

**APPROVED**

**BEACH REDEVELOPMENT BOARD  
100 NORTH ANDREWS AVENUE  
8<sup>TH</sup> FLOOR CONFERENCE ROOM  
FORT LAUDERDALE, FL 33301  
MONDAY, FEBRUARY 21, 2011 – 2:30 P.M.**

<b>MEMBERS</b>	<b>ATTENDANCE</b>	<b>CUMULATIVE 2/11 – 1/12</b>	
		<b>PRESENT</b>	<b>ABSENT</b>
Bradley Deckelbaum, Chair	P	1	0
Ramola Motwani, Vice Chair	P	1	0
Jordana L. Jarjura	A	0	1
Chuck Malkus	P	1	0
Dan Matchette	P	1	0
Melissa Milroy (arr. 2:35)	P	1	0
Mel Rubinstein	A	0	1
Judith Scher	P	1	0
Tim Schiavone	P	1	0
Aiton Yaari (left 3:50)	P	1	0

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  
Earl Prizlee, CRA Engineering Design Manager  
Terry Rynard, Parks & Recreation  
Mark Almy, Parks & Recreation  
Captain Michael Gregory, Police Department  
Breck Ballou, Ocean Rescue  
Skip Margerum, Community Inspections  
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 2:30 p.m. Following roll call by Ms. Hartmann, it was determined a quorum was present.

Chair Deckelbaum announced that the CRA voted to instruct staff to go forward with the CCNA for all nine projects previously discussed by the Board.

## **II. Election of Chair and Vice Chair**

Chair Deckelbaum opened the floor for nominations for Chair.

**Motion** by Ms. Scher, seconded by Mr. Schiavone, to nominate Chair Deckelbaum for Chair. In a voice vote, the motion passed unanimously.

Chair Deckelbaum opened the floor for nominations for Vice Chair.

**Motion** by Mr. Schiavone, seconded by Mr. Malkus, to nominate Vice Chair Motwani for Vice Chair. In a voice vote, the motion passed unanimously.

## **III. Approval of Minutes, January 31, 2011**

**Motion** by Mr. Schiavone, seconded by Ms. Milroy, to approve the minutes of the January 31, 2011, meeting. In a voice vote, the motion passed unanimously.

## **IV. Discussion of possible event on March 26<sup>th</sup>, Ramola Motwani, Vice Chairperson**

Chair Deckelbaum stated that Vice Chair Motwani had a request for an event on March 26.

Vice Chair Motwani explained that the main Centennial celebration will take place downtown in the daytime hours March 27 (Sunday). She suggested having an activity on the beach the evening before, from 8 p.m. to midnight. She thought maybe at midnight they could set off fireworks to kickoff the Centennial.

She said she shared the idea with her homeowners' association, and they were very excited about it.

Vice Chair Motwani noted that Dan Barnett (Wizard Entertainment) said he could produce the event, and she distributed his proposal. Vice Chair Motwani has spoken to the fireworks company, and they feel they can get the permits for fireworks on the sand. If they do it off the barge, it is more costly.

Chair Deckelbaum asked Mr. Barnett to describe the event. Mr. Barnett explained the event would be like a Saturday Night Alive event. Wizard Entertainment would supply ten bands, and ask retailers to provide entertainment at their nightclubs and restaurants. The special event permit allows the bars and restaurants to have live entertainment through the event hours. He said that Saturday Night Alive was from 7 – 11 p.m., and

they are going to try to change the hours for this event to 8 p.m. – midnight. Basically there would be ten entertainment acts, plus the Junkanoo band marching down the street to the Promenade area. There will be a band on a set of risers throughout the event at that location. As midnight nears, they would have give-aways like free dinners for people waiting there. At the very last few minutes, the Junkanoo band would “herd people” in, the Mayor would conduct a ceremony and then they would have the fireworks. There would also be a clock countdown.

Mr. Barnett then read from his handout, reiterating what the budget includes for the event. He noted they would have to bring the generator back out, as it would not be there at that time. They had estimated the details for City Police and Fire based upon the associated costs for the 100 “light-up.”

