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## FLORIDA REDEVELOPMENT ASSOCIATION • 2017-2018 BOARD OF DIRECTORS

### **PRESIDENT**

**Brenna Durden** – Northeast Region  
Shareholder  
Lewis, Longman & Walker, P.A.

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City of Tallahassee

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City of Panama City, Downtown North CRA

### **ELECTED OFFICIALS**

**Lesa Peerman** – Treasure Coast Region  
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**Paula J. Ryan** – Treasure Coast Region  
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### **DIRECTORS**

**Jeff Burton, FRA-RA** – Southwest Region  
Director, CRA, City of Palmetto

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RMA, LLC

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CRA Manager, City of Winter Park

**Evan Johnson** – Tampa Bay Region  
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**John Jones, FRA-RP** – East Central Region  
S&ME

**Elizee Michel, AICP, FRA-RA** – Treasure Coast Region  
Executive Director, Westgate Belvedere Homes CRA

**Tony Otte, CEcD, FRA-RA** – East Central Region  
CRA/Economic Development Director  
CRA, City of New Smyrna Beach

**Adam Rossmell** – Treasure Coast Region  
Burkhardt Construction, Inc.

**Leigh Scrabis** – Southwest Region  
Former Director, Fort Myers CRA

**Rick Stauts** – South Florida Region  
Executive Director  
CRA, City of Florida City

**Ken Thomas** – East Central Region  
Manager, Housing & Redevelopment, City of Leesburg

**Brenda Thrower, FRA-RA** – Tampa Bay Region  
Economic Development Specialist, City of Tampa, Ybor City  
Development Corp.

### **GENERAL COUNSEL**

**Clifford B. Shepard**  
Shepard, Smith, Kohlmyer & Hand, P.A.

## FLORIDA REDEVELOPMENT ASSOCIATION • PAST PRESIDENTS

1977 William S. Turnbull  
1980 Marilyn Larson  
1981 W. Thomas Mills, Jr.  
1982 Roy F. Kenzie  
1983 R. Lee Menzies  
1984 Thomas R. Kohler  
1985 John F. Habgood  
1986 William Farkas  
1987 Lance S. Clarke  
1988 Peter Andolina  
1989 Gerald S. Langston, Jr.  
1990 Gerald S. Langston, Jr.  
1991 Joyce Sellen

1992 Gail Collins  
1993 Andy Ham  
1994 Julie Scofield  
1995 Ronali Wood  
1996 Gary Wohlforth  
1997 Jennifer Fleming  
1998 Suzanne Kuehn  
1999 Paul Thorpe  
2000 Paul Thorpe  
2001 Dennis Russ  
2002 Chris Brown  
2004 Terrell N. Fritz  
2005 Gail Hamilton

2006 Jeffrey L. Oris  
2007 Kim Briesemeister  
2008 J. Gary Rogers  
2009 Rochelle Lawandales  
2010 Kurt Easton  
2011 Marc Mondell  
2012 Steven G. Lindorff  
2013 Jeremy Earle, AICP, ASLA, FRA-RA  
2014 Gus Gianikas, AICP, FRA-RA  
2015 Diane Colonna, AICP, FRA-RA  
2016 Michael Parker  
2017 Brenna Durden

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## **Florida Redevelopment Association**

The purpose of the Association shall be to promote the improvement of downtown and certain other urban areas through redevelopment and development activities as provided under Florida Statutes.

This includes:

- Providing a forum for networking
- Formal training programs
- Technical assistance
- Quality meetings, conferences and seminars
- Peer sharing
- Career development
- Advocating for its membership
- Providing leadership on redevelopment issues
- Developing legislation
- Pursuit of new funding sources
- Monitoring legal issues and litigation
- Providing litigation support as required to protect the interest of the association
- Pursuit of partnerships with organizations with common objectives.

The FRA was the Florida Downtown Development Association from 1974 until 1990. It was and the FRA still is an independent association, "separate and apart from all other public or private entities." A major turning point for the organization was the agreement with the Florida League of Cities in 1980 to provide secretariat services and a "home" in Tallahassee. With its independence preserved, the organization was able to expand, providing a central clearinghouse for redevelopment issues and information. It is the only statewide association in Florida which represents the interests of redevelopment programs, including CRAs, both from an educational and legislative/legal standpoint. Most members are CRAs, and there continues to be a strong focus on redevelopment activities through them, because increment financing (TIF) under Chapter 163, Part III provides a funding mechanism for redevelopment not available outside of the CRA process.



## **FRA FUN FACTS**

**What year was the FRA (FDDA) formed?** (1974)

**Why was the FRA formed?** *(The Florida Redevelopment Association (FRA) was officially established as a not-for-profit organization in 1974, by a small group of downtown redevelopment professionals. Those eleven representatives of business and government realized that downtown areas were severely impacted by governmental policies that promoted urban sprawl. By 1979, the Association had grown to fifty members and had successfully supported the passage of amendments to the Community Redevelopment Act, which enabled a city or its agency to utilize the innovative financing program known as tax increment financing, through the creation of Community Redevelopment Agencies.)*

**Who was W. Thomas Mills, Jr.?** *(Founding member and past president of the Florida Downtown Development Association. He was also the first Executive Director of the Bradenton DDA and CRA. Tom pushed the FDDA into new territory which led to our name change to include all types of redevelopment. Tom forged partnerships – he was a dreamer and never gave up on his passion for redevelopment.)*

**How many CRAs are there in Florida?** (230 reported by DCA, Special Districts Section)

**How many incorporated cities are there in Florida?** (411)

**How many counties are there in Florida?** (67)

**Who was Roy F. Kenzie?** *(He was the first director of the Miami Downtown Development Authority and a past president of the FDDA in the 1980's. He showed extraordinary leadership in the redevelopment community. He spearheaded the first revitalization of downtown Miami including the "Mariel boatlift" when thousands of immigrants were "house" in tents all over downtown Miami.)*

**Is FRA a 501(c)(3)?** *(No it is a 501(c)(6) not for profit (but we are not for LOSS either!) As a result, we do not have any restrictions on lobbying, but also donations are not tax deductible.)*

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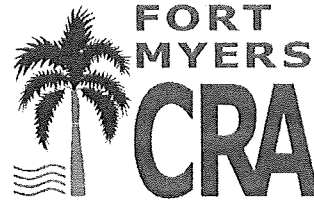
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## SPECIAL THANKS

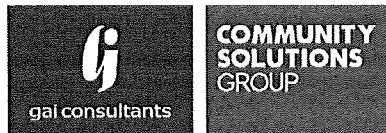
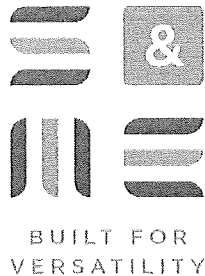
### EVENT SPONSORS

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Fort Myers Community Redevelopment Agency



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**Burkhardt Construction, Inc. -  
Booth #205, Event Sponsor**

(561) 659-1400  
Contact: Marc Kleisley  
marc@burkhardtconstruction.com  
Website: www.burkhardtconstruction.com  
Construction management and design  
build services for streetscape and  
public space beautification projects.

