

APPROVED
BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
MONDAY, NOVEMBER 21, 2011 – 2:30 P.M.

MEMBERS	ATTENDANCE	CUMULATIVE	
		2/11 – 1/12	
		PRESENT	ABSENT
Bradley Deckelbaum, Chair	P	9	0
Jordana L. Jarjura	P	7	2
Dan Matchette	P	8	1
Melissa Milroy (arr. 2:41 p.m.)	P	8	1
Mel Rubinstein	P	6	3
Judith Scher	P	8	1
Tim Schiavone	P	7	2
Aiton Yaari	P	5	4

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
Patricia Smith, Economic Development Representative
Barbara Hartmann, Recording Secretary, Prototype, Inc.

Also Present

City Commissioner Rodstrom

I. Call to Order/Roll Call – Bradley Deckelbaum, Chairperson

The meeting was called to order at 2:33 p.m. by Chair Deckelbaum.

Roll was called by Ms. Hartmann, and it was noted that a quorum is present.

Chair Deckelbaum announced that Vice Chair Motwani and Mr. Malkus had resigned from the Board. Chair Deckelbaum noted that at the end of the meeting, they will be selecting a Vice Chair to replace Ms. Motwani.

II. Approval of Minutes, October 17, 2011 – Bradley Deckelbaum, Chairperson

Motion by Ms. Jarjura, seconded by Mr. Schiavone, to approve the minutes of the October 17, 2011, minutes as presented. In a voice vote, the motion passed unanimously.

III. Saturday Nite Alive Budget Update – Dan Barnett, Wizard Entertainment

Mr. Barnett recalled that this will be the fourth annual Saturday Nite Alive, the second with CRA participation. He reported that the previous Monday he gave a similar presentation to the BID, receiving a unanimous vote to move forward. One thing they particularly liked was including the website with a beach destination.

Mr. Barnett began a PowerPoint presentation at 2:35 p.m.

Mr. Barnett provided a quick overview of the marketing for last year's event. He said that \$635K worth of marketing creates awareness of the Fort Lauderdale beach area. He reported that "tens of thousands" of people attended the event. Premier Beverage was the title sponsor.

He detailed that there was a 14-week marketing campaign. The print collateral materials were estimated at \$50K: there were 30,000 pocket folders which were gone by the last day. The pocket folders were distributed at turn-down service and check-in, at restaurants, bars and other businesses in the surrounding area. They also printed 8½ x 5½ post cards that were handed out by marketing teams at live events such as the Jazz Brunch, Summer Starlight Concert series, and two bus loops during the event.

Business cards and posters were placed at beach businesses. These defined the event and gave sponsor recognition. A photographer was at the event taking photos of people and providing them with information to go online and get their photos, which they could then post on Facebook if they wished.

Print advertising was estimated at \$115K. *Showtime Sun Sentinel* was the primary focus and they also distributed to the *City Link*, *Travel Host*, *Lifestyle*, *New Times*, and *South Florida Gay News*.

Online advertising hit \$45K, with the *New Times*, *Sun Sentinel* and the *PV Post* being utilized.

Outdoor signage was stepped up with pole banners all the way down the beach, which made a major impact. There were fly-overs and a long horizontal sign at Sunrise in two directions. Sandwich board signs were a new addition.

Mr. Barnett called attention to the diversity of the crowd in the photos, from families to couples, out-of-towners and locals.

He announced that Isle Casino and Lexus joined the sponsorship lineup.

Interactive and social media exposure included Facebook and Twitter, which worked well.

Mr. Barnett showed the newly named Myfortlauderdalebeach.com (formerly the Newfortlauderdalebeach.com), commenting that it currently looks like a Saturday Nite Alive website. However, their goal is to have the site provide an overall presence as a destination website, including beach volleyball, the air show, the 4th of July and all big events. He said it would be a one-stop resource where people can find out what is going on, how to get there, where to park and so forth. Links would be provided to specific event websites.

[Ms. Milroy arrived at 2:41 p.m.]

As far as community partnerships, the bus loop was a big success, and there is greater connectivity between members of the community.

