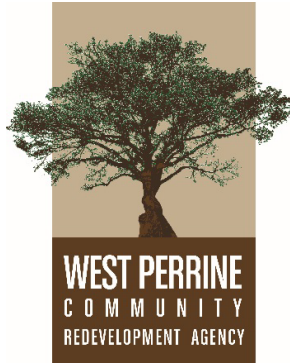


WEST PERRINE COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING OF THE BOARD OF COMMISSIONERS

LOCATION: SOUTH DADE GOVERNMENT CENTER
10710 SW 211TH - Conference Room 104 - Cutler Bay, FL 33189
<https://www8.miamidade.gov/global/government/boards/west-perrine-cra.page>

Wednesday, March 20, 2024 - REGULAR MEETING AGENDA 6:00 PM – 7:30 PM

- | | | |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| I. | Meeting Call to Order, Roll Call | Chairman Gilliard |
| II. | Reasonable Opportunity for the Public to be Heard | Chairman Gilliard |
| III. | Approval of Agenda | Chairman Gilliard |
| IV. | Approval of Minutes | |
| | a. January 31, 2024, Regular Board Meeting | Chairman Gilliard |
| V. | Action Items: Chairman Gilliard/E.D. Krystal Patterson, MPA | |
| | a. RESOLUTION TO APPROVE AMENDMENT TO CONTRACT BETWEEN WEST PERRINE CRA AND EXECUTIVE DIRECTOR. | |
| | b. APPROVAL OF FLORIDA REDEVELOPMENT ASSOCIATION (FRA) COURSE AND TRAVEL REIMBURSEMENT FOR EXECUTIVE DIRECTOR: | |
| | 1. Operations and Capacity Building – March 22, 2024 | |
| | 2. CRA 101 – April 19, 2024 | |
| | 3. Planning Strategically for Redevelopment – June 7, 2024 | |
| | 4. Capital Project Management | |
| | c. RESOLUTION TO APPROVE CHANGES AS SET FORTH IN THE COMMERCIAL REHABILITATION PROGRAM GUIDELINES. | |
| | d. RESOLUTION TO APPROVE MARKETING AND BRANDING PROPOSAL WITH BLUM CONSULTING FOR WEBSITE, SOCIAL MEDIA DEVELOPMENT SERVICES. | |
| | e. APPROVAL OF WEST PERRINE CRA LOGO UPDATE. | |
| VI. | Discussion/Updates: | Chairman Gilliard |
| VII. | Next Meeting Dates & Adjournment | Chairman Gilliard |
| | a. Wednesday, April 17, 2024 | |



Regular Board Meeting Minutes – January 31, 2024 – 6:00 P.M.
South Dade Government Center
10710 SW 211th ST – Conference Room 104 – Cutler Bay, FL 33189

Meeting Call to Order, Roll Call

Chairman Gilliard called the meeting to order at 6:11 P.M. Roll Call was as follows:

- Present: Chairman Leviticus L. Gilliard, Vice-Chair Tyreke Spann, Willie Carpenter, and Veronica Thompkins
- Absent: Rhonda Richardson-Comer and Lieutenant Kevin Richardson
- Miami-Dade County Staff Present: Vivian Cao, Assistant Director; Nicole Jordan, Business Analyst, Office of Management and Budget (OMB); Terrence A. Smith, Assistant County Attorney, Richard Appleton, Assistant County Attorney, County Attorney's Office (CAO)

Open Forum for Public Comments

Chairman Gilliard opened the forum for the public to have a reasonable opportunity to be heard. There were no public comments.

Approval of Agenda

Chairman Gilliard added a presentation regarding the FRA Budget, Funding, and Reporting Course, a presentation by A Diva's Dream Boutique, and a presentation from Auntie's Key to Life Juice Bar. Mr. Carpenter moved to approve the meeting agenda. The motion was seconded by Ms. Thompkins. Motion passed unanimously.

Approval of Minutes

Mr. Carpenter moved to approve the December 13, 2023, Regular Board meeting minutes. The motion was seconded by Vice-Chairman Spann. Motion passed unanimously.

Action Items

A. Executive Director Agreement

Chairman Gilliard stated all board members should have received the executive director agreement to review.

Ms. Thompkins moved to approve the executive director agreement. The motion was seconded by Mr. Carpenter. Motion passed unanimously.

Chairman Gilliard invited Krystal Patterson to give some brief remarks. Ms. Patterson stated she is deeply humbled and honored to have the position of executive director for the West Perrine CRA. Ms. Patterson stated she is eager to work collaboratively with the board and community members to bring positive change and progress. Ms. Patterson also expressed gratitude to the Miami-Dade County staff for their hard work in laying the foundation and she looks forward to building on their work.