Mr. Barnett explained the importance of getting a memorable fireworks display, so people who drove to the beach for the display would not be disappointed. He directed the Board’s attention to the fourth page of his handout, which gave an overview of Zambelli’s production. He said that \$10,000 would be the minimum amount necessary to provide a nice display.

They would need to get a permit from the City in order to shoot fireworks off the sand, and these items would go about 200-300 feet up right behind the 100 sign. Music would be coordinated with the fireworks.

Mr. Barnett reiterated that the total budget for the event would be \$25,000.

Vice Chair Motwani recognized that there is a lot of work to be done and expressed her appreciation to staff for their efforts.

Vice Chair Motwani then addressed the aspect of publicity and marketing. She said they felt that the Board can designate this event as a Centennial Kick-off Event.

Chair Deckelbaum wondered if the City has already prepared the marketing materials for the Centennial, and Ina Lee (from audience) responded that they had. Vice Chair Motwani said she will go to the March 2 Centennial Committee meeting to promote this event. She added that Mr. Barnett has included funding for marketing in his proposal. She continued they have to reach out to the businesses on the beach, and maybe have an announcement in the water bill.

Ms. Lee said she is in charge of marketing for the Centennial. She commented that it would be good to have this event packaged with the Sun Sentinel, as they are going to do a major push for the March 27 event. She proposed talking to the Sun Sentinel about adding on this event to their marketing schedule. Their first ads begin on February 25, so time is short.

Mr. Morris stated that Fish & Wildlife indicated they are not willing to let the sign be lit

after 10 pm on the 26<sup>th</sup>. Mr. Morris was hesitant to commit to a midnight ending time when the Fish & Wildlife approval is still up in the air.

Mr. Schiavone was curious where the \$20,000 was coming from to do this event. Mr. Barnett answered that it is separate from the Saturday Night Alive budget. Mr. Schiavone said they have to get some "big engines" behind this, as it is only once in a hundred years. He thought if they cannot do it 100%, they should put their energy behind what is already planned for the next day.

Chair Deckelbaum reminded the Board they could only give the event a recommendation, and the CRA would not be able to vote on it until March 15.

Mr. Schiavone wondered how Mr. Barnett would line up the entertainment if the event is uncertain. Mr. Barnett replied that he would have to put the entertainers on a tentative hold and let them know that a commitment cannot be made until approval of the event.

**Motion** by Mr. Schiavone, seconded by Ms. Scher, to recommend funding this event pending a sign-off by the wildlife/turtle people to have the event go until midnight, marketing support by the Centennial Committee, and that the CRA vote in favor of it.

Mr. Yaari thought they should say "preferably at midnight," so that if they only get it approved until 10:00 p.m., they would not have to revisit the vote.

Mr. Barnett said he was undecided on the 10:00 pm vs. midnight ending time. He noted that from a practical standpoint of having families and masses of people on the beach, it makes sense to end it earlier.

Mr. Malkus wondered if they had the money, and Mr. Morris said they do have available funding. The CRA approved the additional \$166,000 for promotional events, bringing it to a total amount of approximately \$371,000 for the year. If the Board approves this item and the item which will be discussed later in the meeting, there will be \$40,500 for the remainder of this fiscal year. Mr. Morris said that does not include the Fourth of July. Ms. Rynard said they are trying to fund the Fourth of July through sponsorships.

Mr. Barnett explained that the advertising budget is going to be spent for the Centennial Committee to drive people to this event. Ms. Lee added that out of the Centennial advertising that has been approved by the City Commission, a portion of that is for the Sun Sentinel and another portion for minority newspapers (10%). She explained that the Board should not count on advertising from the Sun Sentinel unless it is packaged by the Sun Sentinel as part of the Centennial Birthday Party. She suggested allocating some money for Showtime advertising, and if it is not needed, it can be replaced.