Mr. Barnett proposed the following to the Board: a \$50K request from the CRA to match the BID's \$80K, which was approved unanimously the prior Monday. The amount would fund:

- 11 events
- The website throughout the entire year
- The event from Bubba Gumps at the south end to the Ritz Carlton on the north end (as the event site)
 - Marketing will continue for surrounding areas

Mr. Morris confirmed that the newly defined event area is all within the CRA.

Mr. Barnett said they would be ready to go with marketing for Saturday Nite Alive on June 2, 2012. They would also market this event to the attendees at the Memorial Day event.

He continued that the event would end on August 11, since historically the following Saturdays have been rainy. This date would also coincide with children returning to school.

Mr. Barnett concluded his presentation at 2:47 p.m.

Mr. Rubenstein asked why Mr. Barnett anticipated receiving less money from the CRA than before. Mr. Morris responded that the City Commission, sitting as the CRA, indicated that they wanted to see ongoing events come in at lesser amounts, so that over time, the CRA contribution would be less. He said they originally budgeted \$80K for this event for this year, and he recommended subtracting \$30K of that.

Mr. Rubenstein commented it was a great event, and worth more than \$50K.

Ms. Jarjura wondered if the \$50K would keep the CRA within their budget, and Mr. Morris said it would. He explained that if they reduce the amount to \$50K, the budget

will come in \$29,700 below their proposed budget of \$371K. That budget includes all events that were budgeted for, including Memorial Day and 4th of July.

Mr. Yaari expressed his support of the event, and asked who owns the website domain. Mr. Barnett replied that it is currently registered by Wizard Entertainment, but he has stated that they are only holding it on behalf of whatever City entity wants it, and it would be moved at no charge immediately upon request.

Mr. Morris remarked that the Public Information Office will be reviewing the website to make sure content is acceptable, and so far there have been no issues. If something needed to be modified, they will provide Mr. Barnett with such feedback. He added that if Mr. Barnett were to move away, BID is a City entity and would retain ownership of the site.

Motion by Mr. Rubenstein, seconded by Ms. Jarjura, to approve giving Wizard Entertainment \$50K for the event. In a voice vote, the motion passed unanimously. (The vote came after public comment.)

***Chair Deckelbaum opened up the floor for public comment at 2:52 p.m.**

Paul Merlesena, President of Las Olas Beach Club, commented that they have noticed a number of incidents, including drug dealing on the corner at Beach Place and brawls where patrons at H2O had to run inside the building. He said it has brought a “different element” into the neighborhood, even though it is a wonderful event. He stated that no police were patrolling the area. He argued that police presence has to be increased “dramatically” for this event.

Art Seitz commented that he was glad to see the calendar filling up with events, and he thought the events should be in the City budget.

***Chair Deckelbaum closed the floor for public comment at 2:55 p.m.**

Mr. Yaari felt that the policing and manpower on the beach could be a separate conversation that applies to all busy weekends.

Chair Deckelbaum said that the police officer responsible for this district reported no elevated incidents other than those attributed to “per capita” during special events, including Saturday Nite Alive. Secondly, the Chair brought up the permitting requirements for security for such an event.

Mr. Barnett said he has the standard officers who are on duty on a Saturday night plus two additional officers. On some Saturdays, they have four additional officers. Mr. Rubenstein commented that they already have additional police when a big event is going on, and maybe they should have more.

Chair suggested voting on the motion that is on the floor, and later revisiting the amount of security detail that is appropriate for this size of event.

IV. Redevelopment of Aquatic Center Complex – Joseph C. Cerrone, RDC

Chair Deckelbaum welcomed Commissioner Rodstrom to the meeting.

Jim Blosser of Blosser & Sayfie, reported that he made a presentation to the City Commission about a month ago when they directed staff to continue discussions to try to bring the matter to closure. He said he studied the minutes of this Board's October meeting to ascertain concerns and differences since the original proposal of March 4, 2010.

Mr. Blosser remarked they have been involved in many meetings with staff, City Commission, agencies and users (US Swim Team, US Diving Team) to perfect many aspects of the facility. During the meetings with the City Commissioners, they have flushed out many objections to the original proposal. All of those meetings have been noticed, broadcast and open to the public, and interested parties had full access to the information.

