



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, Sept 22, 2014
5:30 PM

(Please turn off pagers and cell phones)

A. OPENING

1. Invocation
2. Pledge of Allegiance
3. Roll Call
4. **Motion:** Approval of Regular Meeting Minutes of August 25th 2014

B. Main Street met Sept 4th and the following items were motioned:

5. **Motion:** Deny "Surviving in the Hood" event grant.
6. **Motion:** Approve \$1,820 for music and signage for CRA sponsored Oktoberfest.

C. Southside CRA had no agenda items and did not meet in September.

D. Airport CRA had no agenda items and did not meet in September

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.

AVON PARK COMMUNITY REDEVELOPMENT AGENCY
MINUTES REGULAR MEETING
Council Chambers — 123 E. Pine St.
Monday August 25, 2014
5:30 PM

A-4

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

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

Deputy Mayor Brenda Giles 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.

Approval of Special Board Minutes of July 22, 2014 Councilman Parke Sutherland motioned to approve the Minutes of the CRA Special Meeting of July 22, 2014. Second by Councilman Garrett Anderson. Motion carried unanimously.

Approval of Regular Board Minutes of July 28, 2014 Councilman Parke Sutherland motioned to approve the Minutes of the CRA Regular Meeting of July 28, 2014. Second by Councilman Garrett Anderson. Motion carried unanimously

Southside CRA Met on August 13th 2014. **Motion** made by Councilman Parke Sutherland seconded by Councilman Garrett Anderson to approve Façade grant funding of up to \$1500 per home with a 25% match from homeowner; to allow business grant applications once every five years per business location; that when a new business applies for a business façade grant, it must wait 6 months from the date it receives its occupational license to receive a grant reimbursement; to allow an MLK event to be sponsored by the Southside CRA with up to \$2000 in grant funds. Motion carried unanimously.

Meeting adjourned 5:55 PM

Maria Sutherland

Brenda Giles, Deputy Mayor

B

Main Street CRA Advisory Board

Minutes Regular Meeting

Basement City Hall- 123 E Pine St., Avon Park, FL 33825
September 4, 2014 -- 12 noon

Members Present: Don Appelquist, Rob Bullock, Robert Flores, Charles Hardin

Members Absent: Chairperson Carlos De la Fuente, Gaylin Thomas

Others Present: Maia Fowler

The meeting was called to order at 12:10. Roll was called and a quorum was met.

Approval of Minutes: A motion was made by C. Hardin to approve the regular meeting minutes of July 10, 2014. Motion was seconded by R. Bullock. Motion carried unanimously.

Event Grant – Surviving in the Hood: Motion was made by R. Bullock to deny the event grant for \$927.49 because it did not ask for advertising funds and is not in the scope of what the CRA is for in promoting downtown businesses. Seconded by C. Hardin. Motion carried unanimously.

Brickell Building Proposed Purchase: Motion was made by R. Bullock that the Main Street CRA endorses and supports the City decision to purchase the Brickell building, and the CRA would like to be involved in helping improve the building. Seconded by R. Flores. Motion carried unanimously.

Point System/Criteria for Grant Funding Programs: After discussing, the Board does not see a need to create a point system in the Main Street CRA. No action was taken at this time.

Oktoberfest: Laura Wade provided an update on Oktoberfest. There will be no wiener dog races this year, but there will be a motorcycle rally. Both newspapers will be doing a story on Oktoberfest, and the advertising budget for radio promotions has been doubled. Laura asked for an additional amount of \$1,500 for music and \$320 for signage because the logo has changed. A motion was made by R. Flores and seconded by C. Hardin to provide \$1,820 for these items. Motion carried unanimously, with R. Bullock abstaining because he is working on Oktoberfest.

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The meeting adjourned at 1:10 pm.

