

AVON PARK CRA BOARD
REGULAR MEETING
Avon Park Council Chambers
123 E. Pine Street
Avon Park, FL 33825
January 29, 2017
5:30 PM

(Please turn off pagers and cell phones)

A. OPENING

1. Invocation
2. Pledge of Allegiance
3. Roll Call

B. CONSENT

4. Approval of Minutes of 08/28/2017 Regular Board Meeting
5. Approval of Minutes of 01/08/2018 Special Board Meeting

C. ADMINISTRATIVE

6. Request approval of Event Grant Application for the 8th Annual Avon Park Rotary Bluegrass & Blueberry Festival

E. ADJOURN

Any person who might wish to appeal any decision made by the Avon Park CRA of the City of Avon Park, Highlands County, Florida, in public hearing or meeting is hereby advised that he/she will need a record of the proceedings, and for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made which will include the testimony and evidence upon which such appeal is to be based. Any person with disabilities requiring accommodations in order to participate should contact the City Manager prior to the meeting at 863-452-4403.

CRA BOARD
MINUTES SPECIAL MEETING
Council Chambers
123 E Pine Street
August 28, 2017
5:30 PM

Members Present: Mayor Garrett Anderson, Deputy Mayor Brenda Gray, Councilwoman Dora Smith, and Councilman Terry Heston.

Absent: Councilman Jim Barnard

Others Present: City Clerk Bonnie Barwick, City Attorney Glinda Pruitt, Director of Administrative Services Bea Ramirez,

Mayor Garrett Anderson called the meeting to order at 5:30PM

The invocation was given and the Pledge of Allegiance was recited. The roll was called and a quorum was present.

B-4 Motion by Deputy Mayor Gray, Seconded by Councilman Heston to approve minutes of the June 26, 2017 minutes as presented. Councilman Barnard questioned the Mall Beautification Committee and the funds set aside for that project. It was explained to him that that was to be discussed later, but it was not part of approving the minutes of the previous meeting. Motion passed unanimously

Approve Presentation of Murals to the TDC. Administrative Service Director Bea Ramirez presented two pictures of the Museum building. One was a picture of the Museum building facing Main Street and the other one was the Museum building facing the Railroad Tracks. There was discussion what would go on the "post card" mural once the location was chosen. After further discussion **Motion** made by Deputy Mayor Gray, Seconded by Councilman Heston to approve option 1 and 2 to present to the TDC. Motion passed unanimously.

Approve Event Grant to Battle of the Bands in the Amount of \$800.00 for Advertising for Armed Forces Tree Dedication Ceremony. Motion by Councilman Barnard, Seconded by Councilman Heston to approve the Event Grant in the Amount of \$800.00 to Battle of the Bands for advertising for Armed Forces Tree Dedication Ceremony. Deputy Mayor Gray questioned the cost for Social Media. Brad Hayslip explained that Face book charged for advertising on Face book. Mayor Garrett Anderson explained how it worked. City Attorney addressed the procedure. It was explained that the Main Street CRA Advisory Board did not have a quorum to hold a meeting to consider this application before it came before the CRA Board. After further discussion Mayor Anderson called for a vote, motion passed unanimously.

Approve Event Grant to Battle of the Bands in the amount of \$1,000.00 for advertising for "You served us, now we serve you." Motion made by Deputy Mayor Gray to approve the Event Grant for the Battle of the Bands in the amount of \$1,000.00 pending the approval of the CRA Advisory Board. Motion passed unanimously.

There was discussion regarding the Mall Beautification Committee and which Board appointed the Committee and the funds that were budget for this item.

Meeting adjourned at 5:55 PM

Attest: Bonnie Barwick, City Clerk

Mayor Garrett Anderson

CRA BOARD
MINUTES SPECIAL MEETING
Council Chambers
123 E Pine Street
January 8, 2018
5:30 PM

Members Present: Mayor Garrett Anderson, Deputy Mayor Brenda Gray, Councilwoman Dora Smith, Councilman Terry Heston and Councilman Jim Barnard

Others Present: Administrative Services Director/City, June Fisher, City Attorney, Glinda Pruitt and members of the public

Mayor Garrett Anderson called the meeting to order at 5:30PM

The invocation was given and the Pledge of Allegiance was recited. The roll was called and a quorum was present.