B. FRA Budget, Funding, and Reporting Course

Chairman Gilliard spoke about the Florida Redevelopment Association's Budget, Funding and Reporting course taking place in Orlando in February.

Ms. Thompkins motioned to approve the travel expenses for Ms. Patterson to attend the FRA Budget, Funding, and reporting course. The motion was seconded by Mr. Spann. Motion passed unanimously.

C. A Diva's Dream Boutique

Chairman Gilliard requested information from Ms. Sabrina Flowers. as to what the funding she is requesting would be used for. Ms. Flowers stated the funds would be used for building maintenance, floors, air conditioning, plumbing and other building maintenance.

Chairman Gilliard elaborated on the grant process which requires turning in the application, have County Staff review the application, and then go back to the Board for approval once the application has been verified.

Ms. Thompkins motioned to approve funding for \$25,000 for A Diva's Dream Boutique. The motion was seconded by Mr. Spann. Motion passed unanimously.

D. Aunties Key to Life Juice Bar

Chairman Gilliard stated that Celeste Wells is not at the meeting, but Ms. Wells turned in all her paperwork for the grant application.

Ms. Thompkins motioned to approve funding for \$25,000 for Aunties Key to Life Juice Bar. The motion was seconded by Mr. Spann. Motion passed unanimously.

Discussion & Updates

Chairman Gilliard elaborated on the available grant programs such as residential and commercial and encouraged audience members to apply for the grants available. Chairman Gilliard stated that the installation of the West Perrine Executive Director has commenced. Chairman Gilliard outlined the grant process for the CRA with the following steps:

- WPCRA Executive Director receives application, ensures applications are compliant/complete, and will send the complete package to the Office of Management and Budget (OMB) within 12 business days.
- If the application is not complete, the Executive Director will advise the applicant of missing information that needs to be corrected. Once completed accordingly, the completed application will then be submitted to OMB within 12 business days.
- If the Executive Director needs County support by way of the OMB office, the Executive Director will call the Assistant Director for assistance and should receive an answer to said problem/concern/question within 2 business days. The 2 business days should be the only delay in the 12 business days of the application process on our end. If the delay extends beyond the 2 business days, an explanation must be given to the Board.
- Once the completed application is given to OMB, the Executive Director will request weekly status update reports on said applications and its whereabouts.
- It is the responsibility of the support staff of the County to assist and ensure that ALL processes by this agency and its representatives be one that is smooth, unimpeded, and be given full assistance.

Chairman Gilliard stated that the aim of the Agency is for the Assistant Director and WPCRA Executive Director will work cooperatively with the vested interests to redevelop the community and get rid of slum and blight. Chairman Gilliard stated the executive director must be familiar with the following items and stated the learning curve is 60 days; Agency's interlocal agreement, Agency's budget, Perrine Citizens Charrette Area Plan, The Moss Plan, WPCRA 2007 plan, WPCRA Commercial Grant Program, WPCRA Residential Grant Program, WPCRA Beautification Grant Program, and other grant programs/ resolutions.

Chairman Gilliard explained that during the Executive Director's learning curve, County staff will still be responsible for closing out pending grant applications for; The Figgers Foundation, Aunties Key to Life Juice, Adivas Dream Boutique LLC, Wilbur B. Bell Living Trust / Flavors and Ribs Restaurant, Henry's Dry Cleaners and Sugar 4 Kids Foundation, Inc. The Chairman also stated that during the close out period of the applications, the County will inform, share, and provide and explain to the Executive Director their process of accepting, approving, completing, submitting, and funding said applications. The Chairman thanked everyone for their time, due diligence, and understanding.

Next Meeting Date & Adjournment

Chairman Gilliard stated the next meeting is scheduled for March 20, 2024, starting at 6:00 P.M. The meeting was adjourned at 6:27 P.M.

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No.

RESOLUTION NO. _____

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF THE WEST PERRINE COMMUNITY REDEVELOPMENT AGENCY (“AGENCY”) RATIFYING THE EXECUTION OF AN AMENDMENT TO THE CONTRACT FOR EXECUTIVE DIRECTOR SERVICES BETWEEN THE AGENCY AND MS. KRYSTAL PATTERSON

WHEREAS, this Board desires to accomplish the purpose outlined herein and in the amendment to the contract for executive director services between the West Perrine Community Redevelopment Agency and Ms. Krystal Patterson, which amendment is attached hereto and is incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE WEST PERRINE COMMUNITY REDEVELOPMENT AGENCY, that:

Section 1. The matters contained in the foregoing recital and accompanying memorandum are incorporated in this resolution by reference.

