

**APPROVED**

**BEACH REDEVELOPMENT BOARD  
100 NORTH ANDREWS AVENUE  
8<sup>TH</sup> FLOOR CONFERENCE ROOM  
FORT LAUDERDALE, FL 33301  
MONDAY, JUNE 14, 2010 – 2:30 P.M.**

<b><u>MEMBERS</u></b>	<b><u>ATTENDANCE</u></b>	<b>CUMULATIVE</b>	
		<b>2/10 – 1/11</b>	
		<b><u>PRESENT</u></b>	<b><u>ABSENT</u></b>
Bradley Deckelbaum, Chair	P	5	0
Ramola Motwani, Vice Chair	P	5	0
Jordana L. Jarjura	P	4	1
Chuck Malkus (2:40)	P	5	0
Dan Matchette	P	3	2
Melissa Milroy	P	3	2
Mel Rubinstein	P	2	0
Judith Scher	P	2	0
Tim Schiavone	A	3	2
Aiton Yaari	P	4	1

As of this date there were 10 appointed members to the Board, which means 6 would constitute a quorum.

**Staff**

Don Morris, Beach CRA Director  
Stephen Scott, Economic Development Director  
David Rubin, Beach CRA  
Earl Prizlee, Engineering Design Manager  
Eileen Furedi, Economic Development Representative  
Karen Reese, Economic Development Representative  
Barbara Hartmann, Recording Secretary, Prototype, Inc.

**Guests**

Dan Barnett, Wizard Entertainment

**Communications to the City Commission**

None at this time.

**I. Call to Order / Roll Call**

Chair Deckelbaum called the meeting to order at 2:34 p.m. Roll was called and it was noted a quorum was present. Chair Deckelbaum stated that the meeting

would begin with the Board alone, and at 3:30 they would be joined by the Beach Business Improvement District Advisory Committee (BID) for a joint meeting.

## **II. Approval of Minutes: May 17, 2010**

**Motion** made by Mr. Yaari, seconded by Mr. Matchette, to approve the minutes of the May 17, 2010 meeting. In a voice vote, the **motion** carried unanimously.

## **III. Discussion of June 14<sup>th</sup> Beach Walk**

Chair Deckelbaum asked if any members wished to address old or new business at this time. Mr. Yaari noted that the next scheduled meeting is July 19, and advised that the Board typically does not meet in August.

**Motion** made by Mr. Rubinstein, seconded by Mr. Yaari, to eliminate the August meeting. In a voice vote, the **motion** carried unanimously.

Chair Deckelbaum noted that he, Vice Chair Motwani, Mr. Matchette, Ms. Milroy, Mr. Rubinstein, and Mr. Schiavone were present for the beach walk, along with Staff members Mr. Morris, Mr. Rubin, and Mr. Prizlee. He asked the members who had attended to offer their comments on the walk. Mr. Morris advised that Mr. Rubin would take notes on these items for a list, and Staff will follow up with the Board in July.

Ms. Milroy recalled there had been a question of why there are not more picnic tables throughout the beach, rather than only at the Fort Lauderdale Beach Park area. She added that new workout equipment should be purchased for the Park area, as the existing equipment looks old; there should also be additional playground equipment "throughout the entire beach."

She said that the overall condition of the City property on Alhambra is "unsightly" and should be improved, recalling that a property discussed for similar conditions on Las Olas Boulevard "looks 100% better" after the CRA spent \$20,000 there.

Ms. Milroy continued that the property west of A1A, across from the Marriott Courtyard, features a "terrible" swale between the street and the lot. She suggested talking to the Marriott Courtyard about better maintenance of this swale.

Mr. Rubinstein recalled that there were comments about the dirty sidewalks in front of Beach Place and the Elbow Room. He was not aware of whether this is the City's responsibility; if it is the responsibility of a private property owner, he suggested that legal action could be taken.

He added that it is not possible to have "a very high-class beach" in an

environment with no bathroom facilities. Mr. Matchette advised this will be addressed in the Beach Master Plan.

Mr. Rubinstein continued that another item discussed during the beach walk was landscaping in between streets where the Intracoastal Waterway is visible. He felt this would “make use of the view” of the Waterway. He recalled that another aspect of the Master Plan is to add a promenade around the Las Olas Beach Parking Lot, and proposed that a wharf would be suitable as well.

He concluded that the wall around South Beach is crumbling and needs to be replaced. Mr. Morris replied this is being addressed.

