

APPROVED

**BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
MONDAY, APRIL 19, 2010 – 2:30 P.M.**

MEMBERS	ATTENDANCE	CUMULATIVE	
		4/19 – 1/11/2010	
		PRESENT	ABSENT
Bradley Deckelbaum, Chair	P	3	0
Ramola Motwani, Vice Chair	P	3	0
Miranda Lopez	P	3	0
Aiton Yaari (arr. at 2:32 p.m.)	P	2	1
Jordana L. Jarjura	P	2	1
Melissa Milroy	A	1	2
Dan Matchette (left at 4:00 p.m.)	P	2	1
Art Seitz	P	2	1
Chuck Malkus (left at 3:55 p.m.)	P	3	0
Tim Schiavone	P	2	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
Terry Rynard, Parks and Recreation
Earl Prizlee, Beach CRA
Karen Reese, Economic Development
Eileen Furedi, Beach CRA Representative
Barbara Hartmann, Recording Secretary, Prototype, Inc.

Guests

Ina Lee
Jim Blosser, Esq.
Joe Cerrone

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.

II. Approval of Minutes – March 15, 2010

Motion made by Ms. Jarjura, seconded by Mr. Schiavone, to accept the minutes of the March 15, 2010 meeting. Mr. Seitz had a correction on page 4, paragraph 3: when he was talking about going to Bahia Mar and the surrounding areas, he was referring to the South Beach Parking Lot. In a voice vote, the minutes of the March 15, 2010, meeting were approved, subject to the one correction. Mr. Yaari abstained, as he was not present for the motion.

III. Presentation for Where the Boys Are

Terry Rynard is with Parks and Recreation, and is also on the Committee for Where the Boys Are. She reminded the Board that the event is scheduled for May 29, 2010, on the beach between Los Olas and Cortez, the entire area being included in the CRA. She outlined the activities as follows:

- A1A will be closed between Los Olas and Cortez from 9 a.m. to midnight
- Use of City-owned Showmobile to reduce costs of not renting the stage
- Activities will start at 11 a.m.
- Beach activities include a DJ, hula hoop contest, twist contest, twister and sand-castle building competition
- Car show with 50-60 automobiles
- Entertainment:
 - Emcee Frank Lacono will be interviewing extras from the film
 - Three – four bands
- Alumni areas set up along the street with high schools, Rotary, and Kiwanis, like a reunion weekend
- Volleyball tournament at Fort Lauderdale Beach Park
- 7:00 p.m. Presentation by the Mayor and Commission to Connie Francis and any other stars present
 - Presentation of Appreciation to Connie Francis
 - Ms. Francis will introduce movie
- 8:00 p.m. Movie shown on large inflatable screen on beach (99 minutes)

Mr. Seitz suggested giving a token of appreciation to Jack Drury, who has promoted the City for decades. He also mentioned that Delray Beach is not spending a lot of money on bands, but is getting a cover band that does Elvis, Rolling Stones, and other bands in order to be more marketable.

Ms. Rynard responded that Jack Drury is the Chair and agreed that he is a very valuable person to have running the show. Regarding the bands, the three they have so far are all cover-type bands.

She added that the route will go back behind the Marina, using Birch so they do not have to interface with Sea Breeze.

Mr. Yaari asked if there would be any outside vendors, and Ms. Rynard replied that the first right of refusal will go to the vendors/businesses that are within the area. They are looking for reasonably priced food and drink and if the local businesses can provide that, then they will use them. If not, they will go to a list of contractors. It would be set up like they do on New Year's Eve downtown, where the businesses give them a diagram of how much space they want set up in front of their business and they are not charged. They are aiming the event towards the family demographic, plus the individuals who were here 50 years ago. Hopefully it will become an annual event and can be repeated in other areas to the north. She said the Committee is expecting 2,000-3,000 to attend.

Mr. Seitz asked what would happen in the event of rain. She answered there is no rain date. Mr. Malkus complimented them on their planning so far, but encouraged them to come up with a rain plan. Maybe the movie could be shown in the courtyard. He asked if anything else was planned for after the movie. Ms. Rynard answered that the bars that choose to serve on the street would be open through 10:00 p.m. Mr. Malkus suggested having an event at the opposite end of the event site during the movie, and Ms. Rynard replied that they had debated that issue and decided that those who did not want to watch the movie could attend the bars instead. The attendees have had a full day of entertainment and would see this is a great place to visit. The Committee's idea was not to have anything compete with the movie, but have something available as an option. Mr. Morris added the idea is to keep the business flow going in the CRA area.

