

**COMMUNITY REDEVELOPMENT AGENCY
AGENDA
TUESDAY, JULY 12, 2016
4:45 P.M.**

1. Approval of June Minutes (*Requires vote*)

2. Approval of July Financial Report (*Requires vote*)

3.

3 **Cost** \$0.00 **Required Action** **Vote Required**

Item July and August Downtown Events

Description

Add additional downtown events during the period when we do not do Bands on the Blackwater

Recommendation

Discussion

7 **Cost** \$0.00 **Required Action** **Vote Required**

Item Christmas Decorations for Downtown Milton

Description

www.allamericanchristmas.com

Recommendation

Staff seeks recommendations from Council for decorations to purchase

8 **Cost** \$0.00 **Required Action** **Vote Required**

Item Riverfront Redevelopment Team Membership

Description

Review application for new member to RRT

Recommendation

Staff recommends approving the new member - Deborah Becker

9 Cost\$1,000.00Required Action Vote Required

Item Radio Marketing Contract for Downtown Summer Events

Description

The city has a proposed contract with Cumulus Radio for ads for our summer events in downtown Milton.

Recommendation

Staff recommends approving contract for radio ads with Cumulus Monday, July 11, 2016

4. Other Business

5. Adjourn

COMMUNITY REDEVELOPMENT AGENCY

June 14, 2016

The Community Redevelopment Agency of the City of Milton met Tuesday June 14, 2016 at 4:45 p.m. CST. The following members were:

PRESENT:

- Wesley Meiss, Mayor
- Lloyd Hinote
- Mary Ellen Johnson
- Ashley Lay
- Alan Lowery
- Pat Lunsford
- Jimmy Messick

ABSENT:

- Grady Hester
- RL Lewis

- Brian Watkins, City Manager
- Dewitt Nobles, City Clerk
- Heather Lindsey, City Attorney
- Pam Haddan, Executive Assistant

OTHERS IN ATTENDANCE:

George Jordan, Carol Jordan, Christie Haarman, Lauren Meiss, Dean Leightey, and Theresa Messick

Call to Order: Mayor Meiss called the meeting to order at 4:45 p.m.

1) Approval of Minutes from the May 10, 2016 meeting (*Requires vote*)

**Motion was made by Mr. Hinote to approve Minutes from the May 10, 2016 meeting; seconded by Mr. Messick. Roll call vote: Mr. Hinote, aye; Ms. Johnson, aye; Ms. Lay, aye; Mr. Lowery, aye; Mrs. Lunsford, aye; and Mr. Messick, aye. Motion carried.

2) Approval of June Financial Report (*Requires vote*)

**Motion was made by Mr. Messick to accept June Financial report; seconded by Ms. Johnson. Roll call vote: Mr. Hinote, aye; Ms. Johnson, aye; Ms. Lay, aye; Mr. Lowery, aye; Mrs. Lunsford, aye; and Mr. Messick, aye. Motion carried.

3) Item 3 July and August Downtown Events

Description

Add additional downtown events during the period when we do not do Bands on the Blackwater

Recommendation

Discussion

Cost \$0.00

Required Action Discussion

**Motion was made by Mr. Hinote to approve July and August Downtown Events; seconded by Ms. Johnson. Roll call vote: Mr. Hinote, aye; Ms. Johnson, aye; Ms. Lay, aye; Mr. Lowery, aye; Mrs. Lunsford, aye; and Mr. Messick, aye. Motion carried.

**Item 5 2016 - Comfort Series Elite 2 Station Beach Package + ADA
Portable Restrooms**

Description

To alleviate concerns for public restrooms for Bands on the Blackwater and other downtown events, this is one of the portable restrooms that could be purchases for this purpose

Recommendation

Information only

Cost \$38,770.00

Required Action Information

Item 6 Potential Upgrades to Downtown Area

Description

Bronze Sculptures

Rollglider – www.rollglider.com

Liquid Fireworks – www.waltzingwaters.com

Recommendation

Discussion

Cost \$0.00

Required Action Discussion

Item 7 Bylaws / CRA-City Interlocal

Description

In an effort to establish CRA operating procedures, establish an appropriate working relationship between the CRA and the City and to modernize our practices, a copy of proposed Bylaws for the CRA are included

Recommendation

Please review and prepare to comment/act on the attachments at your next meeting

Cost \$0.00

Required Action None

4) Other Business – none

Meeting Adjourned at 5:04 p.m.

