

APPROVED
BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
MONDAY, APRIL 18, 2011 – 2:30 P.M.

MEMBERS	ATTENDANCE	CUMULATIVE	
		PRESENT	ABSENT
Bradley Deckelbaum, Chair	P	3	0
Ramola Motwani, Vice Chair (arr. 2:38 pm)	P	3	0
Jordana L. Jarjura	P	2	1
Chuck Malkus	P	3	0
Dan Matchette	A	2	1
Melissa Milroy	P	3	0
Mel Rubinstein	P	1	2
Judith Scher	P	3	0
Tim Schiavone	P	2	1
Aiton Yaari	A	2	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
Terry Rynard, Acting Director, Parks and Recreation
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 2:34 p.m. Following roll call by Ms. Hartmann, it was determined a quorum was present.

II. Approval of Minutes - March 21, 2011

Motion by Ms. Scher, seconded by Mr. Malkus, to approve the minutes of the March 21, 2011, meeting. In a voice vote, the motion passed unanimously.

III. Update on the Memorial Day Event – Terry Rynard, Acting

Director/Parks and Recreation Department

Ms. Rynard reported they are looking at three to four markers for the sidewalk, but are not ready yet to announce them except for one, which will be for the Centennial. The other three are for individuals. Since the theme is "Decades of Distinction," the selected individuals are one who was raised in Fort Lauderdale and went on to great success, and two who have been involved locally in the high school level.

The event will start at 11:30 a.m., on May 28th. The businesses along the block are very supportive, and will be operating concessions on the street. There is a good chance for a sponsorship from a local beer company and, if so, the beer will be served outside. There will also be hot dogs, hamburgers, and chicken sandwiches.

Ms. Rynard continued that the car show will be bigger this year, spreading further to the north (to the north boundary of Beach Place). The South Stage will be the same as it was last year. They will be moving the sponsorship area to the back side of the "100" so there will not be so much congestion along the sidewalk. They are adding an art show, put on by Art Serve, to include local artists and jewelers in the area between the car show and the Decade of Distinction tent. The tent is 20' x 40', and will offer an experience of "walking through the decades."

There will be two highlights of the day: the Black Daggers from Fort Bragg will sky dive in formation and land on the beach; and the last act before the movie will be Chris MacDonald doing an Elvis tribute. The movie, "Girl Happy," will start at 8:30 p.m. She said they have a permit from the State for the movie and have asked for permission to extend until 11:00 p.m. They have also submitted a request to close the A1A.

Mr. Morris asked what the musical acts were going to be, and Ms. Rynard said they will be The Fabulons, a Beatles Tribute band, Chris MacDonald, Cutback Surf Band, and several others. Performances will alternate between both north and south stages.

Vice Chair Motwani asked about the marketing materials, and Ms. Rynard commented that there will be some information in the water bill and on the website. Once the announcement is made for the sidewalk markers, there will be more marketing that will target the particular schools and groups that will have an association with those individuals.

Chair Deckelbaum wondered how many people they expected, and Ms. Rynard estimated 8,000-12,000. She noted that last year they had about 8,000 and drew nationally, but she thought more local people would come for this event, and she hopes it will be an annual kick-off to the summer for many locals.

IV. Communications to City Commission

None.

V. Old and New Business

Chair Deckelbaum commended everyone, especially Vice Chair Motwani, for the Centennial Celebration, noting it drew a bigger crowd than anyone had envisioned.

Mr. Morris brought up the matter with Fish & Wildlife about having the "100" lit. He reported they had a conference call with Fish & Wildlife earlier in the day, and he expects something from them in writing soon. Mr. Morris said he will provide an update on that to the BRAB later in the week. He hopes they will allow lighting until 11:00 p.m. He said Fish & Wildlife was pushing for 10:00, but since it does not get dark until 9:00, Mr. Morris did not think they could justify the cost for one hour.

Mr. Morris did not think they can light the sign that late after August 1. Vice Chair Motwani asked why they picked August, and Mr. Morris explained that is when turtle hatchlings are expected. He added that the Fish & Wildlife representative said that if there were any fatalities associated with the lighting, they would revisit the whole timing agreement.

Ms. Scher was curious about the status of bids. Mr. Morris said that on February 15, the City Commission/CRA informed him to move forward with the CCNAs. Meeting with the different departments took longer than anticipated. There will be five CCNAs and he hopes to have them out this week. He said they are meeting with Procurement the next day and then they go to the City Manager's office, who forwards them to the City Commission. Once that happens, he will send a copy of CCNAs to the Board.

Mr. Malkus wondered if it would make sense to put a black backdrop behind the "100" sign, so the light would not be so reflective on the beach. Mr. Morris said they had already done that, although it is white. They also put shielding around the side. The issue for the Fish & Wildlife concerns the light that goes up into the palm fronds, but there is no way to mitigate that in an aesthetic manner.

Chair Deckelbaum asked if rent was being paid on the sign, and Mr. Morris replied that the City is paying \$85 per day, and will start paying \$203 per day when it is lit.

Vice Chair Motwani reported that she went to Tallahassee to see the Fish & Wildlife people and expressed her frustration with their procedures and communication. She wondered if anyone had seen baby turtles on Las Olas, as she was told by Fish & Wildlife. She felt they needed proof of the problem of turtles on A1A.

Chair Deckelbaum said they have been fortunate that they have gotten as far as they have with Fish & Wildlife. Mr. Morris said it probably has helped that the City does everything by the rules, unlike some cities.

Chair Deckelbaum wondered about the Hall of Fame, and Mr. Morris noted it was on the

City Commission conference agenda for Wednesday. Staff will be presenting a summary sheet of what has been done so far, and will explain what has happened in meetings so far with RDC.

Mr. Schiavone commented that he is very much in favor of what has been proposed as a vision for a water theme park in addition to the Swimming Hall of Fame and a world class aquatic center. Under the present circumstances, however, he said they will continue to lose swim meets until the Center is up and running. He declared that if the RDC cannot "pull the trigger," he thought the best bet for the community would be to go to "Plan B." He said that plan would be to build the aquatic center without the water theme park, and bring the rest of the vision in at a later date, so the doors can open and bring in a revenue stream as soon as possible. He said the City cannot afford to lose potential business for another year or two, and hoped that the City Commissioners would consider an alternate plan.

Chair Deckelbaum agreed with Mr. Schiavone that the City Commission needs to act on the proposal, or find another plan as quickly as possible.

Hearing no further business, the meeting was adjourned at 3:00 p.m.

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