

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

| MEMBERS | ATTENDANCE | CUMULATIVE | |
|--|-------------------|-------------------|---------------|
| | | PRESENT | ABSENT |
| Bradley Deckelbaum, Chair | P | 6 | 2 |
| Ramola Motwani, Vice Chair (arr. 2:34) | P | 7 | 1 |
| Jordana L. Jarjura (arr. 2:33) | P | 7 | 1 |
| Chuck Malkus | P | 8 | 0 |
| Dan Matchette | P | 6 | 2 |
| Melissa Milroy | P | 5 | 3 |
| Mel Rubinstein | P | 4 | 1 |
| Judith Scher | P | 3 | 2 |
| Tim Schiavone | P | 6 | 2 |
| Aiton Yaari | P | 7 | 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, CRA Engineering Design Manager
 Eileen Furedi, Economic Development Representative
 Mark Almy, Parks and Recreation Department
 Wayne Jessup, Planning & Zoning
 Ella Packer, Planning & Zoning
 Cate McCaffrey, Business Enterprise Director
 Barbara Hartmann, Recording Secretary, Prototype, Inc.

Communications to City Commission

The Beach Redevelopment Board would like to thank the City Commissioners who are sitting as the CRA for the time and dedication they put into meeting with the Board on November 9, 2010. In the Board's first follow-up meeting to that, several near conclusions were reached.

First, there was a general consensus that the Board would like to see the Hall of Fame and Aquatic Center proposal move forward and the Board urges City staff to continue working with RDC. The Board would like the opportunity at future meetings to explore some of the details and find out more information from RDC and City staff so that they

can find a way to come to a final plan and proposal.

Secondly, the Board encourages City staff to seek other funds to supplement CRA funds to implement the Wayfinding Signage and make that a priority as a first new action to showing progress on the beach and in the CRA area.

Thirdly, because a lot of concerns and questions were raised about the Intracoastal Park and Promenade which is subject to litigation, the Board would appreciate the City Attorney's office briefing the Board at one of its upcoming meetings as to what restrictions and challenges exist in trying to redevelop that project.

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 the Board members, staff and public for attending the joint meeting of the CRA and City Commissioners the previous week. He felt that they got a lot of positive feedback and were encouraged to move forward on a number of projects.

II. Approval of Minutes, September 20, 2010

Mr. Rubenstein brought up a few sentences that did not make sense to him and read one of the corrections he wished to make. He noted it was a grammatical change in order to clarify his meaning. After a brief discussion, it was decided to leave the minutes as they were.

Motion by Mr. Malkus, seconded by Mr. Matchette, to approve the minutes of the September 20, 2010, meeting. In a voice vote, the motion passed unanimously.

III. Cinema by the Sea Update – David Miller or representative Superintendent, Parks and Recreation

Mr. Morris announced that Mark Almy was present to provide information on the marketing and success of the Cinema by the Sea. Mr. Morris distributed information regarding the event.

Mr. Almy reported that the attendance at the event has been "up and down." The first week they had about 250 people, and in the following weeks they had 108 (Halloween), 112 (very cold), and last Saturday night they had 240. Overall it has been very successful, and the title sponsor, PNC Bank, is pleased.

Mr. Morris wondered how many attendees are needed to make the event a success. Mr. Almy responded they were looking for 200-300 per night. There were two "down"

nights as mentioned, but he thought they are close to what they want. Chair Deckelbaum mentioned that he went to the opening night and thought it was well done. He added that everybody there seemed to like it.

Mr. Almy commented that when it was windy, some attendees asked to have the speakers reconfigured. They put the speakers in front, boosted the sound, and it was easily seen and heard. He concluded it was very successful so far.

Mr. Morris asked how many more showings there would be, and Mr. Almy said there are two more. They are looking at good weather, and are hoping for 300 to attend the coming weekend.

IV. Prioritizing Capital Improvement Projects

Chair Deckelbaum explained that he had asked Mr. Morris to arrange for staff to attend to answer questions. He asked Mr. Morris to introduce the staff members and their appropriate subject matters.