Mr. Malkus commented on the projected attendance, noting that in the future perhaps they could shoot for a higher number, perhaps 5,000-7,500. To achieve that, there needs to be more than one hook in the evening. Have a movie for those who wish to see the movie and for those who do not, have another option.

Chair Deckelbaum wondered if there was a possibility of having something following up the movie and having the event go later into the night. Ms. Rynard said it would be a possibility, bearing in mind they have to open up the road by midnight. They had not talked much about that idea. She can take it back to the Committee and see if they can come up with something.

Mr. Schiavone brought up the fact that it has been a long time since the City did anything on A1A, and they need to give this event a chance. This will be a first-time promotion, not a monster event. He noted they probably would not use the same format again, as this one celebrates the 50th anniversary of the movie. In addition, he thinks it would complicate the event to have competing activities going on. The most important

thing is to get behind the event, give it support and learn from it. It is an event targeted at a specific audience who may have seen the movie 50 years ago. By 9:30 p.m., it has been a long day, and he doubts the audience would stay after that. Plus, the cleanup will be extensive.

Ms. Rynard added that it will be turtle season and the lights are supposed to be out by 9:00 p.m. They have asked permission to extend the deadline another hour, and may not know until the last minute. To push the hour any further would be a challenge. She reiterated that it was planned to mainly be a daytime event with people remaining to see the movie.

Vice-Chair Motwani inquired about the marketing plan and the budget for the event. Ms. Rynard replied that the original budget was \$81,000. The City has contributed \$20,000 to go toward the event, and that request goes to the City Commission the next night. The Committee, particularly Jack Drury, is working on bringing in sponsorship dollars. She asked the Board to help with sponsorships as well. They don't want to lose the reunion piece of it, and hope it will become an annual family event.

The marketing plans include national media exposure through Connie Francis' PR person. She has a three-day show in Las Vegas a week before the event and it will be promoted heavily there. Ms. Francis does have a following and her people have reached out to her fan clubs. The City is promoting it through their local channels and a paper slide-in.

Vice-Chair Motwani suggested tying into the marketing done by local hotels.

Mr. Seitz pointed out that the local papers, the *City Link* and *New Times*, need some lead time, but it is not too late. Secondly, this would be a good time to survey those who show up at the event to get their feedback. Ms. Rynard said they could utilize volunteers to collect input at the event. She mentioned *Riverwalk* has already interviewed herself and Jack Drury, and it will be in the May edition.

Mr. Seitz expressed concern for the comfort of older people sitting on the beach to watch the movie. Ms. Rynard mentioned that there are venues during the day that involve comfortable seating, for example, a luncheon with shaded seating. She said that the location for the movie is where Shea Brothers has their concession and they asked Shea Brothers if they can extend their day. The exact location of the screen is about 200 feet north of Las Olas, on the sand, almost dead center, out of the lifeguard stand area. It will be facing south.

Mr. Yaari was curious if the event would be "open container." Ms. Rynard replied that they are asking the City Commission to approve the sale of alcohol, but attendees would not be able to bring their own coolers with alcohol. They can drink east of the

wall.

Mr. Seitz asked for a breakdown of the \$81,000 budget. Ms. Rynard replied they are spending about half of the budget on police, fire, public services, generators, overtime for the Showmobile, and cleanup. About half of that is for personnel. Ms. Francis is charging the event \$5,000, which includes travel, hotel, and her national PR person. Board members commented that Ms. Francis' price is very reasonable.

Chair Deckelbaum asked Ms. Rynard how much her Committee is asking the Board to recommend to the City Commission and she replied \$50,000, or anything up to that amount that they feel is appropriate.

Mr. Yaari asked if that money was part of the excess CRA fund. Mr. Morris reminded the Board that the CRA asked the City Commission for their blessing to be more involved in events. The City Commission gave the CRA \$50,000 to help promote events. The City Commission has also expressed an interest in having the CRA fund the 4th of July fireworks. It is clear that the \$50,000 will not be adequate for all events, and he said if they support the Where the Boys Are event with \$50,000, the CRA will need to go back to the City Commission with a budget amendment in order to fund other events before the end of the budget year.

