

APPROVED

**BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
MONDAY, MARCH 15, 2010 – 2:30 P.M.**

MEMBERS	ATTENDANCE	CUMULATIVE	
		PRESENT	ABSENT
Bradley Deckelbaum, Chair	P	2	0
Ramola Motwani, Vice Chair	P	2	0
Miranda Lopez	P	2	0
Aiton Yaari	P	1	1
Jordana L. Jarjura	P	1	1
Melissa Milroy	P	1	1
Dan Matchette	A	1	1
Art Seitz	P	1	1
Chuck Malkus	P	2	0
Tim Schiavone	A	1	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
Phil Thornburg, Parks and Recreation Director
Eileen Furedi, Beach CRA Representative
Barbara Hartmann, Prototype, Inc.

Communications to City Commission

- None

I. Call to Order/Roll Call

Chair Deckelbaum called the meeting to order at 2:30 p.m. Roll was called and it was determined a quorum was present.

III. Approval of Minutes – February 15, 2010

Motion made by Mr. Malkus, seconded by Ms. Lopez, to accept the minutes of the February 15, 2010 meeting. In a voice vote, the motion passed unanimously.

IV. Discussion of Major Events on the Beach

Due to the fact that there is a light agenda and the Sea and Air Show has been cancelled, Chair Deckelbaum suggested that this meeting be structured to discuss how the Board can use their resources and those of the CRA to make beach events more successful. The intent is to make the beach area more tourist-friendly.

Mr. Morris said that he invited Phil Thornburg, Parks and Recreation Director, to speak about how successful events happen, what is going on this year at the beach, and to answer questions.

Mr. Thornburg started by mentioning that events on the beach are typically driven by promoters or not-for-profits coming to the City wanting to have an event at the beach. Depending on the magnitude of that event, most of them go to the City Commission with an outdoor event application, the City Commission approves it and then the Parks and Recreation Department has an agreement with the promoter. Bigger events like the Air Show and Live Nation will sometimes kick in a more complicated agreement, on which the City Attorney's office will get very specific regarding what is expected of whom.

Mr. Thornburg said that as far as funding goes, historically there has not been a situation where the City helped an event with general fund dollars. However, several years ago, money was put in for the Super Bowl and for Where the Boys Are. The City Commission has identified dollars in the budget process for assisting events, and also there has been discussion regarding the helping role of the CRA. Most events such as marathons are all self-supported and cover their own costs.

Mr. Thornburg reported that upcoming big events include the Fourth of July and Where the Boys Are on Memorial Day weekend. The Beach Fest group and Live Nation will not be holding events this year. Smaller events that will be held include the marathon.

Ms. Motwani thanked Mr. Thornburg for his update and asked for a status report on Where the Boys Are. He replied that a committee has been formed with Jack Drury as the Chair. They are looking at a sock hop on Friday night, maybe at War Memorial, a Saturday car show, and events on the beach such as hula hoops, beach blanket bingo, music on the stage, and the movie on Saturday night on the beach. Sunday activities are still under discussion.

Ms. Motwani mentioned the holiday lights tradition, which has been a private event. She suggested this year making it a public event and start by lighting a Christmas tree on the beach, having Santa and photo opportunities. She was curious what the rest of the Board might think about that idea. As far as funding, Holiday Nights is funded by bid, but for this event with a tree, they would have to look at CRA to fund the tree and associated costs. She recalled the NFL structure on Los Olas and A1A, and how popular it was for photos. She asked Mr. Thornburg for help with something similar if they went ahead with the Christmas tree idea, and he said he would be happy to help.

Mr. Thornburg made a comment about fundraising. Parks and Recreation has Jan Eidelman on contract, and she is very helpful with fundraising. She can be used for any internal or co-sponsored events.

Mr. Morris remarked that requests for the Board's involvement will be a recurring theme, not just with Holiday Lights but also for Where the Boys Are. There are several City Commissioners who want the Board to consider the City paying for the Fourth of July fireworks. The Board budgeted \$50,000, but the fireworks will be approximately \$85,000. The Board will have to ask for a budget amendment for those types of events, recognizing that if they want to fund events, they need to "beef up" their budget. Mr. Morris reported that the Mayor has indicated if the Board is involved as a CRA in events, those events have to have an identifiable economic benefit.

