

**MINUTES OF THE REGULAR
 BEACH REDEVELOPMENT ADVISORY BOARD MEETING
 MONDAY, MAY 17, 2004 – 3:00
 CITY HALL
 CITY COMMISSION CONFERENCE ROOM - EIGHTH FLOOR
 100 NORTH ANDREWS AVENUE
 FORT LAUDERDALE, FLORIDA**

BOARD MEMBERS

	Absent/ Present	(P)	Cumulative from 2/16/04 (A)
Pamela Adams	P	4	0
Brad Fitzgerald	P	3	1
Steve Glassman	P	4	0
Eileen Helfer	P	4	0
Ina Lee	P	4	0
Al Miniaci	P	4	0
Judy Scher	P	4	0
Linda Gill	P	3	1
Henry Sniezek	P	4	0
Mel Rubinstein	P	4	0

STAFF

Chuck Adams, Beach Redevelopment Board Liaison
 Paul Costanzo, Principal Planner
 Alan Silva, Acting City Manager
 Bud Bentley, Assistant City Manager
 Phil Thornburg, Parks and Recreation
 Lindwell Bradley, Code Enforcement
 Michael Gregory, Police Department
 Patricia Smith, Secretary
 Margaret A. D'Alessio, Recording Secretary

GUESTS

Neil Schiller

CALL TO ORDER

Chair Ina Lee called the meeting to order at approximately 3:00 p.m. and roll call was

taken.

APPROVAL OF MINUTES – April 19, 2004

Motion made by Eileen Helfer and seconded by Judy Scher to approve the minutes of the April 19, 2004 meeting. Board unanimously approved.

BEACH WAVE WALL AND REPLACEMENT FIBER OPTIC LIGHTS – UPDATE

Chair Ina Lee advised that a committee had been formed and was meeting regarding this matter with the City engineers. She explained that the committee was comprised of developers and business owners. She stated that the goal was to collect \$200,000 towards this project.

Pamela Adams asked if the changes by the engineers would affect the quality of the type of product. Chair Ina Lee stated they were working with the same company all along, and that the changes involved pertained to the installation.

Henry Sniezek entered the meeting at 3:03 p.m., along with Steve Glassman and Brad Fitzgerald.

Al Miniaci asked if they had gone to the condominium associations when seeking donations for the project. Judy Scher stated that was not a good idea because things were difficult enough when asking people to be active in the community, let alone asking them to make donations. Steve Glassman explained that they had their budgets to follow and many did not have additional funds available. Al Miniaci suggested that they talk to the Beach Coalition. He stated that everyone in the area would benefit from the project.

Chair Ina Lee stated that after receiving the monies raised and finding out the total cost of the project, she believed everyone in the community should be asked to help contribute towards the shortfall. She suggested that letters be sent out requesting such contributions.

Chuck Adams stated they had letters which had been used when staff attempted to secure the original contributions toward this project. He informed Brad Fitzgerald that letters of commitment were needed from the individuals who had promised to contribute to the project. He advised the Board that this item was scheduled for the Commission meeting on June 15, 2004. He stated that the CRA would support funding half the cost of the sandblasting in order to get the job done and that the City would match the funds.

Motion made by Mel Rubenstein and seconded by Al Miniaci recommending that the Beach CRA fund half the cost of the sandblasting of the wave wall, with the City to match the remaining costs. Motion unanimously adopted 10 – 0.

2005 Air and Sea Show

Chair Ina Lee informed the Board that there was a group of community leaders led by Linda Gill meeting to support contributing funds for this event. She further stated that the City had written a letter to the promoter of the event to cancel the contract if negotiations did not produce a new contract. She advised that there was one year left on the 10-year contract. She stated that this group wanted the City to rescind the letter and the item was being placed on the agenda for the next Commission meeting.

Chair Ina Lee further stated that this was a good event for the City because they received unlimited national and international media coverage inviting people to attend. She stated it showed the City to be a good family destination.

Chuck Adams stated that Phil Thornburg was working on this matter. Historically, commitments were made by the City regarding their participation in this event. He explained that the letter had been sent in compliance with the existing contract to give legal notice.

Linda Gill entered the meeting at approximately 3:12 p.m.

Chuck Adams stated that Phil Thornburg's memorandum gave more detail regarding the background of the estimated costs for the event.

Chair Ina Lee stated that this was an update for the Board, and a request that this Board take action in regard to having the letter rescinded.

Linda Gill stated that the City needed to change their image after "spring break" and make the City more of a family destination. She reiterated that this event was a positive for the City. It provided great media exposure nationally and internationally, along with it being a salute to the military.

