

**MINUTES OF THE
BEACH REDEVELOPMENT ADVISORY BOARD
SPECIAL MEETING
TUESDAY, AUGUST 15, 2005 – 3:00 P.M.
CITY HALL
CITY COMMISSION CONFERENCE ROOM - EIGHTH FLOOR
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA**

BOARD MEMBERS

Present

Pamela Adams	P
Brad Fitzgerald	A
Steve Glassman	P
Eileen Helfer	P
Ina Lee	P
Al Miniaci	P
Judy Scher	P
Linda Gill	P
Henry Sniezek	P
Mel Rubinstein	P

STAFF

Ronald Hicks, Economic Development Director
Bob LaMattina, Beach CRA Manager
Peter Partington, City Engineer
Earl Prizlee, Project Engineer
John Hoelzle, Parking & Fleet Services Director
Lindwell Bradley, Code Enforcement
Al Lovingshimer, Code Enforcement
Patricia Smith, Secretary
Silver Lee, Clerk II

GUESTS

George Gretsas, City Manager
Frank Gernert, ProDive
Ramola Motwani, Tropic Cay Hotel
James Carras, Carras Community Investments
Jiro Yates, Falkinger Architects
Mandy Spongier, Carras Community Investments
Anitra D. Lanczi, Shutts & Bowen, P.A.

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

Motion made by Steve Glassman and seconded by Pamela Adams to approve the minutes of the May

16, 2005 regular and workshop meetings of the Beach Redevelopment Advisory Board. Board unanimously approved.

The City Manager spoke about the character of the Beach and how he felt that a Business Improvement District (BID) would help the Board and the City to achieve stated goals. He stated that the City was in the final stages of scoping out what will be needed to do a study for Post Disaster Recovery. He stated that this was a good time and a wonderful opportunity to think about things. He stated that this was a good kick-off meeting for this Board since there were a lot of projects taking place. He further stated that the beach is good but like this Board felt that it could be better.

The City Manager further stated that the second thing was that there were several projects, such as the 3+2 project. The question becomes can we do it – let's get it done. He explained that he had asked the team to get the appraisals finished, and that should be done by the fall of this year. He stated further that the traffic study would be updated, and the completion of the Streetscape Project was moving ahead. The City Manager stated that they were in the final stages of scoping out the plan. He stated they had not yet determined whether an outside consultant would be used, or it would be done by the Planning Department.

INTRODUCTION OF NEW ECONOMIC DEVELOPMENT DIRECTOR

The City Manager explained that he wanted people working on his team that shared the same vision. He then introduced Ronald Hicks as the new Economic Development Director.

Ronald Hicks, Economic Development Director gave the Board some historical information about himself. He stated that the City of Fort Lauderdale is very beautiful and has great potential. He further stated that he would be happy to help in any way he can and for everyone not to hesitate to contact him either by phone, e-mail, or in person. He would be happy to receive any input that anyone had to offer him and informed the Board that he would have his contact information sent to each Board member.

INTRODUCTION OF BEACH COMMUNITY REDEVELOPMENT AGENCY MANAGER

Ronald Hicks then introduced Bob LaMattina as the new Beach CRA Manager who worked for MAPS for Kid's Project in Oklahoma on a major school project, which was a \$700 million dollar school rebuilding project.

Bob LaMattina stated that he liked to get things done and he understood that his responsibility would be the beach. He urged everyone to contact him at any time with any input or questions they might have. He explained that he had worked with the Ford Foundation, Forbes Magazine and Goldman Sachs. He stated that he had his ears and eyes open for everything because no one can make everyone happy all of the time. He stated that if they moved ahead professionally and received all available information, discussed the issues before making decisions, then work would get done efficiently. Chair Ina Lee stated that this Board had not met in over a month and a half, and a lot of updates were needed, and a lot of work to get through. She stated they needed to put on the front burner the items they wanted done first.

STATUS OF BEACH CRA PROJECTS

3+2 Project

Earl Prizlee, Project Engineer updated the Board on the 3 + 2 project and stated that staff has to re-access the cost of the project and the impacts on businesses in the area. He stated staff is looking to present this information to the Commission in the fall.

Chair Ina Lee asked about State funding, and whether there was a window where everything had to take place in or would the funds be lost.

Ronald Hicks stated that the City was looking at additional funding options.

Mel Rubenstein asked if the City's traffic engineers were working on this project.

Earl Prizlee stated that Kittleson and Associates were the traffic consultants.

Al Miniaci arrives at 3:20 pm.

Streetscape Plan

Earl Prizlee stated that staff has an approved and signed contract from the Fort Lauderdale Community Redevelopment Agency.

Chair Ina Lee stated that they had known from the very beginning that the CRA could only fund a part of the Streetscape Plan. She stated that they had explored creative ways of swapping funds. She asked where the additional funds were coming from for this project.