Chair Deckelbaum stated that when the Board made its budget in October, they put the \$50,000 in for marketing and events. This is the first year for doing this, and they have not received any applications yet to use that money. Mr. Morris reported that there have been requests for funds for Where the Boys Are; however, they don't know numbers yet. First and foremost, these requests would have to meet the Beach Community Redevelopment plan and also would have to have a positive economic impact.

Mr. Yaari said that "it's always down to the money situation." He added that the City cannot just "take"; it has to give back. While he does not know the exact workings of the process, he thinks there needs to be a substantial amount of money that the City expends to do big events a few times a year. He cited Super Bowl Saturday, which had such a great atmosphere with no fights, and the traffic, parking, and shuttles were perfect. Everything worked great and it demonstrated what a great place the beach is for public events. He added those types of events need money.

Chair Deckelbaum wondered how much the City services cost for the NFL event, and if it was a shared cost between the City and the NFL. Mr. Thornburg replied

that as far as he knows, the NFL paid for all of it. A ballpark figure for what the NFL paid the City would be \$80,000 to \$100,000. Mr. Yaari pointed out that entertainment was on top of that amount.

There was a discussion on attendance at different events. Chair Deckelbaum asserted there is a big difference between doing events like Where the Boys Are and an NFL event. Mr. Yaari said "you get what you pay for." NFL will attract many more. Mr. Seitz mentioned that it "was the entertainment that attracted." Mr. Morris reported that the area that was counted for the Super Bowl event was about 50,000 people. Mr. Yaari continued that every time there is a big event like that, it brings people from other areas to the beach and they are excited how much the area has changed. Unfortunately, the number of people who know how much the beach has changed is minute. He said "we don't do anything" in comparison to places like Hollywood Beach. The money has to be found to get the best entertainment. NFL Saturday was the perfect example: the beach has the traffic, the capacity, and it could work. There should be two or three events a year and it will pay for itself. If multi-events were held, the City would not feel the cut between off-season and in-season. He said, "This beach should work 365 days a year."

Mr. Seitz stated that he agreed with Mr. Yaari. He said, "The buck stops with Don Morris and Phil Thornburg." He said he receives a weekly bulletin on what is going on in Hollywood, and he also gets one from Coconut Grove. There are many events that could be done to fill up the calendar. He mentioned the events in Paris where the City picks up the tab for the sound and light shows, fireworks, and themes in the various villages with entertainment. The residents pay for it through tax money and they take advantage of the event. He said it is "time for the City to kick something back to the people who live here." He mentioned that when you go to the South Beach parking lot, 90 percent of the vehicle tags are Broward County tags. The County is smart and realizes it is a good place.

Mr. Seitz continued with a discussion of the NFL. He asserted they came in and had a first-class show. They hired the entertainment, they knew how to do it, and had done it before. Chair Deckelbaum stated that he believes that was the first time the NFL ever made that process work and the City deserves a lot of credit for that. He said that the NFL had planned it for the last four or five Super Bowls and cancelled it as they were not able to pull it off in other locations. Mr. Seitz claimed that he has attended about 20 Super Bowls and they have festivals "all over the streets." Chair Deckelbaum said those were private parties. Mr. Seitz said that NFL puts on Super Bowl Week and has a Host Committee and between them they come up with a week's entertainment. He recalled 1981 when Jan and Dean and the Beach Boys were in Fort Lauderdale in an event sponsored by Budweiser, and he said the City should have big events going on continuously.

He said that the Commissioners want to have this type of activity and he has “no idea why we haven’t more of these things in the last 20 years. You can put ideas to the Commission and they “just disappear.” Events from pet parades to sidewalk art shows and bicycle events would be interesting and would draw more people.

Chair Deckelbaum commented that he is hearing a lot of suggestions about what the City needs to do and what the Board needs to do, and as a Board he wishes to discuss whether or not to rely on the City to keep coming up with these events, or how the Board can make these things happen with the limited resources available.

