
**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Earth Day EveryDay Fair

DEPARTMENT: Planning and Development **DIVISION:** Community Redevelopment Agency

AUTHORIZED BY: Dori DeBord **CONTACT:** John G. Metsopoulos **EXT:** 7133

MOTION/RECOMMENDATION:

1. Approve and authorize the Chairman to execute the funding proposal between the CRA and Earth Day EveryDay; and authorize the Chairman to execute a resolution implementing a Budget Amendment Request through the Community Redevelopment Fund in the amount of \$25,000; or
2. Deny the US 17-92 CRA Redevelopment Grant Agreement between the CRA and Earth Day EveryDay; or
3. Continue to a time and date certain.

County-wide

John G. Metsopoulos

BACKGROUND:

Keep Seminole Beautiful and Home Builders of America (HBA) are organizing Earth Day EveryDay, a fair promoting environmental awareness and redevelopment within the US 17-92 CRA. The event is scheduled for April 25, 2009 at the 18th Street Park, located on US 17-92 in the City of Sanford.

Keep Seminole Beautiful and the HBA are requesting that the US 17-92 CRA underwrite the cost of the event not to exceed \$25,000. Profits from the event will go to Keep Seminole Beautiful, a non-profit organization dedicated to preserving the unique natural beauty of Seminole County.

The event has been approved by the Sanford City Commission. The Commission has committed \$3,300 towards the event to promote recycling within the City of Sanford as well as covering the cost of police and fire protection that will be needed for the event. Its organizers envision that the event will occur annually, with the location rotating between the five member governments of the US 17-92 and the Casselberry CRA's.

Serving as educators and exhibitors, participants in the event will showcase green architects, builders and suppliers as well as green companies such as Blue Earth Solutions, Recycle Bank, Waste Management, Lynx and Sanford Zoological Gardens. It is currently anticipated that well over 100 vendors will be participating in the event.

There will be entertainment, food, organic wines and micro brewed beers. The local food vendors will be selling locally grown organic, environmentally conscious foods, fruits and

vegetables. The event organizers have partnered with the surrounding neighborhoods to conduct Garden Tours which will be showcasing low maintenance, drought tolerant native plants, trees and shrubs.

The Earth Day EveryDay Event meets the goals and objectives of the US 17-92 CRA by:

- Marketing the corridor in accordance with an objective set by the RPA at the December meeting.
- Promoting Green Development, an objective of the SEED Program.
- Promoting environmental clean-up, restoration and protection of the corridor.
- Supporting Mass Transit along the corridor.
- Encouraging private sector investment within the corridor.
- Encouraging in-fill development to reduce urban sprawl.

This item was approved unanimously by the RPA members at the February 19, 2009 meeting.

STAFF RECOMMENDATION:

Staff recommends that the CRA Board approve and authorize the Chairman to execute the funding proposal between the CRA and Earth Day EveryDay; and authorize the Chairman to execute a resolution implementing a Budget Amendment Request through the Community Redevelopment Fund in the amount of \$25,000.00.

ATTACHMENTS:

1. Request from Keep Seminole Beautiful
2. Maps and Aerials
3. Minutes
4. BAR 09-35 - Earth Day EveryDay

Additionally Reviewed By:

- Budget Review (Betty Newton, Lisa Spriggs)
- County Attorney Review (Ann Colby)



**5703 RED BUG LAKE RD. # 248
WINTER SPRINGS, FL 32708
407-234-7283**

KeepSeminoleBeautiful.org

John G. Metsopoulos
US 17-92 CRA
Program Manager
1101 East First Street, Suite 2151
Sanford, FL. 32771

Friday, March 13, 2009

Good Morning Mr. Metsopoulos,

Keep Seminole Beautiful, Inc. and the Home Builders of America (HBA) are organizing Earth Day EveryDay, a fair promoting environmental awareness and redevelopment within the US 17-92 CRA. The event is scheduled for April 25, 2009 at the 18th Street Park, located on US 17-92 in the City of Sanford.

The event has been approved by the Sanford City Commission. The Commission has committed \$3000 towards the event to promote recycling within the City of Sanford. Its organizers envision that the event will occur annually with the location rotating between the five member governments of the US 17-92 and the Casselberry CRA's.