Mr. Morris relayed that the City Commissioners asked him to meet with the Auditor's Office to take a second look at how the numbers were arrived at as they relate to what the projections were. They met with the Auditor's Office on Wednesday for several hours.

Mr. Morris said that Ella Packer and Wayne Jessup are present from the Planning and Zoning Department. The Parking Department could not send a representative.

He continued that he sees the process unfolding in the following manner:

- The Board tells the CRA what their priorities are.
- The CRA goes back and takes a look from a staff standpoint.
- The CRA tells the Board how projects might be funded, what some of the permitting issues are that might be involved, and other things they see that the Board might need to know about.
- The Board prioritizes their list and sends it to the Commission, based on the information the CRA provided.

Mr. Morris said he has draft minutes of the November 9, 2010, meeting and asked everyone to take a look at those afterwards. He continued that what the CRA does after getting direction from the Commission is to first go back to the minutes to make sure they understand what they are supposed to do.

Chair Deckelbaum mentioned that he expects the Hall of Fame site to be part of the discussion today. Joe Cerrone and Jim Blosser from RDC will be present. RDC is the respondent to the RFP on the redevelopment of the Hall of Fame site. They will not give a presentation, but will be available to field any questions during discussion of the Hall of Fame project.

Ms. Scher reiterated what was explained to them at the meeting at the Hall of Fame site. Special events would be a separate issue to decide upon. At this meeting they need to talk about the infrastructures relating to what projects they select.

Mr. Rubenstein stated that he thinks the Board should keep in mind that they are dealing with \$25,691,000. Chair Deckelbaum mentioned that is the amount they currently have in the bank, and there are changes both up and down. Mr. Rubenstein commented that, at the previous meeting, there was a sense of setting priorities and getting something done. He added that to get current results, they should keep that figure as a guideline as to what they now have available.

Mr. Malkus remarked that with respect to Mr. Rubenstein's comment, he thought they had the previous meeting to get feedback from the City Commission. The impression he got was that the Board needs to prioritize, and then take action. He believed they do need to hear what Mr. Morris has to say about projects on the horizon. At the same time, he remarked that they have been meeting for a year and are fairly well educated by now. The Board should establish consensus to take specific action steps.

Vice Chair Motwani emphasized that they have eight years to prioritize, start and complete the projects. Each project will take a lot of time.

Mr. Jarjura suggested that each person select their top three projects, and maybe there would be a consensus right away.

Chair Deckelbaum directed the Board's attention to the Summary of Proposed Public Improvements. He commented it does not include the Hall of Fame. Mr. Morris said that the first two pages are projects from the Master Plan, and the third page has projects not identified by the Master Plan.

Chair Deckelbaum remarked that as he has looked at the dilemma they face, he thought there was a balance between the destination-oriented sites (such as the Hall of Fame or features at Las Olas) and accessibility infrastructure (such as walkways, bicycle paths and greenways). What melds the two is parking, and it will be an ongoing issue. He reminded the Board that other funds will probably be available for parking, infrastructure and construction. Even though they will not be CRA funds, they will have the opportunity to try to jumpstart and push for those improvements.

Mr. Yaari did not see the water park and the DC Alexander Park in the list, and Ms. Jarjura remarked that they would be rolled in with other projects.

Mr. Yaari started by announcing his top three priorities in no particular order:

1. Swimming Hall of Fame including DC Alexander Park
2. Oceanside Plaza (Las Olas A1A surface parking lot replacing with parking garage and park)

3. A1A Westside improvement of the sidewalk

Mr. Morris remarked that the CRA had showed the A1A area to individual Commissioners to get their feedback before they proceeded with a conceptual design, and it has not been officially presented yet. The presentation given to the Board was just a proposal.

Mr. Malkus wanted to clarify the connection between the Swimming Hall of Fame and DC Alexander Park. Ms. Jarjura responded that the Swimming Hall of Fame proposal covered the DC Alexander Park, so it would not be considered a separate project. Mr. Morris explained further that the Master Plan originally called out the Park separately. The bid proposal, however, included DC Alexander Park in the project.