Mel Rubenstein asked for a clarification of the contract and why the City was required to write such a letter. Chair Ina Lee stated that the City had the "right" to send the letter.

Linda Gill explained that if an agreement was not reached by June 2, 2004, then the show was to be cancelled.

Pamela Adams asked why a new contract could not be written with the promoter so that alternatives could be offered.

Linda Gill reiterated that this group of business leaders and individuals was formed in order to pick up the shortfall of the event so as not to cost the City any money. She stated that the group needed a definite figure to work from in order to secure the necessary funding. She explained that the contract was void and they needed to negotiate a new one that would not cost the City any money.

Pamela Adams stated that the costs changed every year due to overtime and salaries of the personnel used for the event. Linda Gill remarked that the costs were escalating each year. There appeared to be no control over the budget for the Air and Sea Show, and the City needed to get a handle on the services they were providing and their costs. This year the City budgeted \$80,000 for the show and the services that were supplied were not sufficient.

Phil Thornburg clarified that the contract had been signed in 1999, and each year there had been an extension of that contract. He explained that the City had until July 1st after every show to contact the promoter regarding the next year's show. He stated that was the reason the letter had been sent, so that negotiations could begin for a new contract. He further stated that there had been increases in the last 2-3 years mostly for fire and police services. He informed the Board that sometimes Fleet Week was included in the estimated costs because they were joined together. He stated that the events should be kept separate. He explained that the estimated costs for this year were \$82,000, but they had spent around \$62,000.

Chair Ina Lee stated there had been complaints this year that the services provided were not sufficient for the size of the event. Phil Thornburg stated that they had done a good job, but it had taken longer getting people out of the area and controlling traffic. He stated that there had been no adverse impacts regarding safety.

Linda Gill stated that next year the Galleria was not going to permit parking in their lots, and therefore, there should be increased revenue for the City. She stated if a definite figure was given to their group, then they would know the amount of funds that had to be solicited.

Mel Rubenstein asked if there could be any federal reimbursements. Phil Thornburg stated there were no such reimbursements available.

Judy Scher asked for some further clarification regarding the letter sent by the City to the promoter. Linda Gill explained that basically the letter was an attempt to start negotiations so the City could get a better handle on their expenses for the event.

Brad Fitzgerald made mention of the promoter's earnings for the event. Linda Gill stated that the group had reviewed the promoter's books and they felt he did not make an extravagant amount of money off the event. She stated that he made about \$40,000. She added that Commissioner Hutchinson had also reviewed the books of the promoter. Brad Fitzgerald suggested that additional sponsors be solicited for the event. Linda Gill agreed, but stated they needed a figure as to what the City's costs were for this event. She added that the media coverage received during this event for the City was invaluable.

Linda Gill asked the Beach Redevelopment Advisory Board to support the concept of keeping the Air and Sea Show in the City because it was a good event for the Beach

and the City. She emphasized that a firm figure was needed so funds could be solicited. She added that this year, the Police Department had secured individuals from other areas to assist them during this event in order to retain the level of service needed. She remarked that more assistance was needed for traffic and not enough personnel had been supplied for this year's event.

Motion made by Pamela Adams and seconded by Al Miniaci that the Beach Redevelopment Advisory Board recommends to the City Commission that a letter be sent to MDM rescinding the previous letter sent to them, and that this Board supports the retaining of the Air & Sea Show on the Beach and in the City of Fort Lauderdale. Motion passed 9 – 1.

CENTRAL BEACH COMMUNITY WORKSHOP – UPDATE

Chuck Adams stated that more direction was needed from this Board on how it wanted to proceed. He stated that at this Board's last meeting, they had discussed having a workshop in the fall and focusing on a specific topic such as neighborhood compatibility and how it related to the thematic districts. He advised that they were getting close to having a schematic plan from EDSA addressing the thematic districts which were more open-ended in order to receive community input. He explained they were not regulatory and wanted to achieve an image through the plan.

Chuck Adams stated that the question was what should be placed on the agenda for the community workshop to be held in the fall. He stated that last week there had been some discussion regarding smaller groups and forums with various topics. He continued that staff needed further clarification from this Board on how to proceed.

Mel Rubenstein stated that the Board had asked for further clarification of neighborhood compatibility and staff could return with proposals.

Chuck Adams reiterated that staff needed a clearer objective from this Board.

Mel Rubenstein stated that they should stay focused on the issue because there were too many loopholes with broad definitions. He felt they needed more community input on the matter, but meantime see what staff had to offer on the subject.

Steve Glassman stated that Liz Holt had presented staff's plans and ideas which was a good start.