Section 2. This Board hereby ratifies the execution of an amendment to the agreement for executive director services, as set forth in Exhibit “A”, attached and incorporated, in order to replace Ms. Krystal Patterson with H.E.R.S. Consulting, LLC, a Florida limited liability company.

The foregoing resolution was offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

Leviticus L. Gilliard, Chairman
Tyreke Spann, Vice Chairman

Lieutenant Kevin Richardson
Rhonda Richardson-Comer

Veronica Thompkins
Willie Carpenter

The Chairperson thereupon declared this resolution duly passed and adopted this
day of , 2024.

**AMENDMENT NO. 1 TO
AGREEMENT BETWEEN THE WEST PERRINE COMMUNITY
REDEVELOPMENT AGENCY AND KRystal PATTERSON**

This First Amendment to the Agreement Between The West Perrine Community Redevelopment Agency and Krystal Patterson (“Amendment”) is entered into the ____ day of _____, 2024 (“Effective Date”) between the West Perrine Community Redevelopment Agency, a body politic and corporate, having its principal office at 111 N.W. 1st Street, Miami, Florida 33128 (hereinafter referred to as the "Agency"), Krystal Patterson, an individual with offices at 6805 West Commercial Blvd, Tamarac, Florida (hereinafter referred to as the "Contractor"), and H.E.R.S. Consulting, LLC, a Florida limited liability company with offices at 6805 West Commercial Blvd Tamarac, Florida (“New Contractor”).

RECITALS

WHEREAS, the Agency was created by the Miami-Dade County Board of County Commissioners in 2007 and serves the West Perrine Area of unincorporated Miami-Dade County (hereinafter referred to as the "Area"); and

WHEREAS, on February 1st, 2024, the Contractor and Agency executed the Agreement between the West Perrine Community Redevelopment Agency and Krystal Patterson (“Agreement”), wherein Contractor agreed to provide Executive Director services to the Agency as more particularly described in the Agreement (“Services”); and

WHEREAS, Contractor is now requesting to amend the Agreement in order to replace Contractor with New Contractor, as the entity that is tasked with providing the Services under the Agreement;

NOW, THEREFORE, in consideration for the covenants set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. All of the above recitals are true and correct in all respects and are incorporated by reference herein as though set forth in full herein.
2. The Agreement is hereby amended in a manner that Contractor transfers, assigns, and conveys to New Contractor, and New Contractor hereby assumes, from Contractor, the obligations under and interest in the Agreement, and New Contractor agrees to continue to be bound by and comply with all agreements, conditions, terms, requirements, restrictions, covenants, warranties, and limitations applicable to the Contractor as set forth in the Agreement. Accordingly, from and after the Effective Date, all references in the Agreement to “Contractor” shall hereby refer to “New Contractor”.
3. Article 1 subsection (k) of the Agreement is amended to read as follows:

k) The word "Subcontractor" to mean any person, entity, firm or corporation, other than employees, agents, or officers of New Contractor, who furnishes labor and/or materials, in connection with the Work, whether directly or indirectly, on behalf and/or under the direction of the New Contractor and whether or not in privity of contract with the New Contractor.

4. Article 2 of the Agreement is amended to read as follows:

ARTICLE 2. ORDER OF PRECEDENCE

If there is a conflict between or among the provisions of this Agreement, the order of precedence is as follows: 1) these terms and conditions, Articles 1 through 44; 2) the Scope of Work (Attachment 1).

5. Article 6 subsection (b) of the Agreement is amended to read as follows:

b) To the New Contractor:

H.E.R.S. Consulting, LLC
6805 W Commercial Blvd, #1149,
Tamarac, FL 33319
Attention: Krystal Patterson
Phone: (954)833-9990
E-mail: krystal@hersconsult.com

6. Article 10 of the Agreement is amended to read as follows:

ARTICLE 10. INDEMNIFICATION AND INSURANCE

New Contractor shall indemnify and hold harmless the Agency and its officers, employees, agents and instrumentalities from any and all liability, losses or damages, including attorneys' fees and costs of defense, which the Agency or its officers, employees, agents or instrumentalities may incur as a result of claims, demands, suits, causes of actions or proceedings of any kind or nature arising out of, relating to or resulting from the performance of this Agreement by the New Contractor or its employees, agents, servants, partners, or principals. The New Contractor shall pay all claims and losses in connection therewith and shall investigate and defend all claims, suits or actions of any kind or nature in the name of the Agency, where applicable, including appellate proceedings, and shall pay all costs, judgments, and attorney's fees which may issue thereon. The New Contractor expressly understands and agrees that any insurance protection required by this Agreement or otherwise provided by the New Contractor shall in no way limit the responsibility to indemnify, keep and save harmless and defend the

Agency or its officers, employees, agents and instrumentalities as herein provided.

