

APPROVED

**BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, FEBRUARY 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	P	1	0
Aiton Yaari	A	0	1
Jordana L. Jarjura	A	0	1
Melissa Milroy	A	0	1
Dan Matchette	P	1	0
Art Seitz	A	0	1
Chuck Malkus	P	1	0
Tim Schiavone	P	1	0

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
Earl Prizlee, Engineering Design Manager
Karen Reese, Economic Development
Mario Sotolongo, Code Enforcement
Capt. Reggie Gillis, Fort Lauderdale Police Department
Randall Robinson, Planner II
Terry Rynard, Assistant Director, Parks and Recreation
Diana Alarcon, Director, Parking and Fleet Services
Eileen Furedi, Beach CRA Representative
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 2:33 p.m. Roll was called and it was determined a quorum was present.

II. Election of Chair and Vice Chair

Motion made by Mr. Matchette, seconded by Mr. Malkus, for Mr. Deckelbaum to remain Board Chair. In a voice vote, the motion passed unanimously.

Motion made by Mr. Schiavone, seconded by Mr. Matchette, to retain Mr. Motwani as Vice Chair. In a voice vote, the motion passed unanimously.

III. Approval of Minutes – November 16, 2009

Mr. Morris stated that in response to Mr. Seitz's memo that the draft minutes had been incorrect, he had relistened to the audio of the meeting and had found no errors. He reminded the Board that minutes are not verbatim and are taken to "get the gist of the meeting, but not necessarily to quote people word for word." Mr. Morris saw no need to further amend the draft minutes.

Motion made by Mr. Malkus, seconded by Mr. Schiavone, to accept the minutes of the November 16, 2009 meeting. In a voice vote, the motion passed unanimously.

IV. Approval of Minutes - January 15, 2010

Chair Deckelbaum noted that as there were no changes to the minutes of the January 15, 2010 meeting, the minutes were approved as distributed.

V. Spring Break Initiative Update

Mr. Morris noted that each year staff puts together a team to help manage the influx of spring break visitors to the beach. The City's Economic Development team participates with businesses and other City departments to ensure "everyone has as much fun as possible," but also stay within the requirements set forth in City ordinances. Pamphlets are delivered to every business on the beach discussing City policies relating to alcohol and reminding people to keep the beach clean. Also, the Beach Improvement District Committee contracts every year with a maintenance company, Prism, and cleaning efforts will be coordinated with the Parks Department to ensure good coverage relating to trash pickup, etc.

Capt. Gillis reported that the spring break initiative will start March 1st and end April 2nd. It is anticipated a large number of college students will be arriving the entire month of March and several days in April. There is a standby schedule in

place in case a large number of unanticipated students arrive before March 1st. Capt. Gillis will be the Incident Commander and will be assessing the beach area on a daily basis. The City's PIO has already sent out letters to the universities, colleges, and high schools advising them of the ordinances which will be actively enforced, especially with regard to alcohol, public intoxication, and fighting. With regard to the high school "skip day," (expected to be March 25th) a directive was given by the Chief for the police to have 10-20 officers patrolling the beach, including transport and mounted units. Last year approximately 1200-1500 students came to the beach that day "creating havoc."

At this point there will be no message boards or signs posted, however, if necessary, that issue will be revisited. Capt. Gillis encouraged local businesses to be diligent in relaying to their patrons regulations regarding alcohol.

Mr. Schiavone asked about the open container law and whether there has been discussion about entertaining the idea of making an exception during spring break as they did during Super Bowl festivities. Capt. Gillis felt it would be better to have the restrictions in place in lieu of "having a free-for-all and then having to deal with it on the back end."

Mr. Sotolongo stated Code Enforcement will continue with the same plan they had in 2009. Officers will be out at 6:30 a.m. making sure the beach area is clean. He will personally be out in the evenings to ensure there are no problems.

Ms. Rynard reported Parks and Recreation would also have the same plan in place as in 2009. Meetings will be held each week with representatives from all involved departments. There will be 24-hour trash cleanup and pick-up. White trash containers will not be put out unless there is a need to do so in the event of more than expected amounts of trash accumulating. The City is waiting on the State to issue their permit enabling them to rake the beach sand area.