Chuck Adams stated that he had spoken with Bruce Chatterton and Liz Holt and they were not receiving the input they wanted in order to develop the criteria addressing specific areas.

Steve Glassman stated that Commissioner Trantalis at his birthday celebration had articulated 3 goals which were to have development and redevelopment, a conservation

district, and infrastructure that would meet transportation needs.

Chair Ina Lee stated that people had differences of opinion and they needed to get an alignment. She stated that they all needed to work together and obtain a unified vision. Steve Glassman remarked that differences of opinion were healthy because they could bring forward new ideas. Chair Ina Lee stated that opinions were always welcome, but they needed to join forces and create a mechanism so this could happen.

Judy Scher stated there needed to be an alignment of forces. She stated that there was no neighborhood compatibility and they needed to come up with some answers. She further stated there was a definite line in the sand as to how the residents and developers felt. She stated that having a large meeting would be all right, but then they could break into smaller discussion groups.

Chair Ina Lee suggested that the key players be invited to sit down at a meeting with each other and a facilitator in order to come up with some concrete ideas. She did not feel there should be a very large meeting. She reiterated they needed to decide upon a unified direction that everyone wanted to pursue.

Mel Rubenstein stated that in regard to the Beach, it should be cleaned up, walls painted and better quality restaurants. He felt there needed to be more direction to the developers on how to construct their buildings. He recommended that the Code should be changed and such recommendations be made to the Commission.

Chair Ina Lee stated that was possible, but they needed to make things a reality and not stop development.

Linda Gill stated that some of the smaller hoteliers were up against real problems. She felt there could be ways to change zoning.

Brad Fitzgerald stated that when some of the smaller hotels attempted to pull permits, they ended up having to bring their entire buildings up to code and it caused them financial hardship. Therefore, the buildings were neglected. He suggested that possibly some codes should be changed for the area.

Chair Ina Lee suggested that staff come to this Board's June meeting with in-depth work on the overlay district. She further suggested that this discussion be tabled until then. She stated that possibly they should invite some of the small property owners in the area so all input could be received.

Linda Gill suggested various individuals that should be invited to the meeting who were small property owners in the area so that everyone could begin to understand some of the problems they were facing.

Chair Ina Lee stated that this Board's June meeting was scheduled for the 21st. Chuck

Adams stated that at that meeting, the schematic streetscape plan would be on the agenda. Chair Ina Lee stated that after the June meeting, they could see where to go with the next step.

OLD BUSINESS

Mel Rubenstein stated that he had asked about Chapter 286.011 regarding the attorney facing a decision regarding minutes of the CBA. Chuck Adams replied that the statutes were triggered if there were two or more board members at the same meeting. By virtue of having two members of this Board that were also acting in an official capacity on another Board is what was triggering the situation.

Mel Rubenstein further stated that they had received a memorandum from the Acting City Manager regarding beach restrooms, and that memorandum had stated that staff would monitor the success of the program over the next few months. He asked how the situation was to be monitored.

Chuck Adams stated that they had distributed the participant listing sheet to the lifeguards. He further stated that staff was concerned that they maintain the commitment from the establishments that indicated their participation in the program. If they felt there were abuses taking place, then they would ask to be withdrawn from such list.

Mel Rubenstein stated he was working on the premise that unless the public was made aware, then they might not as well have the restrooms. At the last meeting he stated that signage had been discussed, and that encompassed for the public to see the lifeguards for restroom availability, but such suggestion was not acceptable. He asked how they could measure public awareness, and how could staff return in 4 months and state whether the program was successful or not.

Paul Costanzo stated there was no way to measure the effectiveness of whether the public knows there were public accessible restrooms, but what they promised the owners of the establishments that had agreed to go on the list was that staff would check with them to find out if there had been any good or bad incidents related to this matter. He added they would also monitor the matter with the lifeguards. He explained that when the lists had been distributed to the lifeguards, staff had asked their supervisors to make sure that they continually monitored the responses.

Mel Rubenstein stated the issue was to make the public aware. Paul Costanzo stated that was part of the issue. Mel Rubenstein stated that the problem was that the public was not aware of the accessibility of the restrooms. He stated that the public needed to be aware that they could go to the lifeguards regarding the restroom accessibility. Paul Costanzo stated there were two problems. One problem was the knowledge that there might be publicly accessible restrooms available, but the bigger problem was that there were no publicly accessible restrooms. He stated they were fortunate in getting the

number of establishments they did to cooperate. He stated the big selling point was that there would be no official signage announcing to the world that there were accessible restrooms, and that they could withdraw their name off the list if any adverse problems occurred due to the utilization of their restrooms.