Mr. Yaari stated that all restaurants with outdoor seating are asked to take care of the sidewalks when they are given outdoor seating permits. He reminded the Board that the BID arranges for pressure cleaning four times per year, although this does not have a long-lasting effect. He suggested sending the businesses in this area a “nice letter” suggesting that they pressure-clean every 10 days.

Mr. Morris stated that some businesses, primarily those located on Las Olas Boulevard, were asked to take on some responsibility for cleaning, but the effort “didn’t get very far.” He noted that these were not businesses with sidewalk cafés, however, and felt the issue of cleanliness might be more effectively addressed with those businesses featuring outdoor seating.

Mr. Yaari referred to Ms. Milroy’s comment regarding playground equipment, stating that benches exacerbate the City’s homeless problem by providing places for homeless people to sleep. He agreed that additional playground equipment is needed in Fort Lauderdale Beach Park.

Ms. Scher agreed with Ms. Milroy regarding the state of City-owned properties, stating that additional green space would be beneficial on A1A and in parks. She added that there are no benches in some of these areas, which led to an issue with homeless people sitting “right on the wall.” She felt it would be best for the neighborhood if benches were added to these areas, and did not believe it would improve or worsen the problem of homelessness on the beach.

Chair Deckelbaum recalled that there have been issues in the past when the Board tried to have more benches and playground equipment added to the beach; he indicated these efforts were “stifled by the State.” Mr. Morris explained that playground equipment and picnic tables only allowed in certain places due to turtle nesting. The issue is whether the State will approve adding this equipment “in different locations.” If the desired location falls within the CRA, then the CRA can pay for the equipment; outside this area, there is the question of “where does the money come from.”

Mr. Morris pointed out that the same issue applies to picnic tables, noting that the Parks and Recreation Department tries to keep grilling equipment and activity in Fort Lauderdale Beach Park.

He concluded that the issue of additional equipment would be addressed with the Parks and Recreation Department.

Chair Deckelbaum felt the picnic tables and equipment near Fort Lauderdale Beach Park is sufficient within the CRA area. Other locations, he observed, are "outside our scope of discussion." Ms. Milroy agreed with this as well.

Ms. Scher observed there are "blighted areas on the beach," which could benefit from being cleaned up; these areas detract from the newer buildings nearby. She felt this was the most important finding from the beach walk.

Chair Deckelbaum recalled that Mr. Morris had walked the Board through the plan to redo the west side of A1A "all along the CRA" by replanting and moving trees, repaving, and changing the lighting. He felt these plans would be a significant step toward addressing the problems identified on the beach walk.

Ms. Jarjura added that the plan includes landscaping on East Las Olas Boulevard "up to the beach." She felt improving the infrastructure in this area would be a good use of funds.

Mr. Morris recalled that the CRA had re-landscaped a lot at Las Olas Circle and A1A at the request of the Board. He pointed out that the lot currently under discussion is on Alhambra, which is not easily visible from A1A but is "pretty awful" when seen. The lot is owned by the City, and it would have to be determined who controls this area to "at least get it mowed and... presentable."

Mr. Yaari noted that the sidewalk is broken on the corner of Almond Avenue and Poinsettia Street. Mr. Morris advised the City has a sidewalk repair program, but private property owners must pay for at least a portion of the expense, even if the sidewalk is City property. He agreed the City could look into how the program would be applied and he would report back to the Board.

Mr. Yaari stated that this area is "the heart of the CRA" and Almond Avenue is intended to become part of a promenade according to the Master Plan. While it serves as a "major gateway into the beach," he pointed out that Almond Avenue does not have a drainage or sewer system and receives little attention. He concluded that it is part of the CRA and funds could be used to beautify the area.

Mr. Matchette agreed Las Olas and A1A are "the heart of the whole beach," and the area should be treated as such. He asserted that repairing the sidewalks in this area would be "appropriate for that street."

Mr. Morris stated that Staff struggles with Almond Avenue: while the Master Plan calls for making it part of a pedestrian promenade, one problem is that it is a service street. He explained that the CRA does not want to make improvements to the Avenue only to have them changed by development. The issue remains “what kind of improvements can we make that would make sense in the short term.”

Mr. Matchette commented that “it doesn’t need much,” but should be beautified for the benefit of foot traffic from the parking lot to the beach.

Mr. Morris explained that part of the problem is that “we can’t do it all with CRA funds,” and part of the plan is to partner with private development when possible to get improvements done. He reiterated that the issue with Almond Avenue is spending money and then “coming back to have to rip it up” because of later private development.