Chair Deckelbaum proposed an amendment to Mr. Schiavone's motion: that at their next meeting, they vote to incorporate this fully into their Centennial program before it goes to the CRA for a vote.

Mr. Yaari thought he could get "Mobile Mike" to come and make a big advertising splash with the event.

Chair Deckelbaum suggested another amendment to Mr. Schiavone's motion: For the next meeting of the Centennial Committee, they endorse this and bring it aboard as part of the Centennial Celebration in full, part of their marketing materials, and have their full support as with other events in order for the CRA to support it.

There was a brief discussion about approving the event with or without a marketing budget.

Chair Deckelbaum withdrew his amendment to Mr. Schiavone's motion.

Mr. Yaari was in favor of having the event end at 10:00 p.m., considering the family-friendly nature of the event. Vice Chair Motwani was in favor of midnight as a first choice.

Tim Schiavone restated his motion as follows: Subject to approval by the Fish & Wildlife in their recommended time window, and secondly, the endorsement by the Centennial Committee.

Tim Schiavone withdrew his motion.

Mr. Morris emphasized that if the event is going to be called a Centennial event, it really needs the endorsement of the Centennial Committee, even if they do not sponsor it or provide funds for it.

There was further discussion about the effect of marketing on the event, the short timeline, and incorporating the event into the Centennial. Chair Deckelbaum pointed out that that if they have the event independently, he did not think it would be effective.

Chair Deckelbaum opened the discussion for public comment.

Ms. Lee reminded the Board that the Centennial Committee is advisory to the City Commission. No decision can be made at the March 2 meeting. Whatever is proposed at that meeting still has to go to the City Commission. Secondly, she pointed out that any event can become a Centennial event, such as Fourth of July or Memorial Day. All that is needed is to fill out a simple form. She suggested working with staff so that the Riverfest is incorporated into whatever this event is called, and that way it will be a package and get the Sun Sentinel advertising. The Centennial Committee itself does not have advertising money beyond what the Sun Sentinel is doing. She said, though, that press releases, marketing and public relations would happen. She reiterated it is easy to make it a Centennial event, but whether or not it is incorporated into what Sue's committee is doing is what would have to be decided.

Vice Chair Motwani suggested making two motions: one to approve the event and move forward, and one to go from the Board to the Centennial Committee. Mr. Yaari suggested a third motion could be to increase the budget and create marketing dollars. Mr. Schiavone suggested a motion to approve the event without any contingencies, but add an additional \$5,000 for advertising if needed.

Chair Deckelbaum commented that at this time they do not have the infrastructure set up to make this an impressive part of the Centennial.

**Motion** by Mr. Yaari, seconded by Mr. Schiavone, to support this Centennial event, as it is with Wizard Productions, and also that the Board may allocate up to \$5,000 for marketing as needed. In a voice vote, the motion passed, with Chair Deckelbaum opposed.

**Motion** by Vice Chair Motwani, seconded by Ms. Scher, to request the Centennial Committee to include the March 26 beach event as part of the Centennial celebration on March 27, and include the event in their marketing promotion. In a voice vote, the motion passed unanimously.

Ms. Rynard suggested promoting this event as a pre-party or kickoff for the March 27 event, rather than trying to upstage the March 27 event.

Mr. Yaari pointed out that that weekend will be at the height of Spring Break, and Mr. Schiavone remarked that will be an opportunity to show off (via photo ops) a new breed of Fort Lauderdale tourists.

Mr. Malkus wondered about the effect of added people on the beach and the trolleys, and wondered if they could have extra trolleys run to additional locations for parking, such as at the Galleria.

Mr. Barnett explained that the \$400 in the budget for trolleys represents a deal they have with the Sun Trolley: In exchange for a contribution from Wizard Entertainment, any passenger they pick up in the one-mile area of A1A will not be charged. It does not address having additional trolleys to handle a huge overflow of people and parking.