Ms. Jarjura said she was not sure if it was within the Board’s purview or the City Commission’s, but she thinks that in order for events to be successful, they have to become a tradition. She mentioned a city like Delray Beach where they have an annual Christmas celebration that lasts for the first three weeks of December and brings a lot of residents to the businesses. They also have “Jazz on the Ave” every first Thursday of every month. She said a permanent recurring event brings people and becomes part of the beach and the City. There was agreement expressed by the Chair and by Mr. Yaari.

Ms. Motwani said that to the credit of the Commission, this is the most events they have had in many years. St. Patrick’s Day was phenomenal and she suggested using that to start momentum. The Mayor and Commission are supportive of events, but the Board has to come up with ideas.

Chair Deckelbaum asked Mr. Morris how much this is in sync with the goals of the Board as a CRA. Mr. Morris responded that when he first joined the CRA, the emphasis was public improvement projects. Being involved with events is a new initiative. They always look at a plan to see if a proposal will comply with the goals and objectives, and that has to be defensible to the County and State. He does not know if there is a maximum dollar amount, but the Board has to be able to show they are in keeping with the Plan, particularly with huge capital improvements coming up in the near future. Also, the City has not budgeted for events at this point, so a budget amendment would have to be made to move money from the reserve fund into the operating budget. He likes the idea of having a schedule, as that facilitates budget planning. The events do have to be ready to go, so perhaps the City could check the viability of each event as it comes forward. He commented that the City should not be the sole funding source; there should be sponsors as well.

Mr. Malkus said those were very good points, especially about planning ahead. He mentioned that *Where the Boys Are* is coming up and for it to be successful on the beach, there would need to be a band to draw lots of people. If the Board wants to see that happen on Memorial Day, the Board needs to decide now if it wants to participate as a CRA and recommend that to the Commission. He asked the Board if they want to see something on that weekend, a concert of some sort, and if so, do they wish to recommend dollars be spent at that event.

Chair Deckelbaum said he could not answer that. Mr. Morris said that the Commission had asked them to look at funding priorities; if they do that, it will require a budget amendment, because the amount it takes to pay for fireworks is over the amount that is budgeted for events. That is not to say other events cannot be funded: the issue is that there is a limit in the operating budget and after that, any further funding for events will have to be in a budget amendment. Mr. Thornburg added that at this point they are not sure what is needed. He thinks their budget is about \$80,000. Depending on how much of that could be raised through sponsorships, the gap would have to be made up through a budget amendment. Mr. Malkus said he is not trying to put him on the spot. His main concern is that time is running short to secure the type of entertainment that would be necessary for a concert on that Saturday night.

Mr. Malkus said that if this Board chose to participate and wished to help with a concert on the Saturday night, that he would make a motion.

Motion by Mr. Malkus to secure a band or entertainment for \$10,000 for the Saturday night concert for *Where the Boys Are*.

There was a discussion on whether there should be a dollar amount in the motion and, if so, how much. Mr. Malkus pointed out that since it would be a recommendation to the City Commission, it would have to specify a dollar amount. Mr. Seitz suggested recommending "up to \$50,000" and then work to find other funding sources, so that the Board is not restricted if it costs more than \$10,000.

Chair Deckelbaum reminded the Board there is a motion on the floor without a second. The Board needs to decide how active they want to be, and if they want to commit all their funds.

Ms. Milroy agreed with the idea of finding events that would become traditions. While she thinks *Where the Boys Are* is a great idea and they should support it, they also need to look at other ideas that could be done every year or every other year. They do not have to be on the NFL scale, which would be once every five or ten years. They could start off small and work up to big events. She would

like a discussion on what types of events they might like to see, maybe a food and wine festival like the one at Las Olas. Chair Deckelbaum said Las Olas has an advantage in that they have an easier ability to shut down their streets. Ms. Milroy then suggested shutting down side streets.

Mr. Thornburg reported there has been discussion about tying in Memorial Day Weekend to an annual event somehow, that people both from in town and out of town can look forward to attending. He suggested it could be a family oriented event that can be repeated from now on.