Mr. Blosser itemized the City Commission's concerns:

- Wanted more green space both in Alexander Park and around on the main peninsula
- Wanted less traffic and parking impacts from the facility itself
- Wanted more general parking for the beach area
- There was limited use of D.C. Alexander Park.
- Wanted no hotel on the peninsula
- Wanted no restaurant on the Intracoastal waterway
- Less noise from utilization of property
- Reduced cost to the City (\$25M or less) for Aquatics Center
- Keep the Hall of Fame
- Wanted an open and inviting facility to the public

Mr. Blosser said the new design was well received by the City Commission. It has

- More glass
- More transparency
- Better beach and roadway presence
- All Aquatics Center amenities specified in the RFP which were included in the original proposal with one exception (elimination of banquet facility)
- Increased parking on peninsular side for more general parking for beach
- Commercial segment between A1A and Seabreeze (north half of Alexander Park) has been strengthened with addition of Ron Jon wave house expanded component.

Mr. Blosser said they have worked with city staff, providing them with as much information as possible from like facilities around the country, although the generation of the budget for the Aquatics Center has to be the City's responsibility. RDC cannot make the substantive decisions about how the Aquatic Center is operated (fees, arrangements with service providers, rent and contribution by Hall of Fame, staffing costs). He noted it would be the discretion of the City Commission as to how much of an operating loss the City is willing to absorb as opposed to setting the pricing levels at a break-even point when adding in the cash generated by commercial developments on the Alexander Park portion.

Mr. Blosser said that Mr. Cerrone has a handout with all the details in it including capital costs and suggested operating budget numbers. It was noted that the handout has different (updated) information than the PowerPoint presentation.

[Mr. Cerrone began a PowerPoint presentation at 3:07 p.m.]

Mr. Cerrone said after two years of process, they have learned what the City wants: less density, better price, state of art complex to meet the needs of international swimming and diving community, site and building for International Swimming Hall of Fame, family entertainment destination with minimum noise and minimal impact, new economic tourist and development chain with manageable parking and traffic impact.

Mr. Cerrone said that the design concept has all the components requested in the RFP. The changes that have happened since the Commission meeting are:

- Hot and cold therapy pools are in the building, and Ocean rescue has moved out.
- Additional level of parking bringing spaces to 500 on the peninsula
- Two 50-meter pools
- The existing pool will be renovated and modified to meet current conditions for competition.
- 53-meter competitive pool with bleachers and canopy
- Dive well (25 meter by 25 yard), a four-story structure
- A recreational multi-purpose pool for warm-up and warm-down
- Locker rooms

Mr. Cerrone displayed some renderings of the facility, highlighting the pools and dive well. The building is approximately 60 feet to the top of it.

The first level has the existing parking, plus 186-space parking underneath the building, and another 108 in it. The Ron Jon wave house is on the part of the site that does not have the deed restrictions on it. The half of the site with the deed restrictions will remain as a park and the park will continue all the way around. He said there will be more space in the future than there is now.

The ground level houses the weight training and locker rooms, restrooms, and therapy pools. The second level offers 128 parking spaces and the Hall of Fame.

The intermediate level will be the third level of parking (83 spaces).

The third level is the wet deck/aquatics facility. It houses the 53-meter pool, the movable floor, two bulkheads, dive well, dry land training, and movable boards. The deck goes all the way out to the edge, and the building appears to "float."

The upper level would potentially be more of the ISHOF, conference rooms, coaches' offices, restrooms, meeting rooms. On this level, there is a view from the Intracoastal out to the ocean. He said the back looks like the front of the building.

Items that were removed from the proposal to bring the price down were restrooms, amphitheater, and other amenities at D.C. Alexander Park. The dock is removed.

The revised prices are at \$23,730,000. Across the street (on undeeded property) are the Ron Jon surf shop and the wave house together. The developer's investment in that portion is near \$10M, and he showed a letter of commitment from Ron Jon.

Mr. Cerrone said that the City asked him for ability to fund the project. He said he is not concerned with funding to get money together in light of the general excitement along the beach area with the project.

[Mr. Cerrone concluded his presentation at 3:16 p.m.]

Commissioner Rodstrom sought to clarify if the Ron Jon facility was an option to offset the operation portion of the pool and if it was not needed for operations, then that would be the City Commission's choice at a later date. Mr. Cerrone said that was correct.

