

**MINUTES OF THE  
 BEACH REDEVELOPMENT ADVISORY BOARD MEETING  
 MONDAY, MARCH 20, 2006– 3:00 P.M.  
 FORT LAUDERDALE, FLORIDA  
 100 North Andrews Avenue  
 8th Floor Conference Room**

<u>Board Members</u>	<u>Attendance</u>	<u>Cumulative 1/06 – 12/06</u>	
		<u>P</u>	<u>A</u>
Ina Lee, Chair	P	3	0
Brad Fitzgerald	A	1	2
Shirley Smith	P	3	0
Eileen Helfer	P	3	0
Al Miniaci [3:05]	P	2	1
Judy Scher	P	3	0
Henry Sniezek [3:15]	P	2	1
Miranda Lopez	P	1	2
Amauray Piedra [3:10]	P	1	2

**Staff**

Bob LaMattina, Beach CRA Manager  
 Carlos M. Molinet, General Manager of Hyatt Pier 66  
 Earl Prizlee, City Engineer  
 Silver Lee, Board Secretary  
 Ron Hicks, Director of Economic Development  
 Lavya Vassor, Recording Secretary

**1. Call to Order/Roll Call**

Chair Ina Lee called the meeting to order at 3:00 p.m.

**2. Approval of February 20, 2006 Minutes**

**Motion** made by Ms. Helfer and seconded by Ms. Smith to approve the minutes of the February 20, 2006 meeting. In a voice vote, the motion passed unanimously.

Mr. LaMattina stated they had utilized an integrated approach to security and maintenance in preparation for Spring Break. He had noted and addressed the following complaints:

- ❖ Offensive language on T Shirts in shop windows
- ❖ Drinking on the beach
- ❖ Pets on the beach
- ❖ Trash and debris removal

Mr. LaMattina invited Board members to survey the beach with him to observe their maintenance and security activities.

Chair Lee explained that the Hollywood CRA had over \$100,000,000 in infrastructure upgrades from “tip dollars”, primarily from the Diplomat and Hollywood Marriott. The Hollywood CRA had recently invited residents to an event to explain what their CRA was doing for them. Mr. LaMattina said he had attended the event with Mr. Prizlee. He described some of Hollywood’s projects and remarked that the event was very informative. Chair Lee wanted Mr. LaMattina to determine how the Hollywood CRA used their money. Some of these uses were for purposes she had thought were not permitted uses for CRA funds, such as maintenance and a loan program for small businesses.

Ms. Scher wondered about the new development on Fort Lauderdale’s beach, and how much of a contribution was being made to their CRA. Chair Lee explained that Fort Lauderdale’s CRA did not encompass the entire beach and several new developments would therefore not add to the CRA funding.

**3. Fort Lauderdale Beach Police Report**

Officer Sheehan was not present to provide an update.

**4. Streetscape Phase IA – Update/ Lighting**

Mr. Earl Prizlee, City Engineer, presented a map and renderings of the project. He noted the proposed new configuration of Seabreeze Boulevard as a “3 plus 2” project to add a northbound lane. Chair Lee said the original recommendation from ULI was for 4 lanes plus the 2 lanes; the community had objected and the plan was now for the 3 plus 2, one lane northbound and two lanes southbound.

Mr. Prizlee continued that the Master Plan for the Beach CRA included improved landscaping, parking in the medians, and other streetscaping. This phase included the section of Las Olas from the Las Olas bridge to A1A. Mr. Prizlee informed the Board that this portion of the project would cost approximately \$3.1 million. He explained the project timeline, and said they hoped to complete the project by January 2007.

**5. Streetscape Phase IB – RFQ Update**

Mr. Prizlee explained that he had written an RFQ for phase 1B, which involved the intersection of Las Olas and A1A. Mr. Prizlee felt it would be a year or two before this project was completed.

Mr. Prizlee referred to a rendering of the project and explained the street configuration, tree selections, and lighting. He noted that they would utilize traditional cobra style heads for street illumination, and pedestrian lights would be confined to specifically illuminate the sidewalk area through the use of interior shields.

Ms. Scher asked about the start date for the project. Mr. Prizlee said construction would begin in August. Ms. Scher was concerned about the impact the project would have on traffic. Mr. LaMattina said they were aware of the issue and promised to monitor it.

In response to Mr. Miniaci's question, Mr. Prizlee described the tree grates they would use. He admitted these were controversial, but noted these were the only ones that could withstand hurricanes and maintenance machines. Mr. Miniaci felt they must be committed to proper maintenance and replacement of broken grates. Mr. LaMattina stated there was "full commitment from the City Manager and the entire City."

