

City of Auburndale Community Redevelopment Agency Minutes August 17, 2026

Minutes of the Community Redevelopment Agency of the City of Auburndale held on August 17, 2026, at 7:39 p.m. in the Commission Room of City Hall, after having been properly advertised, with the following members present: Vice Chair Ellie Harper, Alex Cam, Jordan Helms, Travis Avery, Sean Levy, and Crystal Tijerina. Chair Tim Pospichal was absent. Also present: Deputy City Manager Amy Palmer and City Clerk Brandon Henry.

Motion by Jordan Helms, seconded by Alex Cam, to approve the Community Redevelopment Agency Minutes of the June 15, 2026 meeting. Upon vote, all ayes.

Vice Chair Ellie Harper asked if there was public comment on any item not on the agenda. There was no public comment.

1. PRESENTATION OF THE PROPOSED BUDGET FOR FISCAL YEAR 2026-2027

Deputy City Manager Amy Palmer said she will be requesting approval of the budget.

She said the proposed Fiscal Year (FY) 2026-2027 Budget being presented reflects the proposed capital improvement projects in the first year of the five-year Capital Improvement Plan (CIP) that was presented at the Community Redevelopment Agency's (CRA) last meeting on June 15, 2026.

In addition to general operational expenses, the proposed FY 2026-2027 Budget provides CRA funding for the following CIP approved projects:

- \$75,000 for US Highway 92/Havendale Boulevard Corridor Plan
- \$500,000 for Wiley Drive Streetscape Reserves
- \$2,000,000 for Splash Pad Construction
- \$500,000 for Pickleball Reserves

The proposed FY 2026-2027 CRA Budget for revenues and expenses is balanced and is being presented for final approval. Revenues and expenses are balanced in the amount of \$4,019,428. There have been no changes since last presented in June. If approved by the CRA, the CRA Budget will be included with the City's Annual Budget and presented at Public Hearings in September. Staff recommends approval of the proposed FY 2026-2027 CRA Budget.

Motion by Jordan Helms, seconded by Alex Cam, to approve the proposed FY 26/27 CRA Budgets.

Jordan Helms asked if the splash pad design will give us information regarding water consumption?

Deputy City Manager Palmer answered we can actually start researching it when we start master planning. The splash pad would be the first project coming out of that master plan. It will be something we work with the consultants to determine best practices for water consumption and saving water. She will bring that back to the board for consideration as we get into the master plan.

Jordan Helms said the last thing he wants to do is build it and then realize we cannot turn it on. He wants to make sure we have the ability to pull the plug if we have to.

Upon vote, all ayes.

2. PRESENTATION OF PROPOSALS – DOWNTOWN AUBURNDALE MARKET ANALYSIS

Deputy City Manager Palmer said in January 2024, the Auburndale Community Redevelopment Agency acquired City-owned properties on West Park Street with the intention of engaging real estate developers to develop a

mixed-use project. The properties total 2.3 acres and include the City's Civic Center, Senior Center, Rec Hall, Historical Museum, Parks and Recreation offices, and parking.

The Request for Proposals (RFP) for a market study and economic analysis was advertised to help the CRA and private developers determine the market potential for a mixed-use project on this site, the "Civic Center site". The intent of the study is to analyze the area's economic base; determine the market potential for new businesses and residential uses; identify opportunities to redevelop the Civic Center site; and make recommendations to achieve a mixed-use project. The RFP also requested that firms describe any experience analyzing real estate proposals, as there would be future potential to consult with Staff in the evaluation of redevelopment proposals from real estate developers.

The RFP was advertised in The News Chief on May 22, 2026, placed on the City's website, and emailed to 4 consulting firms. On June 26, 2026, the City received the following bids:

- Retail Strategies \$25,000
- Precision Consulting \$25,000
- **Business Flare \$36,000**
- Marketing Alliance \$48,500
- GAI Community Solutions \$65,000
- Inspire Placemaking \$107,013

City Staff recommends awarding the contract to Business Flare in the amount of \$36,000 to complete the market analysis. Business Flare's proposal demonstrated the closest alignment with the advertised scope of work, and demonstrated the strongest real estate experience. Funding for the market study will be allocated from the Operations/Special Project line item in the CRA's Budget.

Staff recommends awarding the contract to Business Flare in the amount of \$36,000.

Motion by Crystal Tijerina, seconded by Sean Levy, to award the contract to Business Flare in the amount of \$36,000.

Travis Avery said he recalled the CRA plan update. Which company did that?

Deputy City Manager Palmer answered Inspire Placemaking.

Travis Avery asked if we actually own those documents from the CRA plan update, so that we may share it with Business Flare?

Deputy City Manager Palmer answered yes.

Travis Avery said he knows with plans, sometimes there is copyright.

Deputy City Manager Palmer said it is our plan, we paid for it.

Upon vote, all ayes.

Vice Chair Harper asked if there was any public comment on this item. There was no public comment.

The Meeting was adjourned at 7:49 p.m.

I HEREBY CERTIFY that the foregoing Minutes are true and correct.



Brandon Henry, City Clerk