Maria Sutherland

Chairperson Carlos De la Fuente

Avon Park Community
REDEVELOPMENT
Main Street District Agency



MAIN ST. CRA ADVISORY BOARD

City Council Chambers
123 E. Pine Ave, Avon Park, FL 33825
Thursday, September 4, 2014
12 noon

- 1. Roll Call**
- 2. Approval of minutes from the July 10, 2014 regular meeting**
- 3. Event Grant**
 - a. Surviving in the Hood - \$927.49
- 4. Brickell Building proposed purchase**
- 5. Point system/ criteria for grant funding programs**
 - a. Review CRA Board approvals of Southside initiatives
- 6. Adjourn**

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.

Main Street CRA Advisory Board

B

Minutes Special Meeting

City Council Chambers- 123 E Pine St., Avon Park, FL 33825
July 10, 2014 -- 12 noon

Members Present: Chairperson Carlos De la Fuente, Don Appelquist, Rob Bullock, Robert Flores, Charles Hardin (Robert Flores arriving at 12:05)

Members Absent: Gaylin Thomas

Others Present: Maria Sutherland, Jean Jordan

The meeting was called to order at 12:00. Roll was called and a quorum was met.

Event for Historical Society: Motion made by Don Appelquist, seconded by Charles Hardin to approve \$593.80 for advertisement of the Historic Society Annual Picnic event. Motion carried unanimously.

Motion made by Charles Hardin, Seconded by Don Appelquist to approve an additional \$450.00 for cost of community center rent, and entertainment for the Historic Society Annual Picnic. Motion carried unanimously.

Maria Sutherland suggested that the CRA Staff will contact local businesses to remain open on event evenings to encourage foot traffic to their businesses during events.

Laura Wade spoke on behalf of the Oktoberfest event to be held on October 4, 2014.

Meeting adjourned at approximately 1:00pm

Attest: Maria Sutherland

Chairperson Carlos De la Fuente

Home Façade Grants		
Elderly no children	2	
Disabled (one per household)	1	
Children	3	
Single parent household	1	
Owner occupied	1	
Application limit year		
If rec'd funding from County or other programs	?	
Max award	?	
Income criteria	use current income criteria	

Business Façade Grants		
Existing business	2	
New Business	1	Must provide business plan and is reimbursable after 6 months of operation
Max Award		
Application limit year		

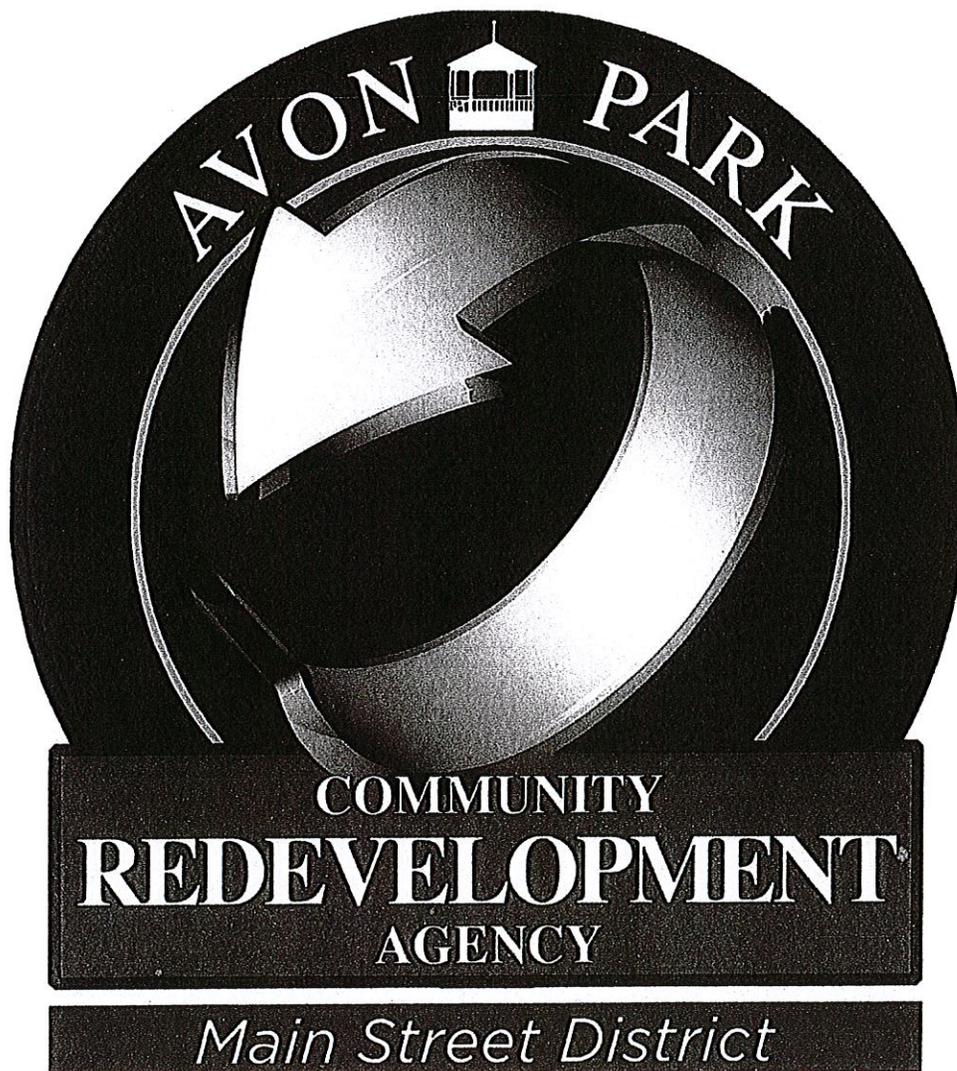
Event Grants		
Max Award for advertising		
Event amenities eclusions		
Event amenities inclusions		