**Calvin, Giordano & Associates, Inc. -  
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(954) 921-7781  
Contact: Shelley Eichner  
seichner@cgasolutions.com  
Website: cgasolutions.com  
Building code, compliance, CEI,  
engineering, GIS, landscape  
architecture, planning, project  
management, survey/mapping,  
traffic engineering.

**Cardno, Inc**

(727) 423-1587  
Contact: Miles Ballogg  
miles.ballogg@cardno.com  
Website: cardno.com  
A professional, infrastructure and  
environmental services company  
delivering sustainable solutions  
around the world.

**Chen Moore and Associates -  
Booth #204**

(954) 730-0707  
Contact: Jose Acosta  
jacosta@chenmoore.com  
Website: chenmoore.com  
Civil and environmental engineering,  
planning, landscape architecture,  
GIS, CEI.

**Florida Brownfields Association -  
Booth #112**

(850) 402-2954  
Contact: Amanda Bowen  
Website: floridabrownfields.org  
Statewide association focusing on the  
redevelopment of brownfields.

**Florida Community Loan Fund -  
Booth #107, Silver Sponsor**

(407) 246-0846  
Contact: Nelson Black  
info@fclf.org  
Website: fclf.org  
Providing flexible financing and staff  
expertise to help projects succeed and  
improve low-income communities.

**Florida League of Cities - Booth #207**

(850) 222-9684  
Contact: Molly Button  
mbutton@flcities.com  
Website: floridaleagueofcities.com  
United voice for Florida's municipal  
governments. Administrator of  
insurance, investment, pension, loan  
and equipment financing programs.

**Florida League of Cities - Booth #205**

(850) 222-9684  
Contact: Mark Sittig  
marksittig@flcities.com  
Website: floridaleagueofcities.com  
Nationwide leader of service to local  
government.

**Fort Myers Community  
Redevelopment Agency -  
Booth #313, Event Sponsor**

(239) 321-7100  
Contact: Michele Hylton-Terry  
mherry@cityftmyers.com  
Website: cityftmyers.com  
Bringing new direction, energy  
and life to the City of Fort Myers  
redevelopment areas.

**FRA Redevelopment Academy -  
Booth #312**

(850) 701-3622  
Contact: Jan Piland  
jpiland@flcities.com  
Website: redevelopment.net  
A unique educational program designed  
to promote a prerequisite level of  
knowledge and professionalism in the  
field of community redevelopment. The  
courses are open to anyone interested  
in learning more about redevelopment  
practice in Florida.

**GAI Consultants | Community  
Solutions Group - Booth #302,  
Gold Sponsor**

(321) 319-3133  
Contact: Tom Kohler  
t.kohler@gaiconsultants.com  
Website: gaiconsultants.com/  
communitysolutions  
GAI's Community Solutions Group is  
an idea-driven strategic consulting  
practice integrating design, planning  
and economics.

## EXHIBITOR AND SPONSOR LISTING

### **Kimley-Horn and Associates, Inc. - Booth #309, Silver Sponsor**

(561) 840-0837

Contact: Kelley Klepper

kelley.klepper@kimley-horn.com

Website: kimley-horn.com

Engineering, planning, landscape architectural, environmental, visioning and grand funding professionals for Florida communities.

### **Lewis, Longman & Walker, P.A.**

(904) 353-6410

Contact: Brenna Durden

bdurden@llw-law.com

Website: llw-law.com

Legal services: redevelopment, environmental, land use, permitting, zoning, real estate.

### **Playmore Recreational Products and Services - Booth #113**

(888) 886-3757

Contact: Luke Russell

info@playmoreonline.com

Website: playmoreonline.com

Playgrounds, shelter, shade and site furnishings, design and build.

### **RB Oppenheim Associates - Booth #106**

(850) 386-9100

Contact: Jessie Johnson

jjohnson@rboa.com

Website: rboa.com

Public relations, marketing, digital media and web design.

### **RMA - Booth #103**

(954) 695-0754

Contact: Kim Briesemeister

info@rma.us.com

Website: rma.us.com

Full service economic development, planning, redevelopment firm providing staffing and consulting.

### **S&ME, Inc. - Booth #206, Gold Sponsor**

(407) 975-1273

Contact: John Jones, AICP, FRA-RP

jjones@smeinc.com

Website: smeinc.com

S&ME is an interdisciplinary firm offering planning, design, transportation, engineering and landscape architecture.

### **Site Tour 360 - Booth #305**

(352) 284-4545

Contact: Mike Vorce

info@sitetour360.com

Website: sitetour360.com

Custom Google street view, venue and destination virtual tours

### **Stantec Consulting Services, Inc. - Booth #202, Gold Sponsor**

(239) 649-4040

Contact: Jared Beck

jared.beck@stantec.com

Website: stantec.com

Community planning, development and redevelopment consultants.

### **TD Bank, America's Most Convenient Bank - Booth #306, Silver Sponsor**

(305) 441-5705

Contact: Ana Castilla

ana.castilla@td.com

Website: tdbank.com

Offering a full range of retail, small business and commercial products and services.

### **Terracon - Booth #100, Silver Sponsor**

(813) 321-0345

Contact: Belinda Richard

belinda.richard@terracon.com

Website: terracon.com

Terracon is an employee-owned engineering firm providing environmental, facilities, geotechnical and material services.

### **Tindale Oliver - Booth #301**

(813) 224-8862

Contact: Evan Johnson, AICP

ejohnson@tindaleoliver.com

Website: tindaleoliver.com

Transit, transportation, public finance and community planning + design solutions.

### **Underground Refuse Systems, Inc. - Booth #108**

(407) 973-4141

Contact: Jay Wheeler

jay@undergroundrefuse.com

Website: undergroundrefuse.com

Underground and above ground waste management system.

# EXHIBITOR AND SPONSOR LISTING

Please thank these sponsors and exhibitors for their support of the FRA!

