

APPROVED

**BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
FRIDAY, JANUARY 15, 2010 – 2:30 P.M.**

MEMBERS	ATTENDANCE	CUMULATIVE	
		PRESENT	ABSENT
Bradley Deckelbaum, Chair	P	1	0
Ramola Motwani, Vice Chair	P	1	0
Miranda Lopez	A	0	1
Aiton Yaari [until 3:37]	P	1	0
Jordana L. Jarjura [until 3:15]	P	1	0
Melissa Milroy	P	1	0
Dan Matchette	P	1	0
Art Seitz	P	1	0
Chuck Malkus	P	1	0
Tim Schiavone	A	0	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
Jonathan Brown, Manager, Housing and Community Development
Susan Batchelder, Assistant Manager, Housing and Community Development
Lindwell Bradley, Community Inspections Supervisor
Karen Reese, Economic Development
Mario Sotolongo, Code Enforcement
Sgt. Monica Ferrer, Fort Lauderdale Police Department
Eileen Furedi, Beach CRA Representative
Jennifer Picinich, Recording Secretary, Prototype, Inc.

Communications to City Commission

By an 8 – 0 voice vote, the Board agreed to recommend the City Commission instruct staff to explore options regarding construction of a pier in the CRA area.

By a 7 – 0 voice vote, the Board agreed to recommend that the Las Olas and A1A City parking lot be open until 4 a.m. to accommodate nearby businesses that were open until 4 a.m.

I. Call to Order/Roll Call

Mr. Morris stated the Board members' terms would end in February.

Chair Deckelbaum thanked Board members for their service.

Chair Deckelbaum called the meeting to order at 2:33 p.m. Roll was called and it was determined a quorum was present.

II. Approval of Minutes – November 16, 2009

Chair Deckelbaum stated he had received correspondence from Mr. Seitz regarding the minutes and advised Mr. Seitz to send such communication directly to Mr. Morris in the future, due to Sunshine rules.

Mr. Morris distributed a two-page document he had received from Mr. Seitz regarding the previous meeting's minutes. Chair Deckelbaum said Board members could look at this document and they would return to this at the end of the meeting.

III. Police Update

Sgt. Monica Ferrer stated Capt. London had informed her there were no new updates for the beach to report.

Mr. Yaari wanted to ensure that there would be proper police supervision Super Bowl week. Sgt. Ferrer assured him that they would be fully staffed. Ms. Milroy wanted to be sure Police Officers made tourists feel welcome.

Chair Deckelbaum asked if anyone would object if a Police representative only attended Board meetings when there were specific issues to address. No one objected. He advised Board members to send a request to Mr. Morris for a specific update from Police.

Ms. Lee felt the Board might want the Police representative to attend prior to their Spring Break planning.

IV. Code Compliance Update

Mr. Lindwell Bradley, Community Inspections Supervisor, reported they were working with Police regarding the Pro Bowl and Super Bowl. They would also

work with business owners to “strike a good chord with everybody out there...and try to spread good cheer and atmosphere of the City if Fort Lauderdale.” Supervisor Bradley advised they would also be involved with the Air and Sea Show.

Mr. Seitz complimented the owners of the Galleria Theater area, the Riverside Hotel for the addition of the park adjacent to the hotel. He remarked that the Yesterday’s property was improving as well. Mr. Seitz said unfortunately, there were other properties leading to the beach that were still blighted, such as the Natchez property, Bridgeside Square and Riverside Square. Supervisor Bradley said they were working with the owners of all these properties to keep them to a standard the City would like to see; there were violations and cases on some properties. Mr. Yaari advised Supervisor Bradley to discuss this with Mr. Seitz.

Officer Sotolongo reported the usual problems with these properties concerned recurring overgrowth and neglect. He informed Chair Deckelbaum that property owners were usually responsive to the City’s requests. Mr. Yaari opined that Code Enforcement did its job “professionally and vigorously.”

The Board agreed that Code Enforcement representatives would only be invited to attend meetings to discuss specific problems.

Mr. Seitz remarked that some properties were better tended than others, and he felt it was “advantageous for me to be able to...try to politely put you all [Code Enforcement] on the spot” so they would “go out and you do a better job on the areas that I’m concerned about.”