The City Manager stated that City staff would be going to the Capital Improvement Project to determine if additional funding is available. He also stated that realistically none of the work would be done during "season," so he hoped the project would move forward timely.

Peter Partington stated that obtaining right-of-ways would take the most time.

Chair Ina Lee stated that included in the Streetscape Plan, but not officially under this Board's accountability, was the money from the Commissioner Trantallis' birthday party, and she asked about the status of that project.

It was stated that there would be a ceremony on August 23, 2005 to let the public know how the Dean Trantalis Birthday funds would be spent.

Mel Rubenstein asked if the mediums would remain City property, and staff confirmed that it would.

Overlay District

Chair Ina Lee stated that the Overlay District arose out of Commissioner Trantallis' desire to allow the people in the NBRA and SLA Districts to upgrade, and therefore, asked about the status.

Staff informed the Board that item would be updated at the Board's next regularly scheduled meeting.

Mel Rubenstein emphasized that if things continued the way they presently existed, everything would become irrelevant. He stated that what made that area unique was the 1950's style architecture. He felt that this matter should be placed high on the City's priority list.

Business Improvement District (BID)

Chair Ina Lee stated that the Beach Council had approved the concept of the Business Improvement District. She asked if an update could be provided.

The City Manager stated that Jim Carras, Carras Community Investments along with an associate, Mandy Spangler has been hired by the City to look at the feasibility of the Business Improvement District.

Mr. Carras stated that he has been working on this for about 30 days and he started by explaining that a BID is an economic development tool which is used to help revitalize commercial business districts. He stated that the best example of such a district was Times Square. He further stated that in Florida only about a dozen of such districts existed, but there were hundreds throughout the Country. He said one example in Florida was Coral Gables. He explained that a Business Improvement District was an organizational tool that helps revitalization of an area. He further stated that such a district was a special

assessment district under Chapter 170 of the Florida State Statutes which allowed a municipality to enter into an agreement with a geographic area made up of property owners, and permits them to form their own non-profit corporation. In turn, the City collects a special assessment. He explained that 51% of the property owners have to agree to the formation of the group. He stated the City collects the assessment based on a plan put together by the Business District which is done in conjunction with an annual review of their budget. A specific plan must be created as to how the District would spend the money and how they would raise the money, and then have it approved by the City. He stated that the district has to be reviewed every five years. He added that Coral Gables was presently in their second five-year cycle. He explained that such groups could do streetscape improvements, maintenances, marketing and enhance public services and safety. He stated that part of staff's job was to make sure that there was an understanding of the current level of City services, and not have the special district replace any type of existing services. He explained further that over the next 60 days, they would be working on feasibility studies, along with a plan of action, so then the concept could be presented to the City Commission. Then, once the district is approved, there can be a vote among the property owners for the proposed area. He stated that they were not sure what area the district would encompass, but they were considering the area between the Yankee Clipper and Sunrise. It would involve A-1-A at this point and Sunrise Boulevard.

The City Manager stated that levels of services would be considered. He stated that Carras Community Investments would be looking at what services and programs we already have and how a BID could best enhance that.

Linda Gill asked if this would be placed over the CRA.

Mr. Hicks confirmed and stated that it would encompass a broader area.

Linda Gill asked how the BID would work in regard to condominiums.

Mr. Hicks stated that they were considering charging them a nominal fee, but the key was the commercial properties.

Linda Gill stated that she felt the Business Improvement District is a great idea.

Chair Ina Lee added that the district could market the beach because the Visitor's Bureau did not do that, and she felt it could provide some much needed flexibility in that area.

Mel Rubenstein asked if staff foresaw any future decisions being made by the business community that would be in conflict with the residents in the area.

The City Manager left the meeting at approximately 4:00 p.m.

Ronald Hicks also stated that staff is also looking at the possibility of future developments paying for beautification and maintenance of streetscape beautification on upcoming projects.

Rest Room Update

Chair Ina Lee asked for an update regarding the restrooms since the Board's last meeting.

Earl Prizlee is investigating the different options.

Chair Ina Lee stated that the Board had discussed the fact that the City owned the Las Olas and Ocean Side lots.

Chair Ina Lee discussed the possibility of using the Las Olas and Ocean Side lots as alternative sites if bathrooms can't be erected on the beach.

POST DISASTER RECOVERY PLAN UPDATE

Chair Ina Lee stated that this has been scheduled for discussion in September. She stated that she was very frustrated that they were into the season already, and hoped that a plan could be put in place. She suggested that an interim disaster plan be put in place in case the City retained any damages this year by a hurricane. This way the language could already be in place and they could be ready to move forward.

