

APPROVED

**BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
WEDNESDAY, DECEMBER 14, 2011 – 1:30 P.M.**

MEMBERS	ATTENDANCE	CUMULATIVE	
		PRESENT	ABSENT
Bradley Deckelbaum, Chair	P	10	0
Mel Rubinstein, Vice Chair	P	7	3
Jordana L. Jarjura	P	8	2
Ina Lee	P	1	0
Dan Matchette	P	9	1
Melissa Milroy (arr. 1:53 p.m.)	P	9	1
Judith Scher	P	9	1
Tim Schiavone	P	8	2
Aiton Yaari (l. at 2:52 p.m.)	P	4	0

Staff

Earl Prizlee, Beach CRA
Patricia Smith, Economic Development Representative
Barbara Hartmann, Recording Secretary, Prototype, Inc.

Also Present

Scott Wyman, Assistant to Commissioner Rodstrom

Quorum Requirement

As of this date there were 9 appointed members to the Board, which means 5 would constitute a quorum. It was noted there was a quorum at the commencement of the meeting.

Communication to the City Commission

Motion by Ms. Jarjura, seconded by Ms. Lee, that the Board recommends RDC as the selected bidder to the RFP (Aquatic Complex Redevelopment) which is consistent with the Beach Redevelopment Plan; the Board supports the alternate proposal by RDC which includes a children's play area, public restroom, and landscaping and sidewalk. Further, the Board recommends that the City work with RDC to ensure that the project meets the City's financial goals and objectives. Finally, the Board recommends the allocation of \$25 million from the Beach CRA fund for this project. In a voice vote, the motion passed (8-1) with Chair Deckelbaum opposed.

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

The meeting was called to order at 1:31 p.m. by Chair Deckelbaum.

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

II. Approval of Minutes, November 21, 2011 – Bradley Deckelbaum, Chairperson

Motion by Mr. Matchette, seconded by Mr. Yaari, to approve the minutes of the November 21, 2011, meeting. In a voice vote, the motion passed unanimously.

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

Mr. Blosser said that they incorporated the suggestions given by the Board at their last meeting into some revised concepts.

He said that they heard concerns about the name and explained that they chose “Fort Lauderdale Aquatics Center” because the RFP specified that name. Whatever it is ultimately called will be a decision made by the City.

Mr. Blosser noted the two main areas of the Board’s concern to be the aquatic side and the commercial side on Seabreeze. He said the discussion was to keep and enhance the open space on the west side and make it more user friendly, and the details of the open space will be specified and agreed to by those that will participate in that process. He said that there will be deck space available so it can become an aquatic theater around the dive pool to accommodate shows. He understood that an aquatic theater is critical to the usefulness of the facility, and there will be flex space around the dive pool in the site development.

Concerning the east side, Mr. Blosser acknowledged that the Board wanted it to be more family friendly and more interactive for the public. He pointed out there are restrictions in a 1917 deed on that property from the Alexander family to the City. Briefly, it had to be for public purposes only. Originally there was a band shell planned, but that was taken out due to noise impacts, even though it did fit the definition of “public purpose.” A concession stand was eliminated because of concern it could be construed as “private use.” The proposed uses now in response to the Board’s suggestions are availability for bathrooms and a small interactive family area with a water feature.

Mr. Blosser recalled the Board’s concern with the design of Ron Jon, and they have redrawn it.

Mr. Blosser reminded the Board that this is a City project, not an RDC project. RDC has been working with the City for two years on the design and getting input from users. Their goal is to have a successful, active venue, and he emphasized it is a process. He hoped the Board would endorse the changes enthusiastically. He urged the members to attend the City Commission meeting when the change goes before them. They are on the schedule for the Central Beach Alliance and are trying to get before the Beach Improvement Board.

Joe Cerrone began a presentation at 1:42 p.m.

