



P. O. Drawer 1300
Pompano Beach, FL 33060

Phone: (954) 786-5535
Fax: (954) 786-7836

MEMORANDUM

To: Pompano Beach CRA Board

**From: Kim Briesemeister, Co-Executive Director
Chris Brown, Co-Executive Director**

Date: July 21, 2015

Subject: RMA Work Authorization No. 8 for Cultural Arts Management Services

In 2013, the CRA issued an RFP seeking proposers to manage two properties the Agency owns namely, BaCA and the Ali building. Two respondents were interviewed and Creative City Collaborative (CCC) was hired to manage the facilities. To date only the BaCA facility is open and operating.

The original contract contemplated that the CRA would pay the Contractor a monthly lump sum to operate and staff the buildings, and the Contractor would keep the programming revenues and apply them towards the overall expenses. This arrangement however does not provide a clear cut process for tracking expenditures prior to them being made since funds are provided monthly and receipts are produced after the expenses are made. This creates a time consuming process to monitor the cash flow and expenses and reconcile the data once the Contractor has spent the funds. To streamline the amount of time CRA staff spends on the financial monitoring, it is recommended to bring all operating revenue and expenses back into the CRA's daily operation to be managed by CRA and City Finance staff. This is the approach currently used on all other CRA initiatives that involves revenue collection (the Green market) or property management and lease collection (731 Hammondville Rd).

If facility operation and maintenance is managed in house by the CRA, the only expense left is the staffing cost. To date, there has been consistent staff turnover at CCC making it difficult to measure the success on certain deliverables within the contract, and currently there is no dedicated CCC staff working on the Ali building which is poised to open next month.

Considering the coordination issues experienced to date and the desire to create tighter financial controls, it is also recommended to bring the staffing of the facilities back into the CRA. There are two options; The City can hire the individuals as city employees or they can be added as an extension to RMA's management team as an interim solution.



P. O. Drawer 1300
Pompano Beach, FL 33060

Phone: (954) 786-5535
Fax: (954) 786-7836

Provided the CRA decides to hire the individuals as city employees, RMA will not charge the Agency to oversee these individuals. Provided the CRA Board prefers RMA to hire them, then Work Authorization # 8 would be executed.

Work Authorization #8 provides staff immediately for the Ali building as well as marketing and management oversight for both properties. It is recommended that CCC continue management of BaCA through their contract term of September 2015. A modified CCC contract may be brought to the CRA Board in September to provide services on an hourly, as needed basis for continuity.

RESOLUTION NO. _____

POMPANO BEACH COMMUNITY REDEVELOPMENT AGENCY

A RESOLUTION OF THE POMPANO BEACH COMMUNITY REDEVELOPMENT AGENCY, APPROVING AND AUTHORIZING THE PROPER OFFICIALS TO EXECUTE WORK AUTHORIZATION NO. 8 FOR CULTURAL ARTS FACILITIES MANAGEMENT SERVICES IN THE NORTHWEST CRA REDEVELOPMENT AREA, PURSUANT TO THE MASTER CONSULTING AND MANAGEMENT AGREEMENT BETWEEN THE POMPANO BEACH COMMUNITY REDEVELOPMENT AGENCY AND REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC.; PROVIDING AN EFFECTIVE DATE.

BE IT RESOLVED BY THE POMPANO BEACH COMMUNITY REDEVELOPMENT AGENCY THAT:

SECTION 1. Work Authorization No. 8, pursuant to the Master Consulting and Management Agreement between the Pompano Beach Community Redevelopment Agency and Redevelopment Management Associates, LLC., a copy of which Work Authorization is attached hereto and incorporated by reference as if set forth in full, is hereby approved.

SECTION 2. The proper officials are hereby authorized to execute Work Authorization No. 8.

SECTION 3. This Resolution shall become effective upon passage.

PASSED AND ADOPTED this _____ day of July, 2015.

LAMAR FISHER, CHAIRPERSON

ATTEST:

MARGARET GALLAGHER, SECRETARY

**Redevelopment Management Associates
Work Authorization No. 8
Cultural Arts Facilities Management Services
Northwest CRA Redevelopment Area**

PROJECT DESCRIPTION

Through RMA staff, the CRA currently manages multiple tasks associated with CRA and City owned properties including real estate management, marketing, leasing, financial controls and maintenance. This service is being expanded to include programming and would include a Scope of Services specific to Managing the Cultural Facilities that the Agency owns. The Scope of Services includes the following positions and tasks:

Ali Director (new staff)

- Develop Event Strategy
- Oversee Communications
(Social Media/PR/Newsletter)
- Create Advertising & Promotions Plan
- Oversee Collateral Development

Ali/Neighborhood Coordinator (new staff)

- Develop Event Strategy
- Oversee Communications
(Social Media/PR/Newsletter)
- Create Advertising & Promotions Plan
- Oversee Collateral Development