Before Mr. Rubenstein divulged his top three priorities, he shared his thinking about them. He thought most monies/projects have been spent on the beach side. He would like to spend some of the money on the Intracoastal sites instead. His picks were:

1. Intracoastal Park and Promenade
2. DC Alexander Park – move the concept of a stage and a gathering point or place for events such as art show from Las Olas parking lot to DC Alexander Park
3. “Whatever Mr. Yaari wants”

Ms. Scher’s choices were:

1. Intracoastal Park and Promenade
2. Oceanside Plaza

Ms. Scher added that she really wanted to upgrade the Hall of Fame, but if they did that, it would take all the money they have and they would not be able to do anything else.

Ms. Scher added that she likes the idea of “flipping” the concept of a gathering place from the DC Alexander Park to the Oceanside parking lot. Mr. Rubenstein commented that she could not do both the Oceanside parking lot and the DC Alexander Park. Mr. Yaari brought up the noise factor involved in having events at the Oceanside parking lot.

Chair Deckelbaum wanted to clarify what Mr. Rubenstein and Ms. Scher had suggested. They explained that they did not want a parking garage at DC Alexander Park, but rather they wanted to “flip” or exchange the concepts involved for both sites.

Mr. Malkus presented his top three priorities:

1. Swimming Hall of Fame
2. A1A Sidewalk Improvements, Westside
3. Las Olas Beach Plaza

Mr. Schiavone chose the following priorities:

1. Swimming Hall of Fame
2. Sunrise Lane Parking Garage
3. Intracoastal Park and Promenade

Ms. Milroy's choices were:

1. Swimming Hall of Fame (as long as Alexander Park was included with it)
2. Intracoastal Park and Promenade
3. East Side SR A1A Beachfront Promenade

Vice Chair Motwani selected the following:

1. Swimming Hall of Fame
2. A covered public area in case of rain (either in DC Alexander Park or Las Olas)
3. A1A Sidewalk Improvements, Westside

Ms. Jarjura chose the following:

1. Swimming Hall of Fame
2. Promenade, either east or west or Intracoastal
3. Parking garage somewhere near the beach, but not on the beach

Vice Chair Motwani brought up that she did not see the garage for Sunrise Lane which they had discussed, but Chair Deckelbaum said it was outside the CRA borders. Mr. Morris commented they should keep in mind that what they are showing is what is in the Master Plan, and the Master Plan did not include a parking garage.

Mr. Matchette announced his three choices:

1. Swimming Hall of Fame, subject to its being able to support itself
2. Break out the plans for the Intracoastal Park and Promenade and have Sunset Point developed
3. Almond Avenue Streetscape

Mr. Matchette wanted the Birch Road project, but since it was not in the CRA, he removed it from his list.

Chair Deckelbaum announced his top three priorities:

1. Swimming Hall of Fame
2. Comprehensive re-do of bicycle and pedestrian access greenway along A1A
3. Cornerstone at Las Olas/A1A, probably the Oceanside Plaza combined with the Plaza entrance

Chair Deckelbaum then remarked that several projects were mentioned often. The Hall of Fame was one of those, even though there were some reservations and caveats put on it. Some did not like the price tag.

Ms. Jarjura commented that they need to include public/private partnerships that will produce more revenues for the City and the CRA. She also wanted to know if all the money would be upfront or if it would be spaced out over several years.

Chair Deckelbaum expressed his hope that they could establish some priorities at this

meeting to give their opinions to the Commission and give direction to staff as to what the Board wants to pursue, whether they are projects on the list or variations of those. He advised the Board that this process will not be completed at this meeting, but will take several months.

Mr. Yaari reminded the Board that the Swimming Hall of Fame site loses a million dollars a year. He added that that money comes out of their pockets, and Mr. Matchette added that the new Hall of Fame is only forecast to break even. Mr. Yaari cautioned the Board to make sure the Hall of Fame does not lose money. He added that it is nice to be able to stretch their decision over a few meetings, but the Commission is eager to get going.