Mr. Seitz said that at some point they should send communication to the Commission saying that "we want staff to come back with a schedule, a calendar, move money to the operating fund, hula hoops, sock hops, car shows down A1A." He said these are nice little events, but bigger events with sponsors such as Budweiser or Red Bull would be better. In mid-July, there is a "build a wacky airplane and crash it into the water" event in Miami that draws a huge crowd with good media coverage. He suggested that Nicki Grossman and Tourist Development should be involved. He thinks they are spending too much on the Arena, and should focus more on the beach. That is why people come to Fort Lauderdale. He thinks the Board should also come up with a schedule of events. He had suggested closing off a traffic lane for bicycles twice a month that would bring a lot of people out to the beach. He said this "had never been done because the Recreation Department never got behind it, or the City Commission never got behind it." He proposed more discussion and then coming back to the Commission with a proposal.

Mr. Yaari added that the air show has been successful, but it could not get a sponsor this year. He thinks that if the air show could not get a sponsor, then he wondered how the City is going to get money for other things.

Chair Deckelbaum noted again there is a motion on the floor, and the Board needs to decide which way to go with it. Mr. Yaari remarked that he finds the motion premature. Chair Deckelbaum asked for a second to Mr. Malkus' motion. Mr. Seitz seconded, and the floor was opened for discussion.

Ms. Jarjura said she thinks asking for \$10,000 is too much of a commitment. She thinks the Fourth of July event is something that could be improved upon, and also has enough lead time to make a signature event. She also would like to add the Christmas tree to the existing Lights on the Beach to better concentrate funds on. Perhaps there should be communication with the businesses on the beach. She would not support a motion funding their entire entertainment budget for Where the Boys Are.

Chair Deckelbaum asked Mr. Thornburg how secure the event is at this point. Mr. Thornburg answered the event is going to take place. The question is at what level and quality. Chair Deckelbaum then asked Mr. Morris if the Commission wants to use these funds, and does the Commission technically have to come back to the Board for a motion first or do they have the ability to do that sitting as the CRA. Mr. Morris responded that the City is facing a 16% reduction in the budget. The problem is that general fund dollars are going for a lot of other things, so the Commission is looking for ways to have new events, maintain existing events and pay for it. One of the ways they are looking for that is through the CRA. He said a budget amendment is inevitable, because they do not have enough money in the budget anyway for the Fourth of July fireworks. He recommended bringing a budget amendment to them that would "allow us to participate in other events."

Chair Deckelbaum then gave the public a chance to speak, and introduced Ina Lee.

Ms. Lee commented that Hollywood does all their events through their CRA, so all events are funded through the CRA. Then she mentioned that the current situation is similar to what happened with the bed tax. When monies dried up in other areas, people went after the bed tax money. That is happening with the \$50,000 that was supposed to be for marketing, but is now going into fireworks, which was already funded through general funds. If Jan Eidelman has a contract with the Parks and Recreation Department for fundraising, then everyone should be utilizing her expertise for outside funding. Someone should be in contact with whoever did the Live Nation major event on the beach and ask them if they want an annual event here. They have the wherewithal to raise major funds, but the dialogue has to be with Live Nation. She then commented that the Board needs to look very carefully about when business is needed on the beach. It is not now. It is needed from Memorial Day through Labor Day. Saturday Night Alive is only budgeted for four Saturday nights, but it should go on for eight nights. Synergy between different entities who are concerned with the Beach is a must. Protect the \$50,000 and go for more.

Chair Deckelbaum pointed out that he agrees wholeheartedly to increase the amount for these events. In previous meetings, however, they have discussed infrastructure needs. They have to keep in mind that every dollar taken for these events is a dollar moved away from infrastructure and long term capital projects.

Mr. Yaari said Memorial Day weekend will be busy with or without The Boys. So spend the money when it is not busy. He said they need to attract a good mix of people, not just seniors or youth. Live Nation wants to come here, but the Commission is not accommodating them on different types of music. Lastly, Jan

Eidelman should be invited to the Board and to inform them of what she is doing.

Mr. Malkus said he agrees in theory with what Mr. Yaari said. He commented that Big 105.9 is considering a mega event on Fort Lauderdale Beach, hopefully before the end of summer. He is hearing that the City could use more money, but his motion is for \$10,000. The reason for that amount is to provide entertainment such as a band to attract families on Memorial Day weekend. It makes sense to build on the momentum of St. Patrick's Day and the Super Bowl, and even if this is a small start, it can grow in later years.