Chair Deckelbaum recalled that improvements to Sunrise Lane were intended to help businesses that were “already there and struggling,” as well as to attract new businesses. He felt Mr. Morris’s concern for Almond Avenue was that funds would be put toward improvements that would not remain when the Master Plan is imposed and traffic patterns change. He suggested that businesses should consider investing in conjunction with the CRA toward beautification.

Mr. Yaari stated while development may come in the future, he felt he could convince other owners to pitch in toward the sidewalk program and create a “band-aid” in the meantime.

Mr. Matchette stated that he has seen the beach change over time, and has seen periods of both blight and recovery. Walking from South Beach to Las Olas Boulevard, he reported he was “stunned at the condition,” which is more problematic than can be addressed by pressure cleaning. He felt he would prefer to see the City no longer collect money through the licensing program, but require merchants to keep the sidewalk café areas clean as a condition of their license. Chair Deckelbaum noted that these restaurants already have this responsibility but it is not happening.

Mr. Morris advised that business owners along A1A are in the Business Improvement District, which enhances City services on the beach. This means they are paying for “the entire length of A1A” to be pressure-washed four times per year, not just the areas in front of sidewalk cafés. The cafés, however, have an obligation to keep their areas clean year-round.

Mr. Matchette felt this meant enforcement should be improved, recalling that “bottles, cups, and bottlecaps” were on the street as the beach walk had

proceeded. Chair Deckelbaum noted that some businesses take this responsibility seriously and pressure clean the area, while “some properties never [clean].” He added that the places with the worst appearances were not in front of operating businesses.

Vice Chair Motwani felt that cleaning is a greater concern than on last year’s beach walk, and noted that the greatest need for cleaning is in front of Beach Place. She asked if the cleaning issues were “this weekend only” or a regular concern. Mr. Yaari reported that the weekend had been busy, but this was not an excuse. Mr. Rubinstein agreed that the area in front of Beach Place is dirty every single day.

Vice Chair Motwani recalled that “the same problem existed last year,” and contributes to the image of the entire beach. Chair Deckelbaum asked if the solution could be to convey their concern to Code Enforcement. Mr. Morris stated the CRA typically attempts to contact individuals before getting Code Enforcement involved.

Chair Deckelbaum noted that the beach itself is “much cleaner” and the sand is in better condition than he remembered.

Mr. Morris advised that Beach Place is “a tough example” for the CRA, as Staff has contacted the management company a number of times to ask that they take responsibility for the sidewalk’s appearance without much success. He added that Code does not address sidewalk issues in a way the Board might expect: owners can be made to pick up debris, but “power washing is a different issue.”

He recalled that there have been issues with Beach Place in the past, involving grease dumped in the street and on the sidewalk, for which they were cited. Despite this, the management company remains uninterested in keeping the front of the building clean.

Vice Chair Motwani suggested that it might be effective to send Beach Place a message through the BID, as they are part of that district.

Chair Deckelbaum advised that in his experience, “today was...worse than usual” with regard to cleaning. He stated he walks this stretch of A1A regularly and sees many of the businesses cleaning. Mr. Yaari agreed that “it’s much better than it used to be.”

Vice Chair Motwani stated that a covered area is needed on the beach in case of either special events or inclement weather. While she did not feel this could be placed “right on the sand,” she suggested that the Oceanside lot, across from the Elbow Room, could serve as a “backup plan” for events on the beach.

Chair Deckelbaum observed that another concern is that there are “major City lands” in the area, such as the Las Olas parking lot, the Alhambra, and the Hall of Fame site. These sites provide opportunities to make major infrastructure improvements on the drive to the beach during the nine years remaining in the CRA.

Mr. Rubinstein noted that this may be “a very good time to set some priorities,” as the budget will be discussed at the next meeting. Chair Deckelbaum agreed, and asked for feedback from the Board regarding how best to proceed with these plans.

Vice Chair Motwani stated that in 2009, there had been questions as to “why... there is nothing for kids to do” in the central beach area. She explained that she wanted to ensure this topic is still taken into consideration. Mr. Yaari felt this is similar to the need for a covered area and parks, which he indicated is “the main part that’s missing on our beach.”

The Board took a brief recess at this time to welcome the members of the BID.

#### **IV. Joint Meeting with the BID at 3:30 p.m. or Immediately After BRB Meeting to Discuss Potential Events on the Beach**

The Board and Committee members introduced themselves. Members of the BID in attendance were Jim Oliver, Alfred Rosenthal, Bill Cunningham, Paul Motta, and William Stanton, as well as Stephen Scott, Economic Development Director and Liaison. Jim Oliver served as acting Chair for the BID.

