

APPROVED

**BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, OCTOBER 19, 2009 – 2:30 P.M.**

MEMBERS	ATTENDANCE	CUMULATIVE	
		PRESENT	ABSENT
Bradley Deckelbaum, Chair	P	5	0
Ramola Motwani, Vice Chair	P	6	2
Miranda Lopez	P	7	1
Aiton Yaari	P	5	3
Jordana L. Jarjura	A	5	3
Melissa Milroy	A	6	2
Dan Matchette	P	5	2
Art Seitz	P	6	1
Chuck Malkus	P	5	0
Tim Schiavone	A	4	1

As of this date there were 10 appointed members to the Board, which means 6 would constitute a quorum.

Staff

Don Morris, Beach CRA Director
Stephen Scott, Economic Development Director
Earl Prizlee, Engineering Design Manager
Lindwell Bradley, Community Inspections Supervisor
Eileen Furedi, Beach CRA Representative
Mario Sotolongo, Code Enforcement
Karen Reese, Economic Development
Loretta Cronk, Recycling Program Coordinator
Diana Alarcon, Parking & Fleet Services
Jennifer Picinich, Recording Secretary, Prototype, Inc.

Communications to City Commission

- None.

I. Call to Order/Roll Call

Chair Deckelbaum called the meeting to order at 2:32 p.m. Roll was called and it was determined a quorum was present.

II. Approval of Minutes -September 21, 2009

Motion made by Mr. Malkus, seconded by Ms. Lopez, to approve the minutes of the September 21, 2009 meeting. In a voice vote, the motion passed unanimously.

III. Police Update

Capt. Victor London reported no prevalent trends in the beach area at this time.

Mr. Seitz noted he had seen a bicycle rider run three lights in a row on the beach and another rider the next day run a red light, suggesting that if bicycle riders were ticketed they may not be “so cavalier” about breaking traffic laws. Capt. London agreed that bicycle riders have the same duties as vehicles on the roadway.

Mr. Morris inquired regarding “a body” having been found on the beach; Capt. London had no information other than that already released to the media.

Major Raul Diaz has been transferred to District 1 and Major Gregory Salters is now their District Major.

Ms. Lopez asked regarding pedestrian rights-of-way. Capt. London recommended drivers continue to use due diligence, adding that there is currently a campaign being launched to try to educate the people on the beach and using A1A to stop for pedestrians in the crosswalks. There is a mobile message board displaying that message on A1A. The police are working with the City’s Engineering and FDOT to put additional warnings in place. Mr. Seitz indicated that they have tried to get signs placed in the roadway advising of pedestrian crossings which are made of a rubber material; however, the City has questioned who would be responsible for placement of the signs as well as the cost. Mr. Seitz suggested obtaining the funding from the Tourist Development Authority or the Engineering Department.

Chair Deckelbaum suggested beach signage be discussed later on in the meeting.

Capt. London stated he is familiar with and has been involved in the signage process and the matter is now in the office of City Engineering to handle as it is not a police department matter, with the exception of law enforcement and educating the public.

IV. Code Compliance Update

Mr. Bradley stated he had nothing new to report. He confirmed that they were following up on the lighted properties previously discussed.

V. Discussion of Recycling Program

Ms. Cronk gave a slide presentation on the beach recycling effort.

Ms. Cronk stated she is working with PIO to draft a brochure; the marina part is finished and they're still working on the beach portion. As soon as the brochure is ready, she will provide copies to the Board members. It is anticipated that the brochure will be distributed to beach businesses and hotels. They are also preparing a water bill stuffer going to residents and looking at different vehicles for distributing the brochure.

Mr. Yaari thought the recycling program was also good for tourists to see a "city that's going green" and the project would be good for the City's reputation. He inquired, however, about the regular trash receptacles which overflow during busy times and weekends and how they would control trash being placed in the recycling bins. Ms. Cronk indicated they are looking at two solutions: 1) placing more litter cans than recycling cans (the current ratio is a little less 3:1) recognizing that they are introducing recycling and there are many residents and tourists who want the opportunity to recycle, although she conceded many will not; and 2) the recycling container has a smaller opening (allowing for bottle and cans). Ms. Cronk indicated that from personal observation she has seen very minimal contamination. The receptacles are currently located from the north end of Fort Lauderdale Beach parking lot to just south of Las Olas. She added, "They look beautiful. We put a lot of thought into ensuring that, as people were interested in beach beautification, these would look nice and be appealing in addition to being functional."

Mr. Morris noted they are looking at additional locations to see "what makes sense from a beach-wise standpoint of where [busier] areas would be" to place more recycling cans.

Mr. Seitz agreed that the program was wonderful; however, he was concerned regarding having more impediments on the sidewalks, stressing the importance of not blocking pedestrians and bicycles. Ms. Cronk responded that along the narrowest parts of the Promenade, the recycle cans will stay on the sand side. There will be a different type of receptacle designed for the street side ensuring minimal pedestrian interference.