Mr. Schiavone mentioned utilizing persons who need to fulfill community service hours for beach cleanup, reducing the cost of hiring a private subcontractor. Ms. Rynard responded that the City uses community service workers in the parks when they can, however, "the problem is they're very undependable."

Mr. Morris suggested moving Ms. Rynard's next item up on the agenda. The Board agreed, and Item VIII, Beach Walk Discussion was then discussed.

Ms. Rynard indicated that subsequent to the walk through they have tried to address most of the concerns expressed. There is still the problem of how to replace the playground in the Fort Lauderdale Beach Park area as well as the

playground at Sebastian. She stated that the playgrounds were “grandfathered-in” by the State and had to be in the same footprint as the playgrounds already in those locations. The play area cannot be set in permanent concrete; they had to be set in individual footers. Ms. Rynard commented that the State’s “really getting particular about what they will let us build east of that coastal construction line” which is the reason the playgrounds were replaced into the same areas they were prior -- the State would only grant the permits with that restriction. She added though that they believe the locations are good as they are adjacent to the family and picnic areas.

Ms. Motwani asked about the water taxi stop area in the parking lot across from Las Olas Park mentioning previous discussions the Board had had regarding putting in shade and/or a bench. Mr. Morris responded that the public improvements in the Master Plan were approved “in spirit” by the City Commission and staff is looking at where they can implement some of the suggestions. He added that part of the problem is the City is currently involved in a lawsuit regarding a project proposed at that location called “Palazzo Las Olas” and although major developments cannot be undertaken, they had hoped minor improvements such as providing shelter, sidewalk extensions, etc., to make the area more pedestrian-friendly could be started. The City’s Legal Department, however, advised that no physical improvements could be done to the property until the lawsuit is resolved.

Another issue discussed was increasing landscaping on the beach. Ms. Rynard stated coconut trees had been planted; monies are available in the CIP to plant more. They are hesitant to plant certain species on the beach, such as sea grape, due to environmental protections. Planting of the coconut trees should commence in early summer or, due to turtle season, may not start until early October. A plan has been drawn up for tree placement. More trees will be planted in the Fort Lauderdale Beach Park as the Australian Pines will have to be removed per State mandate; the remainder of the trees will be “scattered on down the beach.” Ms. Rynard noted there are not enough monies to do the total plan, but it can be started.

Mr. Malkus asked about State guidelines for being able to replace hurricane-damaged trees. Ms. Rynard stated since 2005 there had been grant monies utilized for tree give-a-ways, although none were specifically identified for the beach area. This was during the time when the State was prohibiting planting of coconut trees, although after extensive lobbying, the State has come to an agreement with the City allowing planting of coconut trees on the beach.

Ms. Lopez asked about the gumbo-limbo tree. Ms. Rynard explained gumbo-limo trees have been planted in a couple of locations and it is possible some could be planted near the beach, although there is concern on how their foliage will hold up to “everyday” winds, possibly reducing the shade canopy.

With regard to adding more playgrounds, Ms. Rynard stated “anything north of Sunrise is probably a closed door.” Between Sunrise and the boat ramp, it would take lobbying, but may be possible if the money can “be found.” Mr. Morris felt there would be challenges due to future budget reductions unless grants can be obtained. Ms. Motwani suggested, even if the improvements cannot be done now, they could find out the cost and timeframes for revisiting by the Board at a later time.

Ms. Ina Lee stated when the lights go off [due to sea turtle nesting], it is in the middle of the Boat Show, suggesting that efforts start now to lobby the State to permit the lighting to remain on until after the Boat Show this year.

VI. Update on the 2010 Census

Deferred as Mr. Robinson was not yet at the meeting.

VII. Sun Trolley Presentation

Ms. Patricia Zeiler gave a Power Point presentation showing operations of the Sun Trolley.

Ms. Zeiler stated that the Beach Improvement District Board had asked her to looking into research supporting the Sun Trolley, talk to the CDB about occupancy rates, and check on seasonal changes in ridership.

Mr. Malkus asked how Broward County Transit funding compares to the funding being received for the Sun Trolley. Ms. Zeiler stated the community bus program is supplying \$15 per hour on this route, which is currently part of her \$155,000 budget. Mr. Morris explained that all the details have not yet been worked out, but there would be signage indicating where the shuttle will be going.

