' vision for the park. He noted the conceptual plans would be presented to the CRA Board before the end of 2004.

Mr. Teintze asked that Mr. Hansen apprise him of the date of the community meeting in September.

Mr. Hansen invited the CRA Board members to the community meeting in September and noted oral and power point presentations would be made by the interns. He noted the Department's intent to conduct a similar project with other schools in the County.

In response to Mr. Archer's inquiry, Mr. Hansen stated DeGuardiola Development Inc. was contacted regarding the proposed park development.

Mr. Forbes requested that the CRA Board be provided with the results of the neighborhood survey.

Prior to consideration of the following item, Board member Mario R. Espineira, Jr., introduced himself. He noted he was a Homestead resident and managed a family business—Deco Truss Company—which was the largest private employer in the Princeton area.

**(b) Ground Breaking Ceremony Planning/Update on Media Materials**

Ms. Paula Musto, Principal Owner, Communicor Partners, Inc., apprised the CRA Board that the ground breaking ceremony for the Mandarin Lakes project was scheduled for

August 23, 2004 at 11:00 a.m. She stated she was working with Mr. George DeGuardiola (developer), and she met with Mr. Terry Munoz, Mr. DeGuardiola's marketing representative, today (7/19) at the project site to discuss the ground breaking event. Ms. Musto noted a reception would be held at the Pancake House following the ground breaking ceremony at the site.

Ms. Cire Andino, Miami-Dade Communications Department, advised that a tent with seats, fans, and artistic renderings would be erected for the ground breaking ceremony on the Mandarin Lakes project site. She noted following comments from various speakers, the invited guests and CRA Board members would proceed adjacent to the site for the actual ground breaking. Ms. Andino stated Miami-Dade Transit would provide shuttle buses to the Pancake House for a reception.

Ms. Musto stated she would be working with Mr. DeGuardiola on the invitation list, and requested that the CRA Board members email their list of invitees to Ms. Andino in the next week. She noted the groundbreaking was a good visibility tool and the first chance to disseminate information regarding the project. Ms. Musto stated the theme of the ground breaking ceremony would be "Rebirth in South Dade."

In response to Mr. Espineira's inquiry, Ms. Musto stated the targeted ground breaking audience included the people involved in the project, elected officials, and the business and civic community. She stressed the importance of media coverage and noted the Naranja Lakes story included rebuilding a blighted community and economic development in South Dade.

Mr. Espineira noted residents in the northern end of Miami-Dade County were not aware of what was occurring in the southern end of the County.

Ms. Musto noted she was working with Chairperson Betancourt and Mr. Teintze on the logos for the CRA brochure. She distributed two versions of the proposed picket fence logo to the Board members and Mr. DeGuardiola.

Ms. Musto stated she was working on the final version of the CRA's step brochure which would allow for different pages to be inserted. She noted she currently had four pages, one of which provided an explanation of the CRA, a message from the CRA Chairperson, the history of Naranja Lakes and the Mandarin Lakes project. Ms. Musto stated she wanted to include each of the CRA Board members' names in the brochure and requested the members verify the spelling of their names, telephone numbers, email addresses and any titles. She noted the brochure would be used as a communication platform for a website which would be developed by Miami-Dade County, and the information contained within the brochure would be included in the website. The website would also provide an opportunity for feedback, Ms. Musto noted.

The CRA Board members commended Ms. Musto on her presentation.

Referring to the proposed signs to be erected on the construction site, Mr. Teintze noted the CRA logo would be placed at the top of the signs with the Board members' names on the left.

### **D. R. Horton Presentation**

Mr. Matthew Ford, D. R. Horton Builders, provided an overview of D. R. Horton's marketing campaign to promote the Mandarin Lakes project. He noted the campaign would consist of billboard advertisements, print advertisements in the Miami Herald, Map Guide, Florida New Home Guide and a professional upscale brochure would also be prepared. Mr. Ford indicated there was a delay in the design of their sales trailer, and in the interim they rented a kiosk in Southland Mall. He stated the sales office would be located in a quadruple trailer with a large glass table illustrating each housing site, and would include builders' stories, custom-built computer kiosks, direct mail program and website information on the project. Mr. Ford noted grand-opening events included public relations, radio promotions, mailers and special prizes. He indicated that once construction began, professional photographs of the constructed models would be included in the print campaign and located inside the sales trailer, and television commercials about the project would be aired.

