



# CITY OF AVON PARK

Highlands County, Florida

110 East Main Street

Avon Park, Florida 33825

**CRA BOARD  
REGULAR MEETING AGENDA  
123 E. Pine St. Avon Park, FL 33825  
Monday, June 23th, 2014  
5:00 PM**

*(Please turn off pagers and cell phones)*

**A. OPENING**

1. Invocation
2. Pledge of Allegiance
3. Roll Call
4. **Motion:** Approval of Special Board Minutes of June 9th, 2014

**B.** Southside CRA met on June 11<sup>th</sup> and discussed the CRA Plan (minutes attached)

**C.** Main Street CRA Plan discussion/ LaRue Consulting

**D.** Peter Powell Roberts Museum/ Heartland Cultural Alliance

**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.

**CRA BOARD  
SPECIAL MEETING  
Council Chambers — 123 E. Pine St.  
Monday June 9<sup>th</sup> 2014  
5:30 PM**

A-4

**Members Present:** Mayor Sharon Schuler, Councilman Garrett Anderson, Councilman Parke Sutherland, Councilman Terry Heston, Brenda Giles

**Others Present:**, Administrative Services Director Maria Sutherland, Members of the audience.

Chairperson Schuler called the meeting to order at 5:30 p.m.

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

Motion made by Deputy Mayor Brenda Giles, Seconded by Terry Heston to approve minutes of Special Board meeting of May 28<sup>th</sup> 2014. Motion carried unanimously.

**Approval of Minutes April 3<sup>rd</sup> & 24th 2014** Maria Sutherland explained these were the minutes that were for review.

**Daycare at 108 S Forest.** Motion made by Deputy Mayor Brenda Giles, Seconded by Councilman Parke Sutherland to approve Façade Grant for \$2,312.50 for daycare at 108 S Forest. Motion carried unanimously.

**Handicap ramp at 110 N Prospect.** The board discussed how a handicap ramp does not remove slum and blight; therefore it is not eligible for funding. No motion taken.

**Advertising for Movies on the Beach:** Motion made by Councilman Parke Sutherland, seconded by Councilman Terry Heston to approve \$1,215.00 for Sight Unseen for movies on the beach, excluding copyright and "other expenses". Motion carried with Deputy Mayor Brenda Giles voting no.

**4<sup>th</sup> of July funding for fireworks:** Motion made by Councilman Parke Sutherland, seconded by Garrett Anderson to approve Special Grant for \$5,000.00 for fireworks, Motion carried unanimously.

Motion made by Councilman Parke Sutherland, seconded by Councilman Terry Heston, to amend the 4<sup>th</sup> of July Funding Fireworks that the Jaycees include MS CRA as co-sponsors of the event. Motion carried unanimously.

**Oktoberfest Event:** Motion made by Deputy Mayor Brenda Giles, seconded by Terry Heston approval for Oktoberfest Event, pending additional budget information. Motion carried unanimously.

**Discussion of CRA Expansion Plan:** Deputy Mayor Giles suggested looking at streets to correct and edit. There was discussion regarding pictures that were attached but was not easy to match up. Maria Sutherland will be coordinating a public meeting at the end of June.

There were no additional items.

Meeting adjourned at 6:00 PM

Recorded and transcribed by Maria Sutherland.

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Maria Sutherland

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Sharon Schuler

**SOUTHSIDE CRA ADVISORY BOARD  
SPECIAL MEETING MINUTES  
JUNE 11, 2014**

B

**Present:** Chairperson Gerald Snell, Arnold Davis, Fernald Davis, Kelvin Sheppard

**Absent:** Al Joe-Hinson Theresa Whiteside, Eloise Marion-Walton

**Also attending:** Maria Sutherland, Brenda Giles, members of the audience and press.

The meeting was called to order at 5:40 p.m. Roll was called and a quorum was present.

The Pledge was said and invocation was given.

**Motion** made by Arnold Davis, Seconded by Kelvin Sheppard to approve minutes of May 22, 2014 as presented. Motion carried unanimously.