Ms. Scher felt that the upgrading of the Hall of Fame area will bring in more money, as it is going to bring in more visitors. She said "money should make money." The infrastructure is very important to Fort Lauderdale, and they have been missing the mark.

Mr. Rubenstein questioned Ms. Jarjura's statement regarding approving only projects that bring in money, and Ms. Jarjura clarified that she felt there should be a mix of projects, including ones that produce revenue. Mr. Rubenstein added that a beautification project could indirectly bring in more people and, consequently, more revenue.

Mr. Matchette clarified his previous statements regarding the Intracoastal projects, noting that part of that area is under litigation and they should not be talking about it at this point.

Mr. Rubenstein commented that they may not want to put money into that project pending litigation, but they should let the City Commission know what the Board wants to do once the litigation is resolved.

Mr. Malkus stated there was great feedback regarding projects. He continued that in the packet containing the Community Redevelopment Plan, the first goal was to eliminate the conditions of blight and it seems that has been achieved. The second point was to provide opportunities for the expansion of tourist-related facilities and activities. The third point was to stimulate the redevelopment of the core area as a catalyst for the revitalization of the entire central beach area. He brought up that in the downtown area, what turned around the Riverwalk and the Las Olas area was a performing arts center, which is not necessarily a money maker. The Museum of Discovery and Science followed, and the entire area came to life. They are talking about quality of life and opportunities to draw people to an area. He said it is not the Board's responsibility for the City to negotiate a contract. They are only here in an advisory function to provide input to the City Commission so that these things can move forward. He asked the Board to focus on why they are here and to take action steps.

Mr. Matchette brought up the time when the beach was a blighted area, and the tourists and students disappeared. The City developed the wave wall, installed a median strip, shortly thereafter a nice restaurant was opened, and the redevelopment started. He echoed Ms. Scher's feelings that beautification is very important. In his opinion, the projects that Mr. Malkus referred to will bring residents, not tourists. The Swimming Hall of Fame, new restaurants and so forth are destination objects. He concluded there needs to be a beautification component as well as an attraction component.

Ms. Milroy agreed with Mr. Malkus, noting that the hotels that have come in have served as catalysts for the beach redevelopment. She thought that the Swimming Hall of Fame with DC Alexander Park has the potential to be the catalyst to go to the next level. She felt the Hall of Fame would benefit the residents, as well as bring in tourists. Ms. Milroy said the connectivity between the beach and the Intracoastal area is vital, and mentioned the Boardwalk in Hollywood as a successful example of that.

Ms. Schiavone reminded everyone that, even though they each picked three favorites, the other projects are still there. The point of picking three was to focus and get the ball rolling. If someone's pet project did not get picked, they should not feel it is eliminated, as they will get to it in time.

Chair Deckelbaum said that the Hall of Fame, the Intracoastal Park and the Westside sidewalks were mentioned most often in their survey of the "top three" projects.

Ms. Ina Lee spoke from the audience. She said that from the beginning of the CRA Board, a large portion of the CRA funds were held aside for the Aquatics complex. She felt the Board was going in a positive direction. She added, however, that the Board should also look at an "easy" project, and she suggested the signage project as something to get going on quickly. She said that should be funded by the CRA, requesting matching funds from the Capital Improvement Projects so that it gets done quickly.

Ms. Lee continued that she does not think they are done with the blighted area. She thought the Almond area was still blighted, is the core of the beach, and is also very visible. She said "something's got to happen there."

Regarding the beautification, Ms. Lee said a lot has been done and added they should be taking on areas that have not been dealt with yet. She liked Vice Chair Motwani's idea of having a covered structure on the beach. She added that it is incumbent upon the Board that the City immediately be given the directive to go after other forms of financing so that the money can be leveraged. For the next year, she suggested that the Board may want to consider asking the City to get a portion of the overall Capital Improvement Project budget dedicated to the beach, so that some of the areas outside of the CRA can be handled. If the Board does not request those funds, they will go elsewhere.