Ms. Zeiler added that BCT will have a Google Maps application for the iPhone and it is her hope to piggyback their route information onto that application. Several options are being explored, but depleted funds are currently a problem due to the non-profit nature of the program. FDOT monies are passed through from the City and County; a portion of the \$15 per hour is from FDOT. Other funding sources may be through the Scenic Highway application and economic

tourism funds from the Department of Commerce. The Sun Trolley is under contract with the City of Fort Lauderdale to work solely within confines of the City limits.

Mr. Schiavone asked about charging for ridership and was advised by Ms. Zeiler that currently there is a 50 cent fee for riding the route; 75 cents is the maximum permitted to be charged as FTA dollars are received through BCT and as the Sun Trolley is considered a community bus service they can only charge half of the amount charged by the local transportation agency. Mr. Schiavone also mentioned "entertainment" on the trolley.

Ms. Motwani commented that the trolley is a "great tool to keep cars off A1A." She asked if State funding had been looked into. Ms. Zeiler pointed out significant dollars have come through for Broward County, however, no programs have yet come in for which she believes they may be eligible to receive funds.

As Mr. Robinson was now present, Item VI, Update on the 2010 Census, was next on the agenda.

Mr. Randall Robinson gave a brief rundown on the upcoming census and its importance to the City. He stated that the population count will determine how much money is received from the federal government. A Complete Count Committee is working with staff on "how to best achieve a complete count" of City residents. This Committee felt it was important to talk to the Beach Board in this regard. Mr. Robinson stated that census workers from the beach area are needed to personally visit households which do not mail back their questionnaire. He also offered assistance in promoting the census at those businesses with numerous employees and those who are non-English speaking.

VIII. Beach Walk Discussion

Previously discussed.

IX. Cruise Ship Tourism Discussion

Chair Deckelbaum stated Ms. Milroy was preparing research regarding previous discussions pertaining to the cruise ships. He stated that rather than an open-ended discussion, he would prefer to discuss how they, as a Board, could accomplish finding a way to "create mechanisms to attract more tourists and more event-related tourists, and capture more of the South Florida tourist market into Fort Lauderdale."

Chair Deckelbaum proposed putting together a working group among themselves, members of the Economic Advisory Board, and any other entities the Board believes would be “worthwhile in putting a concerted message to the City Commission as to what we think we need to do with the City, what we think the City Government needs to do, and also to formulate a plan we can do as individuals and as boards separate from the City Commission’s guidance.” It is his hope to come up with a plan of action, with staff’s help, in the upcoming months. Chair Deckelbaum felt the discussion had started with cruise ship tourism being an example of “where we’re dropping the ball and missing opportunities as a City” and did not want to limit the discussion to just that one avenue.

Mr. Schiavone thought they should commence their discussion with the cruise ship industry which will then umbrella the other areas on which they need to concentrate.

Ms. Motwani added that members of the Beach Council should also be involved.

Chair Deckelbaum proposed that his goal is to gather together a coordinated effort to create a plan with the Beach Redevelopment Board taking the lead.

Ms. Motwani stated the Council already has a presentation from the CDB and is trying to see how “we can connect the beach to Las Olas.”

Mr. Schiavone felt that as tourism is the City’s “bread and butter,” it should be at the top of their to-do list and a primary item of focus. He suggested this be an agenda item for the Board every month with updates being provided from the Beach Council, etc. He asked whether they should push for an agency to “take this responsibility” and or if there are underdeveloped resources among City staff which can be utilized. Mr. Schiavone also suggested reaching out to the national community in bringing more attention to the City. “Make Fort Lauderdale such a destination that we aren’t asking them, they’re asking us.”

Chair Deckelbaum asked that a designated representative from each Board perhaps provide a way of communicating updates from their respective boards in this regard. Mr. Morris concurred that the Board could designate a representative to speak on their behalf upon a motion and vote. Mr. Schiavone stated there should be a determination made of what that person’s perimeters are with what can be discussed before someone is arbitrarily chosen to speak on their behalf. Concern was also expressed regarding the method of communication between the different entities and representatives. Mr. Schiavone wanted to try to avoid additional meetings or more documents to read.

[Mr. Morris left the meeting at 3:50 p.m.]

Mr. Malkus pointed out that marketing would include the Beach Council and the CDB and someone from those organizations could provide a monthly report to the Board. He did not believe it was the Board's responsibility to come up with the answers for implementing those goals. Mr. Schiavone agreed, "If we're in the loop, we can make suggestions, and let those people carry the torch."