BaCA Director (new staff)

- Develop Event Strategy
- Oversee Communications
(Social Media/PR/Newsletter)
- Create Advertising & Promotions Plan
- Oversee Collateral Development

Facilities Manager/ BaCA Coordinator (existing CRA staff)

- Develop Event Strategy
- Oversee Communications
(Social Media/PR/Newsletter)
- Create Advertising & Promotions Plan
- Oversee Collateral Development

Marketing Assistant (new staff)

- Develop Event Strategy
- Oversee Communications
- (Social Media/PR/Newsletter)
- Create Advertising & Promotions Plan
- Oversee Collateral Development

Sr. Marketing Manager (existing CRA staff)

- Develop Event Strategy
- Oversee Communications
- (Social Media/PR/Newsletter)
- Create Advertising & Promotions Plan
- Oversee Collateral Development

Project Intern (existing CRA staff)

- Lease up/Renew Leases
- Enforce Leases
- Coordinate Leasing of Shared Space
- Asset Tracking

Programming Management (new service)

- Oversee BaCA and Ali Programming
- Ensure Marketing efforts promote programming

Property Management and Budget (existing service)

- Oversee Property Management and Maintenance
- Monitor Budget, Revenues and Expenses

Real Estate and Leasing (existing service)

- Oversee leasing of facilities
- Draft legal documents for rental agreements

Please see Exhibit “A” for Organizational Chart. In addition, RMA will perform the following management and administrative services:

- a. Manage and supervise personnel (professional and administrative levels).
- b. Train personnel to manage a variety of activities.

- c. Assist City Commissioners and Advisory Committees and have appropriate staff attend meetings in an effort to keep high levels of communication regarding progress of various projects and prepare disposition plans.
- d. Provide information and updates to CRA Advisory Committee, CRA Board, and other City committees when needed.
- e. Prepare and update PowerPoint presentations on City and CRA accomplishments, completed works and work in progress.
- f. Represent the City and CRA as deemed necessary to carry out duties and process plans and permits with various government agencies.
- g. Generate memorandums, prepare contracts and procure resolutions and ordinances for approval by the City Commission and CRA Board as necessary.
- h. Assist with budget and finance plan review.

Graphic Design, Collateral Design, GIS/Mapping and Branding Services can be provided additionally at a rate of \$95/hr. and will be billed to CRA Marketing budget.

SCHEDULE

Commencement of the work shall begin on August 1, 2015, through the term per the Master Consulting and Management Agreement, including subsequent amendments.

COMPENSATION

Consultant will bill \$17,500 for the month on August 1, 2015, payable within fifteen (15) days. The subsequent monthly rate beginning September 1, 2015, will be \$24,166.67 through the term per the Master Consulting and Management Agreement, including subsequent amendments.

Reimbursable expenses will be billed at cost and will include reproduction costs.

(REMAINDER OF PAGE INTENTIONALLY LEFT BLANK)

APPROVED and **ACCEPTED** this _____ day of _____, 2015.

"CRA"

Witnesses:

**POMPANO BEACH COMMUNITY
REDEVELOPMENT AGENCY**

By: _____

LAMAR FISHER, CHAIRPERSON

ATTEST:

By: _____

MARGARET GALLAGHER, SECRETARY

STATE OF FLORIDA

COUNTY OF BROWARD

I HEREBY CERTIFY, that on this _____ day of _____, 2015 before me personally appeared LAMAR FISHER, Chairperson of the Pompano Beach Community Redevelopment Agency, and he acknowledged that he executed the foregoing instrument as the proper Official of the Pompano Beach Community Redevelopment Agency, and the same is the act and deed of said Pompano Beach Community Redevelopment Agency.

NOTARY'S SEAL:

NOTARY PUBLIC, STATE OF FLORIDA

(Name of Acknowledger Typed, Printed or Stamped)

Commission Number

STATE OF FLORIDA

COUNTY OF BROWARD

The foregoing instrument was acknowledged before me this _____ day of _____, 2015 by MARGARET GALLAGHER as Secretary of the Pompano Beach Community Redevelopment Agency, who is personally known to me.

NOTARY'S SEAL

NOTARY PUBLIC, STATE OF FLORIDA

(Name of Acknowledger Typed, Printed or Stamped)

Commission Number

"CONSULTANT"

Witnesses:

**REDEVELOPMENT MANAGEMENT
ASSOCIATES, LLC**, a Florida limited liability
company

Managing Member:

MetroStrategies, Inc.

By: _____

Kim Briesemeister, President

Managing Member:

By: _____

Christopher J. Brown, Manager

ATTEST:

By: _____

MARGARET GALLAGHER, SECRETARY

The foregoing instrument was acknowledged before me this _____ day of _____, 2015 by Kim Briesemeister, President of MetroStrategies, Inc., as Managing Member of Redevelopment Management Associates, LLC on behalf of the limited liability company. She is personally known to me or who has produced _____ (type of identification) as identification.