Mr. Yaari remarked that a further Agenda item could be what the Board wants to do for their own possible events. Mr. Morris clarified that that item was to actually bring up the possibility of creating their own year-long budget and have a say in what events they are involved in for the next year. That does not exclude the possibility of funding a good event in the meantime. He reiterated that anything over \$50,000 would require a budget amendment. Chair Deckelbaum wondered if whatever they decide on the event today would be a recommendation to the CRA. Mr. Morris detailed the procedure: first the Board decides they want to fund an event, then they make the recommendation that would include a transfer of funds from the reserve fund to whatever fund is established for the applicable event, then it goes to the City Commission, requesting their approval for funding and approval to shift the funds. It is basically a one-step process.

Ms. Jarjura noted that in addition to Where the Boys Are, they also have to remember that 4th of July and Christmas Lights are coming up, so they need some idea of what events they want to support and for how much this fiscal year. Chair Deckelbaum interjected that the new fiscal year begins October 1. She said that before committing to this event, they need to decide how much they are going to spend on the other events. Mr. Morris contended that is not necessarily true, explaining that if they think this event is worth funding, then no matter what they do in the future, they will have to make a budget amendment. He does not think that should limit what they do in the future. Ms. Jarjura wondered what the ultimate limit is what is available, and how they

should allocate it.

Chair Deckelbaum suggested tabling this item and going to the next one. By a show of hands, the Board expressed consent.

IV. Discussion of Proposed Possible Events Submitted by BRAB Members

Mr. Seitz recalled how half a year ago he unsuccessfully tried to find \$200 in the City of Fort Lauderdale for the Board's share of the money needed for the ribbon cutting of the scenic highway A1A.

Chair Deckelbaum reminded Mr. Seitz that they cannot get a request like that to go through the City Commission on short notice, and Mr. Yaari added that cities do not have petty cash.

Ms. Lee remarked that she thinks this (Where the Boys Are) is a great event, but she is very concerned with the July 4th event coming back to this body for monies for things that were funded out of the general fund. She cautioned the Board to be careful with the money the Board can allocate, because everyone will want a piece of it. Secondly, she reminded the Board of what happened with Hollywood's major event along the beach, with a lot of entertainment. Because of rain, that event went from what was an \$80,000 event to a quarter of a million dollars. She warned the Board that they need a rain plan and need to know how to protect their money and how much money they could potentially lose.

Mr. Schiavone wondered if there were a title sponsor, could the money earmarked for this event go back into the CRA. Ms. Rynard responded that the way it would work is the Commission's approval would be for the money and also to move it into the 501(c)3, and the 501(c)3 would be only for this event. The question would be what becomes of any money left over after the event. Perhaps the Board could put a contingency on it as they do with other events such as St. Patrick's Day.

Mr. Schiavone asked whether or not 100% of the available dollars have to go to this event, and Mr. Morris said it would be whatever the Board decides. Mr. Schiavone added that it is a first time event, the Board wants it to be successful, and it does need the support of the Board to get off the ground. In the future it could become a big event.

Chair Deckelbaum brought the discussion back to the general topic of what they want to see from events on the beach. Then the Board can come back and act on the May event. He noted that everyone has passed around comments send in by residents, and he asked if everyone had a chance to read them. Several points he wants to emphasize when prioritizing are:

- What is the target audience? Is it from in-season events to make Fort

Lauderdale attractive to an international audience, or off-season events that are smaller in nature designed for local residents and not tourists?

- What is the balance between large-scale events versus one-weekend pops?

Mr. Yaari returned to the Connie Francis topic, mentioning that he has not seen A1A closed in 20 years and thinks it is a good opportunity to see how that works. He said he wants the Board to support it and wants it to be successful. However, he said it is "someone else's gig." He said the BRAB should have its own event, something it can be proud of.

Vice-Chair Motwani commented that they have to support 100% whatever comes to their beach. She likes the short-term planning events, as some long-term events can take 10 years or more. She urged the Board to support the July 4th event and Saturday Night Alive events, and to expand the Holiday Lights event. She has been talking to hotels and businesses to see how they will expand in their own ways, so the Board does not have to come back and ask for a lot of money.

