

**APPROVED**  
**MINUTES**  
**BEACH REDEVELOPMENT ADVISORY BOARD MEETING**  
**100 NORTH ANDREWS AVENUE**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**FORT LAUDERDALE, FLORIDA**  
**MONDAY, FEBRUARY 18, 2008 – 2:30 P.M.**

<b>Board Members</b>	<b>Attendance</b>	<b>Cumulative</b>	
		<b>Feb 2008 – Jan 2009 Present</b>	<b>Absent</b>
Ina Lee, Chair	P	1	0
Shirley Smith	P	1	0
Miranda Lopez	P	1	0
Carlos Molinet	P	1	0
Judy Scher	A	0	1
Amaury Piedra (arrived 2:43 p.m.)	P	1	0
Aiton Yaari	P	1	0
Henry Sniezek	P	1	0
Ramola Motwani	P	1	0

**Staff and Guests**

Eileen Helfer, Past BRAB Member  
Don Morris, Beach CRA Director  
Jeff Modarelli, Economic Development Director  
Terry Rynard, Assistant Parks & Recreation Director  
Earl Prizlee, Engineering Design Manager, CRA  
Silver Lee Hodge, Beach CRA Secretary  
Karen Reese, Economic Development Representative  
Cate McCaffrey, Business Enterprises Director  
Jeff Stafford, Business Enterprises  
Captain Victor London, Fort Lauderdale Police Department  
Tom Terrell, Public Works Facilities Manager  
Mario Sotolongo, Community Inspections Code Enforcement  
Mike Maloney, Code Enforcement  
John Hoelzle, Parking Services Director  
Matt Little, Public Information Officer  
Jack Newton, CBA  
Jim Hamill, City Auditor  
Pamela Range, City Auditor  
Linda Sue Marsh, Days Inn Bahia Cabana  
Cardina Bello, Best Western Oceanside  
Chuck Malkus, Resident  
Hilda Testa, Recording Clerk, Prototype, Inc.

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

Chair Lee called the meeting to order at 2:30 p.m. The Recording Secretary called Roll and a quorum was present.

Chair Lee conveyed the Board's appreciation and sincere thanks to Ms. Eileen Helfer for her years of service and contribution to the Beach Redevelopment Advisory Board. Ms. Helfer is no longer on the Board as her term has reached the limit allowed.

Chair Lee recognized the Board's newest member, Ramola Motwani, and invited Ms. Motwani to introduce herself for the benefit of those in attendance. Ms. Motwani of Trump International and Merrimac Ventures stated she has been on the beach for many years and looks forward to serving on the Beach Redevelopment Advisory Board.

**II. Approval of November 19, 2007 Minutes**

**Motion** made by Mr. Molinet, seconded by Mr. Yaari, to approve the minutes of the November 19, 2007 Beach Redevelopment Advisory Board meeting. In a voice vote, the motion passed unanimously.

**III. Aquatics Center Presentation**

Ms. Cate McCaffrey presented the concept plan by Leisure and Recreation Concepts, Inc. for the proposed Aquatics Center as shown to the City Commission on January 8, 2008. Ms. McCaffrey stated that Mr. Michael Jenkins, the CEO of LARC, has experience around the world building water parks and similar facilities.

Ms. McCaffrey pointed out to the Board and guests that D.C. Alexander Park is represented on the project boards in its present condition and was not addressed in the proposal. Several project boards were shown to illustrate the new Aquatic Center.

The wave building and most eastern pool would be removed and an interactive water park constructed in its place. The plans would include a "lazy river" with upper level slides into a splash pool below. The plan for the Aquatic Center would consist of a five level structure on the west portion of the property where the Hall of Fame building is currently located.

On the first level, the existing competition pool and dive pool would remain, but would be upgraded to compliment the new structures with the ability to have a retractable pool cover and a water mist show. The first floor would also house the lobby entrance and ticket area.

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The second floor would house the turtle tank and will be called "Rivers of the World," created to resemble the Amazon River. A shore gallery or touch pool would provide an interactive presentation of various marine life. Guests could proceed through the coral reef tunnel with a hologram of a jellyfish at the end of the tunnel and the entrance to a sitting museum for quiet reflection. And finally, walking tube for the patrons surrounded by a shark tank on all sides with an interactive floor that mimics the sound of breaking glass when stepped on by patrons.

The entrance to the aquarium is located on level 2 and, spiraling up to level 3 adjacent to the parking garage will be the new International Swimming Hall of Fame Museum.