STATE OF FLORIDA
COUNTY OF BROWARD

NOTARY'S SEAL

NOTARY PUBLIC, STATE OF FLORIDA

(Name of Acknowledger Typed, Printed or Stamped)

Commission Number

STATE OF FLORIDA
COUNTY OF BROWARD

The foregoing instrument was acknowledged before me this _____ day of _____, 2015 by Christopher J. Brown, as Managing Member of Redevelopment Management Associates, LLC on behalf of the limited liability company. He is personally known to me or who has produced _____ (type of identification) as identification.

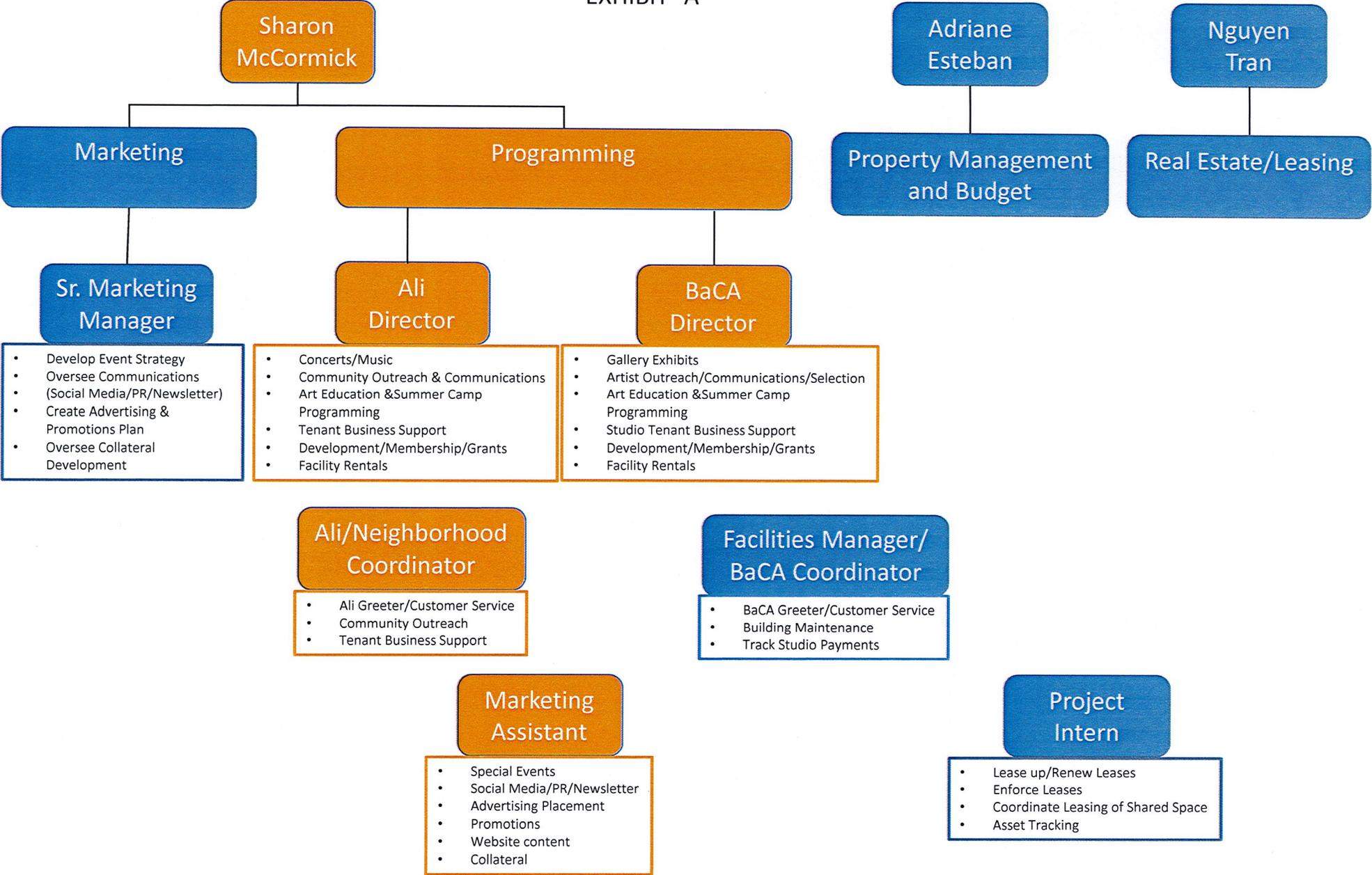
NOTARY'S SEAL

NOTARY PUBLIC, STATE OF FLORIDA

(Name of Acknowledger Typed, Printed or Stamped)

Commission Number

EXHIBIT "A"



- Key**
- Existing CRA Staff & Services
 - New Cultural Arts Staff & Services