

APPROVED

**BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
MONDAY, JANUARY 31, 2011 – 2:30 P.M.**

<u>MEMBERS</u>	<u>ATTENDANCE</u>	CUMULATIVE	
		PRESENT	ABSENT
Bradley Deckelbaum, Chair	P	8	2
Ramola Motwani, Vice Chair	P	9	1
Jordana L. Jarjura (arr. 2:36)	P	9	1
Chuck Malkus	P	10	0
Dan Matchette (arr. 2:37)	P	8	2
Melissa Milroy (arr. 3:02)	P	7	3
Mel Rubinstein	P	6	1
Judith Scher	P	5	2
Tim Schiavone	P	8	2
Aiton Yaari	P	9	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
Barbara Hartmann, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order / Roll Call

Chair Deckelbaum called the meeting to order at 2:32 p.m. He announced that the City Commissioners have re-appointed all members of the Board to another full year term.

II. Approval of Minutes, December 9, 2010

Motion by Mr. Rubenstein, seconded by Ms. Scher, to approve the minutes of the December 9, 2010, meeting. In a voice vote, the motion passed unanimously.

III. Approval of Minutes, December 15, 2010, Special Meeting

Motion by Mr. Yaari, seconded by Mr. Rubenstein, to approve the minutes of the Special Meeting of December 15, 2010. In a voice vote, the motion passed unanimously.

IV. “100” Centennial Display Discussion, Donald Morris, Beach CRA Director

Mr. Morris reminded the Board that every year the BID sponsors the holiday lighting. This year they asked the Board to match their sponsorship and pay for the “100” sign at the entryway at Las Olas Beach.

[Ms. Jarjura and Mr. Matchette arrived at 2:36 p.m.]

Mr. Morris informed the Board that the holiday lights contract for the current year goes from late November through the end of February. At the end of that period, both the lights and the display will be removed. He noted that there have been inquiries about keeping the “100” sign through the remainder of the year in conjunction with the Centennial.

Brandano Displays provided several options for keeping the sign up. The first option is to purchase the sign in “as is” condition for \$10K, plus a \$200/month rental for the blocks that weigh down the sign. At the end of the year, Brandano Displays would dismantle the sign for \$6,000.

Mr. Prizlee addressed the costs involved in having the sign lit. He reported that they would have to do some sort of mitigation towards the lighting on the side, and have Fish & Wildlife come out and prove to them that it would not impact the turtles. The next step would be to obtain a generator. There is a possibility they could use one that the City already owns. The cost of a generator plus fuel would be about \$1,200 per month (\$14,000 per year).

He continued that if the sign is not lit during turtle season, but is relit in October, the cost would be approximately \$3,600.

Mr. Morris brought up the lease option, which would cost between \$25,000 and \$30,000. If it remained unlit, it would be \$22,500. If it were to be lit from October 15 – January 31, it would be an additional \$34,500, for a total cost of \$57,000.

He said if they wanted to lease the display and light it throughout the year, the cost would be \$107,780 for the year. He pointed out that these two options are much more expensive than the first (purchase) option.

Since the contract is up at the end of February, Mr. Morris said that the Board would have to make a recommendation, and then it would go to the CRA in February for their

approval.

Mr. Rubenstein noted they had already approved \$58,000 for holiday lights, and he wondered how much of that was spent. Vice Chair Motwani responded that the \$58,000 was the cost of the "100" sign and that money is gone.

Mr. Rubenstein remarked that he thinks the purchase is very expensive and luxurious for an item that will be outdated in a year's time. Chair Deckelbaum pointed out that the purchase is less expensive than leasing. Mr. Rubenstein wondered where the money would come from.

Mr. Yaari commented that the sign is beautiful, but he thinks the time for the sign is over. He would rather spend the money for more activities on the beach.

Chair Deckelbaum said that the sign looks spectacular at night, but it is nothing special during the daytime. He said it would be pointless to keep it if it was not lit during turtle season.

Ms. Scher echoed Mr. Yaari's and Mr. Rubenstein's remarks.

Mr. Schiavone was curious where the money would come from, and Mr. Morris said it was CRA money. Mr. Rubenstein wondered if the money would come out of the events they have planned, or out of the \$465,000. Chair Deckelbaum commented they would have to decide that. If they purchase the sign and keep it lit, the cost would be \$30,000.