Level 4 will have meeting rooms also adjacent to the parking garage, and located on the top level is a restaurant that over looks the Intracoastal waterway with outdoor dining over looking a rooftop Olympic-sized pool. The parking garage will accommodate a total of 300 cars.

Mr. Yaari commented that the development of D.C. Alexander Park with its proposed water feature is needed to achieve cohesiveness and act as a focal point for the entire project from the A1A corridor. Chair Lee stated she felt the City Commission understood the need for the development of D.C. Alexander Park as presented in the Master Plan.

Ms. Lopez suggested a waterway bridge over Sea Breeze Boulevard to connect the Aquatics Center with the new D.C. Alexander Park, and a recreational path around the entire facility as previously shown on the Master Plan.

Chair Lee asked Ms. McCaffrey regarding the next step in the process. Ms. McCaffrey stated that Staff had been directed to obtain community input, determine parking requirements, conduct traffic studies, and determine other issues which might be raised as a result of proceeding with a project of this magnitude.

Mr. Yaari asked about the cost of the project. Ms. McCaffrey stated the cost is not known at this time. Chair Lee had advised that the City Commission spoke of an estimated cost of construction of \$50 to \$70 million and would be supplemented by funds in the CRA. The project also offers opportunity for public and private participation, possibly having a private entity operating the aquarium with different price structures for admission for the different parts of the park.

Ms. Motwani asked if the design consultants build or manage the construction of the parks they design. Ms. McCaffrey stated that the consultants had a great deal of experience implementing these types of water parks all around the world, but she was unsure as to the exact nature of the consultants' participation. Ms. McCaffrey assured

the Board the role of LARC was to implement and oversee the entire construction operation.

Ms. Marshall inquired as to how the numerous swim teams in the Fort Lauderdale area would be logistically affected by the new swim center. Ms. McCaffrey clarified that the Olympic competition pool and dive pool would remain; the pool on the east end of the complex would be replaced with the same sized rooftop pool. There are no plans by the project consultants to dictate which pools are used for lessons and/or competition; however, the location of the roof top pool may present some logistical problems for visiting teams.

Chair Lee added that the spectator areas were also proposed to be upgraded with covered seating, new ticket booths, concession, scoreboards, and other amenities. The design would also take into consideration the possibility of implementing a retractable roof and/or pool cover.

**Motion** made by Mr. Yaari, seconded by Mr. Sniezak, to support the timely implementation of the new Aquatics Center Plan with regard to the concept and direction, in conjunction with the Beach Master Plan and redevelopment of D.C. Alexander Park. In a voice vote, the motion passed unanimously.

#### **IV. Plant Restoration Update**

Ms. Rynard reported the plantings that were completed prior to a minor tropical storm had sustained damage and part of those plantings had to be replaced. Efforts were made to add color to the foliage; however, the crotons suffered damage from the windstorm and have subsequently been replaced with more hardy plantings. The bracings on the palm trees are scheduled to be removed by the end of May, and the bracings on the smaller silver buttonwoods will remain through November.

Chair Lee inquired as to the size of the silver buttonwoods upon full maturity. Ms. Rynard stated the trees are of medium height, installed to offset the height of the palm trees. Aggressive fertilizing will ensure the fastest growth possible.

Chair Lee wanted to publicly acknowledge and commend the Parks & Recreation Department for the fine work done with the foliage to enhance to beach areas.

#### **V. Fort Lauderdale Beach Police Report Spring Break Plans Update**

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Captain Victor London, the District 3 Executive Officer, introduced himself to the Board as the new law enforcement liaison to the Beach Redevelopment Advisory Board.

Captain London reported that spring break is in full force starting Saturday, February 16<sup>th</sup>; and to date, there have been no enforcement issues or large crowds. The priority for the police department during the spring break vacation will be traffic flow and eliminating and preventing alcohol consumption on the beach. Solutions are being examined to prevent pedestrian traffic from interfering with vehicular traffic.

Chair Lee inquired as to the rumors of a barrier being installed along A1A. Captain London advised that the police department is exploring various options, but no definitive plans have been made at this time.

Mr. Aiton asked if the numbers of vacationers expected would warrant the installation of barriers. Captain London replied that while the numbers are not expecting to be as high as the spring break era of the 1980's, the police department wants to be prepared for all contingencies.

Chair Lee spoke of the historical perspective and advised of the negative national publicity received by the Fort Lauderdale area as a result of the barricades previously installed. She suggested finding a balance for keeping people safe.