Ms. Motwani expressed her support for whatever is happening on the beach to bring more people. The amendment has to be made. She would like to know what happened with Live Nation, and definitely bring them back. She said the Board is here to sort those things out. As far as what artists there should be, she said to ask the marketing geniuses here and bring them together with the City.

Mr. Malkus was then asked to restate his motion: Recommendation to the City Commission to allot up to \$10,000 to bring entertainment for the Memorial Day weekend events on Fort Lauderdale Beach.

Mr. Seitz remarked that he is willing to second the motion, but he wants clarification as to what the entertainment is or if the Board is paying policemen out of that. Mr. Malkus said he meant music, and Mr. Seitz said he would second the motion then. Chair Deckelbaum asked Mr. Thornburg if that was consistent with the event plans, and Mr. Thornburg said that the current plan is to have entertainment that is geared to the 50s and 60s, as that is the theme of the weekend.

There was discussion with Mr. Yaari stating he did not like the idea of having a specific dollar amount without more research, and Ms. Motwani saying it is for entertainment and if it costs more, then get the sponsors to pay for it. Mr. Morris stated that he could bring a concrete number to the next meeting. He said he was uncomfortable just throwing a number out there and that it deserved more consideration. Mr. Thornburg said his concern is now that if it is set at \$80,000 including a band, and if a band is hired from California, the costs go up for more police and traffic control.

Chair Deckelbaum called for vote. Mr. Malkus asked for a point of information: he does not think there is enough time to get a big-name band if they wait until next month for a vote. Chair Deckelbaum said he thinks the Board has indicated it will be willing to work with Mr. Thornburg when the time comes and both Mr. Thornburg and Mr. Morris have assured the Board that acting next time will not

hinder their efforts.

In a voice vote, the motion carried by a vote of 5 to 3.

Mr. Thornburg said that now the Commission has a specific amount to work with, they will have to adjust the plans they make based upon that amount. He would rather they give a presentation so that the Board understands. Chair Deckelbaum wondered if there is still a chance for the Commission to request more money next month. Mr. Morris said he hoped it would be like a show of support for the event, as Ms. Milroy expressed. Then the City will come back to the Board with an idea of what they think the funding should be. His preference would have been not to request \$10,000 for funding and go back with an additional request later on. He said he would prefer to handle it all at one time. Several members discussed rescinding the motion and Mr. Morris said that someone from the prevailing side can recommend reconsideration.

Mr. Seitz moved to reconsider, but wants the weekend to be supported.

Ms. Milroy wondered how the budgeting process would work with more events coming up, and what amount the Board feels comfortable with. Mr. Morris informed the Board that any money not spent this year goes to the reserve fund. There is approximately \$1.3M in the reserve fund, but to keep in mind that the City relies on that fund for help with capital projects when facing shortfalls. The whole point of putting \$50,000 in the operating budget this year was to see if there was an interest. This discussion was to say "what are the sorts of things you want to do and let's start planning for that." Then, next year these items can be put into the budget. Of course, a budget amendment can always be made for this year. He recommended reporting to the Commission that "we used the \$85,000 and now this new great event is coming forward and we would like to do another budget amendment." Come to the Commission when there is something concrete on the table. Ms. Milroy wondered if the Board should start discussing 2011 now, and Mr. Morris said yes.

Chair Deckelbaum reiterated there is a motion to reconsider by Mr. Malkus, seconded by Mr. Seitz, and both voted in favor of the first motion. The Board can vote to withdraw the original motion and then send a communication to the Commission that the Board is more than willing to fund this event, and it hopes to act on it in a more concrete manner upon a presentation next month (that would then be immediately acted upon by the Commission the following day).

Mr. Seitz wanted to add the following to the amendment: there should be a calendar planning 26 quality events on the beach in the year, four of which are mega events. He then added that could be a second motion.