Mr. Schiavone said they have not finished their Centennial celebration. He thought they might be able to justify the expenditure if they get national media exposure which includes the sign.

Mr. Prizlee cautioned the Board that his numbers are rough at this point. There are unknown factors which may change the costs, such as hurricanes, vandals, etc. Mr. Morris added that maintenance and liability costs were two of the reasons why they leased the sign originally.

Mr. Schiavone continued that he is in disfavor if the sign is just "going to sit there and be something for the people of Fort Lauderdale to look at." However, if there is a concerted effort by the City to get national media attention, then he would be in favor of it.

Ms. Jarjura wondered why the purchase option was not addressed when the first leased the sign. Mr. Morris said it was never contemplated. It only came up because they were recently asked about how to extend the use of the sign through the year.

In response to a question by Ms. Jarjura, Mr. Prizlee commented that his cost estimate was not conservative. He would have to draw up a budget if they go with the purchase option, not to exceed \$40,000 or \$50,000 (to cover contingencies). He added that the

Christmas lights were about \$50,000 and the entire contract (including the sign) was \$116,000.

Ms. Ina Lee answered a question by Chair Deckelbaum regarding how the sign could tie into the Centennial event. She mentioned that the Centennial was on the CBS Morning Show. There will be fan trips and media trips during the year. The major event is March 27, the birthday party itself, along the New River. She added there will be events all during the year, although they are not specifically planned. She thinks the exposure of the sign is immeasurable, as people are taking photos of it and sending them all over the world.

Mr. Malkus asked if there was any consideration to splitting the cost between the BRAB and the BID. Mr. Morris replied that the BID is out of money.

Vice Chair Motwani put the expense in the context of the millions of dollars spent on marketing and advertising throughout the year. She said all the Centennial events are being planned for downtown and she wants to ensure that there will be events at the beach. She mentioned that she is working with Fish & Wildlife at the State level to see if the City can light the sign on March 27. Vice Chair Motwani said she would like to keep it lit throughout the year if they get permission from Fish & Wildlife.

Chair Deckelbaum wondered about moving the sign from its current location to downtown. Mr. Prizlee commented that the cost to move it one way would be approximately \$27,000.

[Ms. Milroy arrived at 3:02 p.m.]

Mr. Rubenstein expressed concern about making a decision with so many uncertain elements. Ms. Scher remarked that she is also uncomfortable with the many unknowns involved.

Mr. Schiavone thought the lease option was better than the purchase option, due to liability and maintenance issues. He looked at the extra dollars spent for leasing as an insurance policy. He said they should approve the concept, making it contingent on the budget numbers and it being lit in turtle season.

Mr. Matchette also said it is essential for the sign to be lit, and would only vote in favor of it if it could be lit.

Mr. Prizlee said it may take several months to get approval from Fish & Wildlife. Mr. Matchette proposed an extension of several months on their current contract.

Mr. Morris said they will talk to Brandano Displays and see if they can keep the display until it goes to the City Commission (in March). Perhaps by then they will have better numbers.

Mr. Prizlee confirmed that the purchase option has a budget of \$50,000 (with lights off), and the lease with the lights on would be \$107,000 for the whole year.

Vice Chair Motwani mentioned that she had discussed the possibility of having turtle-friendly amber lighting with Mr. Brandano.

In the event of a hurricane, Mr. Morris said they may be ordered to take the sign down. Mr. Yaari then said he was not in favor of keeping the sign. Mr. Morris added that the \$50,000 purchase option included insurance and maintenance costs.

Chair Deckelbaum suggested asking staff to work with Brandano and the State to see what could be done to get the State to sign off in terms of turtle compliance. If there is a way to keep the lights on throughout the year, then he would like to have those costs presented to the Board. He would also like to see the option to extend the current contract for one month. He said then they could vote at their next meeting.

Mr. Morris said they will do that, noting that it is a contract that the City has with Brandano. He confirmed that the Board's consensus was that if the sign is not lit year-round, it is not worth it.

Mr. Schiavone suggested keeping it up for the birthday, then at the end of March, take it down. That eliminates concerns with hurricanes, and greatly cuts down on the expense.

Ms. Lee (from the audience) asked to speak, as she had to attend another meeting. She said that the Fort Lauderdale Beach parking lot is a \$3M project, and she is recommending that that become a Centennial Legacy project. She said the Board should consider making the "100" sign a Legacy project, as it would not cost anything to do that and would create a larger context for it. She also suggested if it "looks really bad out there," to create a big rendering of what the sign will/should look like.