In summary, Ms. Lee remarked that some of the proposals are about seeding the projects with money to get them going. If they concentrate on Almond Avenue, the signage and the Holiday Lights area, that would take care of the core area. Everything would grow from that.

Joe Cerrone remarked that when they took on the RFP, they looked at and used the Sasaki report in every aspect. He pointed out the water's edge that is created by both projects together without spending additional monies. The covered amphitheater is already in the DC Alexander proposal. It is a tensile fabric structure that has a performance area, green room and restrooms. Everything that the Sasaki report has suggested in that area has improved the connection between the beach and the Intracoastal. The walkway is 18 feet wide and goes all the way around the site. They are also proposing a water taxi drop-off.

Chair Deckelbaum asked about the current status of the RFP. Mr. Cerrone answered that they have weekly meetings with the City and they are expected to meet next in the middle of the month. They have met with the DOT for permits, the Parking Department, staff to go over management plans, and Legal.

Mr. Jim Blosser followed up on the budget by saying it is somewhere around \$70-\$71M, and it is a true public/private partnership. He said this is a strategic partnership among the private sector (\$20M) for the creation of the Wave House, the retail facilities along SE Fifth Street, and the CRA (\$25M). The parking garage will be self-funded (\$10-\$15M), and they estimate it will accommodate between 300-500 cars. That leaves a gap of about \$15M. He said that Mr. Wigo from the Hall of Fame has suggested a capital campaign. The \$25M from the CRA is the seed money that will make it a true City project which will expand into the County.

Bruce Wigo, from the International Swimming Hall of Fame, related that the Hall of Fame was proposed in 1962. The Hall of Fame was petitioned to attract tourists through events. So many people came to town that citizens had to put people up, as there were not enough hotel rooms. He said that at this time, the Hall of Fame has become a museum "in the back of a parking lot." This has been a disaster for the City and the Hall of Fame. The City ran out of money to build the museum and, through negotiations, the International Swimming Hall of Fame raised a significant portion of the funding for the building that they now occupy in the back. He believed that if the Hall of Fame is put back into a position to make it the capital of world class events, then they can have a capital campaign.

Vice Chair Motwani asked about the time frame for the \$10M, and Mr. Cerrone replied that there is about a year and a half of design and then two years of construction. There is plenty of time to raise the capital, but it would not start until they know it is going forward. Mr. Wigo added that there are several phases: international, national and a local campaign.

Vice Chair Motwani was curious if they did go forward, then whose commitment it would be. Mr. Wigo replied they would be working with the developer to raise the money to build it.

Mr. Yaari asked if RBC would be paying the city any rent or percentage of revenues. Mr. Cerrone replied that they anticipate a ground lease on the Wave House and on the Peninsula restaurant. The rest of it is the City's property. He commented that the idea is that Tom Lochtefeld, the CEO of Wave House, and RBC have formed a partnership so that Mr. Lochtefeld would be the landlord/owner/restauranteur. Mr. Wigo asked if that would apply to all three restaurants, and Mr. Cerrone answered that would apply to the one on the Peninsula.

Chair Deckelbaum was curious about the expected sources to bring the full \$56M of public funds. Mr. Cerrone responded that it is still developing. Chair Deckelbaum verified that the \$25M is still the number they are looking at for public funding.

Ms. Scher wondered if they can have two or three projects going on simultaneously. Chair Deckelbaum explained that they would not be limited to just one project. They would be limited by cash flow at some point, but there are ways of accelerating cash flow. Mr. Yaari added that since it is a government agency, they should be able to get money advanced.

Ms. Scher reiterated that she would like to see that they present more than one project at a time to the City Commission.

Mr. Matchette was curious if any thought had been given to applying for TARP money, as the project would create hundreds of construction jobs. Mr. Blosser stated that it was their understanding that the TARP prohibits any projects for pools.

Mr. Blosser continued that If they have an indication that the City will be a "senior partner" in the project, then they will have confidence to start moving forward. He said that up until now, they have merely responded to an RFP and been in loose discussion with the City trying to get some initial items on the table. As far as being doable financially, they have been dealing in a vacuum. If they find that the City will be contributing \$25M towards the project, Mr. Blosser said that would give them comfort to go forward and build the other elements of this coalition that are needed.