C.7. CRA Southside; Approval of MLK Festivities

Motion: To approve the Southside CRA Event Grant application for the MLK Festivities up to \$3,888.00, as provided for in the adopted budget; Motion made by Deputy Mayor Gray, seconded by Councilman Heston. Motion passed unanimously.

Meeting adjourned at 5:45 PM

Attest: June Fisher, City Clerk

Mayor Garrett Anderson

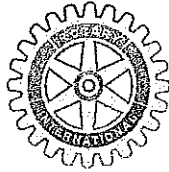
Community Redevelopment Agency

EVENT GRANT

APPLICATION



Rotary Club of Avon Park



P.O. Box 81
Avon Park, FL 33826

December 3, 2017

The City of Avon Park
Community Redevelopment Agency
110 E. Main St.
Avon Park, FL 33825

Re: 2018 CRA Main Street Event Grant Application

To: Main Street Advisory Board

Enclosed is an application for a \$2,000 Events Grant for the 8th Annual Avon Park Rotary Bluegrass & Blueberry Festival in Donaldson Park, for Saturday, April 28, 2018 from 10 am - 4 pm. This Festival is designed to promote downtown Avon Park, and Donaldson Park as a venue for community activities by providing a free family-friendly activity bringing thousands to the downtown CRA district. The goal is to bring even more people to downtown Avon Park, discovering what the CRA Main Street District offers visitors. All profits to the Rotary Club go back into community projects. An example was the purchase and resurfacing of the parking lot adjacent to the Rotary Club building available for off-street parking for downtown events.

There will be BBQ Dinners, blueberry lemonade and blueberry pie for sale by the Rotary Club and a Kid's Zone with \$2 arm bands for that venue. A crowd pleasing Bluegrass Band from the 2016 Festival has been booked. Vendors will have booths with original-only arts and crafts, both local and coming from all parts of the state. Following the success of last year's sale of local blueberry plants the live plant sale area is to be expanded. Last year's vendors indicated they plan to return and each said they want their same spot in the park. A real complement to the facility. Based upon the very successful previous Blueberry Festivals we are planning for a minimum of 4,500 attendees.

Sincerely,

Brandon Ball, President
Avon Park Rotary

contact: Alice Oldham, Chair. (863) 453-4299/414-1733

attachments: CRA Event Planning Guide and Grant Application form
Event Budget
Liability Insurance form
Street Closure application form with map

The City of Avon Park
Community Redevelopment Agency
110 E. Main Street
Avon Park, FL 33825
863/452-4403 – FAX 863/452-4413

Event Grant Application

Date: December 4, 2017

Organization Name: Avon Park Rotary Club

Is organization non-profit Yes No Tax I.D.# 47-555550

n/a Business Phone (863) 414-1733 Cell Phone (863) 453-4299 Home Phone n/a Fax

Application MUST be submitted at least 3 months in advance of event

Location of Event Donaldson Park

Date(s) Sat. April 28, 2018 Time(s) of Proposed Event: 10 AM - 4 PM

Description of event: 8th Annual Avon Park Rotary Bluegrass & Blueberry Festival. Original arts & crafts vendors; Kid's zone; Rotary BBQ Chicken Dinners, Blueberry Lemonade and Blueberry pies; Blueberries & plants. "Highway 41 South" Bluegrass band. Free Admission.