Ms. Motwani suggested inviting a representative from the CDB to the Board meeting to provide an update on their marketing plans. She agreed it was important for the City Commission to hear from the Board that tourism is a priority concern. Chair Deckelbaum suggested having one person from the Board reach out to the Beach Council, Economic Development Advisory Board (EDAB), and the Beach Improvement Board (BID), etc., to see if they are interested in finding a way to work towards this "as a one shot deal." Mr. Schiavone was not sure the EDAB should be included.

Ms. Ina Lee pointed out that Mr. Yaari is also on the BID and would be the likely person to report back and forth between those two groups. She stated Mr. Yaari has been reporting to the BID on the discussions at BRB meetings. Ms. Milroy, Chair of the Beach Council, is also on the Board and could report back on their activities. Ms. Lee also noted she is chairing the Marketing Committee for the Beach Council which include the Directors of Marketing for every major hotel and business on the beach. Jeff McClelland, the President of Star Market International, the CDB's official ad agency, is working pro bono with the Beach Council. A meeting is scheduled this upcoming Wednesday with the number one agenda being creating a marketing plan for the beach. Ms. Lee said "all the players are together on this Board" and would just need to be officially appointed as representatives.

Motion made by Mr. Schiavone that the Board's primary agenda for 2010 be dedicated to tourism and marketing development of Fort Lauderdale. There was no second to the motion.

Mr. Prizlee pointed out that their goals have to be in keeping with the CRA plan.

Mr. Schiavone then suggested, over the next several months, "developing a plan in conjunction with other vested interests on the beach to formulate and better utilize those marketing resources of the CRA as well as other City resources to create a lasting mechanism for attracting tourist dollars and economic impact to the Beach CRA." He stated he would get with Mr. Morris and Mr. Prizlee to go

over guidelines and parameters in putting together a motion at the next meeting in that regard.

X. Update on City Commission and Other Official City Actions

The Pier will be discussed at the City Commission's next conference meeting.

XI. Communications to the City Commission

None.

XII. Old/New Business

Ms. Motwani stated the Super Bowl had been an "iconic event." Mr. Schiavone agreed, adding it had been a "rejuvenation of the spirit of Fort Lauderdale beach."

There being no further business to come before the Board at this time, the meeting was adjourned at 4:04 p.m.

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



Sun Trolley

Beach Transit System



TMA Mission

The Downtown Fort Lauderdale Transportation Management Association (TMA) has a two-fold operations mission: providing transportation to both elderly and underserved populations and supporting economic development for Beach/downtown area businesses. TMA coordinates the efforts of government and private employers, developers, and property owners in addressing common transportation concerns, improving accessibility and mobility, providing transportation services, and working cooperatively with local and state government for the continued growth and development of Greater Fort Lauderdale.



Sun Trolley Supports Tourism

- **Economic/Cultural Tourism**

Jazz Brunch

SuperBowl

City of Fort Lauderdale Centennial

- **Tie-in to Downtown**
- **Wave & Ride – car service**
- **Extended to Galleria**



