

CITY OF COCOA BEACH  
COMMUNITY REDEVELOPMENT AGENCY MINUTES  
October 24<sup>th</sup>, 2024

A. Call to Order

Mayor Capizzi called the meeting to order at 6:30 P.M.

1. Roll Call

Commission Members Present:

Board Commissioner Joshua Jackson  
Board Commissioner Skip Williams  
Board Commissioner Karalyn Woulas  
Board Commissioner Jeremy Hutcherson  
Mayor Keith Capizzi

Administrative Members Present:

City Attorney Becky Vose  
City Manager Wayne Carragino  
City Clerk Karin Grooms  
Assistant to City Clerk Michael Bryan

B. Public Comment

C. Staff Reports and Announcements

D. Consent Agenda

1. Approve September 19<sup>th</sup>, 2024, CRA Meeting Minutes  
Staff Representative: City Clerk's Office
2. Approve Amended CRA Bylaws, Policies, and Procedures.  
Staff Representative: Karin Grooms – City Clerk

MOTIONED BY WOULAS/JACKSON

I MOVE TO APPROVE.

THE CONSENT AGENDA VOICE VOTE CARRIED OUT UNANIMOUSLY.

E. Board Members Reports and Announcements

F. New Business

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1. Request to Approve Grant Funding Agreement between the CRA and Cocoa Beach Main Street for \$35,000.

Budgeted.

Staff Representative: Devan Taly – Director of Grants & Special Projects

MOTION BY WILLIAMS/HUTCHERSON

MOVE TO POSTPONE UNTIL DECEMBER 5<sup>TH</sup>, 2024.

VOICE VOTE ON THE MOTION CARRIED UNANIMOUSLY.

MAYOR CAPIZZI ASKED TO MOVE NEW BUSINESS ITEM 1 TO THE NEXT CRA MEETING TO ALLOW NEW BOARD MEMBERS THE OPPORTUNITY TO VOTE ON THE REQUEST.

COMMISSIONER SKIP WILLIAMS AGREES AND SUGGESTS AN OPEN DISCUSSION THAT DOES NOT INVOLVE FINAL DECISION BEING MADE. MOVES FOCUS TO FINANCIAL DISCLOSURE AND REQUESTS FOR COCOA BEACH MAIN STREET. TOTAL REVENUE IS \$155,000. GROSS PROFIT \$167,000.

COMMISSIONER JEREMY HUTCHERSON CLARIFIES THE FINANCIAL YEAR FOCUS IS ON 2024.

COMMISSIONER SKIP WILLIAMS GROSS PROFIT CURRENTLY FOR YEAR 2024 IS \$145,000. EXPENDITURES \$150,000. QUESTIONS YEAR 2023 PAYROLL WAGE EXPENSES AT \$58,000.

MAYOR KEITH CAPIZZI NOTED MS. WELLS PAYS AN ACCOUNTANT \$250 MONTHLY. MS. WELLS MAKES \$65,000 A YEAR.

MS. LANE ALVAREZ THE BOOKKEEPER AND TREASURER FOR COCOA BEACH MAIN STREET EXPLAINS FINANCIAL SHORFALL FOR YEARS 2023 AND 2024. WHICH RESULTED IN SHORTER WAGE EXPENSES FOR YEAR 2023. SHORFALL FOR WAGE EXPENSE YEAR 2023 HAS BEEN CAUGHT UP. YEAR 2024 HAS NOT.

COMMISSIONER SKIP WILLIAMS QUESTIONED BALANCE SHEETS FOR COCOA BEACH MAIN STREET YEAR 2022. IN YEAR 2022 COCOA BEACH MAIN STREET WAS NEGATIVE \$12,816.98.

MS. LANE ALVAREZ SAID, "YES."

COMMISSIONER SKIP WILLIAMS ASKED, "WHERE THE MONEY CAME FROM TO COVER THE SHORT FALL."

MS. LANE ALVAREZ "FROM RESERVES."