Will you be requesting City staff for any of the following (circle one):

Garbage receptacles: Y N Quantity 10

Traffic Cones/ MOT: Y N Quantity **

Road Closure Y N If yes, attach map of specific roads to be closed

Will you require city water for your event? Y N

Will you require city electricity for your event? Y N

The following rules apply to all applications:

1. Matching Event Grants are made available to individuals and organizations on a case by case basis and available funding. They must be approved in advance by the Community Redevelopment Agency (CRA) upon recommendation of the Main Street Advisory Board. You must include in your application a brief description of how this event will improve the CRA District.
2. The Event must take place within the CRA Main Street District and must be open to the general public. Any admission fees proposed or donations requested to be charged must be disclosed in the application. *Please include in the project description the estimated number of attendees.*
3. A complete budget of anticipated income and expenses must be included with the application. Also include an estimated number of participants and attendees. To apply for funds from the Tourism Grant Program from Highlands County Tourist Development Council Visitor & Convention Bureau, email tdc@highlandscvb.com, or call 863-402-6909.
4. **Eligible expenses include:**
 - a. Digital Advertising (Website, Social Media, and Search Engine Marketing)
 - b. Traditional Advertising (newspaper, Radio, Television, Flyers/Postcards and Billboards).
 - c. Brochures and Event Website Production
5. **All print advertising shall include the Main Street CRA logo and listed as a contributor to the event.**
6. **The maximum amount paid by the CRA for advertising will not exceed \$1,000.**
7. Each applicant shall provide a brief presentation (five minutes or less) that details the event and be prepared to answer any questions from the Main Street CRA Advisory Board and or City CRA Board on the designated meeting date.
8. The applicant must obtain all necessary permits and approvals, including Health Department permits for food preparation.
9. Event planners will return City property and infrastructure to the condition it was prior to the event.
10. Event planners shall have proof of liability insurance coverage 1 week or sooner prior to event date. Event holder shall name the City of Avon Park as "Additional Insured" on the event holders certificate with the following coverage's:
 - \$ 1 Million Commercial General Liability (1M each occurrence)
 - \$100,000 damage to rented premises (each occurrence)
 - \$ 5,000 Medical Expenses (any one person)
 - 1M personal & Adv injury
 - 2M General Aggregate
 - 1M Products – Comp/Op Agg
 - 1M Liquor Liability - if approved in advance by CRA

11. For reimbursement of funds, all paid receipts and returned checks must be provided within 2 months of the completion of the event. A W-9 Form is required at time of application submittal for any reimbursement.

TOTAL ADVERTISING COST FOR EVENT
(Obtain and attach bids/quotes for this Event)

\$ 4,500.⁰⁰

TOTAL AMOUNT OF GRANT REQUESTED
(Maximum \$1000 with no match requirement)

\$ 1,000.⁰⁰

I understand this application for an Event Grant requires that I submit paid receipts/ cancelled checks for all eligible expenses in order to be reimbursed.

The CRA reserves the right to accept or reject any application or part thereof.

PRINT EVENT SPONSOR'S NAME

Oliver C. Adams
AUTHORIZED REPRESENTATIVE'S SIGNATURE

12-05-17
DATE

For official use only

CRA Advisory approved: Yes No

DATE: 1/2/2018

CRA Board approved: Yes No

DATE: _____

Informed grantee date: _____

Initials: _____

**Avon Park Rotary 8th Annual Bluegrass & Blueberry Festival
Estimated Budget - 2018**

Income:

Public Support, Sponsors	\$15,900
Sales, Blueberry Products	\$6,750
BBQ Dinner Sales	\$4,400
Kids Zone Tickets	\$300
Raffle Ticket sales	\$1,500
Vendor Fees	\$2,700

Total Income \$28,850

Expenses:

Advertising, Promotions	\$4,500
Entertainment	
Kid's Zone	\$900
Bluegrass Band	\$850
Facilities & Equipment	
Pavilion Rental	\$75
Table/chair rental	\$180
Food Expense	\$900
Miscellaneous	\$500
Resale Items	
Blueberries	\$2,200
Pies	\$800
Plants	\$500

Total Expenses \$11,405

Advertising includes:

banners & signs; Facebook ads;
newspaper, magazine ads
Printing, radio ads, website costs.

A grant has been submitted to HCTDC for out of county advertising

12/5/2017



Consumer's Certificate of Exemption

 DR-14
 R. 10/15

Issued Pursuant to Chapter 212, Florida Statutes

85-8017168664C-6	01/28/2017	01/31/2022	501(C)(3) ORGANIZATION
Certificate Number	Effective Date	Expiration Date	Exemption Category

This certifies that

ROTARY CLUB OF AVON PARK CHARITABLE
 FOUNDATION INC
 30 E MAIN ST
 AVON PARK FL 33825-3943

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.