Regarding D.C. Alexander Park, Mr. Cerrone noted they added an interactive fountain splash deck, paving and landscaping, and further refined the Ron Jon/wave house concept. He showed renderings of the design, and pointed out that the activity at the Wave House will create an overflow of people into D.C. Alexander Park. The splash deck is separate from the beach, closer to the aquatic facility, and also keeps the adults on the FlowRider away from the young children on the splash deck.

Mr. Cerrone showed a design of the fountain splash deck, noting it also has lights, so guests can watch the fountains at night. The D.C. Alexander components have been added as alternates on the pricing page (which was in the materials the Board was given). The interactive splash deck, the public restrooms and landscaping pavilion fit under the \$25M budget.

Mr. Cerrone said they improved the look of the Ron Jon, much like an existing Ron Jon with the wave house in front, so it becomes one entity. He described it as a throwback to the surfing genre, in a South Pacific locale.

Mr. Cerrone concluded his presentation at 1:47 p.m.

Mr. Yaari liked the family friendly experiences they had added. He asked if the aquatic theater was a definite. Mr. Cerrone said it was certain, and he has talked to Royal Caribbean about donating towards it.

Mr. Yaari asked about the size of the pool, and Mr. Cerrone assured him it was big enough to accommodate synchronized swimming, international diving competition, final for water polo, and short-course swimming. Mr. Cerrone believed the square footage of the bottom floor would be about 10,000, noting it was "pulled back" to allow room for the Flow Rider to be on the ground. He said the bottom floor would be a combination of restaurant area and retail with Ron Jon. He said the restaurant would be operated by Wave House.

Ms. Scher wondered how long it would take to rebuild the project once it passes through the City Commission. Mr. Cerrone said it was about a three-year process, including design, permitting, and construction.

Ms. Lee asked if there would be any other development similar to an amphitheatre where events could take place. Mr. Prizlee said there are some components of the ocean side development, an outdoor plaza, which may have an amphitheatre component to it. Ms. Lee said the Board needs to keep an eye out for a place to hold events.

Mr. Blosser reported that in discussion with the Hall of Fame, the idea came up of adding either a full or partial additional floor that would basically be a flex-open space for banquets and viewing. He liked the idea of that, but it is costly. Ms. Lee thought the Board needed to know how much that would cost and/or make sure it gets incorporated into one of the other master projects being done.

Ms. Lee was curious what the age demographic was for the Ron Jon facility. Mr. Cerrone said it is a broad spectrum, from young children and teenagers to adults.

[Ms. Milroy arrived at 1:53 p.m.]

Ms. Lee said she has a concern about Thor, and Mr. Cerrone said Thor was interested in an equity position in the Ron Jon/wave house concept. He noted, however, it may not happen.

Ms. Lee asked when this will go back in front of the City Commission, and Mr. Blosser said they are trying to get on the agenda for the second meeting in January. Neil Sterling, RDC, said that getting through the preliminaries is what has delayed the project so far.

In response to a comment by Ms. Lee, Mr. Cerrone said that consultants assured him that even with the renovation of the existing 50' pool, the facility is capable of hosting any event in the world, including the Olympics. He added he is not able to get commitments from certain events. The City has to put the budget and business plan together, and he suggested either the City or Mr. Wigo would be better situated to get those commitments. Mr. Cerrone did say that every international governing body participated in the design charette.

Ms. Lee complimented the team for their work, and said her wish is that the facility would be adaptable to bringing in shows from the Royal Caribbean and secondarily that there be some viewing banquet/meeting facility, or at least room for it in the future.

Mr. Blosser clarified that the project is \$25M plus \$10M for the Ron Jon plus \$6-10M for the parking garage.

Mr. Yaari asked the developers if they thought the Swimming Hall of Fame was going to be around in the future. Mr. Cerrone said they have had many conversations with Mr. Wigo, who said that he wants another 50-year lease. Mr. Sterling said there are two things that have to happen simultaneously: once the City enters into negotiations with

RDC, they have to also enter into negotiations with the International Swimming Hall of Fame for an extended contract. Chair Deckelbaum said that without the Hall of Fame, the City loses the land. Mr. Sterling commented that was not certain.