Serving as educators and exhibitors, participants in the event will showcase green architects, builders and suppliers as well as green companies such as Blue Earth Solutions, Recycle Bank, Waste Management, Lynx and Sanford Zoological Gardens. It is currently anticipated that well over 100 vendors will be participating in the event.

There will be entertainment, food, organic wines and micro brewed beers. The local food vendors will be selling locally grown organic, environmentally conscious foods, fruits and vegetables. The event organizers have partnered with the surrounding neighborhoods to conduct Garden Tours which will be showcasing low maintenance, drought tolerant native plants, trees and shrubs.

We would like the US 17 - 92 CRA to fund the following items:

Keep Seminole Beautiful is a non-profit educational organization dedicated to engaging individuals to take greater responsibility for improving their local communities built & natural environments.

Item	Cost
Advertising	
Radio/TV	\$3,800
Print Media	\$1,500
Bio-Degradable banner (6x30)	\$1,500
Bio-Degradable banner (2x30)	\$900
Marketing material	
Garden Tour Programs	
Fliers, posters, sponsorship packets, etc.	\$1,800
Entertainment	
Professional musicians	\$2,700
MC	\$500
UCF guitarist	\$150
Face painters, stilt walkers, jugglers, etc.	\$1,000
Schools and organizations	N/C
Volunteers	
Green T Shirts	\$500
Kid's rental games and rides	\$2,600
Wooden train and other	
Vendor & Misc.	
Food vendor organizer	N/C
City fees	\$3,200
Kids, Area (barricadess & rope)	N/C
Signs	\$500
Generators	\$450
Staging	N/C
Sound equipment	\$800
Food tickets and VIP passes	\$100
Recycle bins with logos	\$5,000
Communications	\$300
Insurance	\$1,000
Grand Total	\$28,300
City of Sanford	-\$3,300
Funding request	\$25,000

Thank you,



Michael Barr
Executive Director

Keep Seminole Beautiful is a non-profit educational organization dedicated to engaging individuals to take greater responsibility for improving their local communities built & natural environments.



MINUTES OF THE REDEVELOPMENT PLANNING AGENCY MEETING

February 19, 2009

8:30 a.m.

Present:

Commissioner Bob Dallari	Seminole County BCC
Commissioner Jo Ann Lucarelli	City of Lake Mary
Commissioner Sandra Solomon	City of Casselberry
Commissioner Randy Jones	City of Sanford
Commissioner Sally Mc Ginnis	City of Winter Springs
John Metsopoulos	CRA Program Manager
Dori DeBord	Seminole County Planning Director
Alison Stettner	Seminole County Planning Manager
Larry Poliner	Seminole County
Lori Meeks	Seminole County
Patty Johnson	Seminole County
Mike Barr	Keep Seminole Beautiful
Kristie Ryan	Keep Seminole Beautiful
Francoise Ager	Keep Seminole Beautiful
John Omana	City of Lake Mary
Terry Winn	Seminole County Fire Dept.

Meeting was called to order by Commissioner Dallari.

Approval of Minutes

Commissioner Sandra Solomon made a motion to approve the minutes.

Commissioner Sally McGinnis seconded the motion.

Action Item #1 – Earth Day Fair

John Metsopoulos stated they were hoping Earth Day would be an annual event changing locations up and down the 17-92 corridor. He further stated the fair would promote environmental awareness and redevelopment within the 17-92 CRA. He then stated there would be anywhere from 150 to 200 vendors participating in the event. He also stated there would be entertainment, food, organic wines and micro brewed beers, and that the local food vendors would be selling locally grown organic, environmentally conscious foods, fruits and vegetables. He lastly stated Keep Seminole Beautiful and the HBA were requesting that the US 17-92 CRA underwrite the cost of the event.

Commissioner Sally McGinnis made a motion to approve the budget as presented not to exceed 25,000.00.

Commissioner Randy Jones seconded the motion.

The motion passed by unanimous consent (5-0).