Mr. Seitz reported that the City Commission had expressed interest in having the City take over the Natchez property and convert it into a parking garage, which would benefit local businesses. He wanted the Board to encourage the City to do this. Chair Deckelbaum stated this was outside the Board’s boundaries.

Mr. Morris reported the City was creating an RFP for a parking study to determine sites that could be used for future parking structures; he was sure the Natchez property would be on the list. Mr. Morris said the consultant would certainly meet with stakeholders for input as part of the study process. He advised postponing the discussion until the process was underway.

V. Stimulus Funds for Businesses

Mr. Jonathan Brown, Manager, Housing and Community Development, distributed a handout regarding the Small Business/Micro-Enterprise Financial Assistant Program. He reported that they had received approximately \$550,000 through the American Recovery and Reinvestment Act, with which they had designed two programs. The first had already been used to secure an agency that would provide technical assistance to small businesses. The other was a loan/grant program for small business that wished to expand. Mr. Brown said they were looking for businesses that were seeking new employees or that were at risk for losing an employee. The funds could be used to build or rent extra space or acquire equipment and fixtures. He asked Board members to let small business owners know about the programs.

Mr. Brown explained that HUD had approved providing the funds as a grant, a low-interest or no-interest loan. A loan committee would make recommendations to the City Commission as to whether the money should be awarded as a loan or a grant.

Mr. Brown reported the amount awarded would be based on the number of jobs that would be created. For two jobs, up to \$30,000 per job could be awarded. There was a \$90,000 limit, but if a business would create three or four jobs, he advised the application should still be submitted with this information for review and possible submission to the City Commission.

Mr. Brown stated the interest rate would be from one to three percent, if one were set. He explained that typically, a community would recommend a zero-percent interest rate, based on the creation and retention of a job for at least three years. He added that while the money was awarded for job creation, it could not be used for salaries.

Mr. Brown informed Chair Deckelbaum that they had \$350,000 total program funds. HUD had defined a small business as having five or fewer employees.

VI. Update Beach Walk Concerns

Mr. Morris announced that Ms. Rynard was unable to attend, but had provided him with information to share with the Board.

Mr. Morris said after the Beach Walk, staff thought that construction of a pier would come under the Parks Department, but that it would actually come under the Public Works Department. The next item put to the Parks Department was the need for native plants and landscaping at the southwest corner of Las Olas and Seabreeze Boulevard. The Parks Department had replied that this property

was not in the City right-of-way, so the City must consult the property owners regarding this.

The next issue for the Parks Department was adding more family-oriented recreation and playground equipment on the beach. The Parks Department indicated that they had discussed this with the State DEP, who informed them that nothing further could be done on the north end of the beach. The primary issue was sea turtle nesting habitat. Ms. Rynard suggested the Board work with the Parks Department to develop a concept to share with stakeholders. Mr. Morris said the other issue was that there was a funding issue for projects outside the CRA, so a funding mechanism must be identified.

Mr. Morris advised Ms. Rynard could be invited to their next meeting to discuss concepts and location. He agreed she could bring preliminary guidelines.

Ms. Jarjura recommended Board members consult the DEP regulations regarding turtle nesting to avoid asking staff for something that the DEP would not approve.

Ms. Milroy suggested this idea could be brought to the Beach Council, who could draft a letter of support.

Mr. Morris advised that the pier idea was complicated, and if the Board desired this, they should indicate it in their Communications to the City Commission. Mr. Yaari felt the pier would generate significant interest, if a long-term lease were offered for development.

Mr. Seitz said the Sasaki study had included a pier suggestion, and he favored looking into this.

Motion made by Mr. Yaari, seconded by Ms. Jarjura, to recommend the City Commission instruct staff to explore options regarding construction of a pier in the CRA area. In a voice vote, motion passed 8 – 0.

Ms. Lee remarked that the City was seeking Legacy projects for the upcoming Centennial in 2011, and the pier, or another project could be tied into this.

Ms. Jarjura left the meeting at 3:15.

VII. Update on City Commission and Other Official City Actions

Mr. Morris reported that the City Commission had not officially approved the Master Plan, but had approved the vision for public improvements. Staff intended to bring some things forward to work on in the CRA related to these improvements.