Mr. Yaari asked how long the land lease was going to last and how much would the City would collect on it. Mr. Cerrone answered that none of that has been determined, because that will happen in negotiations with the City.

Chair Deckelbaum questioned recommending a project without knowing the revenues and the price. Mr. Cerrone responded that the City would probably not give it to them at an unreasonably low rate. Mr. Sterling remarked that the City's decision to select RDC begins the negotiation process.

Mr. Yaari said the bottom line is how long the City is leasing the land and how much it would cost. Mr. Cerrone said that a 40-year lease with a series of renewals was in the RFP. They tagged a \$75,000 per year price on it, plus taxes and so forth. He said the City rejected that, claiming they needed a methodology to come up with the rent. Mr. Cerrone that the City Manager is working on the methodology and it may be a base rent plus a percentage. Mr. Yaari noted land leases can be complicated. Mr. Blosser noted that any lease has to go to the City Commission for approval and the public will have the opportunity to weigh in on the process.

Chair Deckelbaum reiterated that it is too early for the Board to endorse something that has unknown terms.

Ms. Lee distinguished between a motion approving a concept and a motion approving the dollars and cents of negotiation.

Mr. Schiavone agreed that it is not the Board's job to get involved with the lease agreement or minutiae - it is just to report that they like/dislike the idea.

Mr. Sterling encouraged the Board to recommend to the City Commission that they go forward with this project, knowing full well that the Board and others will have opportunity for additional refinements of the design and numbers.

Chair Deckelbaum thought the Board wanted to see the complex developed quickly and well, neither at the expense of the other. His personal concern was long-term authorities, cost control and making sure that it operates the way it is hoped. East of Seabreeze, Chair Deckelbaum did not think Ron Jon enhanced the project, and said there are more options for that piece of land. He understood there is a time pressure to move forward with the aquatic center, but questioned the wisdom of tying both parts of the project together at this time.

Mr. Cerrone responded that the impact of construction (in terms of interrupting the community) is best done once. Also, he said there is an opportunity with the cost of

construction and financing to move forward with the Ron Jon, citing excitement in Orlando and “around the world” on that concept. He added it would be an anchor for the beach and a potentially huge revenue for the City.

Mr. Sterling recalled this project started years before the RFP came out. As the Hall of Fame deteriorated, the City went through a variety of studies to determine what to do with the property, including a water park. When the RFP came out, it said it would be a “water related” commercial development, and that is where the idea of a synergy between the ISHOF and Ron Jon and wave features occurred. The reaction they have received from the international swimming organizations supports that. He continued that there is balancing act between the commercial and business interests and the residential interests. Mr. Sterling asserted they have worked hard to “walk the line” to provide a development that is compatible with the water activities of the entire site. He thought the sum of the parts was a winning balancing act.

Ms. Jarjura asked if the RFP included both the western and eastern parcels and Mr. Cerrone said it allowed them bring in D.C. Alexander as a way to incorporate it.

Mr. Yaari maintained that \$7,000 per month for the land lease was not enough to offset the losses that will occur on the west piece of property. He said that such an oceanfront, commercial prime location was worth much more.

Mr. Sterling noted the City will most likely demand a fair market value for the property, but that number is not known. The fundamental issue is the other policy decisions that the City Commission has to make to eliminate the \$1M annual subsidy. He also brought up the uncertainty of resources to build the aqua theater, which could be a significant cash generator for the City. He said another question is to what degree the City would be willing to subsidize the activities in the aquatic center.

Mr. Matchette remarked that he likes the concept. He said he saw a similar fountain/water park in Gulf Stream which was mesmerizing, and said it will be well used. He thought the Board should stick with commenting on the concept, not the negotiations.

*Chair Deckelbaum opened the floor for **public comment** at 2:25 p.m.

Mr. Birch Willey recounted the history of the D.C. Alexander Park. He said he “semi-represents” the Alexander family, having known D.C. Alexander’s daughter, Betty Lou, and her family. He said D. C. Alexander wanted everyone to be able to look at the ocean from his property, and the deed does have restrictions on it limiting it to public use. He urged the Board not to lose the ability of having a place to go to watch the sun come up. He said to keep “passive, open to the public” in mind, and not to allow cars or “lousy” restrooms.