V. International Swimming Hall of Fame / Special Event - Bruce Wigo, ISHOF, President & Chief Executive Officer

Mr. Wigo began his presentation on their upcoming special event by announcing the Annual Induction Ceremony, occurring in May for the 47th year. Along with the world's greatest divers, Mr. Wigo announced that Prince Albert of Monaco will be receiving the Gold Medallion Award. He added that the Prince's uncle was President of the Hall of Fame for two consecutive terms in the 1980's.

Although the event draws many people, it has not received much media attention for the last 20 years. This year they want to expand it in conjunction with the Centennial event. They will have inductees from seven different countries. He said that Prince Albert will be getting married a month after the Induction Ceremony, so that will add to the attraction. His future wife, an Olympic swimmer from South Africa, will also attend.

The Hall of Fame has been selected to host a \$20,000 - purse professional marathon 10k swim from Galt to South Beach and back, ending at the Hall of Fame. Mr. Wigo said that marathon swimming is now an Olympic event, so this will get big media exposure. The event will be a memorial for the winner of last year's Fort Lauderdale swim, Fran Crippen, who drowned during a race in the United Arab Emirates.

Also at that time will be the annual meeting of the Board of Directors for United States Swimming. This is the first time in 15 years they have met at Fort Lauderdale. There will be a report given on the cause of Crippen's drowning at this event.

Mr. Wigo remarked that \$300,000 has been invested in the event so far from donors including the ISHOF, U.S. Diving, AT&T, and U.S. Swimming.

Mr. Wigo introduced Tama Leao, President of the Polynesian Cultural Association. May is Polynesian-Asian Pacific Heritage Month, and there will be a show with dancers and other entertainment. Since the Chinese dominate world diving, this is an event that could draw people down to the beach.

They also plan to have "Professor Splash" dive from a height of 10 meters into 12 inches of water, and hope to set a Guinness world record. Professor Splash will bring his act for a fraction of its normal cost.

[Mr. Wigo showed a three-minute DVD of projected events.]

Thursday night would be the kick-off with a press conference introducing the divers and swimmers in the Pro Swim at Beach Place.

There is a big expenditure for marketing and promotion reaching out to the Tri-County community for attendees. One thousand room nights will be generated from the events, but mainly they want to get people to "come back to the beach." He said this event will generate international recognition for the City of Fort Lauderdale, noting many of the participants come from around the world.

The Hall of Fame will be opening up a new exhibit in the front building (on Seabreeze) on 100 years of swimming in Fort Lauderdale. They are working with Jantzen on a swimwear exhibit, and have images of the beach supplied by the Historical Society.

Ms. Jarjura wondered if the Beach Council planned to invest in the event, and Ms. Milroy said they had a presentation on it, but do not have the funds. Ms. Milroy noted that the Beach Council recommended that Mr. Wigo present to the Beach Redevelopment Board.

Ms. Jarjura was curious if the total request for the Board was \$50,000, and Mr. Wigo said it was. It includes \$10,000 in sponsorship for the cultural festival, but will primarily

contribute to marketing, promotion, police, security, and the Professor Splash event (\$10,000).

Ms. Jarjura commented they would be short another \$5,000, and Mr. Wigo said that would be for the Open Water swim (extra non-City lifeguards with towers every 200 yards, plus security). U.S. Swimming and FINA are going to contribute most of the money for prizes and accommodations.

Ms. Jarjura remarked that if she were going to support the funding, she would recommend that they get Recreational Design as a partner for the future Swimming Hall of Fame, and prominently display the conceptual drawings of the Swimming Hall of Fame at future events. She thought that would inspire more private contributions. Mr. Wigo mentioned that RDC is a contemplated sponsor.

Chair Deckelbaum wondered if the \$275,000 in revenue was already secured and guaranteed, and Mr. Wigo replied it was.

Mr. Schiavone observed that the marketing promotion was only \$24,000. He wondered how they would reach out to the national and international community, participants and spectators. Mr. Wigo responded that the \$24,000 is geared toward getting spectators. There is marketing already underway with U.S. Swimming, U.S. Diving and FINA. The participants are already committed to attending.