Ms. Jarjura commented that she thinks the Board is bringing the cart before the horse. There needs to be one event they support for the entire calendar year, and a budget to go with it. Or, if there are multiple events, then say this is how much we want our budget to be and here is how the Board wants to appropriate the money. She expressed the feeling that it is not right if the Board keeps going back to the Commission asking for money event after event. Perhaps the money will be gone when they ask for it.

In a voice vote, the motion to reconsider passed unanimously.

Chair Deckelbaum asked if anyone wished to voice a communication to the City Commission regarding this event.

Mr. Morris stated that he agreed with Mr. Jarjura's point, but things "come out of the blue" and the Board will be asked to participate. If the Board does not have flexibility in their plan, they will not be able to participate. He said that the Board does not need to make any decisions at this meeting but should continue to work on the issues. Mr. Morris advised communicating that they support the Where the Boys Are event to the Commission, and then at the following meeting send forward a recommendation for funding.

Chair asked for a vote on all those in favor of that communication. Carries unanimously.

Mr. Seitz restated his desire to send a communication to the Commission that the Board wants to have a calendar and wants to schedule events of differing magnitudes. He also wants to communicate that the Board wants an adequate budget according to the time of year to bring activities to the beach to piggyback on the success of the Super Bowl weekend, St. Patrick's Day parade, and to make annual events that will recur at certain times of year. Chair Deckelbaum suggested rather than putting that on staff or City Commission to come up with right now, that they take a moderated approach.

Mr. Seitz stated that he wants the City Commission to instruct staff to work with the Board to come up a schedule of annual events of differing sizes, and Chair Deckelbaum said staff is already working with the Board on that. Chair Deckelbaum requested that each Board member send an email to Mr. Morris with what type of events "you would like to see on this calendar" so then at the next meeting those ideas can be discussed. Include the next budget year starting in October, and also look at what is wanted this summer in terms of expansion if any. Mr. Morris said that by the end of the month would be a good time to receive the emails.

Mr. Seitz continued that he wants to follow up on the Pier, and Chair Deckelbaum requested to hold that discussion for later in the meeting.

Mr. Morris continued that if the Board wants to make a more general communication to the Commission saying that "in general you would like to see more scheduled events on the beach and more calendared events or however you want to put that," then it puts it in their mind that the Board is looking to do more activities.

Mr. Malkus offered the following wording for the communication: This Board, after witnessing the success of both the Super Bowl Saturday Night and the recent St. Patrick's Day parade, likes to see more scheduled events on the beach which will increase tourism and enhance the quality of life in Fort Lauderdale."

In a voice vote, the communication was approved unanimously.

Ms. Lee mentioned that Don brought up the idea of a workshop. She suggested doing a workshop with the BIDD. That would provide input from all the general managers on the beach. That met with general approval; however, Mr. Malkus hoped the Board would have a general consensus before going into the meeting.

Mr. Thornburg asked the Board to remember that between Memorial Day until after the hurricane season, it may be hard getting people to fund events on the beach due to rain. Even Live Nation did not want to go very late in May. He advised the Board to keep a possible loss of revenue in mind and who is going to assume the loss. Keep in mind that the slow season is when it rains every day.

Mr. Seitz spoke regarding tourist dollars, and the Board should be looking at ways to get that money so that is spent where it is generated, benefiting the beach rather than the interior. He repeated a suggestion made to him that the City of Fort Lauderdale refuse to collect the money, at which point the County would have to negotiate or they could go try and collect it. There should be money in the budget coming from tourist development. Chair Deckelbaum said that is not part of the Board's budget, but is part of the City's budget.

Ms. Milroy suggested taking advantage of when tourists are here, and find things for them to do at that time, instead of focusing on off-season events. It is nice to be able to do events at this time of year.

V. Update on City Commission and Other Official City Actions

Mr. Morris presented his Annual Report. Even though there is the Northwest

CRA and the Beach CRA and they have different territories, funding and planning, they are still considered one CRA. Every year they report to the County and State about activities they are doing that further the plan. He suggested the Board review the report and discuss it at the next meeting. The Beach CRA's plan is primarily public improvements, and the CRA is in the process of reviewing the master plan for ideas. The money is still there and when he brings projects to the Board, they will have price tags. He reported that South Beach Lot will be a \$5.2M project. This may go out for bid in late summer.