Chair Deckelbaum advised that at their last few meetings, the BRB had talked more about events on the beach; the previous year was the first time they had included budget funds for events within the CRA. No applications were received until the City approached the Board to request funds for the Memorial Day Weekend “Where the Boys Are” event.

The Board also discussed whether or not they should take greater initiative in bringing events to the beach, including CRA-sponsored events or using funds to attract private promoters. They have not yet arrived at any conclusions from these discussions, and hope to brainstorm with the BID before preparing next year’s budget.

Mr. Oliver explained that one problem facing the BID is a significant reduction in its budget for the next fiscal year, and where its funds are allocated. Chair Deckelbaum estimated the BRB is looking at a reduction of roughly 10%. Mr. Oliver noted the BID’s reduction affects its expendable funds, unless it cuts back on the core services for which these funds pay, such as beach cleaning.

Vice Chair Motwani asked if anyone was aware what had happened to the planned Live Nation concert event on the beach. Mr. Scott explained that the reasons given for the Live Nation event never occurring were “basically the economy happened,” and the band with whom Live Nation had hoped to contract was not available. He agreed with Vice Chair Motwani that the Board and Committee should reach out to Live Nation and encourage them to reconsider.

Chair Deckelbaum asked if Live Nation’s intent for the concert had been to “make money on sponsorship” or charge for tickets. Mr. Scott replied the intent had been for both: a VIP area would have been reserved, for which tickets would have been sold, and screens would be placed on the beach to make the event free for most attendees. He recalled that the Super Bowl concert on the beach had used this plan.

Mr. Yaari stated that one problem occurs when a company such as Live Nation has to “jump through so many hoops” that they are discouraged from staging the event in the City. He felt there should be a way to “make it easier for them to get these things approved.”

Vice Chair Motwani agreed, stating this was behind her suggestion to bring Live Nation back to the table. She recalled that the previous plan had called for the promoter to “do everything;” since it has not worked out, she recommended asking how the BRB and BID can help bring about the event.

Mr. Scott recalled that whenever an impediment to the Super Bowl event had presented itself, it had been his responsibility to “break it down.” He felt this had been very successful, and asserted that any business planning an event of this nature for the City would receive “the VIP treatment” to make their efforts as easy as possible.

Mr. Rosenthal questioned whether the City could entice Live Nation to return and plan an event. He felt they should investigate what an event might cost and “what the layout would be” for a concert, as well as what it would take from the BRB and BID to facilitate further conversations with the promoter. Chair Deckelbaum added that another question is whether the Board should “wait and see who comes to Fort Lauderdale Beach wanting to do events,” reminding the group that Live Nation had come to the City “with their own idea” for the concert, paid for by sponsorships rather than by City funds.

Chair Deckelbaum continued that one question is how proactive the groups wish to be, such as whether they would like to take action or to approve funding from their respective budgets. Another question involves the type, scale, and purpose of the proposed events, such as attracting tourists to fill hotel rooms or Broward County residents to the beach, or to create a signature event.



Mr. Yaari suggested that the upcoming Fort Lauderdale Centennial would present a good opportunity for an event of this nature. He felt if the groups combined their planning and their budgets, it could be possible to plan a major Centennial beach event by March 2011, which could be enjoyed by both local residents and tourists. Chair Deckelbaum and Mr. Scott noted that the Centennial Celebration Committee is working to plan events for 2011; Mr. Rubinstein and Mr. Yaari added that it would be helpful to learn what they are planning so there are no repetitive events. Mr. Scott said a representative of the Centennial Celebration Committee could be invited to address the BRB and/or BID.

Mr. Oliver stated that funds paid into the BID are intended for business development; if the BID commits funds to the promotion of an event, businesses will not want to do so during the peak season. They prefer to “bring locals to the beach” during the summer off-season as a better investment.

Mr. Morris noted that the BRB’s budget will be discussed in July, and one goal for today’s meeting could be to “target... signature events” as well as additional smaller events. This would help Staff arrive at an appropriate “ballpark” amount for the budget.

Chair Deckelbaum proposed using the Where the Boys Are Memorial Day event as a “baseline” for the discussion, as it was “a tremendous success.” He recalled that the BRB had contributed \$50,000 toward its total estimated cost of \$100,000. The event had brought roughly 30,000 people to the beach for the weekend, although results for hoteliers were reportedly mixed. Chair Deckelbaum asked what kind of promotion works best to fill rooms at hotels.