Mr. Morris reminded the Board of their recommendation that staff look into a reader board, and the Commission had instructed staff to research the issue. They had met with the City Attorney's Office and the Planning and Zoning Department, who were conducting research. Mr. Morris agreed to report back to the Board on this.

VIII. Communications to the City Commission

Discussed under other Items.

IX. Old/New Business

Mr. Yaari stated his mission for the year was to encourage cruise passengers to visit the beach more. Mr. Malkus thought the information for cruise passengers was provided by the Convention and Visitors Bureau [CVB]. He believed the beach was the "gem" of the destination and should be highlighted more. Ms. Motwani said the Beach Council had discussed this, and decided they should get the perspective of the cruise lines' sales and marketing directors.

Mr. Yaari suggested shuttles from the port to Fort Lauderdale Beach and back to the Airport. He believed this would encourage repeat tourist visits. Ms. Milroy suggested promoting the destination in the cruise terminals.

Ms. Lee announced she was the Vice Chair of the Marketing Advisory Committee for the CVB, which would meet the following week. She agreed to bring this up at that meeting. She explained that the City of Hollywood's Tourism Director had created a relationship with Royal Caribbean. Ms. Lee advised contacting Francine Mason, head of Public Relations and Communication for the CVB to determine how Fort Lauderdale could be better represented. They should also contact Romney Rogers, the City's representative to the Tourist Development Council.

Mr. Yaari recommended the City create a Director of Tourism position. Chair Deckelbaum suggested creating an action plan. He wanted a Board member to become educated about this subject. Mr. Yaari informed the Board that he was close to a marketing director at Royal Caribbean, and he wanted all Board

members to pool their resources on this idea. Ms. Milroy agreed to bring information back to the Board from the Beach Council.

Mr. Yaari pointed out that the four beach committees: the Beach Council, the Beach Redevelopment Advisory Board, the BID and the CBA, must communicate and work together. Mr. Morris noted that this was the purpose of having one person serve on multiple boards.

Mr. Yaari remarked that Fort Lauderdale beach had a 4 a.m. license, but the parking lots closed at 2 a.m.

Motion made by Mr. Yaari, seconded by Mr. Matchette, to recommend that the Las Olas and A1A City parking lot be open until 4 a.m. to accommodate nearby businesses that were open until 4 a.m. In a voice vote, motion passed 8 – 0.

Mr. Seitz wanted to explore planting additional palm trees on the beach. He believed they could approach FDOT about this. Mr. Morris advised addressing this with Ms. Rynard.

Mr. Yaari left the meeting at 3:37.

Mr. Seitz recommended Board members request a transcript of the December 8 City Commission meeting because their discussion regarding the beach was “extraordinary.” Mr. Morris advised that the meeting could be viewed on the City’s website; he also agreed to look into a closed-caption transcript to provide to the Board.

Ms. Lee announced that the South Beach Parking lot would be discussed at the City Commission’s next conference agenda, and suggested that a member of the Board attend this. Mr. Morris explained that staff had presented the design created under the previous Commission to the new Commissioners individually. They would seek Commission input regarding design, funding and construction scheduling. He agreed to advise the Redevelopment Board of the City Commission’s direction.

Mr. Seitz stated he had suggested widening the sidewalk to 10 or 20 feet. Mr. Morris said the Commission could choose whether or not to do this.

Ms. Motwani announced that a Bollywood movie would be filmed on Fort Lauderdale beach. Ms. Motwani said the Film Commission should get involved, but Mr. Malkus informed her that the Film Commission had lost its funding.

Mr. Seitz stated a consultant had determined that the Swimming Hall of Fame peninsula could be developed as a theme park, pools, dining and entertainment areas. Chair Deckelbaum reminded the Board that the City had put out a very open-ended RFP the previous month for this property. The proposal to which Mr. Seitz referred was not feasible because funds were not available.

Ms Lee provided an update on the cruise discussion. She said the cruise lines mentioned tours on which they made money. She said there were staff people at the CVB who spoke to agents frequently. Ms. Lee noted that CVB's focus was to try to share information with passengers before they were in town.

There being no further business to come before the Board at this time, the meeting was adjourned at 3:53 p.m.

[Minutes prepared by J. Opperlee, Prototype, Inc.]