Chair Lee wanted to find out how they could include maintenance in the Beach CRA budget. Mr. LaMattina agreed to get a determination about this and report back to the Board.

**Motion** made by Ms. Helfer and seconded by Ms. Scher to approve the conceptual plan for Phase 1A. In a voice vote, the motion passed unanimously.

## **6. Old/New Business**

Chair Lee said there were several projects pending that the Board had been working on, and she wanted to "throw everything out on the table" for consideration.

Regarding the 3 plus 2, Mr. Ron Hicks, Director of Economic Development, confirmed that a presentation was being prepared for the City Commission. Chair Lee asked that the Board be notified when the City Commission would consider this item.

Mr. Hicks said they planned to post police to manually guide traffic, and were considering other ways to mitigate traffic during this project.

Chair Lee described the overlay district, NBRA, and the SBA area and explained that when the initial zoning for Ft. Lauderdale Beach was done, there was a vision that a single developer would develop this entire area, but this had not happened. This zoning limited changes that could be made to the properties. The overlay district was created to allow change in this area. Chair Lee felt this was something they should concentrate on now to enable small properties to upgrade.

Chair Lee said that there had been a need for toilets on the beach for years. She wished the Board to recommend the purchase of the self-cleaning Australian toilets, about which she had seen a presentation.

Chair Lee announced that Mr. Piedra, together with David Hebert, had begun interacting with major beach hotels for disaster planning. Their next meeting was planned for March 22 at the Yankee Clipper. Mr. Piedra remarked that pre-hurricane communication with the City and County was very good, but post-hurricane communication was lacking. He noted that key staff members and emergency services personnel were unable to access the beach during last summer's hurricanes. They had discussed the use of walkie-talkies and identification cards to allow beach access.

Chair Lee referred to the City's Power Point presentation regarding hurricane preparedness; Mr. Hicks said the presentation was in the process of revision. Chair Lee said she wanted to present it to the residents of Point of America in April. After it was approved by the City, she wanted to call a meeting of all general managers of all condos on the barrier island to view the presentation.

Chair Lee informed the board that there was a move to create a business improvement district on the barrier island, funded by barrier island businesses. Mr. Hicks said the report regarding the business improvement district was almost final, and he hoped to have a final version to present to stakeholders within 7 days.

Chair Lee felt it was time to look at the 5-year budget. She noted that a large portion was committed to Hall of Fame upgrades, so they must be kept aware of any changes in what the City planned to do with the property. Mr. Hicks confirmed that the RFP was out and there was a lot of interest. Mr. Hicks said the goal was to preserve and upgrade the aquatic center so they would have a world-class swimming center and Hall of Fame, and to find a way to make it self-sustaining.

Chair Lee reminded the Board of the Vision 20/20 conference several years ago to develop a vision for the beach on such issues as crime, transportation, environment, entertainment and development. She noted that much had changes since then, and she felt things had become polarized. She wanted to hold another Vision 20/20 conference within the next few months, bringing the stakeholders together to come to a consensus. Mr. LaMattina agreed to send out copies of the existing Vision 20/20 document to the Board, and Chair Lee asked members to review it.

Ms. Lopez asked what would be done with the Palazzo property. Mr. Hicks said there were still many issues, and the City Attorney had agreed to keep him updated.

Chair Lee expressed concern that the overlay district was not in the CRA boundary. She understood that the Planning Department was so overwhelmed that they could not deal with it. Chair Lee's idea was to hire a consultant, but since the district was not in the CRA boundary, they could not pay for the consultant.

Chair Lee felt that newly-elected Commissioner Rodstrom should be informed about the overlay district and be encouraged to get input from the stakeholders. Ms. Smith noted that taxes were too high for the small hotel owners and felt the City should try to lower the taxes in this special district.

Mr. Sniezek suggested they invite Commissioner Rodstrom to their next meeting.

Chair Lee commended Mr. LaMattina and Mr. Prizlee for all of their work at the beach. She said she would tell the City Manager that there was a night and day difference in the beach's cleanliness between last year and this year. Mr. Hicks agreed that Public Works, Parks, and the City Manager had put together a great plan, but doubted that they had received the positive feedback regarding the beach yet. Chair Lee asked Mr. LaMattina to draft a letter on the Board's behalf commending the City Manager and all key staff on this issue.

## **VII. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 4:25 p.m.