Important Information for Exempt Organizations

 DR-14
 R. 10/15

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (F.A.C.).
2. Your *Consumer's Certificate of Exemption* is to be used solely by your organization for your organization's customary nonprofit activities.
3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.
4. This exemption applies only to purchases your organization makes. The sale or lease to others of tangible personal property, sleeping accommodations, or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, F.A.C.).
5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third-degree felony. Any violation will require the revocation of this certificate.
6. If you have questions regarding your exemption certificate, please contact the Exemption Unit of Account Management at 800-352-3671. From the available options, select "Registration of Taxes," then "Registration Information," and finally "Exemption Certificates and Nonprofit Entities." The mailing address is PO Box 6480, Tallahassee, FL 32314-6480.

Rotary Avon Park Blueberry Festival
Profit & Loss Budget Overview
 July 2017 through June 2018

	Jul '17 - Jun 18
Income	
Public Support	
Money Donations	3,920.00
Products and Other Donations	180.00
Sponsor Donation	11,800.00
Total Public Support	15,900.00
Sales	
Blueberry Lemonade/Tea Sales	650.00
Blueberry Muffin Sales	81.00
Blueberry Pie Sales	1,303.00
Blueberry Sales	4,217.00
Blueberry Tree Sales	549.00
Dinner Sales	
Chicken Dinner Sales	2,512.00
Member Meal Ticket Sales	1,904.00
Non Assessment Dinner Sales	0.00
Total Dinner Sales	4,416.00
Kids Bounce Chamber Sales	329.00
Raffle Sales	1,511.00
Total Sales	13,056.00
Vendors Fees	2,730.00
Total Income	31,686.00
Expense	
Advertising and Promotion	
Banners and Signs	221.00
Facebook Advertising	300.00
Newspaper/Magazine Ads	2,695.35
Printing	600.00
Radio Ads	530.00
Website Cost	200.00
Total Advertising and Promotion	4,546.35
Entertainment	
Kid's Zone	900.00
Musicians	850.00
Total Entertainment	1,750.00
Facilities and Equipment	
Pavilion Rental	75.00
Table/Chair Rental	180.00
Total Facilities and Equipment	255.00
Food Expense	
Beans, Cole Slaw, Dressing	344.21
Chicken	599.34
Food Expense - Other	0.00
Total Food Expense	943.55
Other Expenses	
Miscellaneous Expenses	533.15
Prizes	0.00
Resale Items	
Blueberries	2,260.50
Blueberry Pies	800.00
Blueberry Plants	447.50
Total Resale Items	3,508.00

4:58 PM

08/09/17

Accrual Basis

Rotary Avon Park Blueberry Festival
Profit & Loss Budget Overview
July 2017 through June 2018

	<u>Jul '17 - Jun 18</u>
Total Other Expenses	4,041.15
Total Expense	11,536.05
Net Income	<u>20,149.95</u>

Avon Park Community
REDEVELOPMENT
Main Street District Agency



MAIN STREET CRA ADVISORY BOARD

January 2nd 2018

Avon Park Council Chambers

123 E. Pine Street

Avon Park, FL. 33825

5:00 PM

1. Roll Call

Meeting called to order by Chairperson Gaylin Thomas at 5:05 PM

Members Present: Chairperson Gaylin Thomas, Dana Sevigny, Robert Flores, Shelley Hinote

Members Absent: None

Also Present: Director of Administrative Services/ City Clerk June Fisher, Administrative Service Clerk Jocelyn Borges, City Council Liaison Dora Smith, and City Attorney Glinda Pruitt.

Roll was called, there was a quorum present.