The New Contractor shall furnish the Agency at 111 NW 1st Street, Suite 2210 Miami, Florida 33128, Certificate(s) of Insurance with coverages as outlined below:

A. Worker's Compensation Insurance as required by Florida Statute 440, unless indicated otherwise by the Agency in writing, and in its sole and absolute discretion.

B. Commercial General Liability Insurance for a minimum \$1,000,000 each occurrence, \$2,000,000 aggregate. Products/completed operations. **Agency must be included as additional Insured.**

C. Automobile Liability Insurance covering all owned, non-owned and hired vehicles in an amount not less than \$1,000,000 combined single limit, unless indicated otherwise by the Agency in writing, and in its sole and absolute discretion..

D. Professional liability \$1,000,000 each occurrence \$2,000,000 aggregate covering claims arising out of the rendering or failure to render professional services or products.

All insurance policies required above shall be issued by companies authorized to do business under the laws of the State of Florida, with the following qualifications:

The company must be rated no less than "A-" as to management, and no less than "Class VII" as to financial strength, by Best's Insurance Guide, published by A.M. Best Company, Oldwick, New Jersey, subject to the approval of the County Risk Management Division or the company must hold a valid Florida Certificate of Authority as shown in the latest "List of All Insurance Companies Authorized or Approved to Do Business in Florida" issued by the State of Florida Department of Financial Services.

NOTE: CERTIFICATE HOLDER MUST READ:
WEST PERRINE COMMUNITY REDEVELOPMENT AGENCY
111 NW 1st STREET
SUITE 2210
MIAMI, FL 33128

7. Article 13 of the Agreement is amended to read as follows:

ARTICLE 13. INDEPENDENT CONTRACTOR RELATIONSHIP

The New Contractor is, and shall be, in the performance of all work services and activities under this Agreement, an independent contractor, and not an employee, agent or servant of the Agency. The New Contractor shall exercise control over the means and manner in which it and its employees, officers, and agents perform the work, and in all respects the New

Contractor's relationship and the relationship of its employees, officers, and agents to the Agency shall be that of an independent contractor and not as employees, officers, and agents of the Agency.

The New Contractor is providing the Services set forth in Attachment 1 and does not have the authority to manage the employees, funds or budgets of the Agency without Board approval. The New Contractor does not have the power or authority to bind the Agency in any promise, agreement or representation other than specifically provided for in this Agreement, or as approved by the Board.

8. Article 24 subsection (a) romanette (viii) of the Agreement is amended to read as follows:

viii. it is discovered that New Contractor's corporate status with the State of Florida's Division of Corporations has become inactive.

9. Article 24 subsection (a) has been amended to add romanette (xi), (xii), and (xiii) as follows:

xi. the New Contractor has become insolvent (other than as interdicted by the bankruptcy laws), or has assigned the proceeds received for the benefit of the New Contractor's creditors, or the New Contractor has taken advantage of any insolvency statute or debtor/creditor law or if the New Contractor's affairs have been put in the hands of a receiver;

xii. it is discovered that New Contractor has been convicted of a public entity crime as described in Chapter 287, Florida Statutes; and

xiii. Krystal Patterson is no longer employed by New Contractor.

10. Article 28 of the Agreement is amended to read as follows:

ARTICLE 28. CONFIDENTIALITY

- a) All Developed Works and other materials, data, transactions of all forms, financial information, documentation, inventions, designs and methods obtained from the Agency in connection with the Services performed under this Agreement, made or developed by the New Contractor in the course of the performance of such Services, or the results of such Services, or which the Agency holds the proprietary rights, constitute Confidential Information and may not, without the prior written consent of the Agency, be used by the New Contractor, its employees, officers, or agents, for any purpose other than for the benefit of the Agency, unless required by law. In addition to the foregoing, all Agency employee information and Agency financial information shall be considered Confidential Information and shall be subject to all the requirements stated

herein. Neither the New Contractor, nor its employees, its officers, or its agents may sell, transfer, publish, disclose, display, license or otherwise make available to others any part of such Confidential Information without the prior written consent of the Agency. Additionally, the New Contractor expressly agrees to be bound by and to defend, indemnify and hold harmless the Agency, and their officers and employees from the breach of any federal, state, or local law in regard to the privacy of individuals.