There was a discussion about the size of the sidewalk, and Mr. Morris said it would have a minimum of 10' and maximum of 13', depending on cost. It is the Commission's decision to make.

Mr. Morris continued that they will have turtle lights in November or December. The Public Improvement Portion of the Central Beach Master Plan has been tentatively approved, so now they have the go-ahead to start looking at projects and bringing them to the Board for review. He noted that his Department is extremely busy coordinating with other City departments, and reminded the Board they will be seeing projects in the future.

Mr. Seitz mentioned that there are some individuals, including himself, who think there is "a master plan within the master plan to address the property that is south of Las Olas Boulevard from the Elbo Room to the Yankee Clipper and from the ocean to the Intracoastal and the Las Olas parking lot, to figure out what we're going to put in DC Alexander Park, if we are going to add a pier, which you are doing some research on now." Mr. Morris stated the CRA is not funding a project like that. It is something that one would have to look for throughout the beach.

Mr. Seitz continued that if they were funding it, they would be having workshops and consulting with other cities such as Sunny Isles with their \$25M aquatic facility to decide if they wanted to have aquatics, bistros, diving facilities, a large meeting room and other venues that will keep the parking lots full at night as well as the daytime. Mr. Seitz said, "She said send us a notice and we will look into it." If you ask them, they will discuss effecting a master plan within the master plan. He expressed the need for follow-up as three or four months has passed since then. He would like to have something go back to the City requesting workshops and charettes and come up a plan for "this part of the master plan."

Chair Deckelbaum pointed out that the City has already adopted the master plan, and Mr. Seitz asserted it has adopted the vision of it. Chair Decklebaum agreed it was the visioning plan, and the next step is to implement it. He said that as a Board, they can encourage projects within the CRA. Mr. Morris added that they

are working with the Planning Department on implementation strategy that they want to take to a Commission conference, and he does not know the time frame.

Chair Deckelbaum asked the Board if they would want to meet with representatives of the Planning Department on implementation as they are preparing this plan. Mr. Morris said he wanted to talk to the Planning Department first and see what their time frame is.

Mr. Seitz reiterated that it is very important to take advantage of what the consultants and other entities have said, adopting the best of what they have. He continued that all there is now is an open-ended request for bids. Chair Deckelbaum remarked that the bids closed March 4, and there were three applications by similar entities. Mr. Seitz requested a report on this at the next meeting. Chair Deckelbaum replied that it has to go through Procurement before it comes to the Board.

Ms. Jarjura asked if someone from the Board was going to be on the Selection Committee, and no one knew. She said she thought the Board would be interested in participating on it and Mr. Morris said he would find out.

Mr. Seitz brought up the pier and wondered where it is going. Chair Deckelbaum said there is a consultant for the City looking into feasibility in various locations, and Mr. Morris said the consultant is preparing a white paper to present to the Commission. The Commission needs to examine the pros and cons of creating a pier. Mr. Seitz asked Mr. Morris if he received the materials he had sent him on Sunny Isles, and Mr. Morris did.

Mr. Yaari commented "there is a lot of politics run with this Pier behind the scenes and I've received many phone calls." He said the Pier "fits like a glove" with the Beach CRA goals and they have to make sure it is centered on the beach parking-wise. A pier should be the focal point, the heart of the beach. Mr. Morris asked that he wait until the Commission gets the report and then advocate. He added that Board members could speak to their individual Commissioners about their individual preferences.

Mr. Seitz asked if there was any possibility of a state pier being built in connection with Birch State Park. Mr. Morris replied that he doubts there is funding for that, but he could check.

Mr. Seitz then asked for a status update on the LED signs, and Mr. Morris stated they are going to the Commission with the sign package that the Board has seen. They are still looking at the design and are proposing a variance to the DOT sign standards. When they get the approval, they will submit a broader package

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including the LED signs.

Ms. Milroy announced the Beach Council luncheon the upcoming Friday at Hilton Fort Lauderdale Beach and noted that Mayor Jack Seiler is the speaker.

There being no further business to come before the Board at this time, the meeting was adjourned at 4:10 p.m.

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