

Naranja Lakes Community Redevelopment Agency
Planning and Vision Subcommittee
October 19, 2009 – 5:00 p.m.
Naranja Lakes CRA Community Center
Meeting Minutes

1. Roll Call – The meeting was called to order at 5:06, present were CRA Subcommittee Chair, Keri-Lyn Coleman, and members Moe Haksaa and Charlie Lopez
2. Brief Overview of Community Redevelopment Agencies (per FS 163, Part III)
Ms. Bach provided a brief overview of the statutory purpose of CRA's, their powers and the requirements for with a specified CRA plan. Ms. Bach further described the Naranja Lakes CRA Plan, which includes specific implementation strategies of which the proposed FY 09/10 Program Strategy is based on.

3. Discussion of Draft FY 09/10 Program Strategy

The committee discussed the need for some visible action within the CRA and a multi-year program strategy and financing plan. The committee also recommended targeting resources of all functional category in the Program Strategy to specific areas within the CRA, starting with the Sea Pines and Waterside (if resources allow) subdivisions. The committee then went line by line through the Program Strategy and made the following recommendations in each category:

Housing – Implement housing rehabilitation strategies in conjunction with the Princeton CDC. Develop a Memorandum of Understanding with the CDC to memorialize terms of partnership. Implement purchase assistance program and request budget allocation of \$2,500, direct staff to develop marketing materials for homeownership in the area.

Develop a comprehensive strategy to communicate with and mobilize existing homeowner associations and residents, primarily in Sea Pines and Waterside (if resources allow). Work with other agencies such as the Housing Authority, MDPD and Code Compliance to target activities to these neighborhoods while also directing incentives and assistive programming to area residents. The committee would request allocation of CRA marketing dollars for these activities.

Strategies requiring developer recruitment need not be included in the Strategy since this falls under existing Economic Development Services.

Economic Development – To the extent possible leverage funds and allocate existing CRA grant funds to Business Improvement Grants along the Dixie Highway corridor.

Conduct a Market Analysis for the CRA to identify viable industry clusters that can provide employment to area residents. Develop a business attraction strategy and identify job training programs. The committee discussed the need for this analysis now, so that as the economy improves, the CRA can be properly positioned to actively recruit these businesses.

Implement small business and adult education programs, such as basic computer skills. Conduct a business outreach program to identify what skills businesses are interested in learning about. Partner with Naranja Lakes Library for technology based programs.

Technical assistance programs fall under existing Economic Development Services and need not be included in the Strategy

Infrastructure – Analyze existing infrastructure, identify deficiencies and develop a 5-Year Capital Improvement Plan, this includes private communities such as Waterside and Sea Pines.

Community Services – Utilize the Naranja Lakes CRA Community Center, to the extent possible for education related programming such as, after school tutoring programs, parenting classes, self sufficiency classes, basic safety classes and business workshops. Partner with outside organizations to provide these programs at no cost to the CRA other than donated space. The committee would request allocation of CRA marketing dollars for these activities.

Continue Community Policing program but target activities, such as the RENEW program to Waterside and Sea Pines

4. Prioritization and Timeline of Program Strategy Activities – The committee recommended the following activities take priority:
 - Targeted Community Mobilization in Waterside and Sea Pines
 - Targeted educational programming at the Naranja Lakes Library and CRA Community Center.

- Identification of funding to conduct a market analysis
- Development of a 5-Year Capital Improvement Plan

The committee also recommended other activities not included in this Fiscal Year's program strategy but for consideration by the Naranja Lakes CRA Board to include long term maintenance of landscaping in right of ways and vacant properties and acquisition of property.

5. Discussion and Recommendations for Community Workshop – Ms. Bach recommended a public workshop be held after the Board approves the Program Strategy. This should include an introduction to the purpose and limitations of CRA's as it relates to the NLCRA's Program Strategy in an effort to educate and manage community expectations.
6. Adjourn – The meeting was adjourned at 6:27 pm