**Burkhardt Construction, Inc. -**

**Booth #15, Event Sponsor**

(561) 659-1400

Contact: Marc Kleisley

marc@burkhardtconstruction.com

Website: www.burkhardtconstruction.com

Construction management and design build services for streetscape and public space beautification projects.

**Calvin, Giordano & Associates, Inc. -**

**Booth #14, Gold Sponsor**

(954) 921-7781

Contact: Shelley Eichner

seichner@cgasolutions.com

Website: www.cgasolutions.com

A comprehensive approach to building code services, engineering, government services, landscape architecture, planning and surveying.

**Cardno, Inc. - Booth # 22, Silver Sponsor**

(727) 423-1587

Contact: Miles Ballogg

miles.ballog@cardno.com

Website: www.cardno.com

A professional, infrastructure and environmental services company delivering sustainable solutions around the world.

**Chen Moore and Associates - Booth #1**

(954) 730-0707

Contact: Peter Moore, P.E.

pmoore@chenmoore.com

Website: www.chenmoore.com

Civil and environmental engineering, planning, landscape architecture, GIS, CEI.

**Cyclone Lighting - Booth #8**

(514) 264-5167

Contact: Eric Ladouceur

eladouceur@cyclonelight.com

Website: www.cyclonelight.com

Outdoor deco functional lighting solutions to the municipal, commercial, institutional and utility markets.

**FINFROCK - Booth #25**

(407) 293-4000

Contact: Gail Kroll

gkroll@finfrock.com

Website: www.finfrock.com

Vertically integrated design-builder delivering buildings as a product rather than a series of services.

**Florida Community Loan Fund - Booth #11, Silver Sponsor**

(407) 246-0846

Contact: Nelson Black

info@fclf.org

Website: www.fclf.org

Providing flexible financing and staff expertise to help projects succeed and improve low-income communities.

**Florida League of Cities - Booth #6**

(850) 222-9684

Contact: Mark Sittig

marksittig@flcities.com

Website: www.floridaleagueofcities.com

Nationwide leader of service to local government.

**FRA Redevelopment Academy -**

**Foyer**

(850) 701-3622

Contact: Jan Piland

jpiland@flcities.com

Website: www.redevelopment.net

A unique educational program, designed to promote a prerequisite level of knowledge and professionalism in the field of community redevelopment. The courses are open to anyone interested in learning more about redevelopment practice in Florida.

**GAI Consultants/Community Solutions Group - Booth #30, Gold Sponsor**

(321) 319-3133 o- (407) 423-8398

Contact: Tom Kohler

t.kohler@gaiconsultants.com

Website: www.gaiconsultants.com/  
communitiesolutions

GAI's Community Solutions Group is an idea-driven strategic consulting practice integrating design, planning and economics.

**Lewis, Longman & Walker, P.A. - Silver Sponsor**

(904) 353-6410

Contact: Brenna Durden

bdurden@llw-law.com

Website: www.llw-law.com

Legal services: Redevelopment, Environmental, Land Use, Permitting, Zoning, Real Estate.

# EXHIBITOR AND SPONSOR LISTING

## **Neighborhood Lending Partners - Booth #19**

(813) 879-4525  
Contact: Debra Reyes  
dreyer@nlp-inc.com  
Website: www.nlp-inc.com  
Flexible innovative financing and services to create inclusive and sustainable neighborhoods.

## **Neighborly Software - Booth #23**

(703) 864-7231  
Contact: Jason Rusnak  
jason.rusnak@neighborlysoftware.net  
Website: www.neighborlysoftware.com  
Hosted software that automates the enrollment, administration and reporting of housing, economic and community development programs.

## **Playmore Recreational Products and Services - Booth #16**

(239) 340-8184  
Contact: Luke Russell  
info@playmoreonline.com  
Website: playmoreonline.com  
Playground and park equipment.

## **PNC Bank - Silver Sponsor**

(561) 803-9946  
Contact: Monclaude Nestor  
monclaude.nestor@pnc.com  
Website: www.pnc.com  
Community development lending and investments, financial education.

## **R B Oppenheim Associates - Booth #7**

(850) 386-9100  
Contact: Jessie Johnson  
jjohnson@rboa.com  
Website: www.rboa.com  
Public Relations, Marketing, Social Media and Web Design.

## **RMA - Booths #13, 18**

(954) 695-0754  
Contact: Kim Briesemeister  
kim@rma.us.com  
Website: www.rma.us.com  
Full service economic development, planning, redevelopment firm providing staffing and consulting.

## **Related Companies - Booth #29, Event Sponsor**

(646) 483-6984  
Contact: Gopal Rajegowda  
grajegowda@related.com  
Website: www.related.com  
Developer.

## **S&ME, Inc. - Booth #12, Gold Sponsor**

(407) 975-1273  
Contact: John Jones  
jjones@smeinc.com  
Website: www.smeinc.com  
Formerly Littlejohn, an interdisciplinary firm offering planning, design, transportation, engineering and landscape architecture.

## **Southeast Overtown/Park West CRA - Booth #3, Silver Sponsor**

(305) 679-6800  
Contact: Jonelle Adderley  
jadderley@miamigov.com  
Website: www.seopwcia.com  
Community redevelopment agency.

## **Stantec - Booth # 24**

(813) 223-9500  
Contact: Neale Stralow  
neale.stralow@stantec.com  
Website: www.stantec.com  
Full service national A/E/P design firm with offices throughout Florida.

## **Sternberg Lighting - Booth #17**

(815) 341-2275  
Contact: Mark Dean  
mdean@sternberglighting.com  
Website: www.sternberglighting.com  
Decorative and functional outdoor pole mounting lighting fixtures.

## **STR Grants, LLC - Booth #9**

(773) 209-8552  
Contact: Brian White  
brian.white@STRLLC.com  
Website: www.STRLLC.com  
eProperty Plus and eGrants software support community revitalization and disaster recovery programs.

## **Terracon Consultants, Inc. - Booth #20, Silver Sponsor**

(813) 321-0311  
Contact: Judi Weaver  
Judi.weaver@terracon.com  
Website: www.terracon.com  
Engineering firm providing environmental consulting, geotechnical engineering, materials testing and facilities services.

## **Underground Refuse Systems, Inc. - Booth #2**

(407) 944-9000  
Contact: Jay Wheeler  
jay@undergroundrefuse.com  
Website: www.undergroundrefuse.com  
Underground solid waste containment and collection system. Saves space, aesthetically pleasing, much cleaner.

## **The Weitz Company - Booth #28**

(954) 505-2087  
Contact: Amy Buchar  
amy.buchar@weitz.com  
Website: www.weitz.com  
Construction manager, general contractor, design builder.

