



CRA'S FROM THE ELECTED OFFICIAL PERSPECTIVE AND OTHER MUSINGS

Mary Lou Hildreth

Mayor

City of Keystone Heights

October 29, 2009

Florida Redevelopment Association

WHAT THE %\$@*#
HAPPENED!?!

WHAT THE &*@#% ARE WE GOING
TO DO!?!

Where's Waldo?

- ▣ Keystone Heights, Florida
- ▣ Population 1,400
- ▣ “One square mile”
- ▣ 26,000 in the “Lake Region”
- ▣ Council/Manager form of government



Our CRA

- ▣ Business owners started in 1997
- ▣ No Council buy in – “blight” was a bad word
- ▣ Resurrected in 2004 – no Council understanding
- ▣ Finalized in 2007
- ▣ Council is the CRA
- ▣ CRAB (Volunteer Citizen Advisory Board)

It's All About Me

- ▣ County and Municipal Relationships
 - Two Philosophies:
 - ▣ Fun and Gun
 - ▣ Shhhhhhhh, we're not really here
 - ▣ County Manager

Worst case scenario
– Go on offense.



OFFENSE that's not OFFENSIVE!



Public Relations Toolbox for FRA Members

[10 Benefits of Community Redevelopment](#)
[Redevelopment is More Relevant Than Ever](#)
[Redevelopment is a Wise Investment](#)
[CRA General Information](#)
[Free Public Relations Services for FRA Members](#)

[Special Event Checklist](#)
[Special Event ABCs](#)
[PR Tools Information](#)
[Developing An Identity](#)
[Being All You Can Be](#)
[Building A Relationship With Your Community](#)
[Building A Relationship With The Media](#)
[Media Guide](#)
[Crisis Communication](#)
[Putting Your Best Foot Forward](#)
[Customize Your Powerpoint](#)
[Customize Your Speaking Points](#)

Businesses

- ▣ Getting the “Buy In” - or losing it.
- ▣ Money incentives always help!
- ▣ Educate, Educate, Educate
- ▣ Communicate, Communicate, Communicate



Public/Private Partnerships

- Garden Club
- Civic organizations
- Schools
- Churches
- Local Businesses
- Chamber of Commerce

KH Downtown Tree Planting Partnership

- ▣ Started with a DOF Grant for a Bucket Truck
- ▣ Tree Inventory
- ▣ Separate Garden Club of the Lakes Project “Phase I”
 - CRA, City, Dupont, Garden Club, Business Owners
- Phase II – Used Phase I as a match
- Phase III – Under construction – matching monies from CRA, City and Garden Club – *again*.
- BUT . . . Nothing is ever perfect -*

“Nobody Can See My Signs!”



Really?



Who Wants To?



Heritage Commission

- ▣ Established shortly after our CRA
- ▣ Great work on acceptable color schemes
- ▣ Working on design standards
- ▣ Involvement in Façade Grants – defining your role as individual committees and establishing boundaries. i.e. it's the CRA's Façade Grant Program, not yours.

Façade Grants



Lessons Learned

- ▣ Door to Door
- ▣ Phases – greatest impact in one area
- ▣ Making it attractive – 80% vs. 50%
- ▣ One owner of many properties – how do you share fairly? Big investor/ROI
- ▣ One unit to be split into two.
- ▣ Review all at end – not as they come in.
- ▣ Update your application (Groveland).
- ▣ Code enforcement for the slackers
- ▣ An example of “creative financing”



Innovative Restorations, LLC
PO Box 3027
High Springs, FL 32655

Diana Fava

Re: C.R.A.B. meeting discussion

Dear Ms. Fava:

In response to our discussion regarding your meeting with the C.R.A.B., I will address the issues brought up.

In my proposal, I did state that I would "pressure wash, scrape, fill all holes, prime and paint the building". Either I misunderstood or was not informed at the time of acceptance, that only the immediate front of the building was to be repaired and painted. Otherwise, I would have altered my proposal at that time and would not have proceeded with the repairs and painting of the rest of the building.

With the original proposal, a complete brochure, with the style, dimensions and color of the awnings was provided. Had this not been acceptable to the initial review committee, I should have been informed prior to ordering and installing the items that I supplied.

Regardless of the above listed concerns, I am willing to do the following in order to maintain good will between you and the Community Redevelopment Association Board:

1. Deduct \$1403.60 for the cost of the awnings.



2. Deduct the cost of materials involved in painting the side and rear of the building that CRAB will not cover. \$109.92
3. Deduct the labor for repairs and painting of the side and rear of the building, which was far more labor intensive than expected and accounted for 67 hours. \$2345.00
4. Have Boys Awnings install awnings(Commercial style 6/half moon/black). Their quote(attached) is for \$2882.25.

With the above concessions and additions, my invoice would be amended as follows:

Original invoice	5500.00
(1) less awnings	-1403.60
(2) less materials	- 109.92
(3) less labor	- 2345.00
Balance	1641.38
(4) Add new awnings	2882.25

New total 4523.63 *80% = \$3619*

If this meets with your approval and C.R.A.B.'s approval, I will have Boys Awnings order and install the new awnings as soon as possible. Hopefully this will assuage any concerns of the committee.

Regards,


Kent Sorensen

Count Your Blessings

- ▣ Inventory your assets
 - KH Airport
 - Rails to Trails/Multi-use Path
 - Goldhead Branch State Park
 - Lake Region
 - A Schools
 - Community College

GREAT MAYOR!!!



So Versatile!



Bi-Partisan!



REALLY Bi-Partison!



Identify Your Shortcomings

- ▣ Inventory your liabilities
 - Remote location/visibility
 - Lack of Jobs/Industry
 - Fear of change
 - Elderly population

Can be an opportunity – changing demographic

Some Final Thoughts

- ▣ REVIEW YOUR PLAN ANNUALLY! You hear this over and over and you say to yourself “OK, I’ll get right on that”! and then you DON’T and you find out the hard way.
 - Example – Farmer’s Market/Festivals and Events

Re-evaluate CRAB Chairman Annually



Dramatization

Some More Final Thoughts

▣ Agency vs. Advisory Boards

- The ongoing fight for power – between the CRAB and the CRA and within CRAB and managing the chaos.
- The pitfalls of having uneducated CRA members vs. the benefits of “educated” ones.
- Giving credit where credit is due – NO room for ego.

Really, these are the last Final Thoughts

- ▣ FRA is you BEST RESOURCE!!!
 - Have Carol and Jan as #1 and #2 on your speed dial.
 - Network, Network, Network



Happy Halloween!