- b) The New Contractor shall advise each of its employees, officers, and agents who may be exposed to such Confidential Information of their obligation to keep such information confidential and shall promptly advise the Agency in writing if it learns of any unauthorized use or disclosure of the Confidential Information by any of its employees, officers, or agents, present or former. In addition, the New Contractor agrees to cooperate fully and provide any assistance necessary to ensure the confidentiality of the Confidential Information.
- c) It is understood and agreed that in the event of a breach of this Article damages may not be an adequate remedy and the Agency shall be entitled to injunctive relief to restrain any such breach or threatened breach. Unless otherwise requested by the Agency, upon the completion of the Services performed hereunder, the New Contractor shall immediately turn over to the Agency all such Confidential Information existing in tangible form, and no copies thereof shall be retained by the New Contractor, its employees, officers, or agents without the prior written consent of the Agency. A certificate evidencing compliance with this provision and signed by an officer of the New Contractor shall accompany such materials.

11. Article 30 of the Agreement is amended to read as follows:

ARTICLE 30. PROPRIETARY RIGHTS

- a) The New Contractor hereby acknowledges and agrees that the Agency retains all rights, title and interests in and to all materials, data, documentation and copies thereof furnished by the Agency to the New Contractor hereunder or furnished by the New Contractor to the Agency and/or created by the New Contractor for delivery to the Agency, even if unfinished or in process, as a result of the Services the New Contractor performs in connection with this Agreement, including all copyright and other proprietary rights therein, which the New Contractor, its employees, officers, and agents may use only in connection with the performance of Services under this Agreement. The New Contractor shall not, without the prior written consent of

the Agency, use such documentation on any other project in which the New Contractor, its employees, officers, and agents are or may become engaged. Submission or distribution by the New Contractor to meet official regulatory requirements or for other purposes in connection with the performance of Services under this Agreement shall not be construed as publication in derogation of the Agency's copyrights or other proprietary rights. Notwithstanding the preceding, the rights, title and interests in all materials, data, documentation, and copies thereof developed under this Agreement using knowledge, methods, or technology that are either trade secret, proprietary or owned by the New Contractor shall remain with the New Contractor.

- b) All rights, title and interest in and to certain inventions, ideas, designs and methods, specifications and other documentation related thereto developed by the New Contractor specifically for the Agency, heretofore and hereinafter referred to as "Developed Works" shall become the property of the Agency.
- c) Accordingly, neither the New Contractor, nor its employees, officers, or agents shall have any proprietary interest in such Developed Works.

The Developed Works may not be utilized, reproduced, or distributed by or on behalf of the New Contractor or any employee or agent without the prior written consent of the Agency, except as required for the New Contractor's performance hereunder.

12. The first paragraph of Article 32 of the Agreement titled "Independent Private Sector Inspector General Reviews" is amended to read as follows:

Independent Private Sector Inspector General Reviews

Pursuant to Miami-Dade County Administrative Order No. 3-20, the Agency has the right to retain the services of an Independent Private Sector Inspector General (the "IPSIG"), whenever the Agency deems it appropriate to do so. Upon written notice from the Agency, the New Contractor shall make available to the IPSIG retained by the Agency, all requested records and documentation pertaining to this Agreement for inspection and reproduction. The Agency shall be responsible for the payment of these IPSIG services, and under no circumstance shall the New Contractor's prices and any changes thereto approved by the Agency, be inclusive of any charges relating to these IPSIG services. The terms of this provision apply to the New Contractor, its officers, agents, and employees. Nothing contained in this provision shall impair any independent right of the Agency to conduct an audit or investigate the operations, activities, and performance

of the New Contractor in connection with this Agreement. The terms of this Article shall not impose any liability on the Agency by the New Contractor or any third party.

13. Article 36 subsection (c) of the Agreement is amended to read as follows:

- c) Except as may be required by law, the New Contractor, its employees, officers, and agents will not represent, directly or indirectly, that any product or service provided by the New Contractor, or such parties has been approved or endorsed by the Agency.

14. Article 37 of the Agreement is amended to read as follows:

ARTICLE 37. BANKRUPTCY

The Agency reserves the right to terminate this contract, if, during the term of any contract the New Contractor has with the Agency, the New Contractor becomes involved as a debtor in a bankruptcy proceeding, or becomes involved in a reorganization, dissolution, or liquidation proceeding, or if a trustee or receiver is appointed over all or a substantial portion of the property of the New Contractor under federal bankruptcy law or any state insolvency law.