B-5

Community Redevelopment Agency

EVENT GRANT

APPLICATION



**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: 19 AUG 14

Applicant's Name: Rev. Frank Paul Jones

Event Location: Avon Park Community Center

863-657-2407 863-458-0396 863-657-2896 _____
Business Phone Cell Phone Home Phone FAX

Summary of Proposed Event: Event Date 29 NOV. 14
Refer to additional pages

The following rules apply to all applications:

1. Matching Event Grants are made available to individuals and organizations on a case by case basis. 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.
3. The Event must be open to the general public and any admission fees proposed to be charged must be disclosed in the application. Please include in the project narrative the estimated number of attendees.
4. A complete budget of anticipated income and expenses must be included with the application. Also include an estimated number of participants and attendees. You should also apply for funds from the Tourism Grant Program from Highlands County Tourist Development Council Visitor & Convention Bureau.
5. Eligible expenses include, but are not necessarily limited to, advertising (including radio, newspapers, and the printing of posters and flyers). T-shirts are not considered advertising. The maximum amount paid by the CRA for advertising will not exceed \$2,000.

6. The applicant must obtain all necessary permits and approvals, including Health Department permits for food preparation (flyer attached).
7. Event planners will return City property and infrastructure to the condition it was prior to the event.
8. For reimbursement of funds, all paid receipts must be returned within 3 months of the completion of the event.

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

\$ 0

TOTAL AMOUNT OF GRANT REQUESTED
(not to exceed 50% of eligible Event costs)

\$ 927.49

I understand this application for an Event Grant requires that I submit paid receipts for all eligible expenses. All print advertising shall list the **Main Street CRA** as an event sponsor.

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

Frank Paul Jones
PRINT EVENT SPONSOR'S NAME

[Signature]
AUTHORIZED REPRESENTATIVE'S SIGNATURE

19 AUG 14
DATE

For official use only

CRA Advisory approved: Yes No DATE: _____

CRA Board approved: Yes No DATE: _____

Informed grantee date: _____ Initials: _____

**Surviving in the Hood Presentation
The National Community Network, INC.**

RE: Application for Event Grant from Main Street CRA

Contact Info:

Rev. Frank Paul Jones

923 South A Avenue

Avon Park, FL. 33825

Office: (863) 657-2407

Cell: (863) 458-0396

E-Mail: revfrankpauljones@thenationalcommunitynetwork.org

Date of Event: 29 November 2014

**Surviving in the Hood Presentation @ The Avon Park Community Center:
From: 6 PM to 10 PM for the youth and until closing or 2AM for the adults.**

We have the community center tentatively book for 29 November 2014.

