

MINUTES
BROWNFIELD ADVISORY BOARD

July 10, 2018

6:00 p.m.

City Commission Chambers
22 South Beach Street
Ormond Beach, Florida

I. ROLL CALL

Members Present

Curtis Burkett
Steve Buswell
Thomas MacDonald
William McMunn (absent)
Anthony Recascino (absent)
Michael Sznajstajler (excused)

Staff Present

Steven Spraker, Planning Director
Becky Weedo, Senior Planner
Melanie Nagel, Recording Technician

II. APPROVAL OF THE MINUTES

A. February 13, 2018 Minutes

Approval of the minutes was tabled until the next meeting, due to not having quorum.

III. DISCUSSION WITH EPA PROJECT OFFICER – Brian Gross

Becky Weedo, Senior Planner, introduced Mr. Brian Gross, who is the EPA project officer with the Brownfields Grant program, and he would like to introduce himself and discuss his role as our EPA project manager.

Mr. Brian Gross stated that he is the grant project officer from the Environmental Protection Agency for the southeast region out of Atlanta. They have eight states in their region. He understands that Becky has inherited the project on her end. And he also, inherited the project on his end. He thinks the board members have probably been the constant, so he thanked them for their involvement. Of course, what they are trying to get out of this grant is to do the environmental work on blighted properties. So what he is talking about this afternoon is just the need to push that effort, make sure people are aware that the grant funding is there and available, what it's for, and to identify additional properties to work on. He always likes to make the point that people get nervous when you start talking about and poking around the environmental. So he always likes to make sure people know that this is a voluntary program, and it's not an enforcement-based program. So they are not going to make anybody do anything they don't want to do. But

at the same time, the grant money is there and available for them to do the environmental work on sites that people want to turn into something a little better than a vacant lot or a blighted building. Mr. Gross and Ms. Weedo had a discussion this afternoon about how things are going. He thinks Ms. Weedo is going to talk about the budget. He also wanted to make sure everybody knew that the grant period was three years, which ends September, 2019. So we have some time, but there is also an end date. So just keep that in mind. Thank you.

IV. GRANT PROJECT STATUS REPORT

Ms. Weedo stated that she wants to provide the board with the status of the grant project funding. As you can see from the chart, we had \$400,000 available, and we have only expensed about \$59,000. So we do have some work to do trying to promote the program.

V. OUTREACH/COMMUNITY PARTICIPATION DISCUSSION

Ms. Weedo provided a copy of the Civic Involvement Plan. On page five, it discusses the different groups and organizations that we need to be working with on outreach. The list is pretty comprehensive of nine different organizations. In Ms. Weedo's discussion with Mr. Gross this afternoon, they thought they should add commercial mortgage lenders to that group. And she will do some outreach for floodplain management. She already has a list of lenders and realtors that she can mail outreach material to. She is also going to redevelop a brochure that can be mailed out. They also talked about doing inserts in the commercial utility bills. And so they wanted to invite the board to have some input or provide some recommendations that might be a good idea.

Mr. MacDonald asked Ms. Weedo if she has approached the Volusia Manufacturers Association. Ms. Weedo stated no she hadn't. Mr. MacDonald stated that they have a fairly good presence in Ormond Beach itself, so that may be a good resource. The executive director is Fifer, but he can't think of her first name. It's a good start. We may not be able to hit up the folks in Deland, but if they're down in our corridor, it might be beneficial to them to talk to us.

Mr. Buswell stated that he thinks what Ms. Weedo has is good. He thinks that maybe from a target audience standpoint the commercial lenders, obviously, would be a group that would deal with someone who might have some interest and maybe kickstart something.

Mr. Burkett stated that when the program first got started, there was some initial feedback from the realtors. Has Ms. Weedo heard anything back or any positive/negative or anything from some of the other groups that are listed? Ms. Weedo stated that Mr. Chris Butera has been the one who has pretty much obtained all project sites. She hasn't heard anything negative or positive. She did talk to Mr. Butera a couple of months ago, and she was asking him about suggestions, and he even said if somebody wanted him to come and make a presentation, he would do that.

Ms. Weedo stated that there is going to be one update to the Civic Involvement Plan. On page 11, the section dealing with public notification procedures, the city attorney

expressed a concern that it potentially is not compliant with the Florida Sunshine Laws, so they are going to rework the wording on that section.

Mr. Burkett asked about Ormond Main Street and the North US One Coalition¹ and what kind of exposure have we done to them directly to educate them on the program. Are they already educated for the most part?

Ms. Weedo stated that the outreach was conducted when we received the grant, and that was when Ric Goss was in this position. She doesn't know of any other outreach that's been done since then. If the transition with them has been as rapid as the transition with us, I would think that it's time for education.

Mr. Burkett asked if anything could be done through the Ormond Chamber. Ms. Weedo stated that Mr. Butera did actually recommend that they speak at their monthly meeting.

Mr. MacDonald stated that may not be a bad thing. He knows the MainStreet group is there. Chamber members are there. He thinks some people from Volusia County attend. The North US One Coalition is there too. There's a bunch of realtors there. Bankers are there. That may not be a bad thing for you to get on the docket for a little bit of, "Hey, this is what we offer. This is what the Brownfield can do for you. And this is the grant we have. It doesn't mean a bad thing. It means a good thing." From a banker's perspective, a Phase I and Phase II, keep the closing costs down. And it is very attractive to us because then we know exactly what we are financing. So that's a really good idea.

Ms. Weedo asked if that meeting was once a month. Mr. MacDonald stated that it is once a month and they always want speakers. He thinks Realty Pros gets up and does a discussion from their commercial side. He knows that Julia from MainStreet gets up and does a presentation about the MainStreet corridor. And then there's usually a designated speaker. You would probably fit very well into the 10 or 15 minute presentation time and could give an overview of the grant. The board could all show up and work the room, too.

Mr. Burkett asked if there was a fact sheet that could be handed out, something to get their attention, so they can leave with some information. Ms. Weedo stated that they are going to develop a brochure.

Mr. MacDonald stated it should be something small and not too wordy with bullet points about what the program can do. I like that. So something small and quick that gets their attention and catches their eye - something they can take with them.

Mr. Burkett asked Mr. Gross if this is typical of these programs. He wouldn't say that we are necessarily in our infancy, but we kind of are in a way. Does he usually see these programs taking off kind of slow? Does it depend?

Mr. Gross stated that he would have liked to have seen a little more having been done at this point, honestly. A lot of times, these things do build momentum once you have a few under your belt and people kind of get an idea of what is actually going on instead of it being just an abstract concept. Then they do tend to pick up momentum at that point. He knows a couple of sites have had Phase I done, and he thinks the Phase IIs are being done soon. So word can get out that way, but he thinks the city should look at trying to push the program as much as you can.

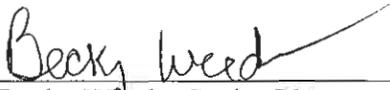
VI. MEMBER COMMENTS.

There were none.

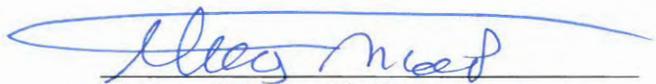
VII. ADJOURNMENT

As there was no other business, the meeting was adjourned at 6:20 p.m.

Respectfully submitted,


Becky Weed, Senior Planner

ATTEST:


Thomas MacDonald, Chair

Minutes prepared by Melanie Nagel