

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, JANUARY 9, 2012 – 3:30 P.M.

BID MEMBER/CATEGORY	ATTENDANCE	PRESENT	ABSENT
Amaury Piedra, Chair (Yankee Trader Hotel, A1A Trader, LLC)	P	6	0
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	P	5	3
Kenyata Allain (The Gallery at Beach Place)	P	5	1
Marcos Borrás (LXR Luxury Resorts & Hotels)	P	6	0
Bill Cunningham (3:33) (Marriott Courtyard, PHF Oceanfront LP)	P	5	1
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	5	1
Dale Reed (3:33) (The "W" Hotel, Capri Hotel, LLC)	P	6	0
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Corp.)	A	4	2
Aiton Yaari (3:33) (Beach Redevelopment Advisory Board)	P	5	3

At this time there are 9 appointed members to the Board, which means 5 would constitute a quorum.

It was noted that a quorum was present at the meeting.

Staff

Donald Morris, Beach CRA Director
Eileen Furedi, Economic Development Representative
Amanda Lebofsky, Recording Secretary, Prototype, Inc.

Communications to City Commission

Motion made by Vice Chair Ioannou, seconded by Mr. Yaari, to advise the City Commission that the Committee supports RDC's plan for the redevelopment of the Aquatic Complex, as well as the proposed development on the eastern parcel and the splash deck, public restrooms, and landscaping enhancements in D.C. Alexander Park. In a voice vote, the **motion** passed unanimously.

I. Call to Order / Roll Call

Chair Piedra called the meeting to order at 3:31 p.m. and roll was called.

- **Quorum**

It was noted that a quorum was present at the meeting.

II. Approval of Minutes: December 12, 2011

Motion made by Mr. Oliver, seconded by Vice Chair Ioannou, to approve the minutes of the December 12, 2011 meeting. In a voice vote, the **motion** passed unanimously.

III. Redevelopment of Aquatic Center Complex Presentation

Mr. Morris stated that Recreational Design and Construction (RDC), the contractor that responded to the City's RFP for the redevelopment of the Aquatics Complex, has made progress on their plan and would like to present their proposal to the Committee at this time.

Jim Blosser, representing Blosser & Sayfie, introduced Joseph Cerrone, president of RDC. Mr. Blosser explained that the City had sent out the RFP in 2010, and RDC has met with the City Commission several times to discuss the redevelopment. The project has been scaled back after hearing neighborhood input regarding the potential effects of noise, light, traffic, parking, and other considerations.

Mr. Cunningham, Mr. Reed, and Mr. Yaari arrived at 3:33 p.m.

Mr. Blosser concluded that RDC hopes the plan will be formally approved by the City Commission in the near future. The Beach CRA is expected to allocate up to \$25 million toward the underwriting of the public portion of the project. Private sector development, including a proposed wave house, is expected to serve as an economic generator to help subsidize the operation of the Aquatic Complex.

Mr. Cerrone showed the Committee a PowerPoint presentation on the proposed redevelopment. He advised that the original proposal had been \$75 million, which had been refined as RDC learned what the City and the Aquatic Complex's surrounding neighborhoods would like. The result is the proposal of a financially viable multi-purpose facility at \$23.7 million. The facility will meet all competitive swimming requirements and is designed to a level that could host the Olympic Games. RDC is also supportive of the International Swimming Hall of Fame and recognizes that this is a great asset to both the City and the project. The wave

house and Ron Jon facilities are expected to bring a great deal of energy to the project, which is intended to offset the deficit of the aquatic facility.

Mr. Cerrone noted that the Beach CRA has proposed the addition of a small water playground, an interactive water feature, and a restroom to D.C. Alexander Park.. Because the deed restriction for a portion of the park states that nothing other than a recreational facility may be developed on that site, the wave house would be located on a portion of the park that has no deed restriction.

Features of the proposed Aquatic Complex include ground floor parking, therapy pools, and weight training facilities, with ground-level parking for the wave house, which is located across the street. The second floor of the facility houses the International Swimming Hall of Fame and additional parking. The third floor serves as a pool deck, and the fourth floor hosts meeting rooms, coaches' offices, and potentially more of the International Swimming Hall of Fame.

The dive well would be slightly expanded from the request in the RFP, and could host short-course competition, water polo matches, and synchronized swimming, as well as diving events and shows. The resulting facility could be constructed at a lower cost, with less noise and less traffic, while complying with the RFP. Mr. Cerrone noted that the parking garage would be funded through a parking revenue bond and is not included in the proposed cost of the facility.

Chair Piedra complimented the proposed design, stating that he believed it would help generate additional room nights. Vice Chair Ioannou requested clarification of how much of the funding would come from the CRA. Mr. Cerrone said the CRA would provide the entire amount.

