



**West Palm Beach  
Community Redevelopment Agency**

**AGENDA**

**February 8, 2010  
3:15 P.M.**

**IN ACCORDANCE WITH THE PROVISIONS OF THE AMERICANS WITH DISABILITIES ACT (ADA), PERSONS IN NEED OF A SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHALL, WITHIN THREE DAYS PRIOR TO ANY PROCEEDING, CONTACT THE CITY CLERK'S OFFICE, 401 CLEMATIS STREET, WEST PALM BEACH, FLORIDA 33401, {(561) 822-1210}**

**CHAIR**  
LOIS J. FRANKEL

**CITY COMMISSION**

- COMMISSIONER MOLLY DOUGLAS, VICE CHAIR  
 COMMISSIONER WILLIAM MOSS  
 COMMISSIONER ISAAC ROBINSON, JR.  
 COMMISSIONER KIMBERLY MITCHELL  
 COMMISSIONER GERALDINE MUOIO

CRA EXECUTIVE DIRECTOR KIM BRIESEMEISTER  
TREASURER RANDY M. SHERMAN  
SECRETARY BLANE KAUTHEN

**1. ROLL CALL**

**COMMENTS FROM THE PUBLIC FOR NON-AGENDA ITEMS:**

**COMMENTS FROM THE BOARD:**

**ADDITIONS / DELETIONS / REORGANIZATION OF AGENDA:**

**CONSENT CALENDAR:**

2. **Minutes of the Regular CRA Board Meeting held January 11, 2010.**  
**[Agenda Cover Memorandum No.: 814](#)**

**Staff Recommended Motion:**

Approve the Minutes of the Regular CRA Board Meeting held January 11, 2010.

**RESOLUTIONS (3 – 7):**

3. **Resolution No.10-8 approving and authorizing the Chair to execute a Business Retention Grant Agreement between the West Palm Beach Community Redevelopment Agency and The Center for Creative Education Gallery located at 408 Northwood Road in the amount of \$15,000.**

**A RESOLUTION OF THE WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY (“AGENCY”) APPROVING AND AUTHORIZING A GRANT TO THE CENTER FOR CREATIVE EDUCATION GALLERY FOR BUSINESS RETENTION PURPOSES IN THE NORTHWOOD/PLEASANT CITY AREA; APPROVING AND AUTHORIZING THE CHAIR TO EXECUTE A GRANT AGREEMENT; PROVIDING AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.**

**[Agenda Cover Memorandum No.: 815](#)**

**Staff Recommended Motion:**

Approve Resolution No. 10-8.

**Background:**

The Educational Gallery Group (Eg2) maintained a gallery at 408 Northwood Road through the business retention grant issued during the fiscal year 2008-09. During the year, hundreds of new visitors were drawn to Northwood Village for monthly gallery openings and during regular business hours. During the course of the year, Eg2 and its volunteers worked closely with the area businesses and the CRA to promote Northwood Village and encourage increased pedestrian traffic.

Currently, Eg2 operates a gallery at CityPlace and does not wish to occupy the Northwood Village space. The Center for Creative Education (CCE) desires to replace Eg2 as the gallery operator located at 408 Northwood Road, in the same manner as previously operated by Eg2, with monthly gallery openings and regular business hours. In addition, CCE will utilize the space to host meetings and workshops, further increasing vibrancy and activity on the street.

Retention of targeted uses through a retention grant is identified in the Northwood Village 2009/10 Marketing Plan and is important to support the goals set in the Strategic Finance Plan and the Northwood Village Marketing Plan. Merchants in the area are very supportive of this use because of the value it adds to the merchandise mix and the new customer attraction element. This particular use benefits the district and improves the results of marketing initiatives by regularly attracting new patrons, promoting Northwood Village and area businesses through cross promotion efforts during art installations and events. These activities and the retention of this business will stimulate public interest and add to the cultural growth of the Northwood Village.