Chair Deckelbaum wondered if the commercial/retail area would be owned by the City, and Mr. Cerrone said it would be a long-term land lease to the wave house/Ron Jon entity. He added that the terms of the lease would be worked out with negotiations with the City.

***Chair Deckelbaum opened the floor to Public Comment at 3:18 p.m.**

Jack Newton said he would defer to colleagues from the Central Beach Alliance, and ask to follow up if they do not cover all the points.

Fred Carlson, resident, recognized City staff for their contributions. He said the Central Beach Alliance met the previous week, and this issue was on the agenda. He expressed hope that the City Commission would take into account their opinions. He said members of the CBA are uncomfortable with the changing nature of the RFPs, one bidder, the appalling history of losing \$1M per year, and management of the operation. He wondered about the light and camera towers, and electrical wiring for presentation

for kind of media wiring needed. The CBA voted to reject the proposal, and since he is the designated liaison to the City Commission, he reported it as such.

Paul Merlesena, of Las Olas Beach Club, wondered what the revenue sharing would be between Ron Jon and the City. In addition, Mr. Merlesena thought three bids should have been a minimum to assure an accurate quote and erase any hint of impropriety.

Miranda Lopez, 3031 NE 21st Street, said her main objection is that the building site is adjacent to Alexander Park. She claimed that private owners could not be denied the right to be on land adjacent to the beach. The City has a duty to preserve its open spaces on Barrier Island, and even more when adjacent to Fort Lauderdale Public Beach. She said if all construction was moved to the peninsula, the project would be more beautiful and open. She also was not comfortable with the financial aspect.

Art Seitz claimed that the City Commission had ignored the staff financial plan and told the City Manager to work only with RDC, who has come in with an updated plan (the third plan). He pointed out the differences between the City staff's plan and RDC's plan. He emphasized that the City's plan featured family-friendly pools and activities, while RDC did not.

Jack Newton, Venetian Condominium, said he lived next to the ISHOF and is active in the CBA. He said the CBA felt strongly that this item should go out again to another RFP, and liked many of the City staff's proposal. He personally felt they needed two competition pools to be a world-class venue.

***Chair Deckelbaum closed the meeting to Public Comment at 3:33 p.m.**

Mr. Yaari pointed out he is pro-development and would love to see the ISHOF project get off the ground. However, he noted that he owns property next door to the project, and said that the developers have never approached him as a next door neighbor for his opinion. Secondly, the original RFP did not specify a \$25M grant from the CRA, and he thought more bidders would have responded if that had been the case.

Mr. Yaari also thought that \$75K per year was a very low rent. He wondered whether the parking would belong to the City. He also wondered who would pay the \$10M to pay for the front part of the D.C. Alexander Park. He was curious how high the fence was on Seabreeze that would go around the front swimming pool, and how tall the Ron Jon building would be.

Mr. Cerrone said that the City would control the parking, the fence would be eight feet tall, and the Ron Jon building is a three-story building topping out at 30-40 feet.

Ms. Milroy expressed her appreciation for the changes RDC made, but felt there should have been more bidders. She thought the only appealing feature for the general public

was the wave pool, and would like to see more family activities. She was also leery of the design company.

Mr. Schiavone concurred with Mr. Yaari and Ms. Milroy as far as showing respect to the developer doing all they have done. His thought sending it out for more bids would be too time consuming at this point, even though they should have done that earlier. He said it would be better to keep RDC on and tweak the design. He wondered how big the "pie" would be and how it would be chopped up.

Ms. Scher verified that RDC was the only bidder, and agreed with Mr. Schiavone that the project needs to be tweaked. She also verified that Alexander Park (with the pavilion) was out of the budget, and advocated for more attractions for families. She thought it was compliant in the neighborhood.

Ms. Jarjura commented that when she joined the Board she thought the Board was charged with finding a blighted space and redeveloping it, instead of marketing the beach. She said this project meets the intent of the Board and the area, and would bring people to Fort Lauderdale. Ms. Jarjura refuted the claims that there was no public funding component in the RFP. She said the changes to the project were at the direction of the City Commission, and the original proposal had all the uses that have been mentioned in this meeting. She did not understand the opposition to the project, as they have to encumber the dollars, it is architecturally stimulating, and they did meet jointly with the City Commission and discussed the project as being a "landmark tourist destination."

