

APPROVED

**BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
MONDAY, MAY 17, 2010 – 2:30 P.M.**

<u>MEMBERS</u>	<u>ATTENDANCE</u>	CUMULATIVE	
		5/17/2010 – 1/11/2010 <u>PRESENT</u>	<u>ABSENT</u>
Bradley Deckelbaum, Chair	P	4	0
Ramola Motwani, Vice Chair	P	4	0
Aiton Yaari	P	3	1
Jordana L. Jarjura	P	3	1
Melissa Milroy	P	2	2
Dan Matchette	A	2	2
Chuck Malkus	P	4	0
Mel Rubinstein (new member)	P	1	0
Judith Scher (new member)	P	1	0
Tim Schiavone	P	3	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
Earl Prizlee, Beach CRA
Eileen Furedi, Beach CRA Representative
Karen Reese, Economic Development
Barbara Hartmann, Recording Secretary, Prototype, Inc.

Guests

Ina Lee

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.

Chair Deckelbaum thanked Ms. Lopez and Mr. Seitz for their years of service and welcomed the new members, who have both served on the Board in the past.

Ms. Scher introduced herself, noting she is a beach resident and has been Vice-President of Central Beach Alliance as well as President of Ridgecrest.

Mr. Rubenstein introduced himself, stating he is retired and was formerly a Superintendent of Schools in New York and is currently the Treasurer of Birch Crest Condo.

II. Approval of Minutes – April 19, 2010

Motion by Mr. Malkus, seconded by Mr. Schiavone, to approve the minutes of the April 19, 2010 meeting. In a voice vote, the **motion** passed by consent.

III. BRAB Appointment to the BID

Chair Deckelbaum noted that the current appointee to the BID is Mr. Yaari, and the term starts again at the next monthly meeting. Mr. Morris stated that there was a time change, and it will go to the Commission meeting probably in July.

Chair Deckelbaum asked for nominations for someone to serve on the BID. Mr. Schiavone asked Mr. Yaari what his role was on the BID, and Mr. Yaari responded that he feels is giving a lot of help to the BID. He owns a business and a lot of property in the BID and the CRA, and enjoys his time there. He is hopeful that both the BRAB and the BID can work together.

Motion by Mr. Schiavone, seconded by Mr. Milroy, to reappoint Mr. Yaari for another year as the Board's representative to the BID. In a voice vote, the **motion** passed unanimously.

IV. Parking Study Update – Diana Alarcon

Mr. Morris reported that Ms. Alarcon was running late, so he suggested hearing Agenda Item V.

V. Scheduling the Beach Walk

Chair Deckelbaum informed the Board that last year the Board had an unofficial meeting to "walk the beach" to see some projects they were working on and give opportunity for later comment in an official setting. He suggested it would be a good idea to do it again this year, and requested that they find a date that suits most, and have it early in the morning.

Mr. Schiavone asked if the items have to be limited to those in the CRA, and Mr. Morris said ideally, but issues on the periphery could certainly be looked at. Ms. Scher asked what had changed since a year and a half ago. Chair Deckelbaum commented that there are plans on the drawing board that can be better seen in person, and also there is blight on private property. Mr. Morris added there are improvements from the master plan and Mr. Yaari contributed that Fort Lauderdale Beach Parking Lot has been improved. Chair Deckelbaum inserted that the idea is to see what they have and have not done.

Mr. Morris stated that everyone will be given a pencil and paper pad to take notes, and then discuss the items at the meeting after the walk. Since the walk is not official, they cannot discuss the issues on the walk.

Chair Deckelbaum asked the Board if they wanted to do the Beach Walk on June 14th, before the regular meeting. Mr. Morris said that the Department has dates tentatively available for beach walks and they are June 3-4, 8-11, 22-25, and 29-30. There followed a discussion on when and where the meeting should be and when the walk should be. Mr. Morris informed the Board that the meeting itself has to be in a facility that has the capability to televise the proceedings.

Mr. Morris mentioned that at the last Commission meeting, the Commission directed staff to come up with dates for a meeting on the beach with the CRA and Beach Redevelopment Board. It would be a policy making meeting. He told the Board that when he finds out the dates, he will let them know. The meeting will probably be at the Hall of Fame on the first floor, but it will not be before this Board's next meeting. Chair Deckelbaum said he would like that on the agenda for discussion and to get talking points in order.

Chair Deckelbaum returned to the subject of the beach walk. The beach walk would be at 8 a.m., with the joint meeting with the BID in the afternoon. Mr. Rubenstein wondered when they would have the opportunity to discuss their observations from the walk if the meeting later that day is with the BID. Mr. Morris stated that the next Board meeting would begin at 2:30 p.m., and the BID would not be joining them until 3:30 p.m., so they would have time in that first hour to discuss the walk.

Motion by Mr. Yaari, and duly seconded, to have the walk first thing in the morning, whatever time is agreed on, and discuss everything they saw in the walk at the afternoon meeting. Mr. Yaari withdrew his **motion**, as a **motion** could not be made on the beach walk, as it is not "official."

Motion by Mr. Yaari, to discuss the beach walk at the next meeting. **Motion** died for lack of a second.

Motion by Ms. Milroy, seconded by Ms. Scher, to move the next meeting to June 14, 2010. In a voice vote, the **motion** passed unanimously.

Mr. Rubenstein asked where the walk would begin and at what time. Mr. Morris informed the Board that they would meet at his office (Swimming Hall of Fame) at 8:30 a.m. Chair Deckelbaum asked Mr. Morris to set it up via email.

Agenda Items VI and VII were skipped at this time.