Mr. Yaari was curious how much money RDC is contributing and Mr. Cerrone said that the RDC and the Wave House are putting in \$18M.

Mr. Schiavone wondered what would happen if they wanted to do the Hall of Fame over, forgetting the proposed project and building a larger pool and renovating the building. Ms. McCaffrey gave a brief history of the project, noting there was an RFP for redevelopment some time ago with a conceptual plan that included an aquarium, but as far as she was aware, that was not followed up on.

Mr. Cerrone remarked that the underlying problem is that the Hall of Fame is not self-sustaining. If they tried to rebuild one of the pools, it would stop all operations.

Mr. Schiavone stated that was not what he wanted to do, but he hoped the City would say it was prepared to put \$15M into the facility. If all they were going to get for that \$15M would be a newer version of what is already there, then if another \$10M were added, there could be a mega-draw to Fort Lauderdale. He added that all the Wave House publicity would mention the Hall of Fame and that is free publicity.

Mr. Wigo reported there was a study done in 2001 which reported that the entire complex was corroded and the grandstands were falling down. He added that nothing there is usable and they would have to tear it down and start over. At that time it was estimated to cost \$21M to rebuild.

Mr. Schiavone wondered if \$15M came from another source, if that would forgive the Board's \$25M and make it \$10M. Mr. Cerrone said it was not for him to say. Chair Deckelbaum commented that they need to raise \$56-\$57M, and this would be one component. Even if the Board endorses this in concept, the City and the CRA commitment would be contingent on the full amount being raised.

Mr. Schiavone continued that spending all their money on one project is very intimidating. If they could explain that that is not what is happening, then perhaps many people who are worried about that could get behind the project.

Chair Deckelbaum added that \$25M happens to be about what they have in the bank now. There is a fairly guaranteed source of revenue over the next eight years of \$4.5M per year, and perhaps they could accelerate that money. He felt that the Hall of Fame would not use all the money, even though it would be a substantial portion of it.

Ms. Jarjura clarified that Mr. Blosser said the amount would be spread over three to five years, so it is not really a lump sum of \$25M. Mr. Rubenstein stated that would be \$6.5M per year, if it were spread over three years.

Mr. Schiavone asked Mr. Morris to explain the mechanics of the funding. Mr. Morris said that they get their TIFF revenues from different sources: Broward County, the City, Hospital District, and the Children's Fund. When the CRA "goes away" in 2019, those entities start collecting the dollars. He continued that he does not think they can do a bond. However, money now is cheap as far as interest rates go, and they could do a short-term loan, understanding that they have a guaranteed amount every year and know what projects they will do.

Mr. Schiavone hoped that the facility would generate enough funds to not only replace their position, but also put dollars on top of that into the City. Mr. Morris reminded the Board to keep in mind that right now the facility loses money (\$1.2M per year). Even with this proposal, he did not know if they would even be breaking even. Mr. Cerrone

clarified that once the parking is taken out, it is a break-even proposal. The first stabilized year is a \$23,000 negative, but that is on the management plan the way it is now. He purported the facility itself could do much better than break even. Mr. Morris cautioned, however, that there would not be a windfall of revenue from the project, and to keep in mind that the “numbers to the numbers” makes sense.

Ms. McCaffrey mentioned that City staff is looking at what the projects will mean in terms of debt service. The City Commission specifically instructed staff to look into the financing issues.

Mr. Yaari wondered if they could pick up the vacant Trump parcel now that “everything is cheap.” Adding that parcel to DC Alexander Park would create a site conducive to something powerful.

Mr. Cerrone reported that he had talked to the Las Olas group and they are moving forward with their own development on that property. Chair Deckelbaum said he had heard they were pursuing a mid-range hotel.