She asked Mr. Morris what is the time frame if they want to go back to the City Commission. Mr. Morris replied that for this event they will probably have to have a special CRA meeting with the City Commission in May. Whatever is decided here he will take back to the City Commission at their first meeting in May. He expressed his agreement with what Ms. Jarjura said earlier, to come up with a type of plan. His only concern is that they are already half way through the budget year and there were a few things that came up that they were not prepared for. The reality of this economic environment is that because the Board does have funding available, they are going to be asked to pick up things that had been picked up by the general fund in the past. There will not be funding for these events because the City is even considering cutting staff. That is not to say that the Board cannot have its brand on these events, sponsored by the City of Fort Lauderdale, and Beach CRA. However, they had better start getting their name out there now, so the public can see the value of what they do here. Secondly, he reiterated that this year they will have to contribute more than they have in the past. It is a good idea to talk about the level of participation in upcoming events now and the need for folks running the events, so it can be taken to the Commission at an earlier time. Next year, identify the events they think are important, and have the BID come into the meeting as they bring a marketing resource and insight to the table. It would be a good partnership.

Chair Deckelbaum commented that last year when they were preparing their budget for this year and they created the \$50,000 line item for marketing, they talked about that being an opportunity for people to get seed money for new events. So far, there have not been any requests, except for Where the Boys Are. What is happening is that the Board is getting requests to take up a different share that otherwise would be general fund dollars. He does not see anything wrong with that, per se, but it is different than

what they had originally discussed. For next year, the Board needs to decide if they want that money to “be there” when people come to the Board for event money, or do they want to take a proactive approach as a CRA advisory board and promote the beach and business on the beach, as opposed to infrastructure improvements. He wants the Board to discuss how they want to approach this.

Mr. Yaari said that the 4th of July is one of their last opportunities to spend the money this fiscal year, since the hurricane season occurs shortly after that. He suggested splitting their remaining money between Where the Boys Are and 4th of July.

Chair Deckelbaum followed up on that by asking Ms. Rynard how much might be needed for the 4th of July and what other events might be coming up in which the Board would be asked to participate financially this calendar year. Ms. Rynard answered that the May event and the 4th of July are about the only City events on their radar through this fiscal year. There is a group, however, trying to come up with more ideas.

She said that \$80,000 is earmarked for fireworks and about \$5,000 for support including fire watch, and that money is in the Parks and Recreation general fund budget. To expand that to a full day of activities with music would probably \$15,000 or \$20,000 more.

Mr. Morris mentioned that at a previous City Commission meeting, the Mayor and Commissioner Rodstrom asked the CRA to look at funding the entire event.

Ms. Jarjura wondered why the 4th of July event would cost so much less for police and safety than Where the Boys Are. Ms. Jarjura continued that Where the Boys Are event is marketed as a 50th anniversary of the movie, but today she got the impression that it was going to be more of an annual Memorial Day kick-off to summer. Ms. Jarjura would be more likely to support it as a BRAB event if it was an annual kick-off event, and not just a one-time anniversary event. Ms. Rynard responded by saying that it is being marketed as a “Great American Beach Party” and that was the hook to get something kicked off. The Mayor’s long-term vision is that this event does two things: it gives the City a reason to have it the first year, and the other is that it gives the City a reason to have an annual event that they can market as a kick-off.

Mr. Yaari suggested that if they do get a sponsor, then take the left over money and spend it on advertising the event, perhaps on an oldies radio station. They have one time to make a first impression with the event and advertising could spread the word.

Mr. Schiavone feared that if the City’s budget projections are for 16% below normal, then the Board will only end up with what they had before and will be funding the event, with the City contributing less. In other words, if the Board got \$80,000 and decided to throw another \$20,000 on top of it, then the City might say they will pull \$20,000 out of

the \$80,000 and the Board would end up with the same amount.

Chair Deckelbaum clarified that the City had indicated it will ask the CRA to fund the entire event out of their budget, and Mr. Morris confirmed that. Ms. Rynard said they were budgeted for \$80,000 for New Year's Eve last year, and they got \$76,000 in sponsorships. That was \$76,000 that did not have to come out of the general fund.

Mr. Seitz passed out several pages that he wrote earlier that morning. He declared it is time for the City Commission to go after the County and get back some of the bed tax money. He suggested that the City "just refuse to collect the money and then let them negotiate with us. Let them (the County) go out and try and collect the bed tax."

Chair Deckelbaum advised Mr. Seitz that that is out of the scope of the Board to do that. Individuals are free to do that, but not the Board.