DOWNTOWN TRUST FUND
FY 2016
(Fund 102)

as of 07/08/2016

acct. #			FY 2016	FY 2016		
			BUDGET	YTD	Balance	Description
REVENUES	338-10-00	O/S Rev from Local Units (SRC contrib)	\$ 39,666	\$ 39,665	\$ 1	Estimated tax billing
	338-10-01	O/S Rev from Local Units (CITY contrib)	\$ 21,067	\$ 21,067	\$ -	Estimated tax billing
	347-xx-xx	Promotional	\$ 34,800	\$ 18,579	\$ 16,221	Promotional Revenue
	361-10-00	Interest Income	\$ -	\$ 26	\$ -	Interest
	366-10-00	Misc. Donations	\$ -	\$ -	\$ -	Misc. Donations
	381-01-00	Transfer from General Fund	\$ 2,505	\$ 2,505	\$ -	Demo Pine St & Elmira St (from Planning Demo Line)
	389-90-01	Funds Forward FY 2015 Balance	\$ 77,470	\$ -	\$ 77,470	FY15 EOY (\$7,767est + BA \$69,703=\$77,470)
REVENUE TOTALS			\$ 175,508	\$ 81,842	\$ 93,692	

Dept. 552

EXPENDITURES	5 K Race						
	48-01	Promo-5K	\$ 17,000	\$ 4,483	\$ 12,517	Promo-5K	
	TOTAL 5 K			\$ 17,000	\$ 4,483	\$ 12,517	
	BANDS ON THE BLACKWATER						
	48-02	Promo-Bands on Blackwater	\$ 19,000	\$ 19,133	\$ (133)	Promo-Bands on Blackwater (14 Concerts)	
	TOTAL BANDS			\$ 19,000	\$ 19,133	\$ (133)	
	MOVIE NIGHT						
	48-03	Promo-Movie Night	\$ 850	\$ 845	\$ 5	Promo-Movie Night	
	TOTAL MOVIE NIGHT			\$ 850	\$ 845	\$ 5	
	SCRATCH ANKLE						
	48-04	Promo-Scratch Ankle	\$ 2,000	\$ 1,103	\$ 897	Promo-Scratch Ankle	
	TOTAL SCRATCH ANKLE			\$ 2,000	\$ 1,103	\$ 897	
	OTHER EVENTS						
	48-06	Promo-Other Events	\$ 3,500	\$ 3,500	\$ -	Promo-Other (Tough Mudder)	
	TOTAL OTHER EVENTS			\$ 3,500	\$ 3,500	\$ -	
	PROMO EXPENSE TOTALS			\$ 42,350	\$ 29,064	\$ 13,286	
	OTHER EXPENSES						
	34-00	Other Contractual Services	\$ 23,000	\$ 16,088	\$ 6,912	Misc. \$1,500; Arborist \$2,000; Demo \$10,000	
	43-00	Utility Services	\$ 4,000	\$ 2,345	\$ 1,655	Gulf Power / Willing St. power poles	
	46-00	Repair & Maintenance	\$ 22,000	\$ 9,602	\$ 12,398	R&M	
48-00	Promotional	\$ -	\$ -	\$ -	Advertisement		
49-00	Misc. Expense	\$ 4,000	\$ 3,443	\$ 557	Christmas lighting maintenance/Electrical Repair		
49-19	Tax Rebate Incentive Prog	\$ -	\$ 200	\$ (200)	Tax Rebate Incentive Program		
52-00	Operating Supplies	\$ 500	\$ 175	\$ 325	Misc.		
54-00	Dues & Subscriptions	\$ 370	\$ 370	\$ -	Dues & Subscriptions		
61-02	Easement-Sidewalk	\$ 1,200	\$ 1,200	\$ -	Easement-Sidewalk		
64-07	Misc. Equipment	\$ 9,500	\$ 9,495	\$ 5	1/2 cost of Movie Screen		
64-27	Downtown Project Expense	\$ 4,500	\$ -	\$ 4,500	Relandscaping of South Riverwalk		
82-09	Misc. Grants in Aid	\$ 4,000	\$ 1,500	\$ 2,500	Support for Special Events (SR Arts/Etc.)		
91-01	Transf to General Fund	\$ 1,456	\$ 1,456	\$ -	Kiosk at Russell Harbor Boat Ramp		
99-99	Contingencies (FY2016 Expenses)	\$ 58,632	\$ -	\$ 58,632	(\$77,470 FY15 actual)		
OTHER EXPENSE TOTALS			\$ 133,158	\$ 45,874	\$ 87,284		
EXPENSE TOTALS			\$ 175,508	\$ 74,938	\$ 100,570		