COMMISSIONER SKIP WILLIAMS MENTIONED THAT THERE WAS ONLY \$6,883.55 LEFT IN RESERVES FROM 2022. COMMISSIONER SKIP WILLIAMS INTERJECTED. MENTIONED FL

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STATUTES CHAPTER 119 STATES THAT THE FINANCIAL REPORT MUST BE MADE ACCESSIBLE.

MS. LANE ALVAREZ AGREED.

COMMISSIONER WILLIAMS REFERENCED THE START OF THE GENESIS MAIN STREET PROGRAM. INITIAL START UP COST AT THE TIME WAS \$50,000 WHICH HE AGREED TO. THE TENANTS OF MAIN STREET PROGRAM ADVERTISED.

COMMISSIONER VICE MAYOR JEREMY HUTCHERSON CLARIFIES THAT THE MONEY HAS BEEN ALLOCATED FROM CITY OF COCOA BEACH GENERAL FUNDS.

MAYOR CAPIZZI AGREED.

COMMISSIONER SKIP WILLIAMS AS OF 2024 \$15,000 HAS BEEN SET ASIDE FOR MAIN STREET FUNDING.

COMMISSIONER SKIP WILLIAMS QUESTIONING HOW THE CITY OF COCOA BEACH IS BACK TO STARTING SEED MONEY FOR MAIN STREET PROJECT FOR \$35,000 A YEAR IN ADDITION TO THE \$15,000 ALLOCATED FROM THE GENERAL FUND.

MAYOR KEITH CAPIZZI SEEKING CLARIFICATION FOR \$15,000 FUNDING.

COMMISSIONER (VICE MAYOR) JEREMY HUTCHERSON CLARIFIES THAT \$15,000 IS COMING FROM CITY OF COCOA BEACH GENERAL FUND AND \$35,000 FROM CRA FUND TO TOTAL THE \$50,000 A YEAR FROM THE CITY.

MAYOR KEITH CAPIZZI ASKING FOR A ROUGH ESTIMATE FOR POLICE AND FIRE BARRICADES AND ASSISTANCE FOR MAIN STREET TO BE AROUND \$36,000.

COMMISSIONER (VICE MAYOR) JEREMY HUTCHERSON CLARIFIES THAT IN-KIND DONATIONS ARE ALSO GIVEN, SO HE IS UNSURE OF THE ROUGH ESTIMATED COST OF \$36,000.

MAYOR KEITH CAPIZZI ESTIMATES APPROXIMATELY \$5,000 A MONTH FROM CITY FUNDS GOES TOWARDS PAYING MAIN STREET EVENTS.

CITY MANAGER WAYNE CARRAGINO CONFIRMS THAT MAIN STREET HAS A FREE PARKING SPACE, FREE STORAGE SPACE, FREE FIRE DEPARTMENT AND POLICE DEPARTMENT AID, TWELVE EVENTS FREE OF CHARGE EVERY YEAR, AND AN OFFICE ON THE PARKING GARAGE.

COMMISSIONER KARALYN WOULAS ASKED, "HOW MUCH THE MONTHLY COST FOR MAIN STREET WOULD BE IF THEY WERE BILLED FOR REQUESTED SERVICES."

CITY MANAGER WAYNE CARRAGINO UNSURE.

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COMMISSIONER SKIP WILLIAMS REQUESTS A STRATEGIC PLAN FROM COCOA BEACH MAIN STREET FOR THE FUTURE ON HOW THEY WILL BECOME SELF SUFFICIENT.

COMMISSIONER SKIP WILLIAMS REFERENCED INDIVIDUAL BUSINESS CONTRIBUTIONS LINE ITEM FOR YEAR 2023 AT \$27,758.35. INQUIRES WHY THE LOCAL BUSINESS CONTRIBUTIONS ARE SO LOW

VICE MAYOR JEREMY HUTCHERSON AGREED AND SUGGESTS A BENCHMARK BEING SET IN PLACE FOR FUTURE FUNDING AGREEMENTS IN ORDER TO AVOID 100% PAYMENT FROM THE CITY. EXAMPLE GIVEN WAS ROUGHLY SUBSIDIZING 10%.