15. The Agreement is amended to add Article 44, which reads as follows:

ARTICLE 44. NO CLIENT-LAWYER RELATIONSHIP

New Contractor and the Agency's legal counsel will endeavor to collaborate to the extent necessary for the Agency to successfully complete the Agency's mission to eradicate slum and blight and redevelop the Area, supporting a mix of business, residential and commercial opportunities within the Area. In the avoidance of doubt and notwithstanding anything to the contrary stated herein, New Contractor and the Agency's legal counsel do not have client-lawyer relationship as described in the Rules of Professional Conduct, Rules Regulating the Florida Bar, or as described in any other applicable law, rule, code, statute, or regulation regarding client-lawyer relationships.

16. The Agency hereby confirms that, to the Agency's knowledge, as of the Effective Date, the Contractor is in compliance with the terms and conditions of the Agreement and no event of default has occurred, nor does the Agency have any knowledge of any event that with the passage of time shall be considered an event of default under the Agreement.

17. New Contractor represents that it has the requisite capacity and authority to execute and deliver this Amendment and to legally bind New Contractor to the terms and provisions hereof.
18. Agency hereby expressly releases Contractor from performance of any of the obligations under, and from any liability arising from the Agreement arising from and after the Effective Date.
19. It is expressly agreed and by this statement specifically intended by the parties hereto that nothing within this Amendment shall be construed as indicating any intent by any party hereto to benefit any other entity or person not a party signatory to this Amendment by any provision or to entitle any such third party to any right of action on account hereof.
20. Except as modified herein, all terms and conditions of the Agreement shall remain unmodified, in full force and effect, and are ratified and confirmed in all respects by the parties hereto.
21. If any covenant, condition, term, or provision contained in this Amendment is held to be invalid by final judgment of any court of competent jurisdiction, the invalidity of such covenant, condition, term, or provision shall not in any way affect any other covenant, condition, term, or provision contained in this Amendment.
22. This Amendment may be executed in any number of counterparts, each of which so executed shall be deemed to be an original, and such counterparts shall together constitute but one and the same Amendment. The parties shall be entitled to sign and transmit an electronic signature of this Amendment (whether by facsimile, PDF or other email transmission), which signature shall be binding on the party whose name is contained therein. Any party providing an electronic signature agrees to promptly execute and deliver to the other parties an original signed Amendment upon request.
23. This Amendment may not be amended, suspended, superseded or otherwise modified except by a written instrument, expressly identifying the modifications made and signed by the authorized representative of each of the parties.

[Signatures on the Following Page]

IN WITNESS WHEREOF, the parties hereto have caused this Amendment to be executed by their respective officials thereunto duly authorized on the date above written.

CONTRACTOR:

WITNESSES:

Krystal Patterson, a natural person

Signature

By: _____

Legibly print name

Print Name: Krystal Patterson

Signature

Legibly print name

STATE OF FLORIDA)
COUNTY OF MIAMI-DADE) SS:

The foregoing instrument was acknowledged before me by means of physical presence or online notarization, this ___ day of _____, ___ by Krystal Patterson, a natural person, who is personally known to me or has produced _____ as identification.

(NOTARY PUBLIC SEAL)

Signature of Person Taking Acknowledgment

(Printed, Typed, or Stamped Name of Notary Public)

Title or Rank

Serial Number, if any

IN WITNESS WHEREOF, the parties hereto have caused this Amendment to be executed by their respective officials thereunto duly authorized on the date above written.

West Perrine Community Redevelopment
Agency, a body politic and corporate

ATTEST:

Leviticus Gilliard Date:
Chairman

Print Name: _____ Date:
Title: _____

APPROVED AS TO LEGAL FORM
AND CORRECTNESS:

Terrence A Smith Date:
Assistant County Attorney

IN WITNESS WHEREOF, the parties hereto have caused this Amendment to be executed by their respective officials thereunto duly authorized on the date above written.

NEW CONTRACTOR:

WITNESSES:

H.E.R.S. Consulting, LLC, a Florida limited liability company

Signature

Legibly print name

Signature

Legibly print name

By: _____

Print Name: Krystal Patterson Date

Title: President

STATE OF FLORIDA)
COUNTY OF MIAMI-DADE) SS:

The foregoing instrument was acknowledged before me by means of physical presence or online notarization, this ___ day of _____, ___ by Krystal Patterson, the President of H.E.R.S. Consulting, LLC, a Florida limited liability company, on behalf of the limited liability company. She is personally known to me or has produced _____ as identification.