CITY OF MILTON
COUNCIL APPOINTMENT SURVEY/INFORMATION

Date: 6/13/16

Name Deborah Becker Phone (hm) _____

E-mail address deblouesducks@gmail.com Phone (wk/cell) 850-960-0686
or boomerangpizza@gmail.com

Address 4955 Henry St. Milton FL 32570 City Ward _____

Number of Years at this Address: 2 1/2

Registered to Vote: Y Proof of Residency: _____

Education BA Illinois State University

Work Experience: see attached

Community Service Have coached special olympics tennis, volunteered
for Pumpkin Fest 2016, created marketing pieces for non-profits such as

Awards Pinkhandie Community Theatre, performed in theatre
productions.

Hobbies, Travel, etc ♥ Love tennis and travel. Also gardening.
Pets include 4 ducks, a dog, and a bird ☺

Other comments that would be helpful in determining appropriate appointment _____
Having a vested interest as both business owner and resident
of Milton, my skills might be best utilized in Downtown
Growth + Development.

Please Attach a Full Resume

Deborah Becker

4955 Henry St., Milton, FL 32570

850-960-0686 boomerangpizza@gmail.com

Objective

To supply objective information based on my experience as a Milton business owner and resident to help in Milton's revitalization efforts.

Experience

Boomerang Pizza Kitchen, Owner

October 2014-present

- Responsible for every aspect of the operation, including Front of House management, accounting, marketing, kitchen management, building improvement, and human resources.

Polka-dots, Inc., Owner

2001-2013

- Started as an online toy company and grew into 2 retail locations in Milton and Panama City Beach, FL.

Corporate Marketing Positions

- Marketing Director (Upper Management) for mid-sized Atlanta Corporations including Sportime International and ABC School Supply, Inc.

Education

B.A. in Mass Communications, Illinois State University

Graduated 1981

Skills

- More than 30 years of marketing experience
- Photography and writing skills
- Ability to create successful social media campaigns
- 25 years of graphic design experience using Adobe Illustrator, Photoshop, and In-Design
- Accounting using QuickBooks Pro