Ms. Jarjura referred to Mr. Seitz's letter that he wanted to submit for public record. Mr. Morris said anything can be submitted for public record, and it does not signify Board approval to do so. Ms. Jarjura continued that there is a net increase in the acres of park and open space; there are 500 parking spaces and lots of shaded areas over the bleachers.

Mr. Matchette wondered what makes this project better than any other aquatic center in the country. From an aesthetic point of view, he thought it looked retro and the signage looked obsolete. He liked the wall in front with the glass top around the pool, but did not understand having the pool right on the street. Other than those architectural details, he concurred with Mr. Yaari's comments.

Chair Deckelbaum commented that the project has to get going, even though it is not perfect. He would like to see the swimming facility brought up to the best standards it can be both to stop money loss, to attract events and better serve Fort Lauderdale residents. With respect to the aquatic complex design, he said there is a lot to like. He did not like the portions east of Seabreeze, the retail component and wave house.

Chair Deckelbaum noted that in the proposal presented in March, what he liked best was the way it brought the beach to the Intracoastal, the bridge covering Seabreeze, the

amphitheatre in Alexander Park being integrated into the walkway and into the wave house, and he thought it all interacted well. That was the main reason why he encouraged staff, the CRA and City Commission to work with RDC. He continued that at that time, he had concerns that the rest of the funding (other than the \$25M) was unrealistic.

He realized that reducing the cost of the project was the reason behind getting rid of the eastern portion of Seabreeze and how that interacted with the remainder of the property, both in terms of the walkway and the “big box” retail concept. In the present plan, Chair Deckelbaum saw that area closed off and did not see it as part of the redevelopment of the aquatic complex. With the cost going down approximately \$35 million, the CRA funding has only been reduced by \$1.5M. He pointed out they would be paying the same amount for a “far inferior” project. He acknowledged that RDC is qualified, and that the Board does not want this discussion to go on forever.

Chair Deckelbaum continued that he was comfortable funding the portion west of Seabreeze, but was uneasy with the retail portion, because the western portion is consistent with what the Board is trying to do. Ms. Jarjura reiterated that the eastern portion is one way the City sees to recoup its operating fees. She felt the Board was charged with meeting the requirements of the CRA plan in terms of uses promoted in the plan and the intent of the plan. She did not think the Board was charged with discussing the financing details. Chair Deckelbaum added that the staff is responsible for ensuring that projects coming to the Board meet the technical requirements of the CRA plan. The Board has to see if the project is the appropriate use of the CRA’s funds and resources.

Ms. Jarjura reiterated that the only purview of the Board is to further the CRA plan. She said the funds are supposed to be used for capital improvement projects that further the redevelopment plan.

Mr. Rubenstein disagreed, stating the Board has more responsibility than capital improvements alone. He said the word “improvements” is a very subjective term. He felt they should consider the residents’ quality of life and that of future generations, and said that is very subjective.

Commissioner Rodstrom assured all parties that they are not rushing the project, and the idea of redevelopment in that area has been ongoing for about 10 years. The first RFP was rejected, the second was publicly noticed, and the minutes reflect it was done correctly. She confirmed that only one group responded – RDC - and they were chosen. She mentioned that the Board’s mission is to be able to bring the economic development back to the City of Fort Lauderdale within the CRA boundaries, using the CRA money fund. The pool, for example, would be a large capital improvement which would bring back economic development. Landscaping and other amenities are nice, but will not bring back as much economic development.

Commissioner Rodstrom continued that the matter of whether the project is being used by children can come later with grant or other funding.