Mr. Morris explained that "our money can only be spent in the CRA." If it does not get spent by CRA for the event, it has to come back to the CRA. He reminded the Board that the CRA came to them with the idea of participating in events on the beach. The CRA did not have any idea what type of interest there would be, so they just put a number out there, \$50,000. Now the CRA is finding out that \$50,000 was probably not enough money. In the past, the City Commission was funding events through the general fund, but now will be looking at other avenues of funding. Because the CRA said in their last budget that they are going to participate in events, the City Commission thinks, and rightly so, that the CRA should help participate in events at the beach. Therefore, the City Commission is looking for other ways to spend their general fund. The City Commission will take the Board's recommendation, but the Commission "is" the CRA, so they are thinking of it both in their role as the City Commission (where they are responsible for general fund and other dollars) and as the role as the CRA Board member, where they are responsible for the CRA dollars. No matter what is done, the money must be spent in compliance with the Plan.

Mr. Schiavone stated that he understands that, but he does not feel the Board should spend \$50,000 for any one event. Rather it should be spread to several events. Chair Deckelbaum added that the \$50,000 amount is not hard and fast, and they can move money around.

Mr. Malkus noted two things: 1) there are two events left in the budget year; and 2) whatever amount is decided for Memorial Day weekend will necessitate a budget amendment for July 4th. Mr. Morris concurred if they are funding the entire amount.

Motion by Mr. Malkus that the Board makes a budget amendment for \$50,000 towards the Memorial Day weekend event. Motion died for lack of a second.

Motion by Ms. Jarjura to match the City's donation of \$20,000 for the Memorial Day weekend and \$30,000 for 4th of July weekend, and if necessary then do a budget amendment.

Mr. Morris suggested postponing any decision on the fireworks, as they do not know the facts on that yet.

Upon the suggestion of Chair Deckelbaum, Ms. Jarjura withdrew her **motion**. The Chair said it is important to get the wording right, per CRA restrictions.

Mr. Morris advised the Board that the motion should reference a goal stated in the Plan: "Provide for a mix of land uses that will foster family activity and recreation in the central beach area and provide opportunities for the expansion of tourist related facilities and activities." The "activities" part specifically applies to this event.

Chair Deckelbaum opened up the floor for comments from the public.

Ms. Lee remarked that it takes time to go through the City Commission, as they want to see a comprehensive marketing plan. She believes the City is not reaching out to the entities that are already doing marketing. She also directed the Board to a website for the Saturday Night Alive events called "The New Fort Lauderdale Beach" that is "just sitting there." Maybe they could tie into that website as a major promotional arm. She also urged the Board to reach out to the hotels and utilize the Convention and Visitor's Bureau's media person, Dorian Curry.

Chair Deckelbaum suggested that someone put together a plan of how to approach marketing events in the future. He also said they put in the \$50,000 this year with the expectation that people will be applying for those funds for events that worked.

He closed this general discussion item and moved back to Item 3 on the agenda, Where the Boys Are.

Motion by Mr. Malkus, seconded by Mr. Yaari, that in order that this Board is able to achieve a family activity and a recreational weekend that will enhance tourism and promote this destination beyond South Florida, that the Board dedicates a total of \$50,000 towards Memorial Day weekend on Fort Lauderdale Beach, which would include Where the Boys Are. In a voice vote, the motion carried 6 to 3, with Mr. Seitz, Ms. Jarjura and Mr. Matchette opposed.

There were comments regarding the motion with Mr. Schiavone and Ms. Lopez speaking in favor of it, and Ms. Jarjura and Mr. Seitz speaking against it. Ms. Jarjura explained she is not comfortable spending the entire amount on an event three weeks out. Mr. Seitz expressed there is not enough "bang for the buck."

Mr. Seitz said he asked Mr. Morris' office to communicate with Delay Beach or Coral Gables to coordinate events. Chair Deckelbaum offered that is more likely a City function to do that, but Mr. Morris stated they have somebody tracking the events.

[Mr. Schiavone left the meeting at 3:54 p.m.]

V. Discussion of Annual Report

Mr. Morris explained that the Annual Report is a list of the CRA's accomplishments for the year of 2008-2009. The Report is submitted as one report, divided into two areas, one for the Northwest and one for the Beach. The CRA has been putting money away to help fund major public improvements that are planned for the beach. Most of those had to do with Central Beach Master Plan, and the City Commission has recently tentatively approved the public improvement portion of that, so the Board may see some things surfacing in the next few months. The CRA is now working with the Planning Department on implementation strategy. Many of the public improvements are on the Palazzo site, but due to a lawsuit they are not anticipating development there for a few years.

