

APPROVED

**BEACH REDEVELOPMENT ADVISORY BOARD
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
TUESDAY, JANUARY 20, 2009 – 2:30 P.M.**

BRAB MEMBERS	ATTENDANCE	CUMULATIVE 2/08 – 1/09	
		PRESENT	ABSENT
Ina Lee, Chair	P	9	0
Shirley Smith	P	9	0
Miranda Lopez	P	8	1
Carlos Molinet	P	7	3
Amaury Piedra	A	4	4
Aiton Yaari, Vice Chair	A	7	2
Ramola Motwani	A	6	3
Jordana L. Jarjura	P	6	2
Melissa Milroy	P	6	0

Staff

Donald Morris, Beach CRA Director
Earl Prizlee, Engineering Design Manager, CRA
Stephen Scott, Economic Development Director
Eileen Furedi, Economic Development Representative
Lindwell Bradley, Community Inspections Supervisor
Mario Sotolongo, Code Enforcement Officer
Captain Jan Jordan, Fort Lauderdale Police Department
David Rubin, Planner
Hilda Testa, Recording Secretary, Prototype, Inc.

I. Call to Order/Roll Call

Chair Lee called the Board to order at 2:32 p.m., and roll was called. She informed the Board that Judy Scher is no longer a member.

She also welcomed new Economic Development Director Stephen Scott, who introduced himself to the Board. Mr. Scott invited members to contact him at any time as issues arose, and asserted that he would help in any way possible.

Mr. Scott previously served as Assistant City Manager and Director of the Office of Professional Standards. He has served as Assistant City Attorney in three South Florida Cities.

II. Approval of Minutes

Motion made by Vice Chair Molinet, and duly seconded, to approve the minutes of the November 17, 2008 meeting. In a voice vote, the **motion** carried unanimously.

III. Police Update

Captain Jan Jordan of the Fort Lauderdale Police Department stated she had nothing to report, and the District had been “fairly quiet.” She offered to answer any questions the Board might have.

IV. Code Compliance Update

Lindwell Bradley, Community Inspections Supervisor, advised that Code Enforcement Officers are dealing with issues involving loud music and bands on weekend nights. Some complaints have been received, and he assured the Board that officers will deal with these effectively.

He continued that “normal” Code infractions, such as the placement of mannequins outside stores, were still being addressed with store management, but in general he felt this situation was improving.

Another issue, Mr. Bradley added, involved t-shirts with profanity or other inappropriate language or designs being featured in store windows or outside the stores, where passing families could see them from street level. He informed the Board that Code Enforcement chose to work with the owners of these stores, asking them to place these items in the back and out of public view.

Mr. Morris stated that he greatly appreciated Mr. Bradley’s and Officer Sotolongo’s quick response to complaints, as well as their willingness to work with businesses in reaching compliance. He asked that any Board members with questions for Code Enforcement please pass their concerns on to his office, where he would inform Mr. Bradley or Officer Sotolongo right away.

Chair Lee noted that the Beach area was originally created as an entertainment District, and would naturally generate some noise as a result. She requested clarification of how a line would be crossed from providing entertainment to creating a noise nuisance.

Mr. Bradley replied that the noise standard for the District was fairly loud, and felt if bands or businesses would adhere to this standard, there would not be a problem. However, he added that some noise readings were coming in at the 90-

100 decibel level, which is extremely loud, and which they were attempting to regulate.

He added that the entertainment District was designed with the intent that most entertainment would move indoors after dusk. This was part of the business agreement when the District was created, he pointed out, and has not changed for several years.

Mr. Morris agreed, noting that the entertainment District does not include the entire Beach area, but encompasses a specific area with boundaries. He continued that one aspect of the problem is determining who is responsible for noise, and whether or not they lie within the entertainment District.

V. Status of Getting Holiday Lighting on East Side of SR AIA

Mr. Prizlee informed the Board that the City had recently met with an electrical consultant to take an inventory of the electrical systems for lights on the east side of the road. These lights were installed 20 years ago, and are on cast-iron poles, which are now rusting badly and in need of replacement. He added that they are also not turtle lighting-compliant; they have been covered with canvas bags during the appropriate season to bring them closer to compliance, although this is only a temporary measure.

Mr. Prizlee pointed out that the Electrical Code has changed over the past 20 years, which makes it impossible to simply replace the poles without overhauling the electrical systems as well. This is being studied by the electrical consultant, and is a priority.

Adding holiday lighting is a secondary concern, he noted, and presents a challenge, as there are only so many service points and sources for electricity, and the lighting voltage is incompatible with the service points. It would also add an additional load to the overall source. More service points would need to be added, he advised, or the conduits would need to be replaced.

The consultant is looking at various options, Mr. Prizlee continued, including reuse of existing conduits or addition of an internal transformer. While it is too early to make guarantees, he hoped that by the week ending on January 30, 2009, he would know the consultant's findings, and whether or not holiday lights will be possible. The next step would be the development of plans and specifications for these lights.

In addition, the City is working closely with FDOT for a grant to keep funding in place for the turtle lighting project.