Our Request for funding from the Main Street CRA is \$550 be used our rent \$700 deposit for both up and downstairs, with alcohol being served upstairs in an all adult environment with the children downstairs. Therefore we also need insurance coverage Liquor Liability Insurance: \$243.24 and Renters Insurance: \$134.25. For total of \$1,627.49 with \$700 returned to the CRA = \$927.49 total grant request.

A) Upstairs we want the 51-100 capacity = We plan for about 50+ guest plus 15 volunteers at this time which is subject to change if interest in our program increases (w/tables) for \$200, plus alcohol served = Deposit of \$700.

B) Downstairs we want 101-200 guest capacity for \$350 = We plan for about 200- guest and it will be best on security concerns and funding, I am leaning towards insured crowd control and think we should go with 150 guest.

Total Rent = \$550 + \$700 Deposit:

We will consider to hiring Lillie Italy Italian Restaurant and other local restaurants who are located on or around Main Street to handle all food. We will assign a budget for food and refreshments at about \$3,000+ or about \$20+ per person in a bulk purchase. This covers only downstairs events for the kids. If they cannot handle all of our business in that day with a month advanced notice, we will consider other vendors as added support

and added diversity to our menus using vendors on or near Main Street. We will also consider searching for some type of in-kind contributions to provide our food services needs, which is remove some of the cost for the labor required to provide our food services and thereby increase food supplies and level of services to for our kids and allow some tax deductibility to our vendors as in-kind contributions.

We will submit applications for grants towards helping feed the hungry at several stores located on Highway 27 between Avon Park and Sebring, FL. We have a list of over 20 potential donors who support local grants, which are relatively easy to get in increments of \$500 to \$2,500. Between 26 August and 30 August, we plan to really focus on applying for grants from the many big corporations located on Highway 27, which is a reflection of big corporate America, whose function is to support local charities and have local funding set aside. We plan to request for about \$10,000 in for supplies and food to feed the hungry. We rather have too much than not enough, by leaving room for expanding this event based on interest in the community.

Plus we will search for other sponsors to make the event be as enjoyable as possible. On the list of ideas is **live entertainment by a popular artist** downstairs for a one hour performance open only to all participants of this event at closing. This would require searching for an artist willing to support our agenda, in this case disadvantaged youth and the redevelopment community and AIDS research and prevention/Crime Prevention and the reduction of recidivism.

Part of our program is the PTS Movement, who a group of convicted felons, who want to reach out to the youth so that they do not make the same mistakes, but to learn from their mistakes instead. We are starting a recording project on 4 September 2014, called The Recording Studio Project and our goal is produce a non commercial media project to include a CD and Community Oriented Movie to be filmed in Avon Park, dealing with the real life social issues of the day from AIDS to Drug use and criminalization of the black male.. It is called "*Social Impact.*"

It is our goal to raise at least \$10,000 for the closing show, but more is better. #1: We do not know if it will the PTS Movement, which would only require transportation and some equipment setup because events like this is what they are designed to present to, #2: the participants of our recording studio project, #3: local entertainers or #4: some big name artist out to help a few needy kids the day after Black Friday. Regardless we are committed to giving these kids something they will remember that is fun in closing to thank them for giving us a chance to save their lives. Total Cost: **\$10,000**

Total Food, Rent, Deposit & miscellaneous expenses= \$3,000 + \$2,500 + \$550 Rent + \$700 + \$500 = **\$7,250.**

In-Kind Contributions: Security is essential when dealing with crowds and especially when the majority of the crowd is 13-17 years old. Therefore is our goal to recruit at least 15 adults to work as volunteers to maintain order during this event. Parents of these children are on the top of the list of invitations and well as member of the National Community Network, INC.