He called Earl Prizlee of the Beach CRA to the podium to give an update on the turtle lights and the South Beach parking lot.

Mr. Prizlee reminded the Board that the CRA went back to the City Commission to redesign the plans for the parking lot. It will be a 13-foot wide sidewalk, impediment free, with curvature of the wall with recessed lights. There are no trees on the sidewalk, but there will be palm trees planted on the sand. One area where there is an overhead bridge, the sidewalk narrows down to seven feet. Mr. Prizlee continued that the design includes a 13-foot and a 10-foot alternative in the plans with prices for both. If the Commission agrees that the CRA can fund the 13-foot sidewalk, then that is how they will go. The CRA also suggested to the Commission they would break up the project and get started with the underground immediately.

The other project is the lights on A1A. They are not turtle compliant and the poles need replacing, as they are rusted. When they replace the lights, the fixtures will be east type fixtures that have internal shields so the light is not visible from the sand. The poles will be concrete spun, similar to the ones installed on Los Olas. They require a variance for the lighting as the lights are not bright enough to meet City criteria. Some parts take up to 20 weeks to manufacture and go through Commission approval, and they are trying to get it done this year. They are trying to get the money from an FTOB grant. If it does not get funded through the grant, the money would have to come from the City. Ms. Jarjura asked how much the grant would be and Mr. Prizlee replied it was \$3.29M.

Mr. Matchette asked if the CRA had looked into LED lighting. Mr. Prizlee responded that the coloring of the LED lights is a problem with Fish & Wildlife. There is a new LED light that has a color very similar to the high pressure sodium range and they are going to look at that, but Fish & Wildlife will not allow LEDs right now. Mr. Matchette spoke about a Taiwan manufacturer who might be able to assist. Mr. Prizlee continued that the grant money expires in June of 2011 and they have a prototype coming that will replace the ballast and light fixture in the housing. The poles and housing would stay. They need to continue with that plan as it is approved and can go through more quickly than something new.

Chair Deckelbaum asked if the substandard lighting would be year-round, and Mr. Prizlee said it will be year-round, but he thinks it will be better than what they have now during turtle season. The new lights will be directed down toward the surface of the sidewalk and roadway, but won't shine in your eyes.

Mr. Seitz said he hopes there will be some way to "sort out the bicycles from the pedestrians by use of texture or color or small buffer." Mr. Prizlee responded that what is proposed is the basically the same look as what they have now with a Mediterranean pattern. Mr. Morris said there is no reason why they cannot look at providing something along the lines of what Mr. Seitz suggested.

Ms. Lee asked if it is possible to use those prototype lights by the businesses on the west side, and Mr. Morris replied they are looking at something now and will bring it to the group at a later date.

Returning to the Annual Report, Mr. Morris stated that the Board does not have to adopt the Report, but he thinks it is important that they see what the CRA is doing.

VI. Update on City Commission and Other Official City Actions

Mr. Morris reported that the only item pertaining to the Board in relationship to the City Commission is the traffic apartment study being done at the beach area. It was brought to the City Commission and concerns were raised about the study being done in the summer and not during the peak period. The Parking Director is going back to the proposer to make sure that numbers and evaluations are going to happen during a time when they have enough people there. That will go back to the Commission at the meeting after next for approval for the bid for the RFP.

Mr. Yaari commented this study is crucial for all beach developments, and the parking now is too restricted. Mr. Morris responded that this is the first step, when they can start looking at parking requirements and making adjustments where needed. As part of the RFP, they will come to the Board and other stakeholders for input. He does not know

the timeframe yet.

VII. Communications to the City Commission

Mr. Yaari wanted to urge the City Commission to hurry and do the study, but Chair Deckelbaum pointed out that a study at the wrong time is not going to help. He asked Mr. Morris to find out if they need to do real time work in season in order to do it properly or if it is an infrastructure that they can do out of season. Mr. Morris offered to have Diana Alcorn to speak at the next meeting, as she will be working closely with the people involved in the study.

There followed a short discussion on the value of the parking study.