Linda Gill asked if there had been complaints from individuals using the Beach that restrooms were not available. Mel Rubenstein stated this had come to his attention in hearing people ask where to go to use the restrooms. Linda Gill continued that lifeguards were the perfect individuals to ask about such things.

Chair Ina Lee stated that facilities should be available to the public, and she realized this was a "stop-gap" measure in the right direction. She reiterated that this Board would revisit the matter in 3-4 months, and in the meantime things could change in the area. She stated there was no real way to monitor the situation, otherwise participants would withdraw their names from the list. She felt this was a "Catch-22."

Mel Rubenstein further stated that he had raised this issue today because of the statement made in the memorandum saying that staff would monitor the success of this program. He stated that he was hearing today that would not happen. He stated further that he understood the restaurants would not want the public pouring into their facilities, but a simple sign could be posted at the "Welcome" entrances that the public should ask lifeguards about restroom accessibility. He stated this was public awareness and they were not going to measure it.

Linda Gill stated that they could ask the restaurants whether there had been an increase in the use of their facilities. She stated that lifeguards could also be questioned if they had been asked about restroom accessibility.

Chuck Adams stated there was another aspect to this matter, and that was the issue of proliferation of signage. He stated that staff was being barraged with requests for signage, and they were trying to hold back on signage and not create such an image. He stated that at the last meeting, staff had stated that it was more of a signage policy issue, and where should they draw the line between this and other valuable and appropriate items that required signage.

NEW BUSINESS

Las Olas Parking Lot

Mel Rubenstein stated that he felt it was appropriate for the Board to begin discussions regarding the Las Olas parking lot and what the vision was for the site. He stated that he raised this issue because it was his understanding that the Marine Advisory Board was developing a plan for the site, but he felt that should fall under this Board's jurisdiction. He suggested that this matter be placed on the Board's agenda.

Chuck Adams clarified that there has not been any agendaed discussion by the Marine Advisory Board relating to the Las Olas parking lot. He stated that there were possibly 1 or 2 board members who were doing that as individuals, but nothing had been brought to the Marine Advisory Board to date. He agreed that if something was to be discussed, that this Board should be involved because they were the primary Board for recommendations regarding upland development agency of the site. He also reminded the Board that the City was in litigation, and he would have to ask the City Attorney for some direction as to when public discussions should take place regarding this matter.

Mel Rubenstein stated that he had brought up this issue because they had been told that the Marine Advisory Board had a conceptual plan as to what they wanted done in that area. Chuck Adams stated again that the Marine Advisory Board has had no public discussion on the subject.

Eileen Helfer stated that she had been at that Marine Advisory Board meeting when they had the discussion on cruise ships loading and unloading their passengers at the Marina. She asked if that matter should also be discussed with this Board.

Chuck Adams stated that the recommendation was going to go before the Commission for further direction because it was a complicated issue. He stated that the bottom line was that before the Marina could accept a passenger vessel loading or unloading, the zoning regarding required parking would have to be changed. The present zoning had specific formulas in regard to parking requirements. Many years ago there was more flexibility in the requirements to help stimulate commercial development, but subsequently the code had been changed. Now every entity, including the City, had to meet their own parking requirements, and they can not utilize the availability of adjacent public parking as a means to request a reduction. The City Commission will be asked whether they wish to reconsider this issue.

Chuck Adams further stated that if the City Commission wants to proceed, then the matter would be brought back to this Board for further discussion and recommendation.

Eileen Helfer stated her concern was that the cruise ships would be bringing busloads in and where would they load and unload. She stated she was referring to boats such as the Carrie B and the like. She was concerned that if they did so at Las Olas Circle, how could local traffic function properly.

Public Works Project

Linda Gill stated that the Public Works project involving sewers and water mains at the Beach had mentioned something about a future traffic plan. She asked if there was any information about that issue at this time. Chuck Adams stated that he had no information at this time except the 3 + 2 traffic plans south of Las Olas is not part of this work.

Beach Redevelopment Advisory Board Meeting

May 17, 2004

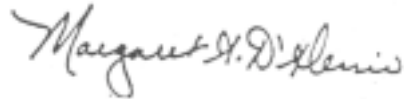
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Steve Glassman stated they had been notified officially of the WaterWorks 2011 project south of Las Olas, and that FPL utility work was also taking place in the Breakers area.

Motion made by Linda Gill and seconded by Mel Rubenstein to adjourn the meeting. Board unanimously approved.

There being no further business to come before this Board, the meeting was adjourned at 4:08 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Margaret A. D'Alessio".

Margaret A. D'Alessio,
Recording Secretary