CUMULUS PENSACOLA



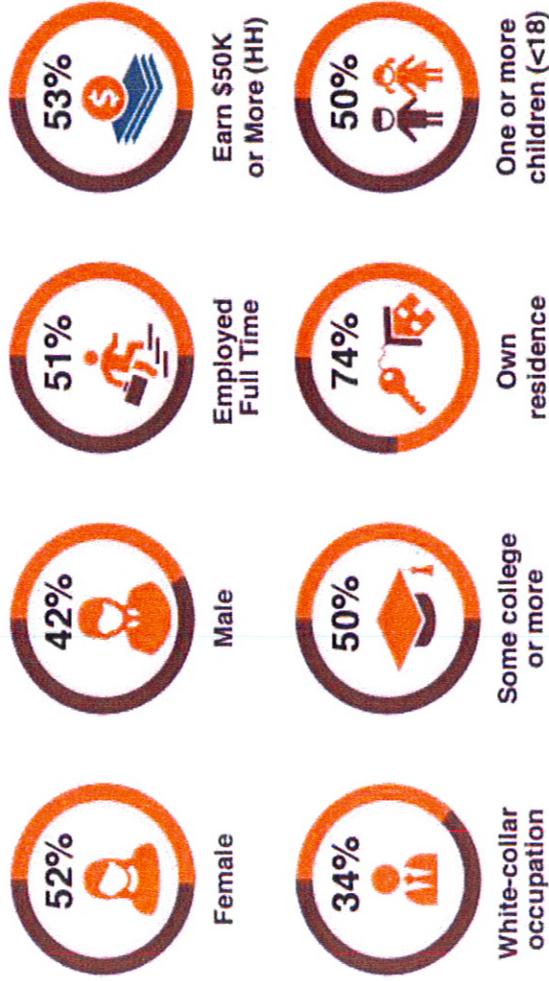
Presented by: Steven M. Finney



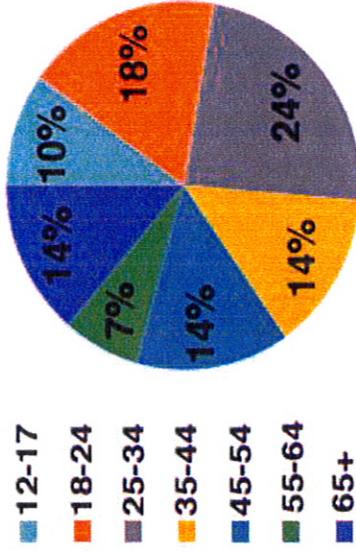
Reach Highly Desirable Metro Adult Consumers with NASH!

Big Screen on the Blackwater

78K Persons 12+ within the DMA are listening to NASH FM 102.7 for an average of 5 hours each week!



NASH Listener Age Range



Median age: 34

Pensacola Nielsen Audio FA15; DMA: PI 2+; WXBM-FM; Weekly cume persons; Weekly TSL; Age and gender weekly cume comp; weekly cume median age; Scarborough R1 2016; Apr15-Mar16; DMA: A 18+; WXBM-FM; M-S 6am-mid cume; IQP; % target comp

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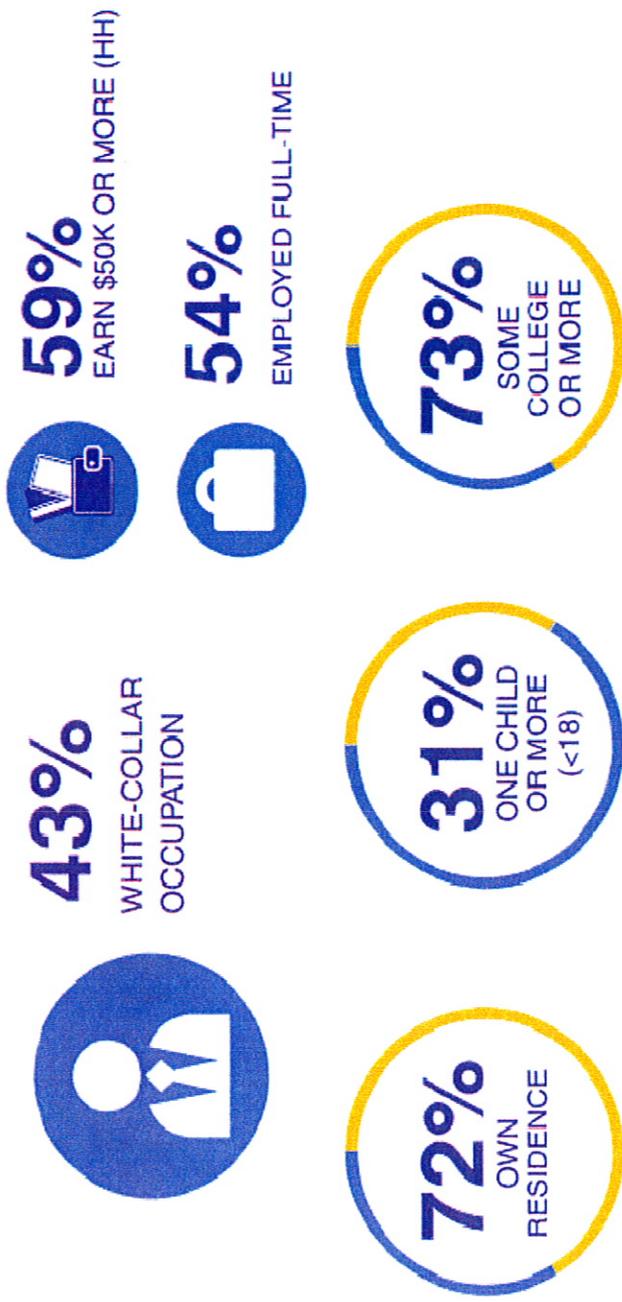
Big Screen on the
Blackwater