CRA Staff requests approval of a grant in the amount of \$15,000 conditioned upon the following terms:

- \* CCE will be the legal tenant at 408 Northwood Road.
- \* The business retention grant will be issued through the Business Attraction and Retention fund and will be paid directly to the landlord according to the terms set forth in the lease.
- \* Gallery hours will be, at a minimum, Wednesday - Friday from 5:00-9:00 pm and 12:00-9:00 pm Saturday and Sunday. The hours of operation are subject to change but gallery will be open a minimum of 30 hours a week. It should be noted that there will be activities and events at varying times in addition to these minimum hours.
- \* CCE will host a gallery opening once a month to spotlight student works and/or local, regional or nationally recognized artist that are showing that month.
- \* CCE will supply the CRA with press releases, dates and any collateral materials to all shows and gallery-sponsored activities.
- \* CCE will work in concert with the CRA to enhance the Art & Wine Promenade events and other events as determined.
- \* CCE will maintain current liability insurance on the Gallery.
- \* CCE will pay all utilities that are associated with 408 Northwood Road.
- \* CCE will continue to occupy and maintain this schedule and will promote the 408 Northwood space while occupying other spaces.
- \* CCE represents that it has enough resources to operate two or more locations at any given time.
- \* CCE and the CRA will coordinate sponsorship attraction efforts.

Staff recommends entering into an agreement with the CCE for a grant of \$15,000 to retain The Gallery at 408 Northwood Road in Northwood Village.

**Fiscal Note:**

Fully budgeted program.

4. **Resolution No.10-2 approving a grant and authorizing the Chair to execute a grant agreement between the West Palm Beach Community Redevelopment Agency and Mark Kulbacky, pursuant to the Merchant Assistance Program for a grant in an amount not to exceed \$15,000 for business retention purposes of Fresh Catch Seafood located at 2501 North Dixie Highway.**

**A RESOLUTION OF THE WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY (“AGENCY”) APPROVING AND AUTHORIZING THE CHAIR TO EXECUTE A GRANT AGREEMENT WITH MARK KULBACKY FOR A GRANT UNDER THE MERCHANT ASSISTANCE PROGRAM FOR BUSINESS RETENTION PURPOSES OF FRESH CATCH SEAFOOD LOCATED AT 2501 NORTH DIXIE HIGHWAY; PROVIDING AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.**

**[Agenda Cover Memorandum No.: 816](#)**

**Staff Recommended Motion:**

Approve Resolution No. 10-2.

**Background:**

In April 2005, the CRA Board formally adopted the Strategic Finance Plan for the

Northwood/Pleasant City CRA. The plan identified the attraction of new businesses, business retention and private investment as an important component of the redevelopment strategy. As additional inducement for business attraction, the CRA created an incentive package specifically crafted to address the investment obstacles within the CRA district.

The Merchant Assistance Program was created to assist established restaurants or retail businesses that have been in business for a minimum of three (3) years, and are located in Northwood Village. The following activities qualify for assistance: re-merchandising an occupied space, evaluating and creating a marketing strategy for the business, training restaurant and retail business operators in advertising, marketing, promotion, sales and service techniques, and other related tools.

The CRA received an application for the Merchant Assistance Program from Mark Kulbacky, Fresh Catch Seafood to address the current operations and aesthetic appeal of the restaurant. Fresh Catch Seafood located at 2501 North Dixie Highway, has been operating in Northwood Village for approximately eight (8) years selling raw seafood as well as prepared food. Over the past two (2) years he has seen a steady decline in sales.

Through business retention efforts, the CRA hired a professional restaurant consultant, Aaron Allen to do an independent professional review of several of the Northwood Village restaurants. Mr. Allen met one-on-one with Fresh Catch Seafood to observe the current business practices from front to back operations and make recommendations for the business for sustainable success and longevity. Acting on these recommendations, Mr. Kulbacky retained the services of a professional consultant, Conley Design, Inc., to assist with repositioning the business by concentrating on a specific product and renaming the business as "King Conch", separating the business from other seafood retailers and restaurants in the area.

The consultant recommended immediate action on the following to increase sales and cash flow for operations: a new floor plan with display casing, counter tops and shelving, the addition of a take-out window to streamline food orders, the creation of a new logo for branding to be themed in food packaging and signage, menu boards, interior and exterior signage, a new website, condiment trays and food containers. The outside seating area will be enhanced with the addition of misters, ground covering, planter boxes, trees and nautical decor. In addition, King Conch will increase the hours of operation creating evening activity on the prominent corner of 24th Street and Dixie Highway. The long term solutions address the exterior aesthetics of the property and will include covering the outdoor seating area.