Signature of Person Taking Acknowledgment

(Printed, Typed, or Stamped Name of Notary Public)

Title or Rank

Serial Number, if any

**Florida Redevelopment Association
2024 Redevelopment Academy Course Schedule**

| DATE | REGISTRATION DEADLINE | INSTRUCTOR | COURSE | LOCATION |
|-------------|------------------------------|------------------------------------|----------------------------------------------|----------------------------------------------|
| January 19 | January 15 | Renee Jadusingh Christine Tibbs | CRA 101 | GAI Offices, Orlando |
| February 16 | February 1 | Tom Kohler Owen Beitsch | Creating & Using Redevelopment Incentives | GAI Offices, Orlando |
| February 23 | February 9 | Gail Hamilton | Budgeting, Funding & Reporting | GAI Offices, Orlando |
| March 22 | March 8 | Laura Smith | Operations & Capacity Building | GAI Offices, Orlando |
| April 19 | April 5 | Laura Smith | CRA 101 | GAI Offices, Orlando |
| April 19 | April 5 | Tom Kohler Owen Beitsch | Housing as a Redevelopment Tool | Winter Park Community Center – Cedar Room |
| June 7 | May 24 | Tom Kohler Owen Beitsch | Planning Strategically for Redevelopment | GAI Offices, Orlando |
| July 12 | June 28 | Brenda Thrower | Capital Project Management | GAI Offices, Orlando |
| July 26 | July 12 | Michelle VanLoan | Infrastructure I – Above Ground | GAI Offices, Orlando |
| August 23 | August 9 | Laura Smith | Operations & Capacity Building | GAI Offices, Orlando |
| August 16 | August 2 | Renee Jadusingh Christine Tibbs | CRA 101 | GAI Offices, Orlando |

| | | | | |
|------------|-----------|---------------|--------------------------------|-------------------------------------------------|
| October 22 | October 4 | Gail Hamilton | Budgeting, Funding & Reporting | Tampa Marriott Water Street – Annual Conference |
| October 22 | October 4 | Laura Smith | CRA 101 | Tampa Marriott Water Street – Annual Conference |
| October 25 | October 4 | TBD | Operations & Capacity Building | Tampa Marriott Water Street – Annual Conference |
| October 25 | October 4 | Laura Smith | CRA 101 | Tampa Marriott Water Street – Annual Conference |



Digital Branding Proposal



BLÜM CONSULTING

**Submitted To,
Krystal Patterson, MPA
West Perrine CRA**

**Submitted By,
Dr. Rochelle Lewis
Blüm Consulting, LLC**



Executive Summary



Blüm Consulting is honored to present this proposal to the West Perrine Community Redevelopment Agency (CRA) for the development, maintenance, and management of its digital assets. With over 15 years of experience serving both public and private sector entities, Blüm brings a wealth of expertise and dedication to meeting the unique needs of the CRA.



Our proposal ensures compliance with the State of Florida's statutory requirements while providing a comprehensive and user-friendly online experience for the community. With our expertise and dedication, we aim to enhance the CRA's visibility, engagement, and communication with stakeholders.

Our Services



Domain Registration and Email Setup

- Registration of a dedicated domain name for the West Perrine CRA.
- Setup of professional email addresses using the new domain (e.g., info@westperrinecra.com).



Website Development

- Custom-designed website tailored to the West Perrine CRA's needs and branding.
- Responsive design for optimal viewing across desktop and mobile devices.
- Integration of essential features, including meeting notice advertisements, live streaming of public meetings, document repository, and contact forms.
- Content management system (CMS) for easy updates and maintenance by CRA staff.



Social Media Platform Setup & Management

- Creation and optimization of social media profiles on platforms such as Facebook, Twitter, and Instagram.
- Development of a social media strategy to increase engagement and community outreach.
- Regular posting of relevant content, including announcements, public meetings, events, and updates.



Logo Design

- Creation of a distinctive and professional logo representing the West Perrine CRA's identity and mission.
- Multiple design concepts and revisions to ensure satisfaction.



Maintenance & Management (6 months)

- Ongoing maintenance and technical support for the website, including software updates and security enhancements.
- Monitoring and moderation of social media platforms to ensure compliance with community guidelines and responsiveness to inquiries.
- Regular reporting on website traffic, social media engagement metrics, and overall performance.

