



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

**Board of County Commissioners**

South Dade Government Center  
Library Conference Room  
10710 S.W. 211 Street  
Miami, Florida

November 15, 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)  
NOVEMBER 15, 2004**

The Naranja Lakes Community Redevelopment Agency (CRA) Board met in the South Dade Library – 2<sup>nd</sup> Floor Auditorium, 10710 S.W. 211 Street, Miami, Florida at 7:38 p.m., November 15, 2004, there being present upon roll call Mr. Stuart Archer, Ms. Joan Carter, Mr. Kenneth Forbes, Mr. Parsuram Ramkissoon, and Chairperson Nina Betancourt, (Mr. Mario Espineira, Jr., Mr. Rene Infante, Mr. Norm Kramer and Mr. Daniel Lipe were absent); Mr. Jurgen Teintze, Tax Increment Financing (TIF) Coordinator, Office of Strategic Business Management; Mr. Steven Zelkowitz, Legal Counsel for NLCRA; and Deputy Clerks Judy Marsh and Jill Thornton.

**I. Call to Order**

Chairperson Betancourt called the CRA Board meeting to order at 7:38 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 (October 18, 2004)**

It was moved by Mr. Archer that the minutes of the October 18, 2004 meeting be approved. This motion was seconded by Ms. Carter, 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**

**(a) Mandarin Lakes Plan of Improvements Exhibit (changes)**

Prior to the presentation by Mr. George DeGuardiola on the changes to the exhibits, Mr. Matthew Ford, D. R. Horton Builders, provided a brief overview of the promotional campaign and correlating budget for the Mandarin Lakes development project as follows:

\*Rented kiosk in Southland Mall to advertise the proposed Mandarin Lakes Project at a cost of \$3,000 per month. Anticipate renting kiosk for another five months for an

additional \$15,000. Spent approximately \$20,000 in signage and four interacting computer systems for potential customers to view displays and floor plans. Anticipate adding a 3-D tour (3-4 minute video) of the project's street scapes by December 20, 2004, that would cost approximately \$40,000 to implement.

\*Designed Preliminary Brochures of the model floor plans at a cost of \$10,000 for the first run. Contracted with Media Labs to design Final Brochures that will show renderings of elevations and floor plans that would cost approximately \$35,000 for the first run.

\*Installed bill boards north of the proposed project on US 1 which is contracted under a long term lease for \$2,000 per month. Anticipate these bill boards to be in place for the build out time of the community, approximately five years, with costs of \$24,000 per year.

Installed on-site bill boards that are viewable from the Turnpike at a cost of \$12,000 to produce and install.

\*Purchased additional advertisement consisting of a two-page ad in New Home Guide for \$1,300 per month and an ad in Florida Home Guide for \$1,200 per month. Anticipate these ads to run the entire build out time of the community.

\*In the process of permitting a sales trailer, however, models may be complete by then and the sales trailer would be obsolete. Expect to pull model permits by late December or early January, with fully furnished models ready for use as a sales center in April 2005.

\*planning to notify the public by e-mail or post mail of the December 2, 2004 sales start-date. Anticipate writing Contracts by December 20, 2004.

Following the overview, Mr. Ford advised that the total expended funds for the marketing campaign were \$162,500 to date and did not include the full time salaries of sales people hired to staff the sales preview center located in the Southland Mall.

Mr. George DeGuardiola, developer, stated this marketing plan would fulfill the requirement in the Developer's Agreement for an aggressive marketing campaign and would be financed from the first \$5 million dollars awarded for the project. He also stated he would provide Ms. Maria Warner, D. R. Horton Builders, with the requested landscape plans and any other information that would assist in the implementation of the 3-D video of street scapes.

Mr. DeGuardiola presented and discussed modifications to Exhibit A through O within the Developer's Agreement for the Mandarin Lakes Project which reflected the specific scope of the roadways and planned improvements. He noted these modifications would not affect the budget.

Mr. DeGuardiola distributed copies of the exhibits to the Board members.

Chairperson Betancourt suggested the proposed changes be compared to the original plan of improvements.

Discussion ensued between the members of the CRA Board, staff, Mr. DeGuardiola and Mr. Zelkowitz, CRA's Legal Counsel, concerning possession, liability and usage of pools included within the exhibits.

Chairperson Betancourt suggested that discussion on the pool be tabled to allow legal staff to determine the usage agreements.

Mr. DeGuardiola summarized his presentation noting Exhibits E, L, F and O were items for which contracts had been awarded.

Mr. Zelkowitz noted differences in the original plan of improvements concerning the plazas. He expressed concerns regarding the public financing for private events and the liability issue associated with the pool.

Mr. Archer stated the Board needed to ensure that the pool was not misrepresented.

Mr. Zelkowitz noted that water and sewer infrastructures were not included in the original plan of improvements. He also noted that the Board could deviate from the plan of improvements as long as it was within the budget.

Ms. Betancourt stated that extensive discussions were held regarding the plan of improvements. She noted the Board needed to make decisions on the direction of the CRA's funding allocation.

Mr. Archer noted he recalled discussions about building a facility for the public to utilize. He stated he had a problem with the liability and the responsibility of the pool.

Mr. Forbes suggested that the Board table this issue so that Mr. DeGuardiola and legal staff could research the issues and address them at the next Board meeting.

Mr. Zelkowitz suggested holding a workshop a week before the next NLCRA meeting to discuss the changes to the original plan of improvements.

**(b) Security Issues in the Redevelopment Area**

Mr. DeGuardiola stated he met with Ms. Rose Coleman, Past Executive Director, Homestead/Florida City Weed and Seed Program, regarding security issues in the redevelopment area. He noted that Ms. Coleman included the adjacent neighborhoods in her analysis of the security issue, and had prepared an action plan that would take one year to complete at a cost of approximately \$150,000.

Mr. DeGuardiola suggested the Board include \$150,000 in its budget for a security plan. He stated the proposed plan and costs were fair and payable over a year.

**VI. Old Business**

Not Presented

**VII. Open Forum for Public Comments**

Not Presented

**VIII. Setting of next Meeting Date**

Chairperson Betancourt recommended the Board conduct a workshop on December 13, 2004, prior to its next scheduled meeting of December 20, 2004. She asked Mr. Teintze to circulate an e-mail of the date for the workshop.

**IX. 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 9:04 p.m.

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Nina Betancourt, Chairperson  
Naranja Lakes Community Redevelopment Agency