Mr. Cunningham asked how the Hall of Fame museum and marina would be presented. Mr. Cerrone explained that RDC had been asked to create space for the Hall of Fame, which hopes to enter into another 50-year lease with the City.

Mr. Reed asked if the Ron Jon facility would lease its space from the City. Mr. Cerrone clarified that RDC would design and construct the Complex itself; Ron Jon would then partner with RDC on the wave house, restaurant, and retail space. Mr. Blosser added that the City Commission has discussed the possibility of bifurcating the project, so the Aquatic Complex is built sooner and the Ron Jon facility would be constructed at a later stage. He noted, however, that this was not RDC's preference.

Mr. Cerrone added that the Ron Jon facility was not included in the \$23.7 million cost, but would cost an additional \$9.7 million. RDC is currently negotiating with the City to bring these pieces of the project together.

Mr. Yaari observed that the International Swimming Hall of Fame needs to be updated, as it cannot continue in its present condition; however, the addition of the wave house would provide more activity for visitors to the City, and would provide a “missing piece” to what is presently available on the beach. He felt it was important to bring a brand-name facility to the area to provide family activity and entertainment. He concluded that he believed the Committee should recommend approval of the site.

Ina Lee, guest, recalled that the CRA had felt strongly about providing an interactive water feature for children in D.C. Alexander Park, and noted that this would cost an additional \$250,000. Mr. Cerrone confirmed that this was also not included in the proposed cost.

Ms. Lee continued that she felt the Committee’s input was very important, as it would provide the point of view of the business community. She encouraged the Committee to go on record to state the importance of the facility to businesses in the District. Mr. Cerrone observed that an anchor attraction to the south of Las Olas Boulevard, such as the proposed wave house, could bring pedestrians to the area and extend the strip. He recalled that an early quote had estimated the facility might bring in up to 200,000 additional room nights each year.

Mr. Reed asked what the expected maintenance and operational costs for the Aquatic Complex might be. Mr. Cerrone noted that similar technology for the pool deck has existed in Atlanta since the 1996 Olympics and there have been no issues with that facility.

Mr. Borrás asked how the proposed number of bleachers stood in relation to the current site. Mr. Cerrone said there will be 2000 seats at the main competition pool, with additional room for temporary bleachers; there will also be 500 seats at the dive well and another 250 at the facility where individuals would learn to swim. RDC has held a design meeting with representatives from the YMCA, USA Swimming and Diving, and other aquatic sports entities in order to hear their input.

IV. Communications to the City Commission

Chair Piedra recommended that the Committee send a communication to the City Commission in support of the proposed redevelopment of the Aquatic Complex, as well as the facilities on the east side. Mr. Yaari suggested that they also express support for the public restrooms and children’s facilities at D.C. Alexander Park, which were requested by the Beach Redevelopment Board.

Motion made by Vice Chair Ioannou, seconded by Mr. Yaari, to recommend to the City Commission that the Committee supports RDC’s plan for the redevelopment of the Aquatic Complex, as well as the development on the

eastern parcel, as well as the splash deck, public restrooms, and landscaping plaza walkways. In a voice vote, the **motion** passed unanimously.

V. Old / New Business

Mr. Yaari pointed out that roughly half of his patrons were either coming from or going on a cruise, and a recent article in the *Sun-Sentinel* had estimated that 106,000 people board cruise ships Friday through Sunday. He felt the Committee should find a way to attract more of these individuals to the Fort Lauderdale Beach. He suggested this could be a future Agenda Item, and a member of the Convention Visitors Bureau could be asked to address the Committee on the issue of attracting more cruise ship traffic.

Chair Piedra said in his experience, there is the opportunity to potentially increase pre-cruise visitors to the District; however, the post-cruise traffic appears less interested in coming to the area, as many cruise-goers make arrangements regarding where they will stay before they arrive to go on the cruise.

Mr. Morris advised that there is a program providing shuttle service from the cruise terminals to the 5th Street Complex. He suggested that a representative of Transportation and Mobility could address the Committee on this issue.

Chair Piedra recalled that City Manager Lee Feldman had attended the Committee's December meeting and discussed several issues, including the cost of City services for special events on the beach and potentially identifying an individual to work with the BID. He stated that he hoped to follow up with Mr. Feldman on these issues prior to the next scheduled meeting.

Mr. Oliver requested an update on the status of the reduced beach cleaning services contract. Mr. Morris said the City Commission had approved the Committee's recommendation for a reduction at their January 5 meeting; he has contacted the City's Procurement Office, which will reach out to Prism Powerwashing and determine whether or not they are willing to provide services at a reduced level. If they are not, the City Commission will need to terminate the existing contract and the City will issue a new RFP.

Mr. Yaari asked for an update on turtle lighting policy. Mr. Morris said the City hopes to install window lights before the busy season. He anticipated that the installation will be finished prior to spring break.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:15 p.m.