Mr. Schiavone mentioned that the trolley would be following its normal route, which travels up to Sunrise Boulevard over the bridge and through the Galleria. For the \$400 contribution, he thought they should ask the Sun Trolley to also pick up passengers from the Galleria for no charge. Mr. Barnett commented they could raise their contribution if there are thousands of people that show up at the Galleria to ride the trolley.

Chair Deckelbaum stated that they could expect Wizard Entertainment to ensure that there would be proper transportation and available parking would be in place. After

more discussion on the parking issue, Mr. Barnett stated it was part of his responsibility of putting on the event.

**Add-On to Agenda: Great American Beach Party “Decades of Distinction,”  
Tery Rynard**

Ms. Rynard announced that Parks and Recreation wants to tie in the Memorial Day weekend celebration with the Centennial with the theme, “Decades of Distinction.” Highlights will include astronaut Brent Jett (Fort Lauderdale native) and past Mayors and Commissioners. There would be two stages, a car show, a marine-themed art show, and activities on the beach to include sand castle building and others. She said that last year the reunion event was not well received, and they will have one large tent this year that will be “Decades of Distinction” featuring a “museum of events” for each decade. The film will be “Girl Happy.”

In response to a question by Mr. Yaari, Ms. Rynard said that the second stage will be located north of Cortez. Mr. Yaari added that marketing will be all important.

Ms. Rynard elaborated on the event, noting it will be an annual event to kick off the summer season. The music will be older Rock and Roll through the decades. The draw will be recognitions all day long, bringing back the high school championship winners and a salute to military at the end. Ms. Rynard said they are working on getting a fly-over of some sort.

Mr. Schiavone and Chair Deckelbaum spoke in support of the event last year and would like to see it continue.

**Motion** by Mr. Malkus, seconded by Mr. Yaari, to approve \$50,000 for the Great American Beach Party Decades of Distinction on Saturday, May 28, 2011. In a voice vote, the motion passed unanimously.

**V. Spring Break Update, Donald Morris, Beach CRA Director**

Mr. Morris introduced four staff members: Captain Michael Gregory from the Police Department, Mark Almy from Parks and Recreation, Skip Margerum from Code Compliance and Breck Ballou from Ocean Rescue. Mr. Morris reminded the Board that every year they have a Spring Break Initiative that creates a plan to address any related issues there may be on the beach.

Captain Gregory reported that the colleges are already releasing students for Spring Break, and the Break will run through the second or third week of April. The Break will peak roughly between March 4-27, and that is the time that his staff will focus most of their beach operations. These efforts will include ramped up daily beach patrols, walking patrols in parking lots and ATV officers on the sand area. They will schedule their patrols according to the numbers of people on the beach. Their priorities are public

safety and traffic flow.

Mr. Yaari pointed out that the curve on Oasis gets locked up on busy days. He asked for an officer on duty in that area. Captain Gregory noted he would pass that on to the Operations Chief, but said that those requests are tied to cost.

Mr. Ballou, Ocean Rescue Chief, spoke next. He said they work very closely with the Police Department during Spring Break, being their eyes and ears on the beach. They work especially with the officers on ATVs.

Mr. Margerum, with Business Tax and Code Enforcement, said that they look at things like beach trash that originates from dwelling units. They try to approach it through notification, versus citation. Someone goes around every morning to identify problems and talks to the apartment owners and managers. They also look at illegal vendors, such as water sellers on the beach and they make sure that sidewalk cafes do not impede traffic on the beach.

Ms. Scher brought up the problem of garbage accumulation on the beach that occurs with large events.

Mr. Almy said they have 24-hour coverage on the beach for trash. They have busy weekends cleaning up trash and seaweed. They have put out trash boxes from Fifth Street to Sunrise, in addition to advisory trash boxes. "No alcohol permitted on the beach" signs will be put up the following day. Their Spring Break program started on February 12.

## **VII. Old/New Business (taken out of order per Chair request)**

Chair Deckelbaum asked to address this item as it might affect a later Agenda item, Communication to the City Commission.

### **• Update on "100" Display**

Mr. Morris reminded the Board of the discussion at their January meeting regarding keeping the sign lit. He will have Mr. Prizlee present numbers from the City and from the consultant to continue their contract.