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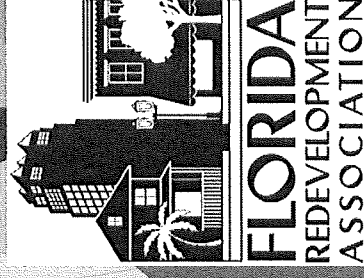
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# **What Can FRA Do For You? *Making the Most of Your Membership***

**[www.redevelopment.net](http://www.redevelopment.net)**



# **Investing in Community**

## **\$\$\$\$\$**

The FRA was founded in 1974 as a not for profit to support Downtown Development Authorities in Florida. As the state grew, Community Redevelopment Agencies, Main Streets, Non-Profits, DDAs and businesses flourished in support of doing revitalization the right way in Florida. The FRA supports these groups and many businesses as members. We collaborate with this network of experts, policy makers and practitioners to provide a statewide conduit for best practices.



# We Are Public **AND** Private

## *“Leveraging, investing, partnering”...*

FRA members often rely on public-private partnerships!

Florida statutes **require** CRAs work thru **private** sector, which is critical to redevelopment.

The FRA is the expert on CRAs.

CRAs have dedicated funding, which supports an industry \_

We help the private side connect with the public side/visa versa

Why affiliate with the FRA?

- Real-time leads on projects and services
- Plug into existing framework to build reputation
- Low cost promotion of successful projects
- Value added face time/promotion at conferences
- Online promotion via FRA social sphere
- Information when you need it in a nutshell – time is money!

Not to mention the real satisfaction of accomplishing urban redevelopment!

# Mission

Our goal is to transform urban places into vibrant, thriving commercial areas and neighborhoods. The FRA does this beyond the latest urban renewal trends - we advocate for effective legal and financial tools to support long term, solid alternatives to urban blight.

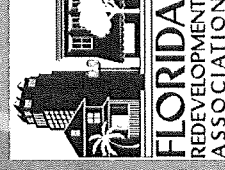


# Are You Hearing From Us?

Most of FRA's communication is by email or the web. If you're not hearing from us...you are not a member or something is wrong!

- ▶ *If you are a member, be sure your contact email addresses are correct, including new staff members*
- ▶ *Make sure the FRA is added to your "white" list*
- ▶ *Make sure you have a password to the website member section*
- ▶ *Do you want more information? Visit the website every day or email us.*

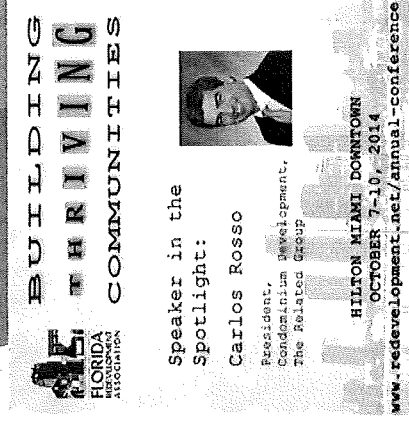
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# **Annual Conference...**

## ***THE* Redevelopment Event of the Year!**

- ▶ Network with redevelopers and downtown organizations all around the state
- ▶ 3 days of informative sessions/speakers
- ▶ Member discounts
- ▶ Great mobile tours
- ▶ Only statewide conference just on redevelopment and downtown issues
- ▶ Training for all levels of involvement/sizes
- ▶ 2018 Conference is in Sanibel this year, October 24-26

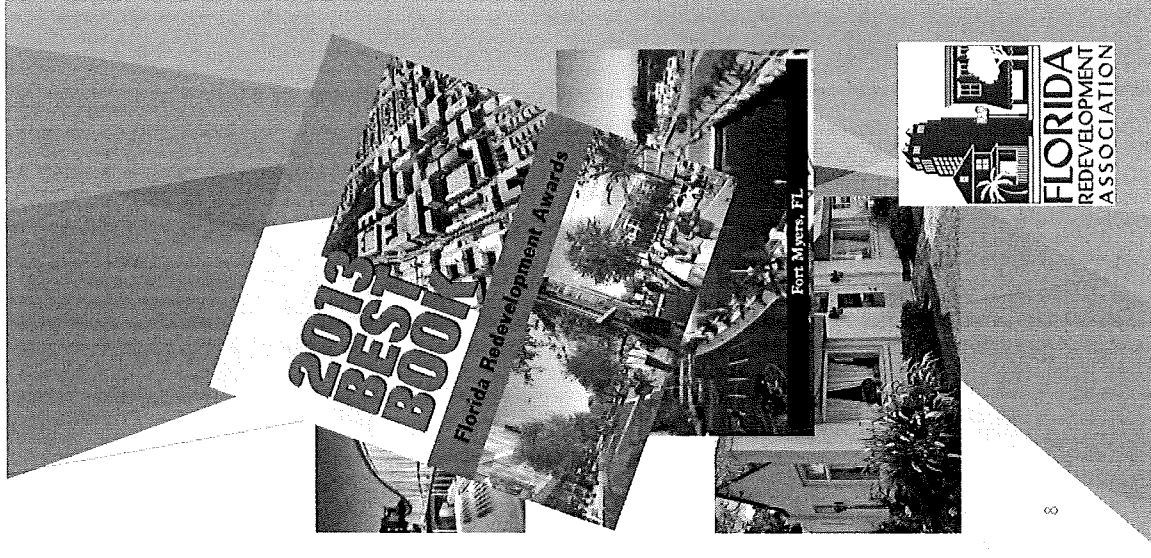




# **Showcase Your Success!**

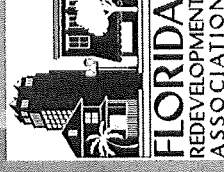
## **Annual Awards Program**

- ▶ Roy F. Kenzie Awards honor “best” programs/projects
- ▶ Deadline is in June each year
- ▶ 13 Award Categories
- ▶ Winners CELEBRATED at the Annual Conference
- ▶ “Best Book” memorializes winners and projects
- ▶ Books and photo provided at no cost to winners



# FRA Advocacy

- ▶ The FRA is your eyes and ears.... at the state capitol, and you are represented well by our lobbyists and members' collective efforts.
- ▶ The FRA builds coalitions.... with state agencies and statewide organizations, such as the Florida Brownfield's Association, Florida Chapter of the American Planning Association and International Council of Shopping Centers, the Florida League of Cities, and Florida Association of Counties, Florida Main Street.
- ▶ The FRA compiles and collects...statewide data and other reports that prove the success of Florida redevelopment, locally and statewide.