Project Overview



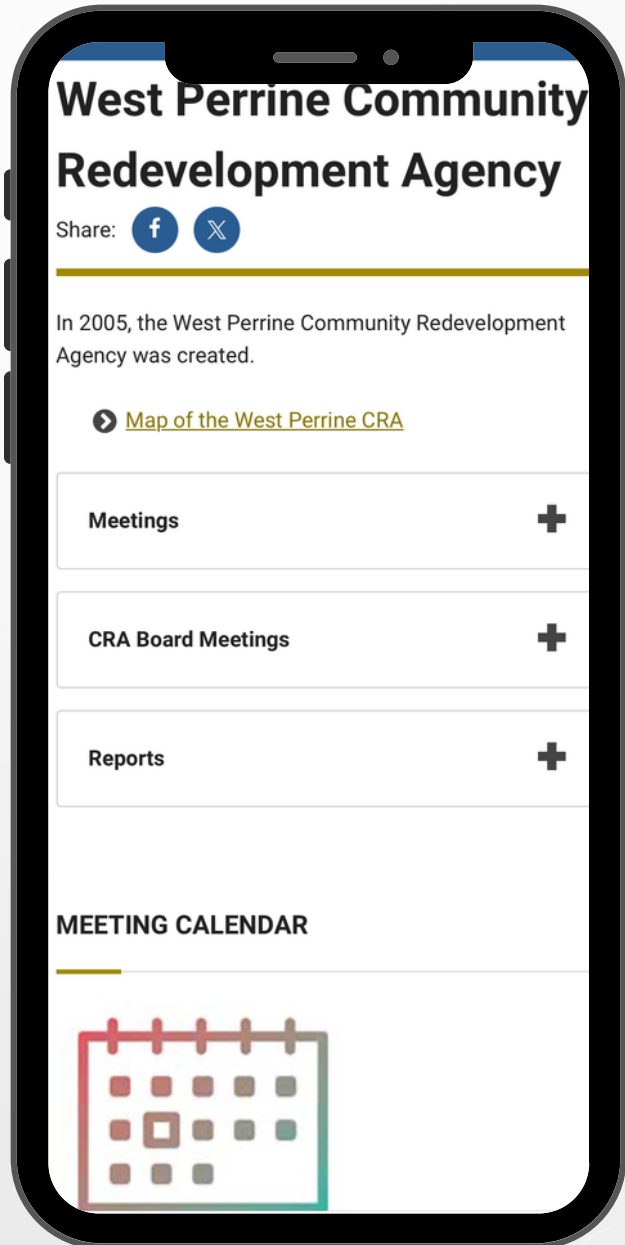
Blüm recognizes the importance of a strong online presence for the West Perrine CRA to effectively communicate with the community, promote transparency, and facilitate public engagement.

Our proposal encompasses the development, maintenance, and management of essential digital assets, including a dedicated website, social media platforms, domain registration, email setup, and logo design.

Additionally, we will ensure compliance with Florida's statutory requirements, such as the advertisement of meeting notices and live streaming of public meetings, to uphold transparency and accessibility.

All ownership rights and materials developed as part of this proposal will be transferred to the West Perrine Community Redevelopment Agency (CRA) upon completion of the contract period.

This includes the website, social media profiles, domain registration, email addresses, logo design, and any other digital assets created or utilized during the term of the agreement. Our commitment to the CRA extends beyond the duration of the contract, ensuring that the agency retains full control and ownership of its digital presence moving forward.





Budget

The total investment for the development, maintenance, and management of the West Perrine CRA's digital assets for a period of 6 months is capped at \$23,500. This budget includes all expenses associated with website development, social media setup and management, domain registration, email setup, and logo design. Blüm is committed to delivering high-quality services within this budget, ensuring maximum value and impact for the West Perrine CRA and its stakeholders.

| Service | Cost |
|-----------------------------------------------------|-------------------------|
| Website Development | \$8,000 |
| Logo Design | \$1,500 |
| Domain Registration & Email Set Up | \$2,500 |
| Social Media Platform Setup & Management (6 Months) | \$2,000 |
| Maintenance & Management (6 months) | \$ 9,500 |
| <u>Total Investment</u> | <u>\$ 23,500</u> |



BLÜM CONSULTING

Thank You

Should you have any questions or require further information, please do not hesitate to contact us. We look forward to the opportunity to collaborate with the West Perrine Community Redevelopment Agency and contribute to its success in serving the community.



Rochelle@blumconsults.com



954-668-8607



Houston, TX

DESIGNED BY



WEST PERRINE

COMMUNITY REDEVELOPMENT AGENCY

BLÜM CONSULTING

DESIGNED BY



**WEST
PERRINE** **C** **R** **A**
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