Chair Deckelbaum asked what the Board could do individually or as a group to help make the recycling program more efficient. Ms. Cronk said she would distribute a copy of the communications plan to the Board and that the most important thing is to “get the word out.” She added she would be willing to give presentations to as many groups as possible. She is planning on giving a presentation to several other City Boards and Committees, as well as talking to individual businesses.

In response to Mr. Seitz’s question regarding obtaining grant monies, Ms. Cronk stated she is always willing for partnerships to expand the program.

VI. Wayfinding Signage Presentation

Ms. Alarcon gave a slide presentation showing development concepts for beach signage.

Mr. Yaari said the presentation was “beautiful, wonderful, impressive.” He stated that the signs for the airport are “wonderful,” but there should also be signs from the Port for tourists directing them to the beach from the ships. Ms. Cronk confirmed that parking signs will specify hours of operation and lot identification.

Chair Deckelbaum asked if there would be one single master plan for signage before phase one is implemented and was advised by Ms. Cronk that the plan is when they go back to City Commission with a final concept, as part of the funding plan they will be identifying and recommending where the signs will be located as well as associated costs. There will be a master plan for the whole beach area. As far as for the entire City, a meeting had been held with Planning, with an agreement for a uniform look perhaps with minor changes in color or background, but keeping a “family look” of conformity.

Ms. Motwani asked if all the signs would be replaced. Ms. Alarcon stated they have asked the consultant to look at the issue of “sign pollution” (although she has received feedback from City visitors who feel there is not enough signage) asking him to take a “new, fresh eye look” to give them a recommendation of which signs are “above and beyond” or what additional signs are necessary. She added that with the new plan, some of the existing signs may no longer be needed. The consultant will be providing an entire overall recommendation of signage placement and what signs to use.

Ms. Motwani stated they definitely need more parking signage.

Ms. Alarcon indicated she will be bringing this matter back before the Board after presentation to City Commission.

An inquiry was made by Mr. Malkus as to whether the company, from a photo standpoint, tried to do a "markup or dry run" of the signs, i.e., "how it would look if you take a camera and take a picture of someone in front of that sign, how is Fort Lauderdale beach going to photograph?" Mr. Morris stated the project is still in concept, with Ms. Alarcon adding that material will be a "strong determining factor." She stated now that they have the concept out, they'll "go back and start knocking out some of the materials."

Mr. Malkus also asked about sea turtles being "more protected than human beings" - an opinion held by many residents - and if, by having sea turtles on the signs would they be "potentially encouraging additional behavior or activity of protecting sea turtles more than human beings?" Chair Deckelbaum asked if there was a way to put a series of nature, history, or tourist attraction information on the signs without taking away from their efficiency. Ms. Alarcon replied that on the regulatory signs placed in the sand, if explanatory information about the stakes and caution tape [set up for the sea turtles] were available, "people would understand and have a little bit more respect for it." On the directional signs, there will be information promoting the Bonnet House, the Aquatic Center, and other key spots.

Mr. Seitz agreed with the concept of "continuity of signs" and the use of international icons.

Ms. Alarcon said their hope is to reduce the number of signs by looking at information which will better relate to the general public.

Event notifications and banners were mentioned by Mr. Seitz. Ms. Alarcon indicated those signs were not part of this package as they are covered under a different ordinance.

Ms. Alarcon stated they are looking for additional funding sources via grants.

In response to Ms. Lopez's question, Ms. Alarcon pointed out with regard to regulatory signs on the beach, a suggestion has been made to put the different indication flags for the beach on the regulatory signs. Ms. Lopez also suggested riptide notification.

Mr. Morris said they would be coming back to the Board to request funding for the CRA portion of the sign project. Chair Deckelbaum asked Mr. Morris if, when staff makes that presentation, they would show the whole component, not just one phase or portion.

Ms. Motwani pointed out that for historical signage, funding is “easily available” from the State DOT.

Mr. Seitz noted that an effort is being made to connect the beach to downtown with a pedestrian/bicycle route or a “cultural trail,” expressing the hope that there will be “room for such signage.” Ms. Alarcon responded that several interconnected entities are involved in the signage project.

VII. Discussion of Event Promotion/Marketing Application

Mr. Morris distributed a copy of the draft grant application. A budget had been presented to the City Commission. The issue of the money being put in for marketing was discussed at that time, with the City Commission making it clear that they wanted the monies used for promotion rather than actual event funding. Mr. Morris stated there are many events needing extra money for promotional purposes which have not been previously provided assistance.

The final application would go first to the Board for a recommendation and then to the City Commission. Items on the application included:

- The event should be located within CRA boundaries and quantifiable.

Chair Deckelbaum suggested that if an event is not entirely located within the CRA, an explanation could be made as to how the CRA would directly benefit from its involvement with the event.

Mr. Morris indicated from a State statute standpoint, the monies are to be expended in the CRA, although a way could be found to allow expenditures if there could be a proven benefit to the CRA. Each specific situation would need to be looked at to see if it meets the necessary requirements.

- Dates, hours of operation, and proposed planned activities submitted for approval.
- Additional approvals required, i.e., DEP, etc.
- Total cost of the event.
- Revenue sources.
- Amount requested from the CRA.
- How the funds will be used.