Mr. Schiavone wondered if they would see 10,000 people coming to Fort Lauderdale, and Mr. Wigo said maybe not from all over the world, but hopefully 10,000 from the Tri-County area. There would be a three-month radio and publication campaign.

If there were a windfall of sponsorship money coming in, Mr. Schiavone wondered if the ISHOF would be willing to give the money back to the CRA. Mr. Wigo said that he would be pleased to do that. Mr. Schiavone said, in that case, he is 100% behind the cause. It is water-oriented, will bring families to the beach, and will promote the City's image.

Vice Chair Motwani was curious if there had been outreach to the businesses on the beach for marketing. Mr. Wigo answered "not yet," other than the Beach Council. She said to consider the millions of dollars that hotels spend in their marketing. Mr. Wigo explained that the Hall of Fame does not have the resources to do it on their own, and suggested that they have a planning committee.

Mr. Wigo continued that the Swimming Hall of Fame events used to be city-wide and this could eventually turn into something like that, with events all up and down the beach.

In response to a question by Ms. Jarjura, Mr. Wigo stated that they need to get official support to get on the City's Centennial web page. Mr. Malkus noted he was on the

Centennial Committee and they are meeting this week. He said they would approve it at that time, and it would be on the website.

Mr. Yaari suggested having information go out with the water bills.

Mr. Rubenstein thought the event would be a good opportunity to familiarize people with Alexander Park as a venue. Mr. Wigo said they want to fill the park with events focused on Asian - Polynesian Cultural Festival Month.

Mr. Leao stated that May is Asian Pacific Heritage Month. Last year their festival was at Oakland Park and when Mr. Wigo approached him about the beach, he thought it was a great spot. He said, however, they need more publicity. Last year Greg Louganis came (who is part Samoan) and talked about his culture. He said he would like to make this their annual signature event for south Florida.

Mr. Wigo said the memorial swimming race will become annual, and the diving competition is already annual.

Mr. Matchette said the event sounds exciting and has enough big names to bring significant attention to Fort Lauderdale. He commented that the sponsorships seem light, but he is very much in favor of granting seed money to such an event.

Chair Deckelbaum asked Mr. Wigo to make it an "open book" event, so they could see where the money goes. Mr. Wigo noted they are a nonprofit and have to be "open book" anyway.

Vice Chair Motwani urged Mr. Wigo to keep pushing sponsorships.

Motion by Mr. Rubenstein, seconded by Vice Chair Motwani, to agree to spend \$50,000 on the Swimming Hall of Fame Centennial Celebration event as described here today. In a voice vote, the motion passed unanimously.

Mr. Malkus abstained since he works for a law firm which represents an inductee with the Swimming Hall of Fame. Mr. Morris advised him to fill out the appropriate form.

VI. Communication to the City Commission

None.

VII. Old/New Business

- **Trash/Recycling Cans Update (addressed later in meeting)**
- **Update on Master Plan Projects**

Mr. Prizlee stated that staff is meeting with all the City Commissioners and the Mayor to review all the projects and costs, and he does not yet have a draft to present.

He informed the Board that they had \$27M in the bank, and a projected \$4.5M annually after operating expenses that can be used towards projects. The annual amount available to spend for special events is \$371,906 above and beyond those allocated for CIP (that is 8.2% of the \$4.5M). The City Commissioners will review that percentage. They can approve a dollar amount or a percentage at their February 15, 2011, meeting. He said these TIF revenue numbers are conservative.

Chair Deckelbaum asked if the figures were based on property values staying flat, and Mr. Prizlee responded affirmatively.

Mr. Yaari wondered if monies not spent in a calendar year could be carried over to the next year. Chair Deckelbaum responded that the budgets are done annually, and they do not have to use it all. Mr. Prizlee explained that they start the budget process in February/March and it is completed around October. The money that is not spent goes back into the fund balance.

Mr. Rubenstein noted that the amount being allocated for special events for the next year is less than the budget for the current year. He also wondered if the budget took into account anticipated income for each year. Mr. Prizlee replied that the \$4.5M is after the operating budget (\$600,000-\$700,000). Chair Deckelbaum added that when they had the joint meeting with the CRA, they assumed modest increases in property tax revenues, although Mr. Prizlee did not utilize that in his proposal.

