

**MINUTES  
COCOA CRA  
September 24, 2024**

**DRAFT**

**The Special Meeting of the Cocoa Community Redevelopment Agency was held on September 24, 2024, at City Hall, 65 Stone Street, Cocoa, FL, as publicly noticed.**

**I. CALL TO ORDER:**

Chairperson BLAKE called the meeting to order at **5:00 pm**.

**PLEDGE OF ALLEGIANCE:** Agency Member ETZ led the assembly in the Pledge of Allegiance to the flag of the United States of America.

**INVOCATION:** Agency Member BLAKE led the assembly in the Invocation.

**ROLL CALL:**

Michael C. Blake	Chairperson
Lavander Hearn	Vice Chairperson
Janne Etz	Agency Member
Alex Goins	Agency Member
Lorraine Koss	Agency Member
Candace Rogers	Agency Member
Patricia Weeks	Agency Member
Anthony Garganese	Agency Attorney
Ryan Browne	Recording Secretary

**PRESENT:**

Michael C. Blake	Chairperson
Lavander Hearn	Vice Chairperson
Janne Etz	Agency Member
Alex Goins	Agency Member
Lorraine Koss	Agency Member
Candace Rogers	Agency Member
Patricia Weeks	Agency Member
Anthony Garganese	Agency Attorney
Ryan Browne	Recording Secretary

**ABSENT:**

**STAFF PRESENT:**

Community Services Director NEUTERMAN and City Manager WHITTEN.

**II. APPROVAL OF AGENDA:**

**AGENDA:** Special Meeting held on September 24, 2024, either as written or as amended.

**\*MOTION by Agency Member KOSS; SECONDED by Agency Member GOINS to approve the Agenda for the Special Meeting of September 24, 2024, either as written or as amended.**

**AYES: BLAKE, HEARN, ETZ, GOINS, KOSS, ROGERS, WEEKS.**

**MOTION PASSED UNANIMOUSLY (7-0)**

**III. DELEGATIONS:**

1. Alec Greenwood. Security Guards, to save money for Police, and free them up for more serious work. He obtained two quotes for the Security Guards. The money the CRA \$75k-100k/year for Police. \$40k for 6 PM – 2 AM, four days a week. Savings of almost half vs. police. Wants noise ordinance, among others enforced. Good deterrent.

**IV. PRESENTATIONS: None.**

**V. ACTION ITEMS:**

1. Request Agency approval of a Resolution amending the FY24 Budget, BAF # 24-132-A, in the amount of \$7,266, for the purpose of correcting a budget oversight for the Façade Grant account.
  - i. Introduction. Director NEUTERMAN. This was supposed to be rolled over from rolled over FY23, just to pay out invoice for this completed.
  - ii. Discussion.
  - iii. Vote.

**\*MOTION by Agency Member ROGERS; SECONDED by Agency Member WEEKS to approve the motion, either as written or as amended.**

