

**COMMUNITY REDEVELOPMENT AGENCY (CRA)  
OFFICIAL AGENDA  
November 13, 2018 6:00 p.m.**

**Municipal Administration Building  
Commission Chambers  
201 W. Central Avenue  
Lake Wales, FL 33853**

1. ROLL CALL

2. AGENDA ITEMS

2.I. Minutes - June 5, 2018

Minutes of [JUNE 5, 2018](#) CRA meeting

2.II. Sale Of 2 Lots On B Street

The Lake Wales CRA proposes the sale of two (2) Lots, identified as Parcel Number 27-29-35-879000-001221 and Parcel Number 27-29-35-879000-001210 owned by the Lake Wales CRA, that are located on the east side of B Street, approximately 43 feet south of Lincoln Avenue West, in the City limits of the City of Lake Wales, Florida; to St. Paul Lodge #77 for proposed development, which supports redevelopment in the CRA.

Documents:

[AGENDA MEMORANDUM B ST\\_.PDF](#)  
[IMAGE1.JPEG](#)

2.III. Master Plan NW Redevelopment Area

Staff is requesting Commission approval to request qualifications for planning services in pursuant of a Master Plan for the NW Redevelopment Area.

Documents:

[AGENDA MEMO RFQ NW.PDF](#)

2.IV. Branding

The City Lake Wales Redevelopment Agency proposes to implement a branding/marketing strategy in order to identify the agency as a separate entity with-in the City and establish a robust online presence in order to connect and communicate effectively with the community.

Documents:

[AGENDA MEMO ITEM BRANDING CRA.PDF](#)  
[PROPOSED LOGO.JPEG](#)

2.V. Restaurant / Food-Related Incentive Program

In 2016, an economic analysis of the Community Redevelopment Area was conducted which revealed that there is an unmet consumer demand for specialty foods within the NW Redevelopment Area and Downtown Main

Street District. The Restaurant Incentive Program is intended to attract food-related service providers, restaurateurs and specialty food providers to locate, relocate or establish another location in the Downtown Main Street District and NW Redevelopment area. This program is designed to incentivize private investment.

Documents:

[AGENDA MEMO ITEM FOOD INCENTIVE CRA.PDF](#)

### 3. COMMUNICATIONS AND PETITIONS

Public participation is encouraged. If you are addressing the Commission, step to the podium and state your name and address for the record. Please limit your discussions to five (5) minutes.

### 4. EXECUTIVE DIRECTOR'S REPORT

Note: The full staff memo will be incorporated into the official record

Minutes of the CRA meeting can be obtained from the City Clerk's Office. The minutes are recorded, but are not transcribed verbatim. Persons requiring a verbatim transcript may make arrangements with the City Clerk to duplicate the recording, or arrange to have a court reporter present at the meeting. The cost of duplication and/or court reporter will be the expense of the requesting party.

Persons who wish to appeal any decision made by the CRA Board with respect to any matter considered during this meeting will need a record of the proceedings, and for such purpose may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based.

In accordance with Section 286.26, Florida Statutes, persons with disabilities needing special accommodations to participate in this meeting should contact the office of the City Clerk no later than 5:00 p.m. on the day prior to the meeting.