

MINUTES OF THE REGULAR MEETING
BOCA RATON COMMUNITY REDEVELOPMENT AGENCY
MONDAY, MAY 7, 2007
*1:30 P.M.

*The Regular Meeting of the Boca Raton Community Redevelopment Agency was called to order by Chairman Baronoff at approximately 2:13 p.m.

PLEDGE OF ALLEGIANCE TO THE FLAG:

ROLL CALL:

Chairman Peter R. Baronoff
Vice Chairman M.J. Mike Arts
Commissioner Steven L. Abrams
Commissioner Bill Hager
Commissioner Susan Whelchel

Also attending the meeting were:

Boca Raton City Manager/CRA Executive Director Leif J. Ahnell
Boca Raton City Attorney Diana Grub Frieser, Attorney to the Agency

AMENDMENTS TO THE AGENDA:

There were no amendments to the agenda.

MINUTES:

Minutes of the Regular Meeting of April 23, 2007

Motion was made by Commissioner Abrams, seconded by Commissioner Hager, to approve the minutes as presented. Motion carried unanimously on a voice vote; Chairman Baronoff, Vice Chairman Arts, Commissioners Abrams, Hager, and Whelchel voting yes.

REGULAR BUSINESS - PART I - QUASI-JUDICIAL & RELATED PUBLIC HEARINGS:

There were no items for consideration.

PUBLIC REQUESTS:

No one came forward to speak.

REGULAR BUSINESS - PART II – RESOLUTIONS AND REGULAR PUBLIC HEARINGS:

There were no items for consideration.

OTHER BUSINESS:

There were no items for consideration.

DIRECTOR'S REPORT:

1. Mizner Park – Marketing Plan Review (GGP)

Beth Hendrick, a marketing representative with General Growth Properties (GGP), reviewed those businesses that have opened in Mizner Park during the first quarter of this year, which included the Dubliner, an Irish pub, and Platini menswear. She advised that Truluck's, the Sunglass Hut, and Van Cleef & Arpels were soon to open. Attention turned to the recently-held Festival of the Arts Boca Raton;

Ms. Hendrick noted that GGP provided \$50,000 for the event and offered a rack card with discounts, which was distributed with programs for the concerts. She indicated that merchants were pleased with this marketing technique. Ms. Hendrick then stated that GGP was also a major host of the Palm Beach Film Festival; details were provided.

Further information revealed that GGP planned to partner with Habitat for Humanity for events and fundraisers. This Saturday, a series would be launched called "Shop, Stroll, and Dine Mizner Park." Ms. Hendrick advised that this event would be held before each major shopping holiday to encourage more traffic into Mizner Park. She explained that the event has many components, such as bringing in a jazz band to play as people shop, in addition to children's activities and special discounts and/or giveaways by Mizner Park merchants.

Ms. Hendrick concluded her remarks by advising that she works fulltime, five days a week, for GGP and that GGP is committed to the property.

2. Update on Downtown Marketing Survey

Manager of Administrative Services for Development Services Ruby Childers explained that a database of 2500 property and business owners had been established, and an agreement was in process with the consultant to prepare the survey instrument. She noted that the consultant would be responsible for creating the survey and tabulating the results. Ms. Childers then spoke to the possibility of formulating a merchants' association, based on the amount of interest in forming same as well as funding opportunities. Other questions facing merchants relate to possible business and operational concerns and whether there would be interest in educational opportunities, should they become available. Ms. Childers advised that the Chamber of Commerce is supportive of this endeavor and will encourage its members to respond to the survey; the process will take between 90 and 120 days.

Chairman Baronoff referred to the charrette that was recently held in regard to the downtown, stating that many positive comments were made related to the sessions, as well as the consultant. He asked when the CRA would receive a presentation as to the recommendations/findings. Ms. Childers responded that a final consensus plan was anticipated in August; the consultants were incorporating the feedback obtained from the charrette. Chairman Baronoff requested an update prior to the August presentation that Agency members might be able to prepare questions.

ATTORNEY'S REPORT:

The City Attorney had nothing to report at this time.

COMMISSIONERS' REPORTS:

The Commissioners had nothing to report at this time.

ADJOURNMENT:

Motion was made by Commissioner Hager, seconded by Commissioner Abrams, to adjourn the meeting. Motion carried unanimously on a voice vote; Chairman Baronoff, Vice Chairman Arts, Commissioners Abrams, Hager, and Whelchel voting yes.

The regular meeting of the Boca Raton Community Redevelopment Agency adjourned at approximately 2:24 p.m., Monday, May 7, 2007.

Peter R. Baronoff, Chairman

ATTEST:

Sharma Carannante, City Clerk

CRA Meeting
Recorder: VH/SC