Mr. Morris advised that the City has received approval from the Fish and Wildlife Department for new turtle-compliant lighting, and the study described above addresses whether the iron poles must be replaced and new lights installed. He noted that Mr. Prizlee designed the approved turtle lighting, and two other communities have planned to employ his design on their beaches as well. He did not have a date at this time for when the new lighting would be installed.

Chair Lee noted that while the lighting was commonly known as “holiday” lighting, it could also be used throughout the year to create a thematic look for the Beach area.

Mr. Prizlee pointed out that there may be limited use for the lighting receptacles, depending on the consultant’s findings. He added that there is more flexibility on the west side, as the east side has height restrictions due to shorter poles.

Mr. Scott stated that the goal is to have turtle-compliant and aesthetically pleasing lighting as soon as possible. His understanding, he continued, was that if the electrical outlets needed work and Florida Power & Light became involved, it would delay the project considerably. The hope was to be able to use new lighting with the existing electrical circuits.

Chair Lee reminded the Board that the warranty for the existing fiber optic lighting system is close to expiration, and a plan needed to be in place for its replacement. Mr. Prizlee affirmed that City engineers are aware of the warranty situation and are testing different systems.

VI. BRAB Appointments to BID

Chair Lee stated that she would like to continue serving in this capacity, if the Board so chooses.

Motion made by Mr. Molinet, seconded by Ms. Jarjura, to continue Chair Lee’s appointment to the BID. In a voice vote, the **motion** carried unanimously.

Mr. Morris noted that the appointment to the BID must first be approved by the City Commission, following the BRAB’s vote of recommendation.

VII. Old/New Business

Mr. Morris stated that the City’s permitting issues regarding the South Beach Parking Lot had been addressed in Tallahassee, and would hopefully be resolved within the next few months or earlier. The construction schedule would be dependent upon the schedule of events planned for the Beach area, and whether or not the City wished the lot to be under construction during, for example, a concert event or a boat show. Safety and aesthetic concerns would

be taken into consideration. The boat show, in particular, relied on the use of this lot, he pointed out.

The 90% plans for the South Beach Parking Lot are expected to be complete by the end of the month, Mr. Prizlee added.

Chair Lee advised that Ocean Fest 2009 had canceled because they believed the Lot would be under construction. Mr. Morris felt there may have been other factors involved in this decision as well.

He introduced David Rubin, Planner, who is assisting the City by identifying potential issues on the Beach and forwarding them to the appropriate departments. The City is also creating a database of all businesses on the Beach, including addresses and contact information, which will be particularly useful during busy periods, such as Spring Break, or emergencies, including hurricanes. Mr. Morris added that some building topography is expected at a later date as well. These will help achieve a better understanding of the "texture" of the Beach, he advised.

An RFP has gone out for the next stage in the redevelopment of the Aquatics Center; Mr. Morris advised that he will be part of the Selection Committee for this RFP. This stage involves deciding what parts of the conceptual plan will actually be feasible, as well as studying financing for the project.

An RFP has also been approved and a contractor selected for the Beach signs, and the contractor is expected to look at the proposals soon. Mr. Morris noted that CRA funds will be used toward this project, once the sign package is approved.

Chair Lee recalled that at a previous meeting, the Board recommended that a representative of the Convention Visitors' Bureau be part of this process, due to the volume of international visitors to the area. Mr. Morris believed that the RFP specified that companies should meet with "all stakeholders," and stated that he would be sure the CVB was consulted on the project.

He reiterated that the funding phase of the turtle lighting project was finished and the design process was underway, noting again that Mr. Prizlee had successfully designed the lights for this project. Mr. Morris hoped to be able to move forward with this project by the end of 2009.

Chair Lee felt Mr. Prizlee should be recognized for "exemplary performance" by the City Commission for his efforts on this project. She thanked him on behalf of the Board, noting that his work should be acknowledged at a higher level as well.

Mr. Morris concluded that the RFP for a marketing strategy for the Beach had gone out on January 16, 2009, and was due by February 12, 2009. He noted that this RFP had been "fast-tracked" in the hope that the marketing plan could go into effect in 2009, and the City Commission could award the contract on March 17, 2009.

He elaborated that the plan was intended to market the strengths of the Beach area with an eye toward increasing tourism. A marketing team would be expected to review the area's strengths and weaknesses and build upon these to create an "enduring" year-round event for the Beach area.

Chair Lee requested an update on "beach walk" issues. Mr. Morris responded that many of these had been addressed and corrected. He noted that the first improvements would probably be among the "small things."

Ms. Lopez asked if the City's consultant had made a final recommendation involving Bahia Mar. Mr. Morris replied that he was not aware of a final decision on this, and that the economic study was still underway. Mr. Scott confirmed that the economic report had not yet been finished.

Chair Lee asked if the Board's February 2009 meeting could be scheduled to coincide with Sasaki's return to discuss the Master Plan once again. Mr. Morris did not yet have a meeting date.

Chair Lee continued that the current date set for the next meeting was February 16, 2009, but was subject to change, should Sasaki return before or after that date, so the Board could participate in the final presentation of the Plan.

There being no further business to come before the Board at this time, the meeting was adjourned at 3:05 p.m.

[Minutes prepared by K. McGuire, Prototype, Inc.]