# Measuring Members' Success

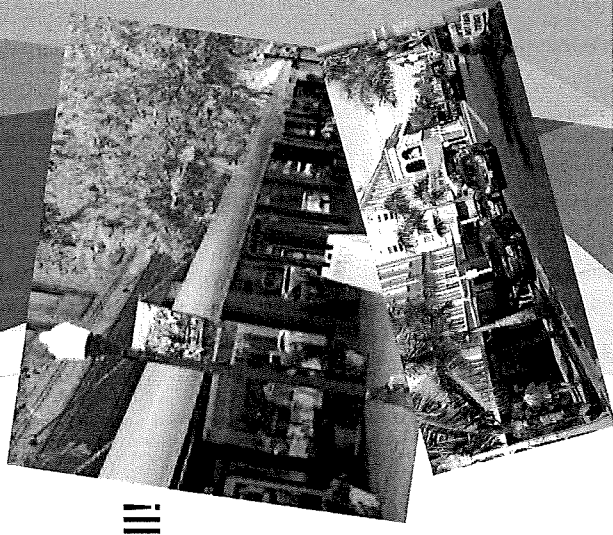
- The FRA is proving the economic success of members' efforts
- Fiscal Impact Study 2013 online is a great model
- Ask for help – no wheel re-creation please!
- Share YOUR methodology and results with us
- Sometimes, it is just about the money, and not the merit



# **Communicating Successes**

## ***“Winking in the Closet?”***

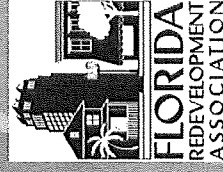
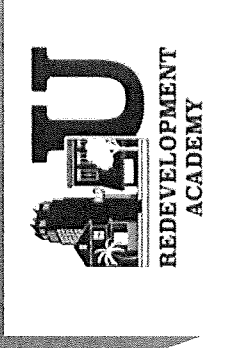
- The FRA is committed to helping you tell your story well!
- This can be the hardest part of your job
- How, when, and what you say
- Who “says it” is important
- What is not said can hurt you
- Today there are so many inexpensive conduits
- Share and discuss successful techniques online



# FRA Redevelopment Academy

**FRA-RA™ FRA-RP™**

- ▶ Only place to get a degree in downtown redevelopment
- ▶ FRA-RA or FRA-RP is the name of the official designation
- ▶ Courses may be taken outside designation track
- ▶ Auditing courses is acceptable
- ▶ Five courses total and building each year
- ▶ Locations central and at Annual Conference
- ▶ Registration forms, application and rules online



# **Get Involved...**

## **Volunteer and Engage Online**

- ▶ Redevelopment Academy
- ▶ Membership
- ▶ Legislative
- ▶ Annual Conference
- ▶ Post and Respond on member's only section
- ▶ Web passwords provided upon request



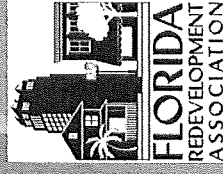
**myFRA**  
**MEMBERS-ONLY**  
**NETWORK SITE**  
**LOGIN HERE**



# ***www.redevelopment.net***

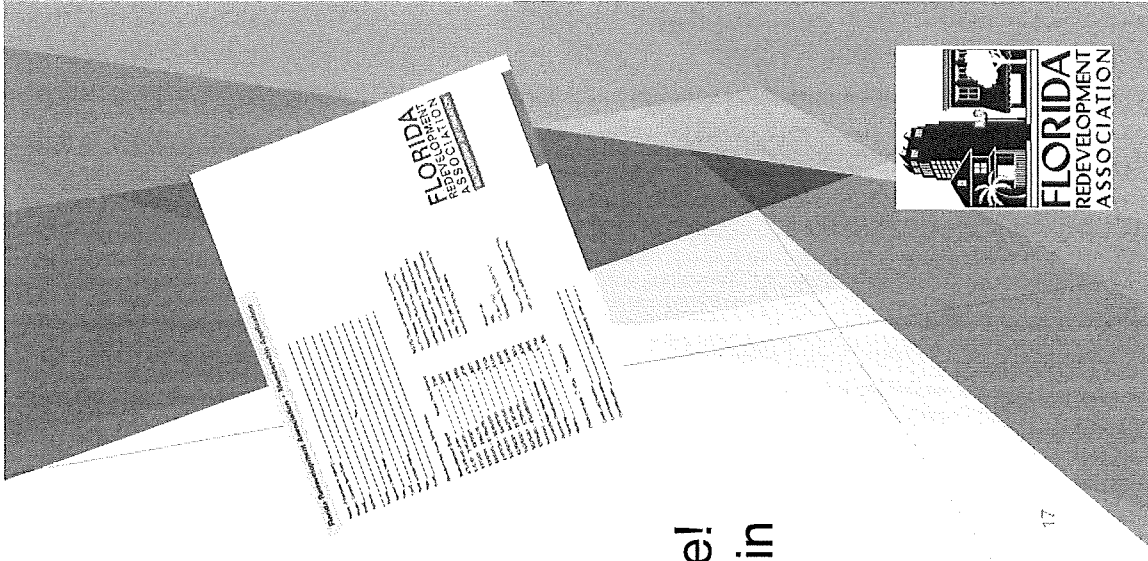
## **LOTS of info you can use...**

- ▶ News clips/posts statewide each day
- ▶ RFP Service – list it with us
- ▶ Job Forum – list with us, all over state
- ▶ Members section – conversation/information
- ▶ Technical assistance, compliance, data, resources, grants, financial, legal and more



# Become a Member!

- ▶ Membership dues are on a sliding scale based on your redevelopment budget
- ▶ To download a membership application go to <http://redevelopment.net/membership/>
- ▶ Dues deadline is October 1<sup>st</sup>.
- ▶ Please do your best to submit payment prior to conference! (Proof of payment for annual dues will be required to obtain your member discount if registering for Conference.)
- ▶ Contact Jan Piland at [jpiland@flicities.com](mailto:jpiland@flicities.com) with membership or dues questions



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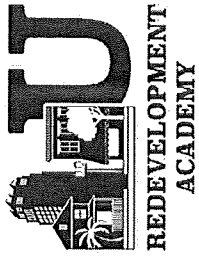
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# 2019 FRA Redevelopment Academy

## Course Schedule

DATE	COURSE	REGISTRATION DEADLINE	CORE = C ELECTIVE = E	LOCATION
February 22	Operations/Capacity Building	2/1/2019	C	FLC University Training Center Orlando
March 15	Budgeting, Funding & Reporting	2/22/2019	C	FLC University Training Center Orlando
April 05	Capital Project Management	3/15/2019	E	Lauderdale Lakes Educational and Cultural Center
April 12	Redevelopment Incentives	3/22/2019	E	FLC University Training Center Orlando
May 03	Housing as a Redevelopment Tool	4/12/2019	E	FLC University Training Center Orlando
May 31	Planning Strategically for Redevelopment	5/10/2019	E	FLC University Training Center Orlando
June 07	Redevelopment Program Management	5/19/2019	E	Lauderdale Lakes Educational and Cultural Center
July 19	Infrastructure II - Underground	6/28/2019	E	FLC University Training Center Orlando
October 15	Redevelopment 101	9/17/2019	C	Tampa - FRA Conference



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## **FRA COMMITTEES**

### **ACADEMY**

The academy committee is responsible for the establishment of courses, rules and regulations, criteria and procedures relative to the program.