She said the Board could ask RDC or Mr. Morris if they need more explanation about the RFP process. She mentioned that she received an email from John Weaver from the CBA regarding a vote they took last night on the RFP. She said they responded to Mr. Weaver today and read exactly what they said:

“Although I believe your vote is premature here are the reasons why and here is the most current information. ‘The past conversations have included RDC, has a role in whatever fashion the City proceeds.’ That was a direct quote from the Mayor. They are in this with us. Regarding any rebids at the October 4 Commission meeting, the Commission directed Gary Stewart to analyze that issue. At this point, we do not have that analysis. We will make a decision once we have all the information. So in order for anyone to take a vote, and not have all the information, I don’t know that’s really a very viable vote to start with. So once we know all the information from our Legal department on how it’s being analyzed, we’re going to be happy to give it to everyone out there, including your Board, to go ahead and make a vote and a recommendation on how you see that based upon all the information, not just information that you’re getting here and there. So, a couple of things that need to be cleared up through the City Commission and our Legal Department and staff is the RFP, but certainly not the RFP process, because that is clearly in the minutes that we did go out for a RFP, the correct process, we took the public process, it was the length of time it was supposed to be when we had one proposer. And the one proposer that we had will still be part of the deal no matter what we decide.”

Commissioner Rodstrom continued that if there are other questions regarding this particular project, where it’s sitting on the property, or details of Alexander Park or the wave house idea (which is an option), those need to be resolved. She said this meeting should be used for that purpose so the matter can move past whatever hurdles keep being thrown in the way. She suggested telling the developer what particular tweaks they want before the developer starts to work.

Chair Deckelbaum responded that with respect to the RFP process, he did not know if the RFP had been awarded yet. Commissioner Rodstrom confirmed that it had not yet been awarded. With regard to giving RDC feedback on tweaks, the Chair said it takes time to absorb new information and noted that he had asked for information ahead of time, but did not receive it.

Commissioner Rodstrom emphasized this is a public process that has gone through many meetings and several conference meetings, and the majority of the public requests have been incorporated into the plan. She commented that all of those items may not have been brought up at this presentation.

Mr. Morris mentioned that there is no walkway around the entire site (it stops at the end of peninsula), and asked Mr. Cerrone if they were planning to do a walkway. Mr. Cerrone responded that the greenway is depicted as a walkway, and that is the intent. It meanders through the park.

Mr. Morris commented that there will be lots of tweaks from the site plan process outside of the RFP. He said staff will give the Board recommendations on the site plan. He asked the Board to keep in mind that they have to be turtle compliant. He suggested another meeting to provide more comments.

Mr. Rubenstein recommended built-in bathroom facilities. He also said that in light of the CBA's vote, he hoped that RDC would meet with the leadership of the CBA and find out what the essence of their concerns are.

Mr. Blosser responded that they were invited to go to the recent CBA meeting, but there was an "irreconcilable conflict" and they could not attend. They are now scheduled to be at their January meeting. He said they would give the CBA the same opportunity for discussion and suggestions. Commissioner Rodstrom said she hoped they would revote after seeing the new concept.

Motion by Mr. Yaari, that the Board support (as per the new presentation) the western end of the project. Motion died for lack of a second.

Chair Deckelbaum asked the developer to address the concerns regarding the east/west side of Seabreeze.

Mr. Cerrone said that the public money is going toward the western side, and the eastern side is private money. The \$9M is from him and his partners for construction of the eastern part in exchange for a long-term lease. The \$25M is for the western side.

Chair Deckelbaum said when RDC submitted the RFP, it mentioned the possibility of using the land on the east side of Seabreeze for development. He thought they did a good job in the initial plan. With the new plan, he did not see how the incorporation of the eastern parcel is an asset to the rest of the parcel.

Mr. Cerrone said that the ISHOF has agreed to bring artifacts into the Ron Jon/wave house, and the museum is thus throughout the site. The bridge was a detriment to the project because it was viewed in the parking calculations as a "giant plaza." It therefore had to be calculated as one person per square foot, and it drove the parking requirements up to unrealistic levels and could not have been built. He said there are other ways to connect the two parts of the site, and he reminded the Board that they are under budget. He said D.C. Alexander still has opportunities to be developed now or at a later date.

Chair Deckelbaum asked how the eastern portion is essential to the rest of the project, and Mr. Cerrone replied that it ties the project together. He said the ISHOF, the Ron Jon/wave house and the aquatic facility make a better complex.

Ms. Scher said how much she liked the original presentation with its “jumping water” feature, wave wall and pavilion. She said that is a tweak that she would like to see added.