The application request is viable and meets the criteria set forth in the Merchant Assistance Program, therefore staff recommends the maximum amount allowed under the program of \$15,000.

**Fiscal Note:**

The fiscal impact associated with this item totals \$15,000.00. Funding for the Merchant Assistance Program is provided under account #107.014515.559.500816.07260002. Following approval of Resolution No. 10-2, the remaining balance in the account will be \$15,000.

- 5. Resolution No. 10-6 approving a grant and authorizing the Chair to execute a grant agreement between the West Palm Beach Community Redevelopment Agency and Faez**

**Hallak under the Facade and Exterior Grant Program in an amount not to exceed \$20,000 for exterior improvements to the property located at 5601 Broadway.**

**A RESOLUTION OF THE WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY (“AGENCY”) APPROVING AND AUTHORIZING A GRANT UNDER THE FACADE AND EXTERIOR GRANT PROGRAM TO FAEZ HALLAK FOR RENOVATIONS AND IMPROVEMENTS TO THE PROPERTY LOCATED AT 5601 BROADWAY; APPROVING AND AUTHORIZING THE CHAIR TO EXECUTE A GRANT AGREEMENT; PROVIDING AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.**

**[Agenda Cover Memorandum No.: 818](#)**

**Staff Recommended Motion:**

Approve Resolution No. 10-6.

**Background:**

In April 2005, the CRA Board formally adopted the Strategic Finance Plan for the Northwood/Pleasant City CRA. The plan identified the attraction of new businesses, business retention and private investment as an important component of the redevelopment strategy. As additional inducement for business attraction the CRA created an incentive package specifically crafted to address the investment obstacles within the CRA district.

The Façade and Exterior Grant Program is available to property owners for aesthetic improvements to commercial buildings or sites. Painting of the building, installation of awnings, new doors/windows, landscaping, and brick pavers are typical improvements covered by the Program.

Faez Hallak, property owner, has submitted an application for exterior improvements to 5601 Broadway. The property is one full block and was previously leased to a car dealership. As part of the beautification initiative on Broadway, the property owner worked with staff to include a landscape buffer along the property line facing Broadway. The improvements to be made under this application include irrigation, landscape buffer, paving, awnings, fence repair and screening. Once completed the property owner plans to become the tenant and open a new car dealership at this location. The estimated cost of the improvements is anticipated at \$27,856.

Since Broadway is a targeted area under the program, the project qualifies for the maximum amount allowed of \$20,000. The application request is viable and meets the criteria set forth in the Program therefore staff recommends approval of the maximum amount allowed of \$20,000 for this project.

**Fiscal Note:**

The fiscal impact associated with this item totals \$20,000. Funding for the Facade and Exterior Grant Program is provided under account #350.014525.559.500833. Following approval of Resolution No. 10-6, the remaining balance in the account will be \$405,115.

- 6. Resolution No. 10-7 approving and authorizing the Chair to execute a grant agreement between the West Palm Beach Community Redevelopment Agency and Outdoor Cafe, Inc., pursuant to the Merchant Assistance Program for a grant in the amount of \$15,000 for business retention purposes of Palm Beach Cafe located at 206 South Olive Avenue.**

**A RESOLUTION OF THE WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY (“AGENCY”) APPROVING AND AUTHORIZING THE CHAIR TO EXECUTE A GRANT AGREEMENT WITH OUTDOOR CAFÉ, INC., FOR A GRANT UNDER THE MERCHANT ASSISTANCE PROGRAM FOR BUSINESS RETENTION PURPOSES OF PALM BEACH CAFÉ LOCATED AT 206 SOUTH OLIVE AVENUE; PROVIDING AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.**

**[Agenda Cover Memorandum No.: 817](#)**

**Staff Recommended Motion:**

Approve Resolution No. 10-7.

**Background:**

In November 2005, the CRA Board formally adopted the Strategic Finance Plan for the Downtown/City Center City CRA. The plan identified the attraction of new businesses, business retention and private investment as an important component of the redevelopment strategy. As additional inducement for business attraction, the CRA created an incentive package specifically crafted to address the investment obstacles within the CRA district.