Mr. Rubenstein asked for verification of numbers recently printed in a newspaper article. He read that the whole project would cost \$71M, with \$18.7M of that from RDC. The RDC is asking for \$52.5M, half of that coming from the Board. Mr. Cerrone verified the numbers. Mr. Rubenstein asked if they would be ready to open in three or four years, and Mr. Cerrone said that was optimistic.

Vice Chair Motwani wondered how the forecast for breaking even or losing money was attained. Mr. Cerrone responded that they forecasted from the numbers that the Aquatic facility is running under now and the Hall of Fame annual projections. They are using the City’s numbers as much as possible, but they have no control over the management of the Aquatic facility. They are proposing a blend where the Hall of Fame, the developer, the City and the TDC all come together to create a Board of Directors where they can bring the events to the facility. He mentioned that Royal Caribbean, USA Swimming, USA Diving and FINA are all interested in hosting events.

Vice Chair Motwani continued that although the numbers do not look good today, there is a great potential. It is very important that they revise the numbers to bring out the opportunity in this project. Mr. Cerrone agreed, adding that the numbers they gave to everybody are very conservative as they did not want to oversell the project. Vice Chair Motwani thought it was very important to get the numbers from John at the Convention and Visitor’s Bureau.

Mr. Wigo commented that the cost of running the Aquatic Center is \$1.2M annually, and the return through the CVB and the economic impact of the events have gone down every year while the expenses have been rising. The new facility will be the premier event facility for these types of events. The economic generator that the new facility will provide is another number to look at.

Mr. Matchette projected that if the new facility is not built, then the facility becomes more of a loser. Something needs to be done. He was curious what the Wave House entailed besides artificial waves and a restaurant on A1A. Mr. Cerrone responded there would be two restaurants within the Wave House complex, one being casual. There is a rooftop bar on the top with an upscale restaurant on the end. Also included is retail space.

Mr. Matchette wondered what other attractions would be there. Mr. Cerrone replied that there is a bandstand at DC Alexander Park, and the music would overflow onto the patio. There is a promenade going through the property, and there will be a theater for events.

Mr. Matchette liked the idea of a public/private partnership, as they have a public facility that is not going to make it on its own. This is a way for the public side to benefit from the private side. He expressed concern that the private side would offer enough to bring visitors to make it worthwhile. He did not want to see the City have to take it over.

Mr. Rubenstein pointed out they need a separate meeting just to walk through the report, especially the financial information. He was curious if they would see concrete results right away if the Board agreed to give \$6.5M the first year, and instructed them to start with the DC Alexander Park. Mr. Matchette remarked that the first year would be the design phase.

Mr. Yaari asked if work on the front part of the property could be expedited while they are working on the facility in the back. Mr. Cerrone responded that he would like to say "yes," but the reality is that DC Alexander is split in half. Because of deed restrictions on one part of it, he said it would be very difficult, if not impossible, to phase the construction.

Mr. Rubenstein continued that if this group gave them money each year over the next five or six years, nothing would be done with that park or the Sasaki concepts until everything is in place. Mr. Cerrone concurred.

Chair Deckelbaum announced that the Hall of Fame seems to be a project everyone is enthusiastic about, albeit there are reservations and more information needed. He suggested sending a Communication to the City Commission regarding their interest in this project. He said the next most-mentioned item was Intracoastal Park, and that has some legal issues. He thought it would help them set their priorities to have someone from Legal inform them of the realistic options for that project. The third project mentioned by a few people was the Wayfinder System, which is fairly far along in design. The next step of it is to minimize the City's cost to it by finding other government sources to contribute.

Mr. Yaari liked the Intracoastal Park, but said it is not applicable because it is in litigation. He thought it was premature to make any statement about that project until

they hear from Legal.

Mr. Schiavone stated that everyone wants to see the “trigger pulled on something,” and they want to see something happen. In their choice, he advised concentrating on what can happen the earliest.

Mr. Morris suggested he could take everything said today to staff and then come back to the Board with funding options and permitting issues. That would allow them to have an idea on how to move forward from a schedule standpoint. He said the Hall of Fame, however, is a different discussion that needs to happen independently of what the Board is doing with the Central Beach Master Plan.