Action Item #2 -- Compliance with the October 1, 1998 Interlocal Agreement

Dori DeBord stated in reviewing the Agreement there appeared to be two requirements in the By-Laws that she wanted to bring to the Board's attention; one being they were required to have a quarterly evening meeting and the other being they were required to have an election for Chair and Vice Chair. She further stated staff proposed March 12, 2009 as the date for the 7:00 P.M. meeting but they were still looking for a place to hold the meeting. She stated staff would notify the Board as soon as they secured a place. She also stated at the March 12 meeting the RPA would have an annual election of officers.

Commissioner Dallari stated that after the March 12 meeting the Board may not have another meeting until the next quarterly meeting because if they didn't have anything going on there was no reason to meet monthly. He further stated that staff would send out updates to all of the RPA members.

The Board unanimously agreed to the 7:00 P.M. March 12, 2009 meeting.

Staff Reports

a. Informational – Client Tracking Form

John Metsopoulos stated at the December 18, 2009 RPA meeting it was agreed that staff would keep a log outlining the number of clients the CRA served on a monthly basis. He further stated the Client Log for the month of January was attached for the Board's review.

b. Informational – CRA Unallocated Fund Reserves

John Metsopoulos stated in order to comply with the Florida Statutes the CRA was not allowed to have unallocated funds all the monies have to be

attached to operating expenses, specific long and short term projects, and studies.

Dori DeBord stated staff was in the process of developing the CRA Budget and they would be bringing it to the Board in March. She further stated the draft would show where the funds would be going.

c. Informational – 417 & US 17-92 Fencing Project

Alison Stettner stated staff received a proposal from the Florida Department of Transportation for the replacement fencing located at the SR 417 and US 17-92 interchange. She further stated attached was the cost estimate.

The RPA Board decided to wait before making a decision with the cost being \$100,052.00.

Alison Stettner stated one option would be to get an estimate for fencing the frontage of 17-92. She further stated staff would explore other options and report back to the Board.

d. Informational – Lynx Update

Jeff Reine did a presentation on Transit Signal Priority. He further stated the Transit Signal Priority provides for a traffic signal controller to react to the presence of an approaching bus and gives the bus passage through the intersection with less delay than would otherwise occur. He then stated the rationale for providing TSP is to improve bus schedule adherence, reduce bus operating costs and speed up bus run times, as a result reducing end of line layovers. He also stated Transit Signal Priority is only needed when the bus is running late. He proceeded to give the Board an update on the Super Stops stating they were in the process of restructuring the routing of the super stops with the commuter rail stops and he would give the Board an update at the next meeting.

e. Calendar for 2009

Dori DeBord stated the next meeting would be March 12, 2009 at 7:00 P.M.

2008-R-

BUDGET AMENDMENT REQUEST

TO: Seminole County Board of County Commissioners
FROM: Department of Fiscal Services
SUBJECT: **Budget Amendment Resolution**
Department: **Planning and Development**
Fund(s): US 17-92 Redevelopment Fund

FS Recommendation	
Betty B. Newton	3/04/09
Analyst	Date
Budget Manager	Date
Director	Date
09-35	
BAR	

PURPOSE: To appropriate funding for a US 17-92 CRA Redevelopment Grant agreement between the CRA and Earth Day EveryDay not to exceed \$25,000. Profits from the fair event, promoting environmental awareness and redevelopment within the US 17-92 CRA, will go to keep Seminole Beautiful, a non-profit organization dedicated to preserving the unique natural beauty of Seminole County.

ACTION: Approval and authorization for the Chairman to execute Budget Amendment Resolution.

In accordance with Section 129.06(2), Florida Statutes, it is recommended that the following accounts in the County budget be adjusted by the amounts set forth herein for the purpose described.

Sources:

Account Number	Project #	Account Title	Amount
13300.999987.599998		Reserves for Contingency	25,000
Total Sources			\$ 25,000

Uses:

Account Number	Project #	Account Title	Amount
13300.011102.580821		Aid to Private Organizations	25,000
Total Uses			\$ 25,000

BUDGET AMENDMENT RESOLUTION

This Resolution, 2008-R-_____ approving the above requested budget amendment, was adopted at the regular meeting of the Board of County Commissioners of Seminole County, Florida _____ as reflected in the minutes of said meeting.

Attest:

Maryanne Morse, Clerk to the Board of County Commissioners

By: _____
Bob Dallari
Chairman

Date: _____

Date: _____

Entered by County Finance Department

Date: _____