56K Persons 12+
 within the DMA
 listen to
 Soft Rock 94.1
 for an average of
 3 1/2 hours each
 week!

Today's Soft Rock
94.1

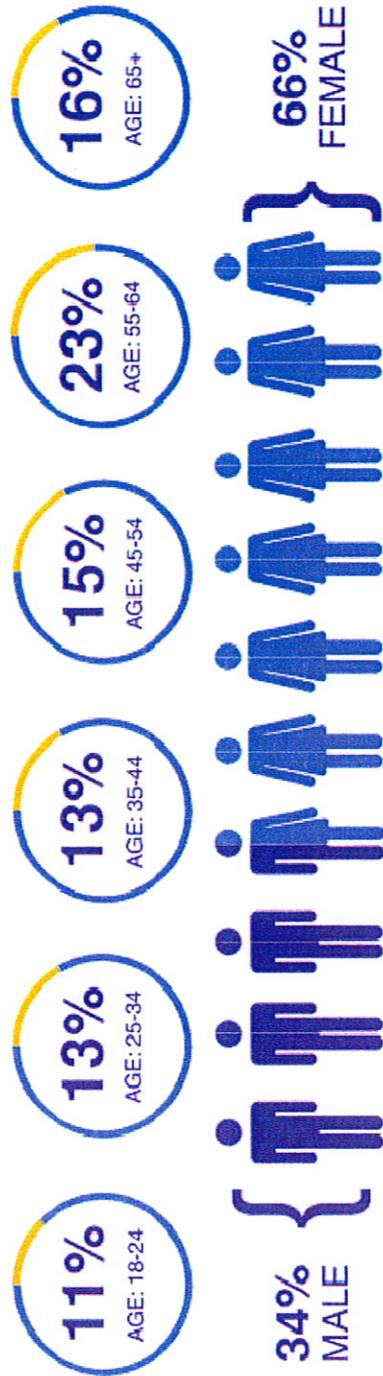
www.softrock941.com
 850.478.6011

SNAPSHOT OF SOFT ROCK 94.1 LISTENERS



SOFT ROCK 94.1 LISTENER AGE RANGE

MEDIAN AGE: 47



Pensacola Nielsen Audio FA15; DMA: P124; WMEZ-FM; Weekly cume persons; Weekly TSL; Age and gender weekly cume comp; weekly cume median age; Scarborough R1 2016; Apr 15-Mar 16; DMA: A181; WMEZ-FM: M-S 6am-mid cume; IQP: %, target comp

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WXBM



	Wed		
6A-7P	1x		
6A-7P	4x		

On-Air Giveaway

One (1) Family Combo Pack (Popcorn & 4 drinks) per day Tues., Weds., & Thurs. Each Week

	Thu	Fri	
	1x	1x	:60 Second Commercials
	4x	4x	:10 Live Mentions

Advertising Proposal

Flight Dates: 13 -29 July 2016



WMEZ



	Wed		
6A-7P	1x		
6A-7P	4x		

On-Air Giveaway

One (1) Family Combo Pack (Popcorn & 4 drinks) per day Tues., Weds., & Thurs. Each Week

	Thu	Fri	
	1x	1x	:60 Second Commercials
	4x	4x	:10 Live Mentions

Flight Dates: 13 -29 July 2016

Total Value	\$6500
City Of Milton Investment	\$1000

Accepted by: _____ Date: _____
(Signature)

Print Name: _____