### **AWARDS**

Plans for the annual awards ceremony that recognizes “Best Book” winners, and FRA Academy graduates. In addition, some members are judges that review all the awards submitted online, via an online portal and scoring sheet. We discuss changes, additions or deletions to anything related to the awards program.

### **CONFERENCE**

The conference committee shall carry out the responsibilities of planning and coordinating the program, including speakers and sponsors, for the Annual Conference. The committee shall also develop a working conference budget. The President-Elect shall serve as the Chair of the conference committee unless the Board determines otherwise.

### **FINANCE**

The finance committee shall be responsible for the development and review of the Association’s annual budget, as well as any amendments thereto, including the making of recommendations regarding Association revenues, expenditures, or investments, and dues amounts and timely payment thereof. The committee shall also review and make recommendations regarding Association staffing and administrative procedures. The Treasurer shall be the chair of the Finance Committee.

### **LEGISLATIVE AFFAIRS**

The legislative committee shall review, monitor, research and develop proposals relative to Federal and State legislation, as well as administrative procedures of state agencies, and review, draft and recommend the Association’s Legislative Policy Statement each year. The committee may direct legislative reports to be made, and may also develop a network

of contacts, or any other program, to advance lobbying activities by the Association. The FRA attorney shall be an ex-officio member of the legislative committee.

### **MEMBERSHIP**

The membership committee shall work to promote the Association, its activities or services, to existing members, and to design procedures to recruit new members and market Association services. The Executive Director shall consult with the Chair of the Membership Committee regarding communications to the general membership, such as newsletters and general communications (internal marketing).

### **NOMINATING**

The nominating committee shall be comprised of not more than 5 members of the board of directors, appointed by the President.

A nominating committee prior to the Annual Meeting shall recommend nominees for the new officers and members of the Board. A current Board member must sponsor new board member nominations. The committee shall prepare and the Board shall approve, prior to the annual meeting, a slate of proposed Officers, Directors and Regional Representatives. Nominations for qualified candidates other than those on the proposed slate may be made from the floor during the election portion of the Annual Meeting. — A majority of the votes cast at the meeting shall determine the winners.

In addition to submitting the slate of proposed officers, directors and regional representatives, the nominating committee may also recommend bylaw changes to the board of directors, including changes to the composition of the board, as it deems necessary. The Board shall adopt appropriate nominating and election policies and procedures.

### **PUBLIC RELATIONS**

The marketing and public relations committee shall work to promote the Association, its activities and accomplishments, as well as the accomplishments of its members (external marketing). The Executive Director shall consult with the Chair regarding information distributed to promote the Association.



## Florida Redevelopment Association

P.O. Box 1757, Tallahassee, FL 32302-1757

(850) 222-9684 • [www.redevelopment.net](http://www.redevelopment.net)

### COMMITTEE SIGN UP FORM

I am interested in serving during the 2018-19 year on one of FRA's standing committees:

- \_\_\_\_\_ Finance
- \_\_\_\_\_ Legislative
- \_\_\_\_\_ Conference Program
- \_\_\_\_\_ Academy
- \_\_\_\_\_ Marketing and Public Relations
- \_\_\_\_\_ Membership
- \_\_\_\_\_ Nominating
- \_\_\_\_\_ Awards

*Most meetings are via conference calls.*

Name \_\_\_\_\_

Email \_\_\_\_\_

Business or Organization \_\_\_\_\_

Phone Number \_\_\_\_\_

Send to: Carol Westmoreland, Executive Director, FRA  
850-701-3608, FAX 850-222-3806 [cwestmoreland@flcities.com](mailto:cwestmoreland@flcities.com)  
PO BOX 1757 Tallahassee, FL 32302-1757

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## FRA Member Access

### FRA Member-only Content

In order to access this content you must be a member of the Florida Redevelopment Association. If you are a member, **please sign-in** to access this FRA Exclusive content. If you are not a member, but would like to become a member today, **click here**.



#### ***Member But First Time Registering for myFRA***

Access to myFRA requires a FRA membership verification process. If you are an FRA member and are registering for the first time, please visit <http://www.redevelopment.net/myFRA> to complete your myFRA member profile.



First time registration access may take up to 24 hours. We will send you an email with your myFRA login credentials. Please note, myFRA credentials are case-sensitive.

### ***Having Trouble Logging Into myFRA***

If you are having trouble resetting your password and have not renewed your FRA membership, you will not have access to the myFRA network. If you need to renew your FRA membership or have recently renewed your membership and are having problems accessing myFRA, please email [cwestmoreland@flcities.com](mailto:cwestmoreland@flcities.com).

### ***Lost Your Password***

If you have simply forgotten your myFRA password, [click here](#) to reset your password.

### ***Not a FRA Member***

If you have any questions regarding your membership or would like to become a member, please email Carol Westmoreland at [cwestmoreland@flcities.com](mailto:cwestmoreland@flcities.com).



## See what's happening with Florida redevelopment

Weekly eblast – September 27, 2018

### Florida Community Loan Fund Awarded \$2.6 Million to Support Economic Growth

Posted on: Sep 28th, 2018

### City of St. Augustine to give historic Lincolnville church a facelift

Posted on: Sep 28th, 2018

### Broward to pay millions to Hollywood for affordable housing

Posted on: Sep 26th, 2018

### Delray Beach CRA and Habitat for Humanity of SPBC Partner

Posted on: Sep 25th, 2018

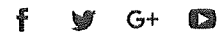
### Ribbon Cutting Ceremony for New Kayak Launch Built at the Millville Waterfront Park

Posted on: Aug 22nd, 2018

### Fort Myers' vision for Midtown includes over 4,000 residential units, 5-plus acres of public space

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## Good News From Florida's CRAs

### Florida Community Loan Fund Awarded \$2.6 Million to Support Economic Growth

Redevelopment News By FRAstaff September 28, 2018

Florida Community Loan Fund, a statewide lending institution focused on creating high impact in Florida communities, has received \$2.6 million in awards from the U.S. Department of the Treasury Community Development Financial Institution (CDFI) Fund. The financial awards will allow FCLF to continue to lead capital into Florida communities that are outside of the economic...