Sun Trolley Ecologically Sensitive

Biodiesel fleet

- Reducing dependency on imported oil.
- “Green” energy

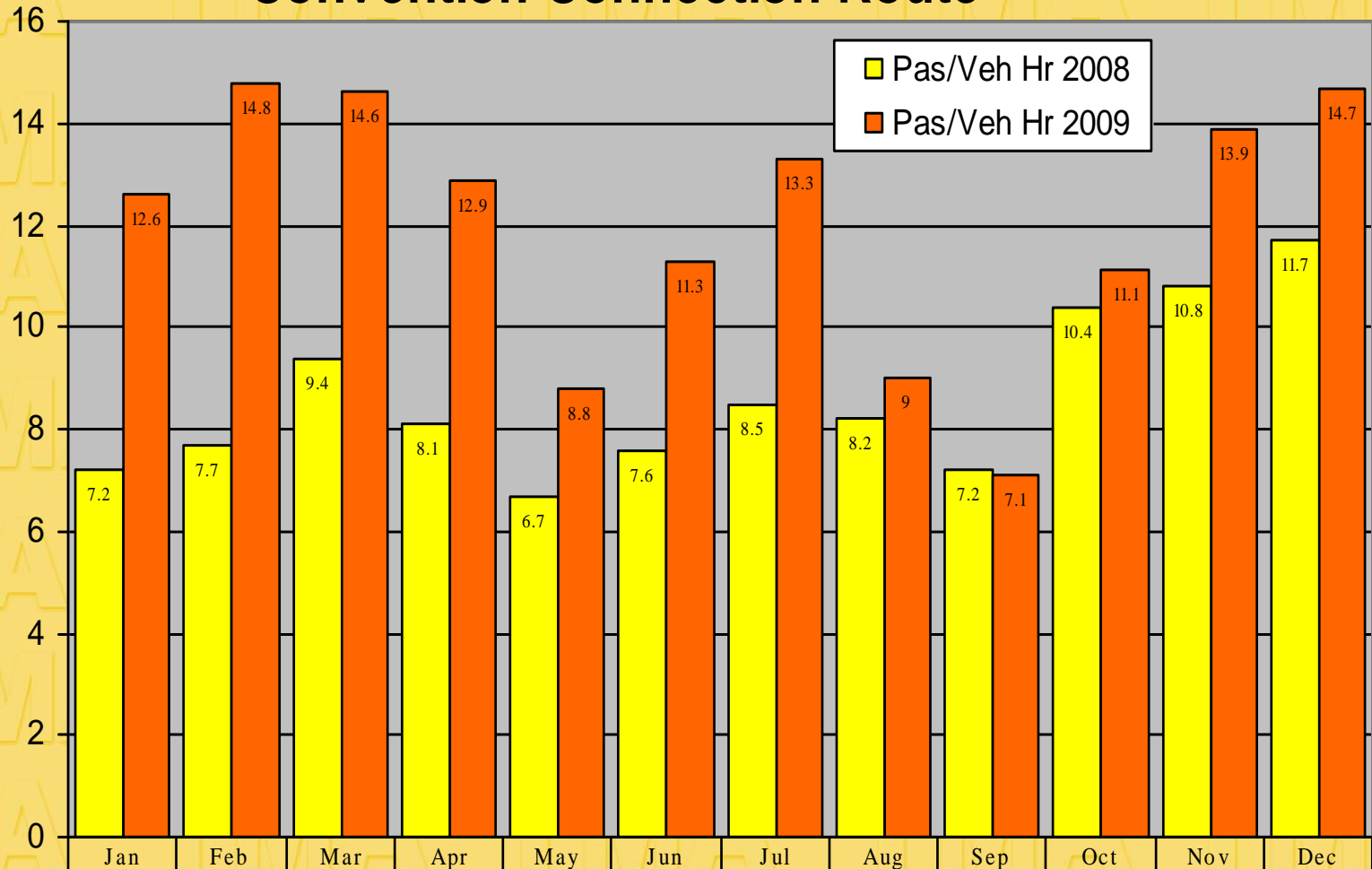


Current Routes



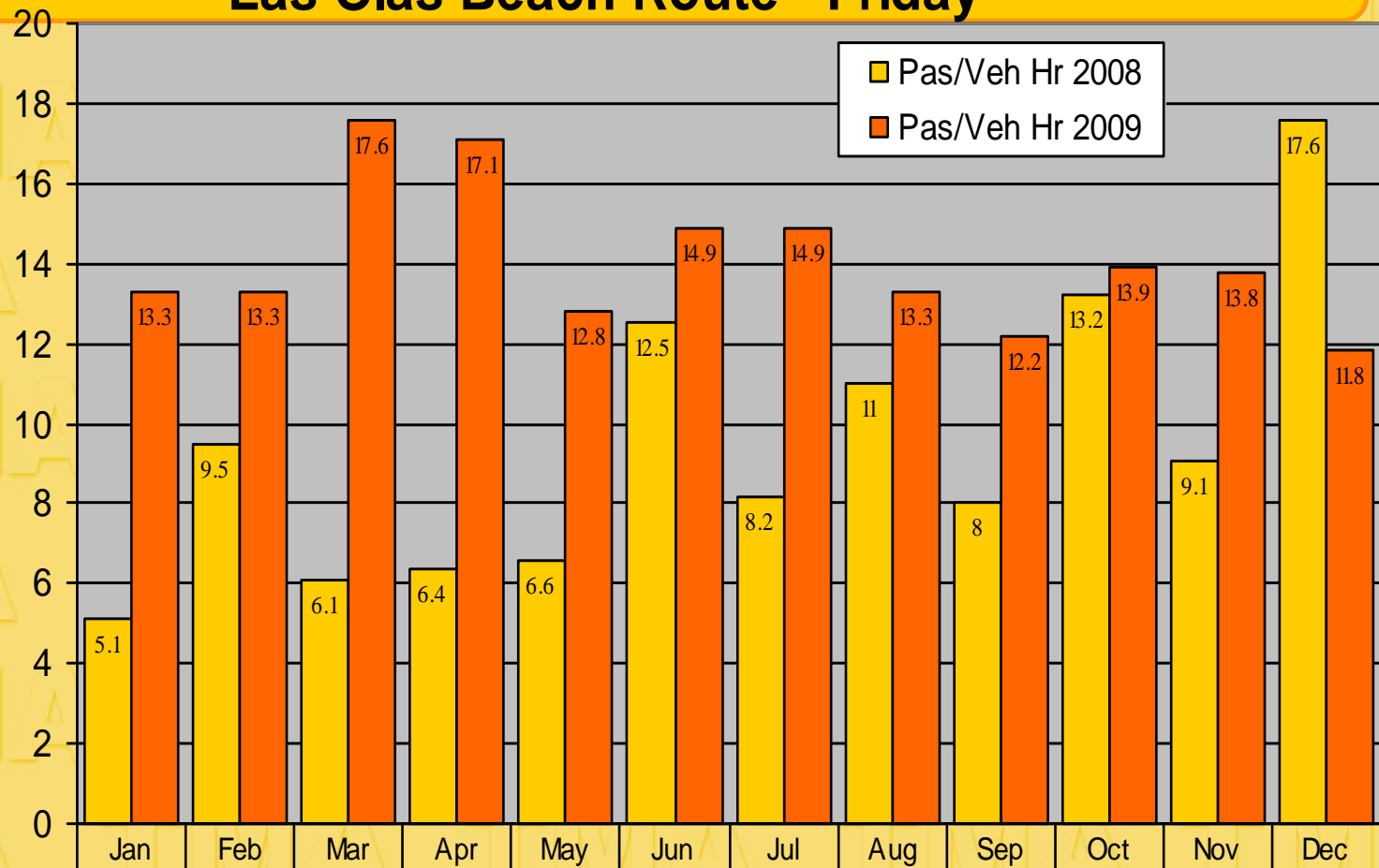
- Harbor Shops to Beach Place
- Beach Place to Broward Center

Passengers Per Vehicle/Hour (2008 vs 2009) - Convention Connection Route



■ Pas/Veh Hr 2008	7.2	7.7	9.4	8.1	6.7	7.6	8.5	8.2	7.2	10.4	10.8	11.7
■ Pas/Veh Hr 2009	12.6	14.8	14.6	12.9	8.8	11.3	13.3	9	7.1	11.1	13.9	14.7

Passengers Per Vehicle/Hour (2008 vs 2009) - Las Olas Beach Route - Friday



■ Pas/Veh Hr 2008	5.1	9.5	6.1	6.4	6.6	12.5	8.2	11	8	13.2	9.1	17.6
■ Pas/Veh Hr 2009	13.3	13.3	17.6	17.1	12.8	14.9	14.9	13.3	12.2	13.9	13.8	11.8

Annual Average Daily
Traffic 2010

Projected Annual
Average Daily
Traffic 2020

SE 17 th St Causeway	83,000 cars per day
A1A between SW 17 th St and Sunrise Blvd.	101,500 cars per day

SE 17 th St Causeway	136,120 cars per day
A1A between SW 17 th St and Sunrise Blvd.	166,460 cars per day

Proposed Sun Trolley Route Expansion

\$150,000 Mon-Thurs 10am – 6pm
200,000 Fri – Sun 10am – midnight
80,000 Admin, marketing, etc.
\$437,000 Seven Day Service



Proposed Sun Trolley Route Expansion

\$ 50,000 County Comm. Bus

50,000 FTA Grant

50,000 Local Opt. Gas Tax

135,000 Tier A Sponsors (\$9K each)

150,000 Tier B Sponsors (Majors)

2,000 Member Merchants

\$437,000



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