Mr. Modarelli asked how long the barricades had been in place. The Board agreed the barricades were in place for approximately six to eight weeks. Mr. Morris advised the City is trying to explore different options and was looking for community input before any decisions are made.

Mr. Piedra stated that he felt the police department did a commendable job last year with traffic and crowd control, adding that the mounted patrols contributed to the success of the plan.

Ms. Smith reiterated the sentiments of the Board by stating her concerns regarding the installation of any barriers along A1A.

Mr. Aiton inquired about the idea of closing off A1A from Las Olas Boulevard to Cortez in the event the crowds grow to proportions requiring extra measures to ensure the safety of the public.

Captain London stated that the police department has traffic plans in place with varying degrees of activation in the event of total gridlock and/or safety issues. Operational plans are in place to evacuate traffic in certain areas as expeditiously as possible to allow for emergency vehicles.

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Chair Lee stated there had been several muggings in the beach area and asked if the police department had plans to increase the patrols and police presence. Captain London advised the staffing for police patrol in the beach area has more than tripled since the week prior and will continue until the end of spring break. Chair Lee advised that even after spring break, increased police presence would be needed to ensure the safety of the residents and employees working in the beach area.

Ms. Motwani asked for the reason the barricade issue was being resurrected since the spring breakers of the 1980's were no longer visiting the Fort Lauderdale area and the type of visitors are just not the same as in days past. Mr. Modarelli advised the City is trying to be proactive with regard to safety of the visitors to the area. Chair Lee stressed the overall opposition to any type of barricades along A1A and again advised that last year's handling of the spring break vacationers worked extremely well and recommended the same approach.

Mr. Jack Newton, who lives at the Venetian Condominium, stated his view from the condominium is of the Elbo Room. Mr. Newton stated the trash cans are continually overflowing behind the Elbo Room onto the sidewalks and streets and suggested doubling or tripling the number of receptacles and pick ups during this time to keep the beach area looking like a "class act."

Mr. John Hoelzle of Parking Services stated one of the biggest issues during spring break is the South Beach parking lot and traffic congestion resulting from the lot being full. Again this year, the police will be deployed to that area to ensure traffic keeps moving to other parking areas towards the north.

Mr. Hoelzle also stated that a flyer was prepared to direct patrons to the inter-coastal parking lot and the North Beach parking site along A1A. The Parking Enforcement Specialists assigned to the police department will continue to work to ensure there is no parking abuse and observations by this department will be communicated to stem any issues that may develop.

Mr. Hoelzle advised that the Parks & Recreation Department will handle clean up during the normal business hours, and additional contracted cleaning crews will augment the City's efforts during off hours. Cleaning will concentrate not only on the beaches but also the streets and sidewalk areas. Ms. Rynard advised the phone number to call with any sanitation concerns is the customer service department at 954-828-8000.

Mr. Yaari stated that in previous years, the light at A1A and Las Olas Boulevard was made to flash yellow with the assistance of traffic officers staffing that intersection. As a result of this increased staffing, the area of that intersection saw no major traffic jams

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and more cars were allowed to enter the marina lot and rid the area of the bottleneck situation that usually occurs.

Mr. Mike Maloney from Code Enforcement advised there would be staff available from 6:00 a.m. until 11:00 p.m. to address sanitation issues, outdoor seating and obstructions to the sidewalks, noise, and to generally assist the police.

Mr. Matt Little, Public Information Officer, stated their department has reached out by sending letters from the police department to 681 businesses in the City of Fort Lauderdale that sell alcohol, to remind the establishments about under-aged drinking and the penalties associated with this type of violation. Letters were also sent to the colleges and high schools that are known to have student visitors to the Fort Lauderdale area that under-aged drinking will not be tolerated. In addition, a quarter page ad was printed in the *Sun Sentinel* in the Community News section reminding residents about the problem of under-aged drinking. Table-top signs are being passed out to establishments reminding the patrons not to litter and not to allow under-aged drinking. Posters, web site postings, and police department electronic signage is being utilized in the outreach effort. "Keep It Clean" flyers have been distributed to area businesses advising them of the City's efforts regarding sanitation and encouraging them to do their part too.

Chair Lee commented on law enforcement with regard to the spring break vacationers and the open container law. Chair Lee stated she remembers the year the barricades were erected and the open container law had passed; the police department was very vigilant in their duties to uphold the law. Again, Fort Lauderdale received a lot of bad press around the country regarding Fort Lauderdale being a "friendly" destination for students on spring break.