**Details** ▶



## City of St. Augustine to give historic Lincolnville church a facelift

Redevelopment News By FRAstaff September 28, 2018

The building of the oldest congregation in St. Augustine's historic Lincolnville neighborhood is set to get a facelift. The City of St. Augustine plans to invest up to \$250,000 to repair Trinity Independent Methodist Church. Action News Jax's Courtney Cole explains why the city closed the church and shares what she learned about its historical significance...

**Details ▶**

## Broward to pay millions to Hollywood for affordable housing

Redevelopment News By FRAstaff September 26, 2018

Affordable housing programs are getting a boost in Hollywood as Broward commissioners have agreed to pour millions of dollars into those programs. The money is coming from excess county tax payments to the city's beach redevelopment agency that the agency doesn't need. For decades, Hollywood's beach and downtown areas have been receiving an infusion of city, county...

**Details ▶**

## Delray Beach CRA and Habitat for Humanity of SPBC Partner

Redevelopment News By FRAstaff September 25, 2018

Championed by the Delray Beach Community Redevelopment Agency Board of Commissioners and Staff, (Delray Beach CRA) granted Habitat for Humanity of South Palm Beach County (HFHSPBC) five lots for homes to be built in "The Set" district in the West Atlantic Avenue area immediately east of I-95. According the HFHSPBC CEO & President Randy Nobles,...

**Details ▶**

## Ribbon Cutting Ceremony for New Kayak Launch Built at the Millville Waterfront Park

Redevelopment News By FRAstaff August 22, 2018

Panama City – Excitement rowed its way through Millville Waterfront Park Tuesday morning. A ribbon cutting ceremony for a new kayak launch kicked off at 10:30. The community redevelopment association received a \$30,000 coastal partnership initiative grant from the Florida Department of Environmental Protection to construct the launch. The project included an ADA accessible floating dock with a launch slot and...

**Details ▶**

## **Fort Myers' vision for Midtown includes over 4,000 residential units, 5-plus acres of public space**

Redevelopment News By FRAstaff August 22, 2018

The future of Fort Myers' Midtown could include 4,000-plus residential units, 650,000-plus square feet of commercial office space and about 5 acres of public space. The plan seeks to turn the neighborhood that currently has about 500 residents and almost 200 businesses into a walkable urban center that would connect to downtown. The Midtown Vision...

**Details ▶**

## **Amidst affordable housing concerns, city discussed housing linkage solutions**

Redevelopment News By FRAstaff August 13, 2018

At a public meeting Tuesday, the City's Housing and Community Development Department (HCDD) introduced the idea of linkage fees as local funding sources to reduce the impact of the current affordable housing crisis. A linkage fee is assessed on new commercial and residential developments to help communities meet the need for workforce housing. The costs are...

**Details ▶**

## **Gainesville CRA to Pilot \$400,000 in Midtown Security Positions**

Redevelopment News By FRAstaff August 13, 2018

Gina Mulhearn knows how crazy West University Avenue in the Midtown section of Gainesville gets during peak business hours. "Some people can get rowdy," said Mulhearn, a student at Santa Fe College, who works at a pizzeria on the strip across from the University of Florida. "But it's mostly just drunk people doing crazy things..."

**Details ▶**

## Commercial real estate in greater Naples, Fort Myers: Three emerging trends

Redevelopment News By FRAstaff August 13, 2018

The commercial real estate market remains generally, but not equally strong, across all sectors. Below are three emerging trends winnowed out of second-quarter data, to help you taste some of the sweetest of the sweet spots. Read the full story

**Details ▶**

## Tallahassee CRA holds grant workshop for not-for-profit groups

Redevelopment News By FRAstaff August 13, 2018

The Tallahassee Community Redevelopment Agency is bringing together not-for-profit organizations to learn more about receiving grant money. The workshop will help any interested not-for-profit learn the guidelines and application process to receive the 2019 Promotional/Special Event Grant Program. That grant goes towards supporting small events in the Greater Frenchtown and Southside redevelopment districts.

Read...

**Details ▶**

## \$20,700,000 Awarded to Ocean Breeze East Project within the Boynton Beach CRA's Heart of Boynton Beach District

Redevelopment News By FRAstaff August 13, 2018

Boca Raton, FL – New affordable apartments are coming to the Heart of Boynton community. On July 27, 2018, the Florida Housing Finance Corporation (FHFC) awarded RS Development Corp. (a/k/a Ocean Breeze East Apartments, LLC,



[City of Clearwater RFP: Development of the South Washington Avenue Site](#)

Posted on: Oct 3rd, 2018

[West Atlantic Avenue Redevelopment - Delray Beach CRA RFP](#)

Posted on: Aug 21st, 2018

[Crews Riverside Park Improvements - Wauchula \(CRA\)](#)

Posted on: Aug 14th, 2018

[Court Street Phase I Improvements - City of Live Oak/CRA](#)

Posted on: Apr 19th, 2018

[Riviera Beach CRA Announces Opportunity for Marina Village Phase II Development](#)

Posted on: Apr 9th, 2018

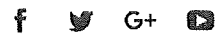
[City of Winter Haven – Opportunity to Purchase and Redevelop Property.](#)

Posted on: Apr 9th, 2018

[Read more](#)

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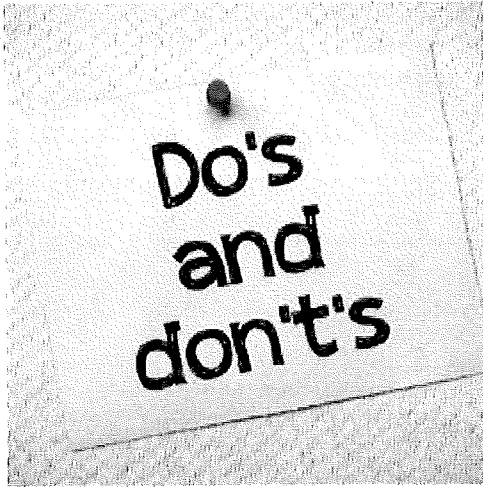
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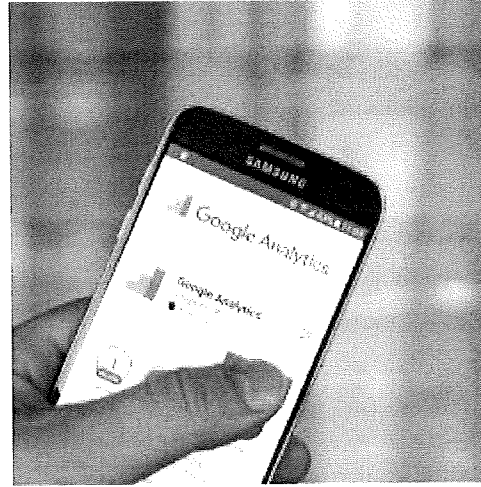
# Effective Redevelopment Marketing