Mr. Morris reported that the Mayor had been “adamant that it needed to show a positive economic impact.”

- Event holders will have to prove to the City that there will be an economic benefit to the beach.
- Goals and objectives of the plan must be met.

Mr. Morris stated that whenever a request is taken to the City Commission, staff will have to show “how it meets the plan.”

Mr. Morris asked if the Board felt there should be a maximum funding limit set per event. The number of events planned at this time which may be requesting funding is unknown. Funds would take approximately three to four months to be released. Mr. Matchette felt each case should be judged on its merits. Mr. Morris explained that as long as funds are available, applications will be taken.

Chair Deckelbaum proposed using some of the funds to promote the CRA itself, such as quarterly informational/advertising for upcoming events. Mr. Morris said they have marketing and promotion budgeted, as well as a line item called “other professional services” which fund may be able to be shifted for CRA promotions. In lieu of giving Super Bowls events separate funding, for example, Chair Deckelbaum thought the monies would be better spent by the CRA collectively doing the promotion of the related events. Mr. Morris stated, when this was presented to the City Commission, it was purely from a promotional standpoint, but did not specifically prohibit the CRA itself from utilizing the funds for promotional purposes.

Mr. Seitz suggested using electronic signage at the colleges and beach areas when available. Mr. Morris responded that off-premise advertising on the beach is not permitted per code and there are only certain areas in the City where off premise advertising is allowed.

Mr. Morris will be making the changes to the application and will then forward it on to the City Commission for their input. Once okayed, the program will be announced via City website. Designated funding will be \$80,000.00.

Motion made by Mr. Seitz, seconded by Mr. Yaari, to request Mr. Morris explore zoning issues with the informational signs, how hard it would be to change the zoning, and that they as a Board recommend to change the zoning so they can obtain one of those signs, as well as for Mr. Morris to come back to the Board in month with information on cost of having announcement display board installed at a suitable location near or on the beach which will provide flexibility and timely announcement of events and welcome messages. In a voice vote, the motion passed unanimously.

VIII. Update on City Commission and Other Official City Actions

Mr. Morris reported that, as the previous City Commission meeting had lasted late, no Board "Communications" had been discussed; they will be brought up at the next meeting. Mr. Morris will report back to the Board to advise of further direction given by the City Commission.

IX. Communications to the City Commission

Previously discussed.

X. Old/New Business

Mr. Yarri discussed the parking lot closing time of 2:00 a.m. at the Las Olas and Marina lots. He stated the "beach has gone a long way since then" and as they are an entertainment district with 4:00 a.m. closing licenses, a problem has been created with public lots closing at 2:00 a.m. and tickets being issued for violations. He asked that the closing time be changed at non-residential lots in the CRA.

Ms. Alarcon stated that the Himmarshee area's public lot is open 24/7, pointing out that this is a completely commercial area. Nearby residential areas have to be taken into consideration when considering parking times.

Ms. Alarcon agreed to present the topic to her supervisor for further discussion and will keep Mr. Morris apprised of status.

Mr. Yarri stated the time change does not have to apply to all City lots, and especially with the new signing program, the public can be advised of the lots which are open longer. He wanted to ensure also that only lots are chosen which will not bother nearby residents, with the hopes that a "happy medium" can be found.

Mr. Ralph Riehl addressed the Board with regard to Northwest Progresso CRA events. He said he has received invitations for several events by mail and asked if the Beach CRA had the budget or funding available to send out mailings. Mr. Morris indicated that they would if they had more advance notice of the events. Mr. Riehl also mentioned advising the community of new business openings.

Mr. Seitz discussed the following:

- Include on the agenda a follow up on the status of identifying, inventorying, and recommending sidewalks needing improvements.

- The Sasaki Study being concluded without further Board input.

Mr. Morris indicated there is no funding available for another presentation to the Board.

Chair Deckelbaum pointed out the Board has made the recommendation twice and as much as he agreed he would like for Sasaki to return, it would be “out of the question.”

Motion made by Mr. Seitz, seconded by Mr. Yaari, for Sasaki to come back to the Board per their earlier request. In a voice vote, the motion passed unanimously (with Chair Deckelbaum abstaining).

- Follow up on Walk-Around information sent to the Recreation Department (water taxi shelters and shelters on the beach).

Chair Deckelbaum stated the Recreation Department had not been ready to make a presentation this month to the Board in that regard.

- A request for a series of bike-oriented events on the beach to bring riders to the beach, which would make it easier for the Board to ask for and obtain funding for a “world-class bicycle/pedestrian user-friendly pedway promenade for bikes and pedestrians on the beach.”

Motion made by Mr. Seitz, for a series of bicycle-oriented events organized by the Recreation Department with the assistance of Mr. Morris’ office to be held at the beach. Due to lack of second, the motion died.

- On November 18, 2009 from 4:30 until approximately 7:00 p.m., at the Bonnet House, there will be a ribbon cutting for the designated scenic highway.

Holiday lighting will be on November 19th.

There being no further business to come before the Board at this time, the meeting was adjourned at 3:56 p.m.

[Minutes prepared by L. Edmondson, Prototype, Inc.]