We will assign each person to 8 hours or $8 \times 15 \times \$21.24 = \$2,548.8$ in Volunteerism based on Florida rates of \$21.24 per hour.

Plus I will assign hour for those who help me plan and carryout the process of making this happen. 10 hours per week = 212.4 per week or \$849.6 per month or about a total of 12 weeks or \$10,195.20 total expenses of planning and carrying out our agenda.

In-kind Contributions = \$12,744

Volunteer Perks: \$50 per volunteer x 15 = \$750

Insurance: \$377.49

Liquor Insurance: \$134.25

Liquor Liability Insurance: \$243.24

Renters Insurance: \$134.25

Liquor Liability Insurance: \$243.24

Food and Supplies: \$5,500

Rent and Deposit: \$1,250

Volunteer Labor: \$12,744 = Both Expenses and revenue to our organization

Entertainment: \$10,000

Volunteer Perks and Food Catering Services: \$750

Miscellaneous expenses: \$500

Minimum Total Costs: \$31,071.49

Grant Request: \$927.49

Admission if required: \$2,500 or \$50 per admission for upstairs businessman, if we deem funding will be to hard to acquire for that purpose.

Program: Surviving in the Hood Presentation

A: We will target kids between the ages of 13-17, but will give and take a year or two both ways if necessary to reach our goal in number of participants.

B: We will update our database on all organizations and professionals who are involved in the fields of practice and research in AIDS, Educational Grants and Social and economic programs, Drug and Alcohol Abuse Prevention and treatment, employment and job opportunities and other ideas are welcome.

C: Our main funding sources will be the many big corporation located on Highway 27, to include but not be limited to this list below. Who will support local charities, where they do business.

D: We will sought after funding to carryout this event through organizations such as the Bill and Melinda Gates Foundation and the Magic Johnson Foundation, with a scope of a

comprehensive agenda towards bringing AIDS research to Highlands County. We will also do research on this area to insure the proper information is being transmitted and is condoned by our organization. We do not want to post any disclaimers for our presenters. If necessary we will carryout this program within our organization's staff.

E: We will design a presentation that will help develop our youth into better and more responsible and productive individuals, by teaching them things in areas of AIDS/HIV facts verse myths, drug and alcohol abuse and prevention, understanding education as a requirement for economic growth, crime prevention techniques, how avoid peer pressure and whatever we can put together that will not require their attention span more past 2 hours and will deliver a meaningful and comprehensive message they will want to remember and therefore will remember and learn a lifelong and live saving lesson. We know they are kids and we feel if we hijack them for two hours or three hours of intense learning in a fund environment none school like but business like presentation with refreshments, they deserve at least some recreational activities. We think catered food, live performance, and professional instruction would be a fair payoffs for their undivided attention for 2 hours of their time, which may save their lives.

F: Upstairs we want to invite community leaders in the non profit and profit sector to both discuss a vision for our future Avon Park and our roles in it. We will require non profit volunteers to man the doors and supervise these kids in the downstairs event and we will document and calculate all man-hours as revenue to our organization.

G: Funding Source for Upstairs: This will require about \$50 per individual to provide professional catering services at a minimum or at least \$2,500 to cover all costs. Plus the same accommodations for our 15 volunteers for a total of 65+ people or $2,500 + \$750 = \$3,250$.

We will announce four weeks in advance if possible our Agenda of discussion to be known prior to meeting date and time to assure total inclusion and participation in these meetings.

This funding resources will have to come from grants that are set aside to redevelop communities, create economic growth, feeding the hungry and many specific social issues that have Funders like AIDS, the marijuana dilemma and crime, we need grants designated towards community unification and planning and Main Street is CRA designated area. Therefore our plan for community redevelopment and economic growth must include the Main Street CRA, the Airport and The SRA.



Rev. Frank Paul Jones - President and CEO
The National Community Network, INC.