## Are you the buzz in your Community?

FRA has launched a marketing and public relations campaign to showcase redevelopment successes throughout the state. We urge you to utilize the tools below to help you communicate your local successes to the media, citizens and elected officials – whether it be through an informational video, a media kit, a promotional manual, or a Powerpoint. If we can help in any way, please contact the FRA office.



How to Pitch your CRA to the Media



How Google Analytics Can Help Measure your CRA



Brar

## Need to boost support for your project?

Finding support for redevelopment efforts is more crucial than ever. Local governments are being forced to consider cutting back on spending even for successful programs that benefit the whole community. What should you do to be proactive, respond, or prepare?

As an FRA member, you have several resources. One is a full menu of effective digital marketing and public relations aides to boost the support of your project while amplifying the reach to your target audiences. We encourage you to take advantage of the services offered by RB Oppenheim Associates, FRA's public relations counsel. As part of their contract with us, they are available to all members to provide sound advice and counseling to you. They can help you find ways to work effectively with local media and identify effective strategies and tactics to help you deal with some of the challenges you face.

## Effective Marketing Services



Strategic Marketing Plan

Branding and Identity

(850) 701-3608 / (800) 342-8112

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## How to start a CRA Podcast



The popularity of podcasts has greatly increased over the last few years, with the number of listeners continuing to grow. The addition of a podcast to your CRA is a valuable tool in establishing long-term engagement with your community and local constituents. Below are ways to get started.

### **Choosing a topic:**

First, you must decide on a topic. There are a lot of topics that your CRA can talk about on a podcast to further engage with your community and reach a broader audience.

#### **Podcast Topics:**

- Positive redevelopment stories
- Educating listeners on redevelopment efforts
- Informing listeners on current and upcoming programs and projects
- Creating an interview series with guest speakers, such as:
  - Developers
  - Agencies and firms working on projects
  - City officials

### **Starting a podcast:**

The use of technology makes starting a podcast easier than ever and virtually effortless. Once you have determined the topic and overall theme of your podcast you will need to take the following steps in setting up your podcast.

#### **Step 1: Choose your podcast products.**

There are different types of starter packages you can use, but to keep things basic you will need a microphone (USB or analog), sound canceling headset, mixer (for analog mic), computer and voice-recording podcast software.

#### **Step 2: Pick your software.**

If you have a Mac computer you can record using [Garageband](#), which comes free with every Mac. [Audacity](#) is a free and easy-to-use software that has versions available for Mac, PC and Linux. When it comes down to picking your software be sure to research various aspects like what software would work best for your computer, what software is within your price range and what software has the essential features you'll need.

#### **Step 3: Perfect the sound of your podcast.**

Before launching your podcast, you will want to have a few practice runs in recording the audio to ensure that it sounds as you intend without any noise distractions or outliers. It would also be beneficial to write out a script on what you



will say at the beginning of an episode and your transitions from one topic to another prior to recording your practice run. Once you have recorded your first practice run ask a few of your CRA members to sit in and listen to your recording to get any helpful feedback on content and audio before moving on to the next step.

#### **Step 4: Save and tag your podcast.**

Once your podcast is recorded, save the audio file to your computer desktop. Make sure it's in MP3 format so that you can open up the file in a sound editor to edit out long periods of silence or extra background noises. Then, tag the file and give it ID information, such as speakers and topic.

#### **Step 5: Create your RSS podcast feed and upload.**

It is crucial that you post your podcasts on your CRA website, but before you are able to start posting your podcasts you'll need to set up an RSS feed. Be sure to post your RSS feed on your website so people can easily subscribe. For a more in-depth explanation on how to set up your RSS feed and post podcasts to your CRA website follow this [link](#).

#### **Creating content for your podcast:**

The best way to ensure that you're going to be discussing topics that your audience wants to hear is to take polls on your CRA's social media, providing multiple topic options, or also take suggestions on your website. You'll need to create a centralized process around all of your content. It will be important to make a weekly goal of setting aside time to brainstorm what relevant topics will be up for discussion on the next podcast.

#### **Promoting your podcast:**

Now that you have launched your CRA podcast it is time to spread the word! Take advantage of your CRA's social media and website to promote your podcast. Be sure to title your podcast, write a little blurb on what it's about and put the link directly to your media file at the end. You can also use these outlets to keep your listeners informed on when the next podcast will be out and what topics you will be discussing on the next podcast.

#### **Measuring your podcast's success:**

The tricky part about a podcast is that there is no simple way to measure success. Sure you can pay attention to the number of downloads and subscriptions, but that doesn't guarantee that those people are actually listening. It will be crucial that you utilize social media to ask people what they thought of the latest podcasts so that you can transfer that information over to what you will hone in on for the next podcast. Listening to the

opinions of your audience will be vital in growing your listener base. Pay attention to their needs and what they want to know about all things redevelopment.

Starting your own CRA podcast can positively affect the way your community thinks about redevelopment in your area. The content of your podcast will be crucial in getting people to listen, connect and take action. With the right motivation, resources, and consistency, podcasts can be a powerful way to tell your CRA's story and engage with your community.

*Need additional help setting up your own CRA podcast? Please contact [Jessie Johnson](#), FRA's account executive at RB Oppenheim Associates. RB Oppenheim Associates is an integrated marketing and communications firm located in Tallahassee, Florida. RB Oppenheim Associates can provide numerous services for your CRA such as advertising, social media management, web development and more. Public relations counseling and advice is included in your FRA Membership.*

September 14, 2016

PREVIOUS

**North Lake Mirror CRA 10  
Acre Redevelopment Site –  
Lakeland, Florida**

NEXT

**Channelside Redevelopment  
Started**

## Related posts

How to Get Your CRA  
More Involved  
September 7, 2016

How to Pitch your CRA  
to the Media  
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Can Help Measure your  
CRA  
August 16, 2016

Branding your CRA  
August 10, 2016