Judy Scher stated that she lived on the beach and they were redoing their building so it would meet all Code requirements. She stated further that since their area had been rezoned as condo/hotel, she stated that if a disaster occurred and no plan was in place, she was very concerned what would happen regarding rebuilding and reimbursement for damages. She stated that the beach residents were very concerned.

Chair Ina Lee stated that Paul Constanzo had researched other counties in Florida. Those counties that had a plan had a much easier time rebuilding than those that did not. Those that did not were mired in red tape and significantly slowed in their process of rebuilding after the hurricanes.

Linda Gill stated that there was also a problem with State Codes.

Henry Sniezek stated that possibly the County could provide some shortcuts regarding this matter. Steve Glassman stated that Paul Costanzo had already explored what existed.

Chair Ina Lee stated that they needed to create a mechanism for the City Commission to approve.

Jiro Yates, Falkinger and Associates offered that his company could help with the language for the Post Disaster Recovery Plan.

HOLIDAY LIGHTS

Chair Ina Lee stated that this had arisen out of the Beach Council because it had been a long time since there had been holiday lights on the beach. She stated they were envisioning something similar to what had been done regarding the wave wall which was a public/private partnership to fund the holiday lighting. She stated that the easiest way to expedite this was to do what had been done regarding the wave wall. She stated that the electrical transformers comprised of about half the project which would cost about \$40,000 and would remain all the time.

Romala Motwani, Tropic Cay Hotel, stated that they will need 70 transformers from Sunrise to the Bahia Mar on the west side of the street at \$600 each plus installations costs. She stated that it would be \$1500 per pole and \$3900 for installation and removal and maintenance and the lights would be in place from Thanksgiving thru New Years. She stated that the cost to lease the equipment for 3 years would be \$43,700 and to purchase would be \$87,000.

Mel Rubenstein asked if there would be any cost to the City. It was stated the only cost to the City would be the transformers in the amount of approximately \$40,000. Mel Rubenstein further asked what area would be decorated. It was stated that the area would include Sunrise Boulevard to Bahia Mar. It was stated that the lights would only be on the west side. He asked what type of lighting was going to be used.

Romala Motwani handed out photocopied examples of the type of lighting to be used.

Mel Rubenstein stated that he was concerned because many times things changed from their original presentation, and the finished product was entirely different. He stated further that there were three holidays, which were Christmas, Hanukkah and Kwanza. He asked that the holidays be considered.

Chair Ina Lee stated that the lighting would be non-denominational, and the Board's motion could be

made to reflect that aspect.

Chair Ina Lee clarified that the Board would be approving the transformers for the west side which the City would own and could be used for whatever the City desires. She stated that they would keep things simple.

Motion made by Pamela Adams and seconded by Eileen Helfer to recommend that the Beach CRA appropriate not more than \$45,000 for the purchase of the transformers for the holiday lights, which the City would own and use on the west side of the street from Sunrise Boulevard to the Bahia Mar. Motion unanimously adopted 9 – 0.

OLD/NEW BUSINESS

Water Taxi Discussion

Steve Glassman stated that there was a lot of discussion on the beach about this matter. He stated that the City was presently discussing with the State the matter of the lease from a recreational one to a commercial lease. The entire marina was developed for recreational yachts. He stated that the State wanted to change the lease, and he asked if that would open the door for other commercial ventures, and was that what everyone wanted for that area. He stated that the Marine Advisory Board had voted 8-2 against the City changing the lease and letting the Water Bus be stored there. He stated that the public felt they had not received sufficient opportunity to provide their input on the matter. He stated further that it appeared the City was moving forward with the State regarding the changed lease.

It was stated that the change would be temporary.

Steve Glassman stated that if the change was made, he felt it would be a permanent change even though it would provide a temporary solution regarding the storage of the water bus. He stated that the question was whether this was a good idea to make such a permanent change.

Mel Rubenstein suggested that this matter be tabled for the next meeting when the Board could have someone here to provide additional information.

Chair Ina Lee suggested that Bruce Larkin and /or Bob Beckoff be invited to the next meeting.

Fireman's Association

Steve Glassman stated that the President of the Fireman's Association appeared before the Central Beach Alliance regarding concerns that Engine #13 on the east side of Sunrise Bridge had been removed from the budget. He explained that life safety issues were raised.

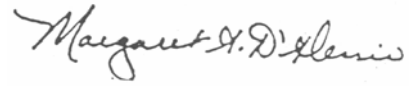
John Hoelzle stated Engine 13 was in the budget and that the Board members could go to the City's website for additional information.

Chair Ina Lee stated that Board had not voted on a budget for this year. She added that this matter could be placed on the Board's agenda for their next meeting.

Motion made by Linda Gill and seconded by Eileen Helfer to adjourn the meeting.

There being no further business to come before the Board, the meeting was adjourned at approximately 4:45 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Margaret A. D'Alessio". The signature is written in black ink on a light-colored background.

Margaret A. D'Alessio