[Mr. Yaari left the meeting at 3:50 p.m.]

Mr. Prizlee reported that they have met with Fish & Wildlife in the field, and did a demonstration to show that the light would be shielded. Fish & Wildlife pointed out that there was a reflection on the top of the foundation and lights reflecting on the tips of the fronds. That was clearly an issue with them.

Mr. Prizlee clarified that the City has received approval to keep the sign lit until 10:00



p.m. on March 27. Beyond that hour and date will be reviewed, including the rest of the season. Mr. Prizlee noted that the daily cost to keep the sign lit for 12 months (March 1, 2011 – February 28, 2012) is \$203 per day.

There was discussion on how effective the sign is if it is not lit, and how much they should spend on it if it is lit.

Mr. Morris said they have numbers as to what the City can do that are pretty comparable with what the consultants have asked.

Mr. Prizlee reported that Brandano sent a breakdown of costs involved. Mr. Prizlee reminded that Board that the purchase price was \$10,000, dismantling was \$6,000, and he put in \$7,500 for shielding. Brandano would be under contract for maintenance as they have all the equipment and tools to do that, and the City would put \$10,000 in an account for possible maintenance. \$33,500 would cover the sign purchase and repair/maintenance contract.

There are also operational costs: renting a generator for 12 months would cost more than purchasing. This item has a budget of \$15,000, and they need to find one with a time clock feature on it. Fuel would for six hours a night would be \$8,750 for 12 months, and there is a company they might be able to contract with to do that. There would be overtime for Parks and Recreation to turn it on, turn it off, and run the fuel. Maintenance would be about \$13,500 for twelve months. The total maintenance would be \$37,000. Combining the generator costs with the purchase and the repair/maintenance contract would total \$70,000 for the 12 months beginning March 1, 2011.

Chair Deckelbaum was curious if the permission to have the sign lit until 10:00 p.m. was just for March 27 or for the whole season. Mr. Prizlee said it was just for the one night.

Mr. Malkus believed the cost would be well worth it. Tourists would leave with a positive feeling and photos to share with their family and friends. He also wondered if they could split the payments into two, having a second payment in the fall. Mr. Prizlee said they could arrange monthly payments. Mr. Malkus believed that if the City had a shortfall, then by October/November, new money would be available through the next year's budget.

Ms. Milroy brought up the possibility of selling the sign to another city after the celebration is over. Mr. Morris said that moving it is difficult.

Chair Deckelbaum had a question about the funding and Mr. Morris explained that they went to the City Commission with a plan on how to spend the CRA's money until 2019. One of the items was how much would be spent on events every year. The CRA recommended \$371,000 for each year, but the number may change. At this point, however, Mr. Morris reiterated that they have \$35,500 (out of the \$371,000) available for the remainder of this year.

Mr. Morris wanted to clarify that the Board's consensus last month was that if they cannot light the sign, they do not want to keep it up. Chair Deckelbaum said that was the consensus.

Chair Deckelbaum wondered if they could ask the CRA to go above the amount budgeted, and Mr. Morris said that additional money could be requested to come out of Capital Improvement Fund to go towards the sign. If the Board adjusts the plan, then the figures have to be adjusted. Mr. Morris stated that \$35,000 would probably cover about 5.8 months.

Ms. Scher commented that she does not want to see any allocation for the infrastructure taken away to be put in the beach area. However, she did think the Board could "gamble" on the hopes of getting the rest of the money in October to keep the sign lit. She was in favor of letting someone else be responsible for the sign, instead of the City buying it.

Mr. Schiavone was also in favor of not buying the sign, as there are too many risk factors involved in owning it and he did not think the City would be able to sell it at the end. He proposed keeping it up through September and then informing the City that they would like to keep it up, but do not have the money.

Chair Deckelbaum pointed out that if they do not light the sign, they are well within the budget. If they have the sign lit, they would have to move money (\$7,000-\$8,000) from the Capital Improvements Fund to events.