Mr. George DeGuardiola, developer, noted D. R. Horton would be seeking the CRA Board's approval of the marketing campaign in the future.

Mr. Ford discussed the Florida Vernacular and Mediterranean elevation styles for the proposed project as outlined in the architectural Pattern Book, and requested the CRA Board approve these styles.

It was moved by Mr. Archer that the CRA Board approve the Florida Vernacular and Mediterranean elevation styles for the proposed Mandarin Lakes project, as approved in the Pattern Book. This motion was seconded by Mr. Infante, and upon being put to a vote, passed unanimously by those members present.

Pursuant to Mr. Ford's request, it was moved by Mr. Archer that the CRA Board approve the logo change on the entrance wall of the Mandarin Lakes project. This motion was seconded by Mr. Infante, and upon being put to a vote, passed unanimously by those members present.

Mr. Ford presented renderings of the different elevation styles for the project and noted color renderings of all the elevations would be presented to the CRA Board subsequent to approval by Miami-Dade County.

In response to Mr. Espineira's inquiry, Mr. Ford noted the top windows of the proposed homes would include storm shutters.

Mr. Espineira noted he felt it should be mandated by Miami-Dade County that all second storey houses include impact windows.

Mr. Archer noted the impact windows on the second floor would be a good marketing tool.

Mr. Espineira suggested that certain lots be designated as boat parking spaces.

Mr. DeGuardiola stated the zoning code in Miami-Dade, Broward and Palm Beach counties prohibited boat storage in developments.

**(c) Construction Payments & Agreement Amendments**

Mr. Teintze advised there was no further update on the foregoing item.

The foregoing item was tabled.

**(d) Estimated 2004/05 Tax Increment**

Mr. Jurgen Teintze, Tax Increment Financing (TIF) Coordinator, provided an overview of the CRA's projected TIF formula and projections. He stated the CRA's estimated TIF payment for 2004-05 would be \$455,731 if the County's millage rate remained the same. Mr. Teintze advised there was sufficient coverage for the Sunshine State Loan applied for by the County.

Mr. Teintze requested that a member of the CRA Board be designated to work with him in preparing next year's budget.

It was moved by Mr. Espineira that Mr. Lipe be designated to work with Mr. Teintze on the CRA's upcoming budget. This motion was seconded by Mr. Infante, and upon being put to a vote, passed unanimously by those members present.

Mr. Teintze responded to questions from Mr. DeGuardiola regarding the proposed projections and the Naranja Lakes Primary Redevelopment Project.

**VI. Old Business**

In response to Mr. Archer's inquiry regarding adequate security within the redevelopment area, Mr. Teintze stated he had invited Police Major Mark Jeter, Cutler Ridge Station, to address the CRA Board at its next meeting. He noted Mr. Bryan Finnie, Director, Office of Community and Economic Development, was also invited to the Board's next meeting.

Mr. Sean McCrackine, Commissioner's Aide, Miami-Dade County Commissioner Katy Sorenson, apprised the CRA Board that reports regarding the Princeton and Naranja charrettes would be considered by the Governmental Operations and Environment Committee tomorrow (7/20) at 9:30 a.m.

Mr. McCrackine responded to questions from Mr. Teintze regarding the Leisure City charrette.

Mr. Archer noted there should be coordination between the CRA and the Leisure City charrette representatives.

**VII. Open Forum for Public Comments**

None presented.

**VIII. Setting of Next Meeting Date (August 16<sup>th</sup>)**

It was moved by Mr. Archer that the next CRA Board meeting be scheduled for August 16, 2004. This motion was seconded by Mr. Ramkissoo, and upon being put to a vote, passed unanimously by those members present.

**IX. Adjournment**

There being no further business to come before the CRA Board, by motion duly made, seconded and carried, the Naranja Lakes Community Redevelopment Agency meeting was adjourned at 8:30 p.m.

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Kenneth Forbes, Acting Chairperson  
Naranja Lakes Community Redevelopment Agency