At its meeting of July 13, 2009, the CRA Board approved an additional incentive program, the Merchant Assistance Program. This program was created to assist established restaurants or retail businesses that have been in business for a minimum of three (3) years, and are located in the Downtown/City Center CRA District. The following activities qualify for assistance: re-merchandising an occupied space; evaluating and creating a marketing strategy for the business; training restaurant and retail business operators in advertising, marketing, promotion, sales and service techniques, and other related activities.

The CRA received an application for the Merchant Assistance Program from the managing partner of Palm Beach Cafe to address the current operations and visual appeal of the restaurant. Palm Beach Cafe has been operating in Downtown West Palm Beach for more than 12 years, serving breakfast and lunch, but for the last several months have experienced a steady decline in sales.

Palm Beach Cafe has retained the services of a professional restaurant consultant for an independent professional review of current business practices to increase sales and cash flow for operations and to make recommendations for interior improvements that will visually enhance the aesthetics.

The preliminary report from the consultant focused on immediate and long term solutions for the operations of Palm Beach Cafe to allow for sustainable success and longevity of the business. The consultant recommended the following immediate actions to increase sales and cash flow for operations: community outreach (local offices, tourists, students, residents), training management and wait staff, new counter tops to streamline effectiveness of ordering, replacement of kitchen equipment, tableware and tables and chairs, create new logo for branding and increase hours of operation (peek breakfast and lunch times). The long term solutions address the aesthetics of the property which include exterior façade improvements which is part of another incentive program for capital improvements, menu cycle changed weekly creating a 5 week cycle and continue branding of restaurant and catering services.

The funding request is viable and meets the criteria set forth in the Merchant Assistance Program, therefore staff recommends the maximum amount allowed of \$15,000 inclusive of consultant fees.

**Fiscal Note:**

The fiscal impact associated with this item totals \$15,000. Funding for the Merchant Assistance Program Grant is provided under account #105.012410.559.500816. Following approval of Resolution No. 10-7, the remaining balance in the account will be \$70,000.

7. Resolution No. 10-11 authorizing the execution of an Interlocal Agreement between the City and the CRA for funding assistance for programming the City Commons and Waterfront.

**A RESOLUTION OF THE WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY APPROVING AND AUTHORIZING THE CHAIR TO EXECUTE AN INTERLOCAL AGREEMENT BETWEEN THE AGENCY AND THE CITY OF WEST PALM BEACH REGARDING FUNDING FOR PROGRAMMING THE CITY COMMONS AND WATERFRONT; PROVIDING FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.**

**[Agenda Cover Memorandum No.: 819 REVISED](#)**

**Staff Recommended Motion:**

Approve Resolution No. 10-11.

**Background:**

As a result of recommendation from the Urban Land Institute, the City is constructing a City Commons and Waterfront Project to open up the waterfront and re-establish the historic link between the waterfront and the City's downtown and to draw the public to the downtown and stimulate economic development. By Resolution No. 05-65, the CRA adopted a Strategic Finance Plan for the Downtown/City Center CRA District, which set forth a strategy for implementing initiatives necessary for redevelopment within the District. The City Commons and Waterfront Project was included in the Plan as vital to the long-term economic health of the CRA District.

The grand opening of the City Commons and Waterfront is scheduled for February 20, 2010. To ensure the success of the City Commons and Waterfront Project as an economic stimulator, sufficient funds for programming the Waterfront must be allocated.

Resolution No. 10-11 approves an Interlocal Agreement between the City and the CRA whereby the CRA agrees to fund approximately \$750,000 per year toward programming the City Commons and Waterfront.

**Fiscal Note:**

No fiscal impact. Programming monies are allocated annually through CRA budget.

**ADJOURNMENT:**

**NOTICE: IF ANY PERSON DECIDES TO APPEAL ANY DECISION OF THE CITY COMMISSION AT THIS MEETING, THAT PERSON WILL NEED A RECORD OF THE PROCEEDINGS AND FOR THAT PURPOSE MAY NEED TO ENSURE THAT A VERBATIM**

**RECORD OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. THE CITY OF WEST PALM BEACH DOES NOT PREPARE OR PROVIDE SUCH A RECORD.**