Mr. Rosenthal advised that in his experience, more visitors come to Fort Lauderdale “for the experience,” including activities in and around the City. Mr. Stanton observed that while events such as Where the Boys Are are “good community stuff,” it did not bring in a great deal of visitors from out of town. He pointed out that Miami, for example, stages many events that “fill hotel rooms.” Other events offered as examples for drawing businesses to hotels included the Boat Show, food and wine weekends, and the Air and Sea Show.

Mr. Oliver agreed with Mr. Stanton that having a signature event for the City “helps create an identity.” A one-time event, however, can also have a lasting effect by providing exposure to national markets and contributing to the City’s identity. By contrast, it was noted that Fort Lauderdale has “a lot of mini-events,” and staging a large event similar to those in Miami could encroach upon the audiences of these smaller events.

Ms. Scher noted that a signature event would not necessarily have to be staged on the beach, and it is important to keep the “bigger picture” in mind. She asserted that “the biggest problem with Fort Lauderdale is we don’t have an

identity,” and the solution should be to look at all the different areas of the City in order to formulate a plan. Chair Deckelbaum agreed, but pointed out that the BRB and BID are both limited to specific geographical areas.

Mr. Yaari suggested a seafood festival could be an option; it could be planned to last three days, for example, in order to enhance business for the hotels as well. Mr. Malkus felt there is a better chance of building a better reputation and filling hotel rooms with a weekend event, and recalled that in previous years, Winterfest had featured a “Beach Ball Concert” in addition to the Boat Parade. He suggested the answer might be expanding and enhancing events that are already in place and giving visitors a reason to spend an extra day in the City.

Mr. Morris noted that “half the BID is in the CRA,” and proposed expanding the Saturday Night Alive event in partnership with the BID. Mr. Oliver clarified that in 2010 there will be five events, one for each Saturday in the month of July; Vice Chair Motwani felt if the BRB has extra funding, they may be able to contribute to the event this year.

Dan Barnett, representing Wizard Entertainment as producer of the Saturday Night Alive event, explained that the event targets individuals who are “on the fence” deciding where they might want to go for a weekend. He noted that if the concept is expanded and Saturday Night Alive is held more frequently, less marketing is necessary, and it becomes “a reason to pick Fort Lauderdale... over other destinations.”

He also proposed that a Sunday brunch promotion for hotels could be added to the concept. This would be automatically included in the promotion and marketing.

He advised that the event slogan is “a mile of live entertainment on Fort Lauderdale Beach,” which encompasses “20 small entertainment acts along A1A” without closing down the highway. He felt this is more likely to become a “sustaining event” than a single large event involving a large group of people in a single area of the beach.

Chair Deckelbaum asked Mr. Barnett what demographic he felt last year’s Saturday Night Alive events brought to the beach, stating that he did not feel it brought in tourists. Mr. Barnett replied he felt last year’s events brought in individuals from the tri-County area, who “live in this area and don’t think of the beach as a destination.”

Chair Deckelbaum asked the group if this sounded consistent with what they would like to see for the beach.

Ms. Scher noted that “transportation is very important,” and when an act or acts

come to the beach, it is crucial that arrangements are made to bring in visitors. She agreed that special events can “bring in people that have never been here before” from both in- and outside the City.

Mr. Rubinstein noted that the Saturday Night Alive budget document showed an \$80,000 budget for live entertainment, and asked if this came from the BRB. Mr. Oliver explained Saturday Night Alive is “funded entirely by the BID.” Chair Deckelbaum added that his question was intended to ask if the BRB wished to put money toward expanding the event to a longer time frame, for example. Mr. Yaari added that he would like to see the event expanded to stretch from Memorial Day to Labor Day.

Mr. Rubinstein observed that if the BRB contributed money to the event, it would leave them less money for infrastructure. Vice Chair Motwani advised that contributing a small amount of money could greatly enhance the economic impact of the event.

Mr. Morris stated the question would be whether the BRB wished to become involved in the event. He pointed out that many CRAs put funds toward both infrastructure and special events, and concluded that they might be able to improve the economic impact to the beach throughout the year. Ultimately the issue would be a policy decision on whether or not the BRB would like to be “more involved in events.” Mr. Rubinstein explained he had raised the issue because of the problems the Board had seen on its beach walk.

Mr. Oliver thanked the BRB members for meeting with the BID and providing an opportunity for the two groups to meet. He agreed that there should be mutual consideration of future projects that could help expand business and enhance the popularity of the beach.

Mr. Yaari emphasized that the two groups should meet regularly, perhaps twice a year to quarterly. He felt they could “get so much more done” and have a positive effect on the beach.

There being no further business to come before the BRB at this time, the BRB meeting was adjourned at 4:24 p.m.