Mr. Cerrone admitted that the design of the eastern portion needs to be refined. Chair Deckelbaum asserted there was no reason to incorporate that land into the project. Mr. Cerrone suggested leaving it as an option to revisit.

Mr. Yaari said the front part is the “bread and butter” of the project, the focal point of the beach, and has to be much nicer.

Mr. Cerrone said that the architect had explained how these types of projects (retail) add to the landscape. He said the idea is to have the retail serve as an anchor to bring people who are walking from Las Olas and A1A.

Mr. Matchette liked the front project and suggested adding a family component. He said Ron Jon is iconic and people will get off the highway to see it, and will come from the Las Olas parking garage to see it. That will increase foot traffic on the block.

Mr. Matchette continued that the ISHOF will not exist any more if the artifacts are distributed in Ron Jon and other locales. Mr. Cerrone said the name (Aquatic Center) was taken straight from the RFP, and it could be renamed. He said that the idea of the artifacts moving around was Mr. Wigo’s idea, as he has many artifacts that he can spread around, creating a “moving museum.”

Mr. Blosser explained that there will be a main museum bigger than the one now. Mr. Wigo has twice as much in storage, and he thinks that spreading it around it will create an interaction with the aquatic center and the whole project that will interest people in seeing the museum. Mr. Cerrone elaborated, saying that the surfing exhibits will be at the wave house, and the swimming exhibits would not be split up. Mr. Blosser added it is similar to exhibits at the Fort Lauderdale airport, which are marketing ploys/teasers which provide an interaction of the museum throughout the facility.

Mr. Schiavone wondered if it boiled down to RDC building the Aquatics Center in exchange for the opportunity for the reasonable long term lease on the east side.

Commissioner Rodstrom remarked there is a lot of surfing history in south Florida that would be brought to the facilities. She said the City Commission had not yet decided on a name for the facility, but it will include “Fort Lauderdale” and “International” in it.

There was a lengthy discussion on how to word a motion describing the Board's recommendation to support the portion of the plan west of Seabreeze Avenue, contributing \$23M plus towards the development of the Swimming Hall of Fame/pool complex, and treating the eastern portion separately.

Chair Deckelbaum said if they start going down the west side, they are limiting the ways the east side can be incorporated. Mr. Rubenstein thought it was premature to vote on half a project. Mr. Morris repeated his earlier suggestion to take more time to look at the plan and vote later. Mr. Schiavone thought they should get the package together again and come back with the benefit of more information.

Chair Deckelbaum stated that the consensus of the Board was not to take any official action at this time. The Board has expressed its concerns to the developer/proposer, and would urge him to come back to the Board addressing those concerns as soon as possible. He also asked that the Board receive a presentation before it moves forward through public measures.

Chair Deckelbaum extended an open invitation to RDC to attend future meetings of the Board if there are any updates.

Mr. Blosser suggested that RDC comes back as soon as they can, because it is important that all the ideas are incorporated so they can take as much a finished project as possible to the CBA on January 12.

There was discussion about whether to have the December meeting, which would be on the 19th. Chair Deckelbaum suggested that they authorize Mr. Morris to communicate with them individually to set up a more convenient December meeting date and it would be properly noticed.

V. Communications to the City Commission (not addressed)

VI. Old/New Business

Motion by Mr. Yaari, seconded by Ms. Jarjura, to nominate Mr. Rubenstein for the position of Vice Chair. In a voice vote, the motion passed unanimously.

Mr. Morris announced the Holiday Lighting Ceremony November 22, beginning at 5:30 p.m. with a reception, and the lighting at 6:30 p.m. There will an orchestra at D.C. Alexander Park.

- **Ribbon Cutting Ceremony / December 15, 2011 – 5-7 p.m.**

Mr. Morris also announced the ribbon cutting at what was previously known as South Beach Parking Lot, and will now be Fort Lauderdale Beach Parking Lot. Invitations will be sent out.

Chair Deckelbaum said he wants to work with some groups to raise private sponsorship money for Films on the Beach, if it sounded like a good idea to the Board. He noted the CRA funded it last year but would not be doing so this year. He would need a little help from staff.

Hearing no further business, Chair Deckelbaum adjourned the meeting at 4:41 p.m.

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