Southside CRA PLAN: Fernald Davis wanted add areas of Highway 27, and Memorial Ave to the CRA district

The board additions to the Plan are:

Security and safety mechanisms for public safety.

Contiguity of improvement from existing beautification grants.

Improvement Grants (CDBG) to other areas for more improvements.

Cornell Expansion.

Zoning Changes.

The next meeting was set for June 23, 2014,

Meeting adjourned at 7:00 PM

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Chairperson, Gerald Snell

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Maria Sutherland



D

June 16, 2014

Summary of Presentation by the Heartland Cultural Alliance to the Avon Park City Council, June 23, 2014 Regarding:

## **THE PETER POWELL ROBERTS MUSEUM AND CULTURAL CENTER**

Avon Park has been selected by the Heartland Cultural Alliance to receive the Peter Powell Roberts Museum of Art and Cultural Center. The new museum will be located on the second floor of the Community Center in Avon Park, and it will be a cultural and community center for local residents and a cultural destination for tourists. Local residents will have free admission.

Heartland Cultural Alliance is designated by the State of Florida and County Government as the nonprofit organization authorized to collect and distribute funds to other culturally-based nonprofit organizations in Highlands County. As a community leader in cultural events, Heartland Cultural Alliance has embarked on a multi-year effort to create new museums in Avon Park, Sebring and Lake Placid. Additional facilities and events are also planned that will make Highlands County a cultural destination for tourists. Highlands County Tourist Development Council has dedicated \$105,000 in 2014 - 2015 (and a similar amount the following year) to begin marketing Highlands County as an art and cultural destination. In 2014, Heartland Cultural Alliance received a grant worth \$116,160 from MDI Creative to assist in marketing and fundraising.

The project that will be described at the Council meeting includes renderings, descriptions, funding requirements, and economic impacts anticipated for the community. The museum will be a community effort with leadership by Heartland Cultural Alliance. Upon completion and grand opening, Heartland Cultural Alliance will operate the museum in alignment with other downtown merchants, Avon Park Depot Museum, and city events.

The Peter Powell Roberts collection of art was willed to Heartland Cultural Alliance in 2014, and is valued at over \$3,000,000. The collection will occupy about 30% of the gallery space. Local artists, craftsmen, and visiting artists will display their work in the remaining 70% of the space. The museum will also feature a gift shop where local artists can sell their work on consignment.

The Peter Powell Roberts Museum of Art and Culture Center will create revenue for the City of Avon Park of about \$22,365 per year for the first three years. As additional venues in Avon Park are brought online by Heartland Cultural Alliance projected annual revenue for the City of Avon Park is expected to exceed \$109,588 per year. A significant number of new jobs are expected to be created as a result of increased tourism resulting from the Heartland Cultural Alliance efforts. In 2015, based on bus tours that have been arranged for the new museum and the Tourist Development Council marketing campaign, we anticipate bringing about 5,000 new tourists to Avon Park our first year of operations.

Growth will accelerate as other venues and programs are established to work with the Peter Powell Roberts Museum.

Summary of Peter Powell Roberts Museum of Art and Cultural Center Benefits:

- Annual revenue for years 1, 2, 3 for the City of Avon Park from sales tax \$22,365
- Annual revenue beginning in year 4 \$152,292
- Create 3.5 new jobs in year 1 and additional jobs will be created as new projects are added
- Heartland Cultural Alliance will be receiving \$308,450 in annual revenue which will fund additional projects in the community. These projects will continue to create new jobs and raise Avon Park sales tax and other tax revenues.
- Tour buses have already been arranged to bring tourists to Avon Park to see the Peter Powell Roberts Museum of Art and Cultural Center. Tourism will begin to fill the vacant store fronts in Avon Park as merchants establish new businesses. Sales tax and job creation for this benefit have NOT been included in our projections.

Sincerely,

*Fred Leavitt*

Fred Leavitt, President  
Heartland Cultural Alliance