VII. Old/New Business

- **Moving the next BRAB meeting (this item was skipped)**
- **Update on Funding for Where the Boys Are**

Mr. Morris reminded the Board that they approved \$50,000 for the event, and the Commission has approved it also. Since then, Auto Nation has brought in an additional \$13,000 for promotion. The Department of Parks and Recreation's commitment was that outside monies would be the first used for promoting, and the City's money last, so there may be some money coming back.

Chair Deckelbaum said that even though he had not seen much in the way of official promotion, people seem to know about it, and are planning to attend. Vice-Chair Motwani commented she thinks they have done a great marketing job. She asks people where they heard about it and they have heard on the radio, and water bills. Everybody she has talked to is planning to come. There was a short discussion about whether or not they should have a booth.

Mr. Morris said there will be a full-page ad in the Sun Sentinel for the CRA's contribution. The ad will highlight the CRA and upcoming events on the beach. Mr. Morris reported that his phone number will be in the ad if people want more information on upcoming events. Mr. Malkus clarified that the ad will be in a 16-page insert highlighting Memorial Day weekend events throughout the County.

Vice-Chair Motwani urged the Board to continue promoting Where the Boys Are to their friends and business acquaintances.

Ms. Milroy inquired what the City has done regarding parking for the event. Ms. Alarcon responded that VIP parking will be on the ocean-side lot. Parking in the the Intracoastal lot, as it is the closest to the event, will be encouraged. Fort Lauderdale Beach Park will also be advertised for parking.

She stated they have not looked into coordinating parking with any other garages but would be happy to do that, perhaps offering a special rate. She said, however, they are not anticipating the crowd that they had for the Super Bowl, which was a three-day event. Mr. Malkus pointed out that the event may draw more than first imagined and they should be on the side of caution, perhaps to the point of running shuttles from the Galleria. Mr. Yaari agreed, saying they have one chance to make a first impression, and it is better to be safe than sorry. Ms. Alarcon promised to reach out to find more parking.

Ms. Scher wondered how much it would cost to get buses from Holiday Park and downtown. Chair Deckelbaum commented that this is not "their" event, but her question does bring up a few good points. It is the first event in many years other than July 4th that is geared towards locals, and it could give rise to a different set of traffic pattern issues than what they are used to.

Motion made by Mr. Malkus, seconded by Mr. Yaari, that the Board would like to encourage Parks and Recreation Department to establish heavy trolley service from the Galleria Mall to the event site. Chair Deckelbaum suggested an amendment to not specify the Galleria Mall in order to maximize the opportunity for parking efficiency. Ms. Scher seconded the **motion**. In a voice vote, the **motion** carried with Chair Deckelbaum opposing.

Mr. Yaari wondered how they could expedite the motion. Ms. Alarcon said she would work with Parks and Recreation on it, and let them know the Galleria has offered to participate.

Ina Lee, guest, informed the Board that she was notified that they found a sponsor so they can expand July Fourth to include activities during the day as well as the fireworks at night.

IV. Parking Study Update – Diana Alarcon

Chair Deckelbaum returned to this agenda item, which was postponed from earlier in the meeting.

Ms. Alarcon reported that she took the study to the City Commission in April and it was deferred. It will be back before the Commission the following evening. She mentioned that the peak for the beach in terms of parking is mid-December through August. The hotels have a much different peak than the beach parking. She wants the consultant to look at the parking during the specified peak period. She noted that the economy impacts how many visits they get from locals who may have gone somewhere else in

more prosperous times.

There will be multiple stakeholder meetings involving hoteliers, restaurants, and destination attractions. The purpose of these meetings is to try and establish a baseline of when the peak is, and also come up with shared views analysis. They have added in the Sunrise area, as well as the Galt Ocean Mile, so the survey will include the whole barrier island. Although they have a timeline of 17 weeks, she believes the entire project will take up to six months.

Chair Deckelbaum asked if the report was going to include garage sites as well as beach parking. Ms. Alarcon replied that the study will cover everything, from city parking to private parking. They will also look at future development that has been approved. Ms. Alarcon noted that the consultant will look at the draft beach master plan plus the previous beach master plan.

In answer to a question posed by Mr. Yaari, Ms. Alarcon remarked that most hotels can provide a drive-up ratio to help determine if guests are driving a car, riding a shuttle or taxi. The study will gather such information to also determine other transportation data. Mr. Yaari expressed his hope that the study would open the way for new businesses rather than new garages.

Ms. Alarcon noted that the parking at the Swimming Hall of Fame should re-open by June 18th, pending the completion of the new Fire Station.

She announced a walk for building homes in Haiti on June 5th, and she left a brochure with Ms. Furedi for distribution to the Board.

VI. Update on City Commission and other Official City Actions

Mr. Morris reported that he had received an email from the Administrative Assistant in the Commission office regarding the Mayor's challenge for City officials to contribute 100,000 hours of community service. Board members can include time spent on Board business, including meeting time. He provided a handout with an internet address on it where members can register their hours. Chair Deckelbaum asked the Board if they would like to do a small hands-on project on the beach. Mr. Morris said they could come up with some ideas.

VII. Communications to City Commission

- None

VIII. Old/New Business

Mr. Rubenstein asked if the Connie Francis event was confined to the CRA area and Vice-Chair Motwani answered it would be from Las Olas to Cortez on A1A.

Ms. Scher asked which month the Board is dark, and Chair Deckelbaum replied they are on schedule to meet 12 months a year.

Mr. Morris commented it is important when they meet with the BID to come up with some ideas of how much money the Board wants to have for events.

Mr. Schiavone mentioned his neighborhood is piggy-backing on the Connie Francis theme by having a "reunion" of people who worked the beaches during Spring Break in the 70s and 80s.

Motion by Mr. Schiavone, seconded by Ms. Scher, to adjourn the meeting at 3:29 p.m.