Mr. Schiavone wondered if there was some kind of reflective paint that could be put on the sign so it would "self-light" from reflected car headlights.

Chair Deckelbaum commented that as of February 28, 2011, the lights will go off, with the exception of March 26, and Mr. Prizlee is working on a way to keep the lights on throughout the year. He suggested making a motion to keep the lights going at least for now on a month-by-month basis, making it terminable with 30 days' notice, using available funds.

Mr. Morris stated that would have to go to the CRA for approval.

**Motion** by Mr. Malkus, to extend the sign for a period of time up to \$35,000, and then revisit at a checkpoint to determine if it makes sense to continue into the next budget cycle.

Mr. Morris thought the motion would include having the sign up for the amount that they currently have in the budget and then within 30 days of when that money runs out, the Board revisit it and see whether or not they want to fund it for the rest of the year.

After further discussion, Mr. Malkus restated his motion.

**Motion** by Mr. Malkus, seconded by Vice Chair Motwani, to recommend to the CRA to extend the existing contract of the sign to cover the number of days that there are available funds to underwrite, and to have a 30-day right to terminate the contract. In a voice vote, the motion passed unanimously.

- **Recent CRA Board Actions**

Mr. Morris informed the Board that the City Commission endorsed what the Board recommended and added a few things to the tasks going forward. One is adding additional parking in the Los Olas parking area, across the street from where the proposed lot is for Channel Square. The City wants to have half of that be a park, and the other half parking.

The second item that the City Commission wanted the CRA to look at is the possibility of swapping the Sebastian Street parking lot property with the Natchez vacant lot. The CRA is also moving forward with the recommendation to look at a parking garage there. They will evaluate both proposals to see which is more viable.

Mr. Morris reported that they are starting discussions with Procurement about the CCNA process and hope to have that within a few weeks. Then that will go back to the CRA for their approval. He would like someone from this Board to serve on a committee to help evaluate the CCNA. There will be a period of three months to get professionals on board and start doing the project.

Mr. Morris continued that the City Commission approved \$371,000 total for this year's event budget.

Mr. Schiavone was not in favor of the proposed parking garage, saying more parking is needed at the north end of the beach, not near the Natchez property. He thought a better location would be the lot at the New B Hotel. Mr. Morris said right now they are looking at concepts and not ruling out any other parking lots.

Captain Gregory requested that as the Board considers the projects along the beach, to try to work in the ability to update the pedestrian crossings and markings on A1A. He added that areas where there are garages and parking lots are of particular concern. He suggested additional signage, updated markings with more reflective striping, and illuminated stop or yield signs.

Captain Gregory also mentioned installing security cameras in the South Beach parking lot area. He said the Police Department has the infrastructure for the cameras, but would need the cameras installed so that they could monitor crowd size, criminal activity, and manage manpower better. He said that system worked very well for the NFL event.

- **Update on ISHOF Centennial Celebration Proposal**

Mr. Morris informed the Board that there were questions raised regarding whether the diving event was part of the ISHOF event. He clarified that the diving event is a separate USA Diving function, but ISHOF has scheduled their events around it. They are working together and have combined marketing materials.

Ms. Lee asked about the bleachers. Mr. Morris replied there was an emergency purchase to provide bleachers for the west side of the facility to accommodate the YMCA events and others until they can figure out what needs to be done to address the structural issues on the north side bleachers. He said the north side bleachers can no longer be used, as they are unsafe.

Chair Deckelbaum asked if there was any other old or new business.

Ms. Milroy asked about the Broward B-Cycle taking public space to rent out bicycles. Mr. Morris said they had met with them as it relates to CRA properties and to some properties on the beach. He said he cannot discuss the proposal, but mentioned they are working with City departments and other agencies to locate spaces where B-Cycle can provide bicycle rentals.

**VI. Communication to the City Commission (not addressed)**

**Motion** by Mr. Malkus, seconded by Vice Chair Motwani, to adjourn the meeting at 4:31 p.m.