Chair Lee stated that the type of students coming to Fort Lauderdale for spring break recently seem to be girls who are staying and making their purchases with credit cards. The students are visiting the Galleria Mall holding shopping bags from Saks Fifth Avenue and other high-end stores.

Chair Lee advised that the City of Fort Lauderdale wants students to feel welcome and, at the same time, the laws need to be upheld. From a public relations standpoint, the police must walk a fine line as spring break approaches. Again, Chair Lee commented on the fine job law enforcement had done last year and would like to build upon that and remember that the visitors are "our customers."

Ms. Marshall advised that there has been traffic congestion at the corner of A1A and Harbor Drive. The timing of the lights is critical to keeping traffic moving through that area. During the Boat Show, the police department had stationed officers at the "pickle"

at Harbor Drive and A1A to keep traffic moving and had coordinated with the traffic at A1A and Las Olas Boulevard and the officers positioned at that intersection. Ms. Marshall requested the police department consider staffing those areas again to relieve congestion on the weekends.

Captain London advised the police department is putting additional public safety aides at those locations to prevent the expected congestion.

**VI. Wave Wall Lighting Update  
Turtle Lighting 2009 Season**

Mr. Tom Terrell, Facilities Manager for the City of Fort Lauderdale stated that the west side of A1A will have light shields retrofitted by the Florida Department of Transportation. On the east of A1A, canvas bags will be installed over the lights as a temporary solution to the lighting issue. The Florida Wildlife Commission has approved the use of canvas bags as of February 14, 2008 and the manufacturing of the bags has begun.

Mr. Terrell advised the City will be contacting the Florida Wildlife Commission with the hopes of leaving the lights on past March 1<sup>st</sup>; however, the local paper stated that turtles have already started to come ashore in Boca Raton - a new record for coming ashore early in the year.

Mr. Terrell reported that the representatives for the wave wall lighting stated that the Fort Lauderdale environment is the harshest environment they have ever had to work with. The turnaround time has been immensely improved, and four additional illuminators have been given to the City for replacements while the illuminators that are defective are sent in for repair.

The City will be re-lamping all the illuminators on the wave wall to ensure a continuous lighting pattern and prevent the outages currently being experienced. Mr. Terrell stated that the manufacturer is producing a training manual to repair the lighting in-house once the warranty for those lights has expired. The City is currently negotiating a price for parts replacement with the manufacturer. The Engineering Department is searching for an LED application for the outdoor lights, but has been unsuccessful thus far. Fiber Stars, Inc. is testing additional colored lighting techniques on the wave wall.

**VII. Beach CRA Five Year Budget Update  
Approved CIP Projects**

Mr. Prizlee handed out packets containing the 2007-2008 Capital Improvement Budget. The CIP shows the funds previously approved for the South Beach project which continues to move forward as a joint project with Parking and Fleet Services.

Mr. Prizlee asked the Board to open the packets to the first page showing the figures for the Aquatic Center and the progress being made to fund the project. In the years 2007-2008, the CRA had contributed \$1 million towards funding this project and \$2 million is scheduled to be contributed for 2008-2009.

Within a five year period, the final cost estimate for the project will be compiled and construction will commence with the help of private funding and partnerships along with the \$17 million currently being set aside by the CRA.

Page two outlines the Beach Improvement Projects showing the funds approved for last year; the 2007-2008 column show the funds from the Excise Tax and the CRA for a total of \$4 million for use towards the projects. The CIP is a comprehensive look at the entire beach area to determine funding sources necessary improvements in each area.

The final page shows the numbers regarding the Master Streetscape Project Phase 1B. The initial funding of \$400,000 was to be used for design costs; however, the City decided to go out for a new RFP and a new Master Plan is now being compiled. In 2007-2008, \$1.4 million has been set aside to fund this project; these funds will continue to be held in waiting for more definitive plans to commence.

Chair Lee asked if a more detailed discussion regarding the CIP and the future funding expected can be scheduled for next month's meeting. Chair Lee would like to see figures projected from the Saint Regis Hotel, the Las Olas Beach Club, the 3-story Bahia Mar project, and others.

Mr. Morris expressed concern about quoting numbers and then having to revise those numbers due to the changes in the recently passed tax laws.

**VIII. Old/New Business**  
**Beach Walk Update**

No old business or new business was discussed.

**IX. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 3:41 p.m.