*Chair Deckelbaum closed the floor to **public comment** at 2:33 p.m.

Mr. Blosser said the City is well aware of the origins of the park, noting that the City had to go to the family to get permission to construct a building on the piece of restrictive land.

Mr. Matchette suggested incorporating restrooms into the Ron Jon building.

Mr. Rubenstein said public restrooms are needed in a public place and should be close to A1A. He remarked that people “sneak” into restaurants and hotels, pretending to be patrons, in order to use the restrooms there.

Chair Deckelbaum disagreed slightly with the notion that the board should just to endorse a concept – he thought they have to look at the project responsibly, what is affordable and what is the best use.

Mr. Matchette pointed out they do not have the ability to know the finances of it, and perhaps could make the approval subject to financial analysis.

Chair Deckelbaum continued that he likes everything to the west of Seabreeze, but does not know if what is going to the east of Seabreeze is the best use. He recalled that the aquatic center was put out for an RFP, and the RFP allowed for the use of D.C. Alexander Park and the bringing of it to the rest of the project. The original plan did that well. He thought the Ron Jon project does not incorporate itself into the aquatic center, nor does it bring the beach to the aquatic center. He believed it was a different project, and the land to the east should be treated separately. The Chair said he did not want, however, to hold up the ability to develop the aquatic center.

Mr. Matchette stated that RDC is bringing \$10M to develop that part, and the original RFP said they could incorporate D.C. Alexander Park. He said the first version of that was “gorgeous.” Now there is a private investor (Ron Jon) interesting in spending the money that is uniquely qualified to be in that location due to the water theme, their worldwide experience, and the sale of swimsuits and surf equipment. His only concern was what happens to the museum and how that is incorporated into the commercial enterprise.

Ms. Jarjura felt it was consistent with the beach redevelopment plan: a tourist destination; has public uses and private uses; income generators; the design is consistent; it has the tie-in; and, the pool on the beach.

Motion by Ms. Jarjura, to advise the City Commission to move forward with RDC as the selected bidder and the Board believes this project is consistent with the Beach Redevelopment Plan, and that the City Commission in their negotiation make sure that staff is exploring the financials. Motion died for lack of a second.

Motion by Ms. Lee recommending the concept of the revised December 6, 2011, redevelopment of Fort Lauderdale Beach aquatic center, consistent with the goals and mission of the Beach Redevelopment Advisory Board and that it be subject to the financial goals of the City and best use for the east portion, based on the fair market value of the east portion and concept of design. Motion died for lack of a second.

IV. Communications to the City Commission

Motion by Ms. Jarjura, seconded by Ms. Lee, that the Board recommends RDC as the selected bidder to the RFP (Aquatic Complex Redevelopment) which is consistent with the Beach Redevelopment Plan; the Board supports the alternate proposal by RDC which includes a children's play area, public restroom, and landscaping and sidewalk. Further, the Board recommends that the City work with RDC to ensure that the project meets the City's financial goals and objectives. Finally, the Board recommends the allocation of \$25 million from the Beach CRA fund for this project. In a voice vote, the motion passed (8-1) with Chair Deckelbaum opposed.

Mr. Yaari asked about the aquatic theater and Mr. Cerrone commented that presently there is not an aquatic theater planned, but there is room to expand.

Motion by Ms. Lee, seconded by Ms. Jarjura, that the City Commission considers to exploring the addition of a fourth story to be used for creating a space to be used for meetings, viewing areas and banquet space. Motion withdrawn by Ms. Lee.

Ms. Milroy did not think they had discussed that topic.

[Mr. Yaari left the meeting at 2:51 p.m.]

Mr. Rubenstein said that would compete with the hotels.

V. Old/New Business

None.

Hearing no further business, the meeting was adjourned by Chair Deckelbaum at 2:53 p.m.

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