Ms. Jarjura wondered how soon actual site plans would commence after the City Commission approves the Board's "wish list." Mr. Prizlee answered that the February 15, 2011, City Commission memo has three requests in it:

- Staff recommends that the CRA Board approve the BRAB's recommendation to move forward with all the projects listed in Exhibit 6.
- To instruct staff to advertise a CCNA for qualified firms to provide design services
- To set an amount for Fiscal Year 2010-1011 for the annual events budget not to exceed \$371,000 or 8.2%

Mr. Prizlee said that pending approval from the City Commission on the 15th, he will find the qualified professionals, and have a committee to select two or three of them. They then start negotiations, scope of services and get surveys done for each project. Another review of the projects follows.

Ms. Jarjura wondered where the \$68M is going to come from. Mr. Prizlee said some projects will be "pay-as-you-go," and they can do construction loans for some of them. The Finance Department will address those issues.

It was noted that the CRA has to commit and encumber all the money before the CRA sunsets.

Mr. Rubenstein wondered when there will be status reports on the projects in terms of anticipated expenses. Mr. Prizlee replied that once he gets direction from the City Commission in February, it may take three months to get through the CCNA process and get the committees, enter into task orders, and prepare schedules. Chair Deckelbaum confirmed that after the CCNA process, the selected professionals will be working throughout the project, and the City will not have to undertake a full public recruitment process.

In response to an inquiry by Mr. Rubenstein, Mr. Prizlee confirmed that the budgeted \$34,000,475 was for the list of the projects. He said he budgeted \$825K for the turtle lights, and it is out for bid now.

Mr. Rubenstein suggested that as they approve projects that they keep in mind the amounts they have earmarked, and keep tabs on where they are in the spending process.

Mr. Prizlee said that this item will be on the CRA agenda at the City Commission meeting. Chair Deckelbaum encouraged all Board members to attend and support the proposal. Ms. Jarjura thought the Chair should speak at the City Commission meeting.

Motion by Ms. Jarjura, seconded by Mr. Yaari, that our Chair speaks on behalf of the BRAB as to the agenda item projects and the events at the February 15, 2011, City Commission meeting. In a voice vote, the motion passed unanimously.

Mr. Yaari asked for an update on the Fort Lauderdale Beach parking lot at the next meeting. Mr. Prizlee noted he is in charge of that project, and said it is moving along faster than anticipated.

- **Trash/Recycling Cans Update**

Mr. Prizlee reported that the funding has been lost for that project, which was for the entire beach, not just the CRA portion. They will take another look at it in the future.

Chair Deckelbaum asked if Board members had any other matters to discuss under Old/New Business.

Mr. Yaari said they should do something big on the beach this year. The money is there and the beach businesses need the help.

Chair Deckelbaum wondered if they should have an annual Memorial Day weekend event. Mr. Yaari proposed enhancing the Memorial Day event and bringing some big name concerts similar to their Super Bowl event. Chair Deckelbaum noted that would

be within three weeks of the Swimming Hall of Fame event. Ms. Jarjura suggested a Fourth of July event, and getting an event sponsor and organizer. Mr. Yaari suggested thinking about an event and discussing it at the next meeting.

Vice Chair Motwani brought up Live Nation. Ms. Jarjura emphasized the importance of having an event organizer. They will have a four-day window to have an event, as the Fourth of July falls on Tuesday.

Ms. Milroy proposed capitalizing on the boat show, and Mr. Yaari said it is a risky weekend for weather. Mr. Malkus noted that parking is also an issue. Mr. Schiavone spoke in favor of Ms. Milroy's suggestion, and proposed using the weekend before the boat show to take the crowds off the beach for another event.

Chair Deckelbaum said they should get someone to put the events together, as it is not within Mr. Morris and Mr. Prizlee's areas of expertise to do so.

Chair Deckelbaum asked Mr. Prizlee to work with Mr. Scott to have some level of proposal for next month's meeting. He also encouraged everyone to reach out to Mr. Morris or Mr. Prizlee so they can have an educated discussion at the next meeting.

Mr. Yaari wondered if anyone knew if the shuttles had started going from the cruise ships down the beach. Ms. Milroy said they are running through Gray Line. They are purportedly charging \$35, and working with Bags To Go, transporting luggage from cruise passengers to the airport. Passengers can choose a number of different locations within the City. Mr. Yaari wanted an update of how many people were using the bus.

Motion by Mr. Schiavone, seconded by Mr. Yaari, to adjourn the meeting at 4:18 p.m.