- 2. Approval of minutes from the December 4th Regular CRA Advisory Meeting:**
Motion by Robert Flores Seconded by Dana Sevigny to approve Minutes of the December 4th, 2017 Main Street CRA Advisory Board minutes. Chairperson Gaylin Thomas pointed out one clerical and two grammatical errors and suggested an amendment to the minutes. **Motion** made by Robert Flores seconded by Dana Sevigny to approve the amended minutes. Motion passed unanimously.
- 3. Budget Report:** Attorney Pruitt stated she is still looking into the items that were in question regarding the charges being taken out of the CRA Fund.
- 4. City Staff Support:** June Fisher explained to the Main Street CRA members that she has been hired by the City as the new Director of Administrative Services/ City Clerk. She discussed her duties that will pertain to the CRA Advisory Boards. Jocelyn Borges was also introduced as the new Administrative Service Clerk, her duties that involve the CRA Advisory meetings were explained to the board. Chairperson Gaylin Thomas asked if there would be a stop gap if someone picked up the wrong Event or Façade Grant form. June Fisher answered yes.
- 5. Chamber Director Support:** Chairperson Gaylin Thomas and Director of Administrative Services/ City Clerk June Fisher both agreed to address and discuss this item in a meeting.
- 6. MSCRA Recruitment Report:** Chairperson Gaylin Thomas reported that she forwarded the agenda to 3 people. No one was present at the time of the discussion. One of the three, Jeff Roth showed up at a later point of the meeting.
- 7. Christmas on the Mall Report:** At the time of discussion Annamarie Feeney was not present to answer questions. Chairperson Gaylin Thomas suggested that an inventory of all the items that were purchased with CRA Funds, as well as where they are stored be presented for record keeping. Administrative Service Director/ City Clerk June Fisher said she would look into this.

8. **Central Avenue Parking Lot Signage Review:** Chairperson Gaylin Thomas mentioned that there are four signs throughout the city that are not thematically identical. It was agreed that they would like to get back with George on the plans that were previously made regarding the signs.
9. **Approval CRA Event Grant Blueberry Festival A P Rotary:** Motion by Robert Flores seconded by Dana Sevigny to approve CRA Blueberry Festival Event application. Motion passed unanimously.
10. **Approval CRA Event Grant Vet Jam Music Fest:** Attorney Glinda Pruitt recommends that the application not be considered because the application as received is not correct and the current one needs to be on file to be considered.
11. **Approval CRA Event Grant Nautically Themed Family Event:** Attorney Glinda Pruitt recommends that the application not be considered because the application as received is not correct and the current one needs to be on file to be considered.
12. **Brickell Building Update:** An insurance evaluator has come and looked at the building. Administrative Services Director/City Clerk June Fisher said she would look into finding the insurance report. Chairperson Gaylin Thomas mentions that she and Councilman Terry Heston have been actively showing the building. There was discussion on whether to wait or not on the insurance company report to begin repairing and cleaning up the Brickell Building. Attorney Glinda Pruitt suggested that the Main Street CRA make a request to Administrative Services Director/ City Clerk June to get information from City Manager Julian Deleon regarding any solicited reports on what needs to be done on the building.
13. **Wilde Building Update:** Chairperson Gaylin Thomas stated that because they requested that the engineer save the façade, he suggested making the store fronts smaller or to take out the whole thing and make a covered parking lot.
14. **Church Service Center:** Discussion on bringing organizations such as the Mall Beautification Committee and the Heartland Cultural Alliance forward to do historic tours and to create historic attractions.
Dana Sevigny brought up Code Enforcement issues on Main Street. Discussion on what has been done and what can be done.

Motion by Robert Flores seconded by Dana Sevigny to change the meeting date to the 3rd Monday of every month at 5:00 p.m. Motion passed unanimously.

Meeting was adjourned at 6:45 PM

Recorded and transcribed by Administrative Service Director/ City Clerk June Fisher

Attest June Fisher

Gaylin Thomas Chairperson

Any person who might wish to appeal any decision by the Main St. Advisory Board of the City of Avon Park, Highlands County, Florida, in public hearing or meeting is hereby advised that he/she will need a record of the proceedings, and for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made which will include the testimony and evidence upon which such appeal is to be based. Any person with disabilities requiring accommodations in order to participate should contact the City Manager prior to the meeting.