There was a discussion on what they should communicate to the City Commission at this point. Legal issues were one concern. More information on the Hall of Fame was another.

V. Communications to City Commission

Chair Deckelbaum proposed the following Communication:

The Beach Redevelopment Board would like to thank the City Commissioners who are sitting as the CRA for the time and dedication they put into meeting with the Board on November 9, 2010. In the Board’s first follow-up meeting to that, several near conclusions were reached.

First, there was a general consensus that the Board would like to see the Hall of Fame and Aquatic Center proposal move forward and the Board urges City staff to continue working with RDC. The Board would like the opportunity at future meetings to explore some of the details and find out more information from RDC and City staff so that they can find a way to come to a final plan and proposal.

Secondly, the Board encourages City staff to seek other funds to supplement CRA funds to implement the Wayfinding Signage and make that a priority as a first new action to showing progress on the beach and in the CRA area.

Thirdly, because a lot of concerns and questions were raised about the Intracoastal Park and Promenade which is subject to litigation, the Board would appreciate the City Attorney’s office briefing the Board at one of its upcoming meetings as to what restrictions and challenges exist in trying to redevelop that project.

Motion by Mr. Malkus, seconded by Ms. Scher, to send the Communication to the City Commission. In a voice vote, the motion passed unanimously.

Chair Deckelbaum said that staff would get them additional information on the public improvement projects, concentrating on the Las Olas intersection, as well as A1A and

Almond Avenue.

Mr. Morris was under the impression that they would discuss each project on the list one by one, discussing the issues and funding options.

Chair Deckelbaum suggested having one of their next two meetings on the Hall of Fame, and the other about the other projects. The Board agreed by consensus.

Mr. Rubenstein brought up the development that is planned along Almond Avenue and Banyan Street and wondered what the chances are of getting the developers along those streets to plant trees and fix up the area. Mr. Morris said he will talk about what has been proposed.

V. Old/New Business

There was discussion about scheduling the Board's next meetings.

Motion by Mr. Yaari, seconded by Mr. Jarjura, to have the next meeting on Thursday, December 9, 2010, at 2:00 p.m. with the Hall of Fame on the agenda. In a voice vote, the motion passed unanimously.

Chair Deckelbaum noted that would be a reschedule of their regular December meeting, not a special meeting.

Chair Deckelbaum said the next Board meeting after December 9 would be their regular January meeting. Mr. Malkus suggested having a special meeting in December in addition to the one on December 9. Mr. Morris said he could be prepared by the 15th of December. There was a discussion on when to schedule the extra meeting.

Motion by Ms. Scher, seconded by Mr. Malkus, to have a special meeting on December 15, 2010, at 3:00 p.m. In a voice vote, the motion passed unanimously.

Mr. Morris said that if there is a conflict with the meeting room, he will let them know and see what staff can do.

Mr. Blosser expressed his appreciation on behalf of the developer for the conversation and looked forward to the next meeting. He said it would be very helpful if anyone has specific questions, to submit them to Mr. Morris so they can be prepared to respond to specific issues. The sooner they receive the questions, the better prepared they can be.

Mr. Yaari mentioned that Planning and Zoning has plans to put a water slide on the Beach Boys Plaza in the CRA area. Ms. Parker confirmed that, saying it will be discussed at this week's meeting of the Planning and Zoning Board.

Mr. Yaari said it could conflict with what they are going to do, and he wanted the

developer to come and show the Board what he wants to do.

Mr. Morris explained it is an inflatable water slide being proposed behind where the "little trolley" is on A1A. It has gone through a DRC review, and it still has to go through zoning and other requirements. It is on the schedule for the coming Wednesday for the Planning and Zoning Board.

Mr. Yaari was concerned that it would be a "Mickey Mouse" water slide just a block from their world class facility.

Mr. Morris said he can request that the developer come to the Board before they go to the Commission.

Motion by Mr. Malkus, seconded by Mr. Rubenstein, to adjourn the meeting at 4:43 p.m. In a voice vote, the motion passed unanimously.

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