



# City of Naples

City Council Chamber  
735 Eighth Street South  
Naples, Florida 33940

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## CRA/Redevelopment Advisory Board Workshop Meeting - August 2, 1993 - 1:00 p.m.

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Chairman Van Arsdale called the meeting to order and presided.

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### ROLL CALL

ITEM 1

**Present:** Community Redevelopment Agency  
Peter H. Van Arsdale, Chairman

**CRA Members:**  
Kim Anderson  
R. Joseph Herms  
Alan R. Korest  
Paul W. Muenzer  
Fred L. Sullivan  
Ronald M. Pennington

**Redevelopment Advisory Board:**  
Dudley Goodlette, Chairman  
Edward Verdesca  
Marvin Cecil  
Lance Donovan

**Also Present:**  
Dr. Richard L. Woodruff, City Manager  
Maria J. Chiaro, City Attorney  
Missy McKim, Comm. Dev. Director  
John Cole, Chief Planner  
Ann Walker, Planner II  
Karen Hatten, Adm. Assistant II  
Tara Norman, Deputy City Clerk

Fred Tarrant  
Odilie Tarrant  
Dennis Hess  
Tom Taylor  
Corey O'Gorman  
Justyna Ford  
Other interested citizens and visitors

**News Media:**  
Eric Staats, Naples Daily News  
Paul Kenny, WBBH-TV

**ITEM 2**

**DISCUSSION OF CONSENSUS BUILDING PROGRAM WITH TOM TAYLOR AND COREY O'GORMAN, FLORIDA GROWTH MANAGEMENT GROUP.**

Redevelopment Advisory Board Chairman Goodlette introduced Tom Taylor and Corey O'Gorman of the Florida Growth Management Group, a consortium created by the Florida Legislature to assist in resolving disputes over growth and related issues. Mr. Taylor further explained that the group is intended to help build community consensus by determining what people want and engaging them in the decision making process. He said that the key to achieving this consensus is to transform the arena where people work together into an area for seeking the best solution rather than where people try to achieve individual victories. The focus is on interests and needs and how better to accommodate the citizens.

Mr. Taylor reviewed characteristics of the collaborative process and collaborative applications for a local Community Redevelopment Agency (CRA):

1. Sharing of power between governments and other groups. Even though unilateral decisions take longer, good projects are often compromised by litigation. Mr. Taylor characterized this element as a "big coordination job."
2. Need for civic infrastructure. This addresses the issue of whether every decision must end up at the City Council level or whether decisions can sometimes be made elsewhere. Among the groups to be considered are individual downtown property owners who are competitors with shopping centers which have centralized management.
3. Focus on resources. There is a need to build on resources and to focus on good, not just bad.
4. Basis of power on which decisions are made. Interest based decision making will assure that fewer mistakes are made.

Mr. Taylor then described traditional and collaborative approaches to decision making. The traditional approach involves plans being drafted by professionals and then submitted to the public. It can result in conflicting political pressure with final approval left to the governing body. While this can be a melding of ideas, it rarely fully satisfies anyone, he added.

The collaborative approach, on the other hand, involves public workshops with affected and



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involved parties, the creation of work groups, and submission of a plan to the Council for final approval. Mr. Taylor indicated that this approach achieved such a great degree of consensus that plan implementation is greatly enhanced.

Mr. Taylor distributed a scoring sheet for members of the group to rate the traditional approach versus the collaborative approach to decision making. (A copy of this material is contained in the file for this meeting in the City Clerk's Office.)

Mr. Taylor said that the first step in the process is for the City to identify someone who will work to establish a collaborative process, whether it be an individual on the staff or someone else. He then asked members of the group to list their principal questions and concerns in using the collaborative process. These items are summarized as follows:

Identification of constituency groups.

Is redevelopment effort open-ended from the beginning? Use of draft plan.

Time frame - long or short?

Qualifications of consensus builder.

How to build confidence.

How to set priorities - group representation.

Dealing with negative extremes - how to compromise extremes.

Role of resources - when applied.

Width and breadth of plan. Dealing with newcomers.

In further discussion, the group addressed issues regarding timing for establishment of the trust fund, which would begin tax increment financing, and the degree of detail which the redevelopment plan must contain. Attorney Dennis Hess noted that the level of tax increment financing is dictated by the tax year immediately prior to passage of the trust fund ordinance. Tax rates are certified in mid-year. Mr. Hess also explained that while the redevelopment plan must address the entire area, there could be a greater degree of detail for some of the sections, such as the Fifth Avenue business district. Much of the detail could come from the City's Comprehensive Plan, Mr. Hess said, or other proposals could be made. Regardless of what is included in the initial plan, however, changes can be made through the same process which was utilized for the first adoption.

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Mr. Goodlette noted the need for some type of allocation of funding in the early stages of the redevelopment process, and various Council Members brought up the possibility that the City would be asked to participate in the redevelopment plan which is now underway by property owners on Fifth Avenue. It was determined that Mr. Goodlette and CRA Chairman Van Arsdale would make contact with Fifth Avenue representatives and schedule a workshop to further discuss these plans.

Tentative meeting dates for the CRA were also discussed; namely, Wednesday, August 23, and the possibility of scheduling regular CRA meetings on the third Wednesday of the month following regular City Council meetings.

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**ITEM 3**

**DISCUSSION OF REDEVELOPMENT ADVISORY BOARD MISSION STATEMENT.**

It is noted for the record that discussion of this item was included with Item 2 above.

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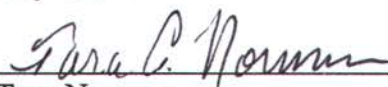
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**Public Input:** Fred Tarrant, representing the Old Naples Association, said that his group was sensitive to the mixed-use concept and wanted the City to avoid anything which would negatively impact traffic, noise or crime in established residential areas. He assured the group, however, that the Association was following what they were doing in a positive way. Nevertheless, he cautioned against too much governmental intrusion into private issues and asked them to avoid what he termed "crowd control" to deal with opposing views.

**ADJOURN:** 3:58 p.m

  
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**PETER VAN ARSDALE, CHAIRMAN**

  
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Janet Cason  
City Clerk

  
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Tara Norman  
Deputy City Clerk

These minutes of the CRA/Redevelopment Advisory Board were approved on 11/23/93.



# *City of Naples*

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**CRA/Redevelopment Advisory Board**

**Joint Workshop Meeting**

**August 2, 1993**

Convened 1:15 p.m. / Adjourned 3:58 p.m.

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