

**MINUTES OF THE
BEACH REDEVELOPMENT ADVISORY BOARD MEETING
MONDAY, April 17, 2006– 3:00 P.M.
FORT LAUDERDALE, FLORIDA
100 North Andrews Avenue
8th Floor Conference Room**

Cumulative 1/06 – 12/06

Board Members

Attendance

P

A

Ina Lee, Chair	P	4	0
Brad Fitzgerald	P	2	2
Shirley Smith	P	4	0
Eileen Helfer	P	4	0
Al Miniaci	P	3	1
Judy Scher	P	4	0
Henry Sniezek	P	3	1
Miranda Lopez	P	3	1
Amauray Piedra	P	2	2

Staff

Bob LaMattina, Beach CRA Manager
Earl Prizlee, Engineering Design Manager
Mandy Spangler, Carras Investments
Silver Lee-Hodge, 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 March, 2006 Minutes

Motion made by Mr. Miniaci and seconded by Mr. Sniezek to approve the minutes of the March, 2006 meeting. In a voice vote, the motion passed unanimously.

3. Overview

Chair Lee announced that she had toured the beach in Mr. LaMattina's City Buggy ATV. She noted that the City was doing an outstanding job of keeping the beach clean. She was also very impressed with how much Mr. LaMattina loved his job and how good he was at it. Chair Lee felt that the beach could use some beautification however. She encouraged all Board members to tour the beach with Mr. LaMattina.

Ms. Lopez distributed a copy of an email she had received from Joanne Medalie, a Fort Lauderdale resident, regarding Florida's crosswalk law, asking City Manager Gretsas why this law was not enforced in Fort Lauderdale and suggesting enforcement methods.

Mr. Hicks described ways the City was trying to address the issues at the Toomey property and others like it.

Chair Lee informed Mr. Fitzgerald that he had been nominated for Vice Chair in absentia.

Motion made by Ms. Helfer and seconded by Ms. Scher to nominate Mr. Fitzgerald as Vice Chair. Mr. Fitzgerald accepted the nomination and in a voice vote, the motion passed unanimously.

4. Streetscape Phase IA – Update/ Lighting

Mr. Earl Prizlee, City Engineer, informed the Board that the plans were working their way through City Departments now. They hoped to get final plans in May, put them out to bid in May or June, award the contract in August and build between August and January.

Mr. Prizlee stated that the DRC owned the Oceanside lot and it required some dedication to DOT. The City Commission would vote on this dedication on June 16.

Mr. LaMattina asked Chair Lee for a representative from the Board to attend the City Commission meeting in May when the project would be voted on.

5. Streetscape Phase IB – RFQ Update

Mr. Prizlee explained that Phase 1B would be advertised this week and the consultant selection committee would be created to perform the process. Then they would begin bringing concepts to the Board.

6. Discussion of CRA Goals for Next Year

Mr. LaMattina said they were in the process of a total beach upgrade, including restroom and median work, and operational improvements. They had discussed a façade program, trash cans, benches, and signage.

Mr. LaMattina explained that the Hollywood CRA charter was different from Fort Lauderdale's in a few areas: in general, Fort Lauderdale's was more limited. They were considering more innovative ways to utilize their funding.

Regarding Phase 1B, Mr. LaMattina said the RFQ was going out on a very broad scale to find a firm that could bring some unique, fresh ideas to the project.

Mr. Hicks stated that City Manager Gretsas had asked the Parks and Public works Departments to create a Capital Improvement Plan for the beach, separate from the CRA's CIP.

Mr. Hicks responded to Chair Lee's question about the Swimming Hall of Fame, informing her that they had received four responses to the RFP; a review team was being assembled and the respondents would be brought in for interviews. He assured Chair Lee that the plan would be presented to the BRAB.

7. Restroom Discussion/Update

Mr. Hicks said Mr. Prizlee was trying to set up a demonstration program for the new restrooms. Mr. Prizlee explained that these restrooms cost approximately \$125,000 per stall. Mr. Fitzgerald wondered if they could build their own for less. Mr. Prizlee said it was not just a matter of building and equipment costs, but the automation and ongoing savings on labor. Mr. LaMattina remarked that from all reports, the restrooms worked very well.

8. Discussion of Business Improvement District as it Relates to the CRA

Mr. Hicks stated they had a draft and the steering committee would meet Tuesday to discuss the details. The main idea was to offer an enhanced level of service and beautification on the beach. Mr. Hicks explained that people performing beach cleaning would be uniformed, and would distribute information on tourism, hospitality and City services, and possess communication devices.

Ms. Mandy Spangler, Carras Investments, said a number of entities had wanted to market Fort Lauderdale as a premier resort destination. In order to make services contiguous along the

beach, the City had considered creating a Business Improvement District. This entailed assessing commercial property owners in the district and using the funds for direct improvements in that area. They wanted to include commercial property owners from Sunrise to the Yankee Clipper, and a few additional gateway properties, assessing them 1.5 mils based on property values. The average assessment would be approximately \$1,500 per property. This would create a fund of approximately \$500,000 the first year and would fluctuate with property values. They intended to focus on beautification the first year.

Ms. Spangler pointed out that in areas where BIDs had been implemented, they helped to increase business revenue and increase tourism. They were currently gathering input prior to presenting the plan to the City Commission.

Mr. Hicks informed Mr. Sniezek that to implement the Business Improvement District, the Commission would first create an ordinance, and then an assessment. Mr. Hicks said the City Manager had informed staff that they must get 75% of property owners to support the plan prior to presenting it to the City Commission. Mr. Hicks explained that the City Commission would vote on the BID's budget annually.

Mr. Fitzgerald felt the BID was a great idea, but wished there was a way to get the County involved; he felt that everyone in the County used Fort Lauderdale's beaches, but the onus was on the City of Fort Lauderdale and local property owners to pay for everything.

Motion made by Ms. Scher and seconded by Ms. Smith to approve the creation of the Business Improvement District. In a voice vote, the motion passed unanimously.

Chair Lee felt they must revisit Vision 2020, and the BRAB should spearhead this effort. She felt late summer or early fall would be a good date. Chair Lee felt this could be a joint project with the CRA, the Beach Council and the Central Beach Alliance. Mr. Hicks suggested they put this item on their May agenda.

9. Old/New Business

Regarding the hotel disaster recovery plan, Mr. Piedra explained that they had developed several good ideas: damage assessment forms, including a list of essential personnel; ID cards to allow these individuals access; a radio communication system linking the properties; vehicle passes to allow employees to be transported to and from the barrier island in high occupancy vehicles.

Chair Lee said Acting Fire Chief McInerney had created a Power Point presentation for beach condo preparedness and recovery. They had used Point of Americas as a template. Individual

condos could use the template and fill in the blanks with their particular information. This information would then be distributed to individual residents. Chair Lee wanted to call in representatives from all the condos to view the presentation. She asked Ms. Smith to help provide a list of condos on the beach to invite.

Mr. Fitzgerald wanted to focus on the overlay district now that the elections were over. Chair Lee noted that the overlay district was not within the boundary of the CRA, so it was "not really our job to push that."

Mr. Hicks asked the Board's advice for space to use as a Business Recovery Center after a hurricane.

10. Adjournment

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

Handouts:

1. Copy of email Ms. Lopez received from Joanne Medalie regarding Florida's crosswalk law