**AYES: BLAKE, HEARN, ETZ, GOINS, KOSS, ROGERS, WEEKS.**

**MOTION PASSED UNANIMOUSLY (7-0)**

2. Request Agency approval of an update to the 603 Brevard Avenue, Mixed-Use Development Project.
  - i. Introduction. Manager WHITTEN. **Request to extend the negotiation period to January 1, 2025.** The first page of PPT is conceptual. Eventually they have to come back with conceptual interiors and exteriors.
    1. CRA Board – Redevelopment Agreement
    2. City Council – Development Agreement
    3. P&Z Board. Normal review process.
  - ii. Phase I – Redevelopment Agreement
    1. Conceptual Development Plan.
    2. Site Development Suitability Analysis. Utilities, Stormwater, Floor Area Ratio (FAR), Parking
    3. Economic Study
    4. Eco-Friendly
    5. Conceptual Development Plan
    6. Site Plan – Preliminary Site Plan. Main Entry – face west to John Garren. Parking on John Garren. Grey area: mixed-use component. Some parking spaces -on the first floor. Pg. 2 – more parking for John Garren. Hotel and Public Parking. Pg. 3 – Seven Stories – with rooftop pool and bar.
    7. Economic Impact Analysis. Provided, but, we have not deep dived it yet. They have been making progress per the requirements of the process.
    8. Website: Marriott – Tribute Portfolio. They spoke about the Fairfield Inn & Suites. Not the boutique level hotel.
    9. More time is the process, not critical of them. Need continuance to keep going. Are we open to the Fairfield?
  - iii. Discussion. KOSS. When did we begin negotiations? WHITTEN 6 months ago. KOSS negotiation just went on and on previously. Are they taking it seriously? WHITTEN yes. They are committed to this it just takes time to develop these projects. This is the second 90 days to get the requirements ironed out. KOSS: They wanted TIF? WHITTEN hasn't been broached, at the Fairfield level, since you wanted at the Tribute level.
  - iv. WEEKS: Fairfield are nice, ALOFT also nice. The fancier would be nice, with a bar and pool, and good size rooms. Go forward! GOINS: the TIF conversation. The style should not shift the discussion: goal brings more people. WHITTEN: we have financial incentives possible, but detailed discussions have not been in place. We don't have the TIF Program. GOINS: I don't see an issue with another 90 days. They are not a negative feeling, this is normal. WHITTEN: this is the fourth attempt, not alarmed, biggest issue, here. GOINS: Open to either, they are nice. ETZ: comfortable where we are. August 14<sup>th</sup> last meeting. Four meetings so far. Anticipate more meetings in these 90 days. If we insist on a Tribute? What happens? It's going to be built to code. Fairfield is fine, thank you. ROGERS: They've changed everything since they came. WHITTEN: we haven't discussed banquet rooms. GOINS: parking. ROGERS: did we get

public parking spaces. WHITTEN: parking has been discussed. NEUTERMAN: total number of spaces will be in the agreement. WHITTEN: pay in consideration of receiving to pay into our Public Parking Development Fund (PPDF) – they pay into this fund for our public parking. ROGERS: can we have a moratorium on variances. BLAKE: does Jack Brown own any parcels adjacent? WHITTEN; yes, the south lot next to it. KOSS: My concern, not a destination usually, is the economic analysis of the clientele? The Market Analysis. Developers want sustainable profit.

v. Vote.

**\*MOTION by Agency Member WEEKS; SECONDED by Agency Member GOINS to approve the motion, either as written or as amended.**

**AYES: BLAKE, HEARN, ETZ, GOINS, KOSS, ROGERS, WEEKS.**

**MOTION PASSED UNANIMOUSLY (7-0)**

**VI. ATTORNEY’S REPORT:** None.

**VII. UPDATES AND STAFF REPORTS:**

1. Director NEUTERMAN gave the following Staff Report:

i. FRA 2024 Conference.

- **IMPORTANT: Please confirm for the Journal that Agency Member WEEKS plans to attend the FRA Conference. Yes. Confirmed.**
- **Cancellation deadline: Tue. Oct. 1, 2024.**
- If you have any questions, ask Ryan.

ii. Inspire

1. Community Meeting: “Open House” – Thu. Sep. 26 from 11 AM – 7 PM, Cocoa Civic Center
2. Let Ryan know when you can attend, so we can spread you out throughout the day
3. Please add to your calendar the second community meeting “Workshop” for the Cocoa CRA – scheduled for Wednesday, October 30, 2024, 2 PM – 4 PM, in Council Chambers at City Hall.
4. Flyers and Social Media posts will be coming soon to advertise for this meeting.

iii. Pictures. Remember to stay after the meeting tonight, so we can get photos for the Annual Report and other promotional materials.

**VIII. NEXT MEETING DATE:**

**Monday, October 7, 2024, at 6:00 pm** in the Council Chambers located in Cocoa City Hall, 65 Stone Street, Cocoa, Florida.

**IX. ADJOURNMENT:**

**\* MOTION by Agency Member WEEKS; SECONDED by Agency Member ETZ, to adjourn the meeting.**

**AYES: BLAKE, HEARN, ETZ, GOINS, KOSS, ROGERS, WEEKS.**

**MOTION PASSED UNANIMOUSLY (7-0)**

**THE MEETING WAS ADJOURNED AT 5:51 PM.**

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Michael C. Blake, Chairperson

Respectfully Submitted by:

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Ryan Browne, Recording Secretary