VIII. Old/New Business

Chair Deckelbaum introduced Joe Cerrone and Jim Blosser of Recreational Design Construction, which was the group responding to the City's RFP for the Swimming Hall of Fame site. They want a chance to talk about it, so the Chair allowed them a brief moment at this time and advised them if they wanted to return at the next meeting they could give a more detailed presentation.

Mr. Blosser spoke about the timing of the project. They were very pleased to appear before the Selection Committee earlier on this day and they were the only responder to the bid. They set a meeting to answer the Committee's questions in the future as it is a very complex proposal, the largest piece of infrastructure proposed on the beach from the public sector in probably 50 years.

Mr. Seitz asked a few questions about the composition of the Selection Committee and advance notice of the meeting. Mr. Blosser said they had received notice about 10 days ago and it was published and posted.

Mr. Cerrone then summarized his background for the Board. He said their firm has done a lot of work with the City over the years and his business address is Oakland Park. They build recreational facilities up and down the East Coast. They will be happy to return at any time, as they have a presentation ready to go.

Chair Deckelbaum opened the floor for questions, noting they must be process-oriented, not pertaining to substance of the design.

Vice-Chair Motwani asked if they had done something similar before, and Mr. Cerrone responded that their business is public facilities, but have not done a joint venture where they are investing their money in it.

There was a short discussion on whether or not there was a conflict of interest. Ms. Jarjura inserted a point of clarification with a comment that her firm is not representing Mr. Cerrone and his project. Mr. Blosser added that there were three options presented, and it is up to the City Commission to determine how they want to proceed. Chair Deckelbaum asked the Board if they want to hear Mr. Blosser and Mr. Cerrone's presentation at another meeting. Mr. Yaari suggested they come to the next meeting. Before committing to that, Mr. Morris wants to clear it with the City Attorney.

Mr. Malkus asked Mr. Blosser about the timeline and how the process would move forward "in a perfect world." Mr. Blosser responded that in a best case scenario, it would go to the Selection Committee for further review and fleshing out of concerns. If the Committee is comfortable with the answers that they get, then it would be recommended to the City Commission. If and when the City Administration wishes to put it on the City Commission agenda, his experience tells him it would first go to conference because of the complexity of it and the number of issues involved.

Mr. Seitz inquired what the ballpark cost would be, from low to high. Mr. Blosser reported that everything is in the proposal and he did not want to venture into the substance of the proposal as it may be a breach of the good faith agreement that the City Attorney had given them.

Chair Deckelbaum asked for any more Old or New Business, and invited Mr. Seitz to talk about the pier. Mr. Seitz stated he wants to see that go out for proposal and wants to see work on a white paper. Mr. Morris responded that he needs to follow up with Public Works to see what is going on. Mr. Seitz was curious if they could get Albert Carbone from Public Works at the next meeting, and Chair Deckelbaum suggested they could get an answer without bringing somebody into the meeting.

Ms. Lopez commented on the way the City calls for a proposal. She wondered why only one company came forward, and Ms. Jarjura replied that is the type of law that she practices and that the municipality issues a RPRLI, sends it to a website, and advertises in the newspaper, usually statewide. Chair Deckelbaum remarked that the comments he heard from people who do this type of thing were that a lot of people did not find the sites to be feasible with what the city had put in the RFP. The insurance company, however, did find it feasible and submitted a proposal. He added that "this room was full with people and some of them from around the country."

Mr. Seitz asked to read a timeline into the record as he sees it on the International Swimming Hall of Fame. The City spent \$60-70,000 on a consultant, who said his company was interested in building this or could put the City "on to 5 or 6 other companies that might be interested in building this." All of the consultant's ideas "seemed to disappear into the request for proposals that was sent out." There was only one response, and that was from a local company. He added that he "would not be

surprised if there were lobbyists involved or they are connected in some way.” He said there were a lot of good ideas and he tried to talk to the local Commissioner about them, but she “didn’t want to discuss them.” Mr. Yaari interjected that the reason there was only one bid was because the City sent the bids out without a design, and he thought it was too confusing for bidders.

Mr. Seitz continued that “we had little or no input” into the request for proposal that went out. He asserted that the expert’s opinions were ignored, and Bruce Wigo’s recommendations were also ignored. Mr. Seitz stated that he had hand delivered the expert’s recommendations to the City during a City Commission meeting.

Motion made by Mr. Yaari, seconded by Vice-Chair Motwani to adjourn. The meeting was adjourned at 4:32 p.m.

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