VICE MAYOR JEREMY HUTCHERSON. QUESTIONS THE CONTINUED SUPPORT OF MAIN STREET GIVEN LACK OF VARIETY FOR COMMUNITY ENGAGEMENT, MINOR CONTROVERSY, AND INDEPENDENT SUFFICIENCY (SUSTAINMENT).

COMMISSIONER SKIP WILLIAMS READS OVER GRANT AGREEMENT BETWEEN MAIN STREET AND THE CITY OF COCOA BEACH.

MS. KEANE WELLS TEN YEARS AGO MAIN STREET ENTERED INTO CITY OF COCOA BEACH. EXPLAINS MAIN STREET PROFITS \$2,000.00 FROM FRIDAY FEST EVENTS.

COMMISSIONER SKIP WILLIAMS QUESTIONS HOW GRAND TOTAL FROM BUSINESS CONTRIBUTIONS AT \$27,758.35.

MS. KEANE WELLS INTERJECTS QUESTIONS THE INDIVIDUAL BUSINESS CONTRIBUTION AMOUNT OF \$27,758.35. EXPLAINS CIVILIAN CONTRIBUTIONS ARE ALSO LUMPED INTO THIS STATEMENT LINE.

COMMISSIONER SKIP WILLIAMS ARGUES DUE TO INFLUX OF LOCAL BUSINESSES FROM FRIDAY FEST. MAIN STREET SHOULD CONSIDER DIFFERENT MARKETING STRATEGIES TO PULL LOCAL BUSINESSES IN TO HELP FUTURE GROWTH OF MAIN STREET.

MS. KEANE WELLS ANNUAL MEMBERSHIP IS \$300. ASKING FOR GUIDANCE ON HOW TO OBTAIN MORE FINANCIAL BACKING FROM OTHER BUSSINESS/DONORS.

MS. LANE ALVAREZ PROPOSES THE IDEA OF CITY ENDORSEMENTS TO SWAY MORE FUNDING IN MAIN STREET'S FAVOR.

COMMISSIONER SKIP WILLIAMS PROVOKES THE IDEA OF MS. KEANE WELLS ELLICITING OTHER OUTSIDE SOURCES FOR GUIDANCE INSTEAD OF THE CITY COMMISSIONER MEMBERS FOR A PIGGYBACK.

MAYOR KEITH CAPIZZI WHAT IS THE RATE OF OCCUPACY FOR VENDOR BOOTH'S DURING FRIDAY FEST EVENTS?

MS. KEANE WELLS \$75.00.

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COMMISSIONER SKIP WILLIAMS ASKS CITY ATTORNEY BECK VOSE IF SHE KNOWS ANYONE THAT CAN GUIDE MS. KEANE WELLS IN CONSTRUCTING A PLAN TO PRESENT BY NEXT CRA MEETING.

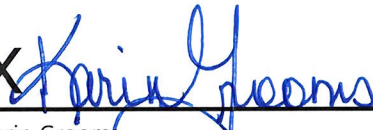
CITY ATTORNEY BECK VOSE SURE.


COMMISSIONER SKIP WILLIAMS DEFER GRANT FUNDING BETWEEN THE CRA AND COCOA BEACH MAIN STREET FOR \$35,000 TO DECEMBER 5<sup>TH</sup>, 2024 AFTER THE NEW COMMISSION IS SEATED. WHICH WILL ALLOW MAIN STREET TO PRESENT A STRATEGIC PLAN ON HOW THEY CAN GET TO SOLVENCY OVER X NUMBER OF YEARS WITHOUT CITY FUNDING.

G. General Public Comment

H. Adjournment

THE MEETING WAS ADJOURNED AT 6:54 P.M.

X   
Karin Grooms  
City Clerk

X   
Keith Capizzi  
Mayor

