

APPROVED
BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
WEDNESDAY, FEBRUARY 15, 2012 – 2:30 P.M.

MEMBERS	ATTENDANCE	CUMULATIVE	
		PRESENT	ABSENT
Bradley Deckelbaum, Chair	P	1	0
Mel Rubinstein, Vice Chair	A	0	1
Anthony Abbate	P	1	0
Jordana L. Jarjura	A	0	1
Ina Lee	P	1	0
Dan Matchette (arr. at 2:36 p.m.)	P	1	0
Melissa Milroy	P	1	0
Judith Scher	P	1	0
Tim Schiavone	P	1	0
Aiton Yaari	A	0	1

Staff

Don Morris, Beach CRA Director
Earl Prizlee, Beach CRA
Jenni Morejon, Acting Deputy Director of the Department of Sustainable Development
Eileen Furedi, Economic Development Representative
Barbara Hartmann, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

Quorum Requirement

As of this date there were 10 appointed members to the Board, which means 6 would constitute a quorum. It was noted there was a quorum at the commencement of the meeting.

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

The meeting was called to order at 2:31 p.m. by Chair Deckelbaum.

Roll was called by Ms. Hartmann.

II. Approval of Minutes, January 18, 2012 - Bradley Deckelbaum Chairperson

Motion by Mr. Abbate, seconded by Ms. Scher, to approve the minutes of January 18, 2012, meeting. In a voice vote, the motion passed unanimously.

III. Spring Break Update – Department Representatives

Fire-Rescue: Chief Breck Ballou

Chief Ballou, in charge of lifeguarding at the beach, said their primary focus is public safety. They also work secondarily with fire, code, beach maintenance, first responders, overflowing trash, etc. He added they work well as a team with the other departments and are “ready to go” for this year.

Code Enforcement: Skip Margerum

Mr. Margerum said there were no complaints last year. They focus on trash on private property, and monitor private dumpsters etc. Their biggest concern is vendors selling water and inflatables as it takes away from the beach look and from the permanent vendors. They work with the Police department to monitor sidewalk cafes blocking pedestrian traffic.

Mr. Schiavone suggested that the words “Spring Break” not be used due to their negative connotations.

Police Department: Captain John Bollinger (not present)

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

Parks and Recreation: Mark Almy

Mr. Morris spoke on behalf of the Parks and Recreation Department. He reported that they coordinate their efforts with the BID contractor and another vendor for trash pickup. The trash pickup and cleanup will be scheduled for 24 hours a day. Sanitation people will be taking care of the west side of A1A up until 1:30-2:00.

Mr. Morris mentioned that the Police Department will have a presence on the beach again, and he noted there have been no major incidents on the beach for two years. The lighted message at 17th Street will warn drivers to watch for pedestrians.

Ms. Lee brought up Senior Skip Day, and said the Police Department is trying to find out when it will be this year. Secondly, she said she had just met with the new General Manager of the Weston Diplomat, who shared concerns about traffic on A1A in mid-March. She wanted to ensure that the Police Department will monitor and facilitate traffic flow.

Mr. Morris noted that is a concern, with taxis stopping in traffic lanes, and ice cream trucks stopped in the curb lane. He said they are trying to finish up a project with lights before the break.

Mr. Schiavone commented more visitors are expected this year than last, and Ms. Lee noted they were not “kids” though.

IV. Presentation of TMA Smart Phone Application – Patricia Zeiler, TMA

Ms. Zeiler remarked that the \$60,000 annual contribution from the CRA has helped fund the TMA Smart Phone application.

Ms. Zeiler began a PowerPoint presentation at 2:41 p.m. She presented information on Beach Link, a new route map, and the beta phase of a mobile application that lists all the routes and a route map. It utilizes GPS devices to highlight routes, as well as shopping, banking, beverage, and food locations. She remarked that the application is a way to facilitate maneuvering around the entire beach area without a car. Ms. Zeiler concluded her PowerPoint presentation at 2:52 p.m.

Mr. Matchette asked if they would put an icon on the map for bicycle locations and Ms. Zeiler answered in the affirmative. She added they are not permitted to have stops, but are “wave and run.” Mr. Matchette wondered how a visitor would know to wave the trolley down, and Ms. Zeiler said that concierges are very helpful. She said banners at the airport and seaport would be useful. Mr. Schiavone suggested a very visible sign on the trolley itself directing riders to “wave me down.”

V. Recommendation of CCNA Task Orders – Donald Morris, Beach CRA Director

Mr. Morris reminded the Board that they had determined their priorities in order to undertake the public improvement initiative.

Mr. Morris said they sent out eight CCNAs:

- Redevelopment of Sebastian Street and Oceanside Parking lot into parking structures and pedestrian plazas;
- Channel Square to include a water taxi stop, café and offices;
- Streetscape related projects such as the
 - Redevelopment of the waterfront and Intracoastal parking lot
 - Expansion of Marina into parking lot
 - Almond Avenue streetscape
 - A1A west side
 - State Road/A1A beachfront promenade

Mr. Matchette inquired about the financial status of the water taxi service, and Mr. Morris replied that they will not get into a construction project to support it unless it can

be verified that it is a viable service. Ms. Lee noted that the water taxi had changed hands, and they are privately funded.

Mr. Morris said that the City Commission has selected the three highest-ranked consultants to do the projects:

- Zyscovich Architects (parking garages and Las Olas Beach Plaza)
- IBI Group (Channel Square and associated parking area to the west)
- Sasaki and Associates (Streetscape project and marina)

Mr. Morris directed the Board's attention to the cost summary of feasibility studies in their packets. He added this is going to the City Commission on February 21, and they hope to have all public input and other items completed to go before the City Commission again in October.

Mr. Morris said all projects will be done together over the next six-eight months. He asked for a recommendation to take to the City Commission for February 21.

Ms. Scher asked about the Las Olas Circle plan, and Mr. Morris replied that the City Commission requested that a marine component be a part of the feasibility studies. He continued they have to work through the process and bring it back to the Board in June.

Ms. Lee thought the three different companies were doing the same thing. Mr. Morris replied that probably the most important part of the process, after approvals for the task orders is the creation of an advisory committee comprised of staff from different disciplines plus the consultants to discuss how the projects can work together. This committee will be active during the entire eight-month process.

Chair Deckelbaum wondered how all the parking projects would work together, noting there has already been a beach-wide parking study. Mr. Morris said the transportation/mobility people will be participating. Ms. Lee asked if they would do additional parking studies, and Mr. Morris replied that they would use the existing study to help plan the new projects.

Mr. Abbate stated that he only saw the coordination of projects appearing in one of the contracts (IBI Group). Mr. Prizlee thought it may be in the master agreement. Mr. Abbate maintained that the contract does not hold anyone accountable to each other for coordinating designs or concepts. Mr. Morris disagreed, pointing out the meetings will be frequent and there will have to be coordination. Mr. Abbate continued that the documents appeared to be discreet task orders with not enough control built into them. However, he noted he is new to the Board, and lacks context to understand the project plan.

Chair Deckelbaum reviewed the historical role of the Committee for the benefit of Mr. Abbate. Mr. Morris added that the total budget is approximately \$71M, \$36M of which is

from the CRA, plus a \$25M investment in the redevelopment of the Aquatics Center and Hall of Fame.

Mr. Morris reviewed the Sasaki Plan in additional detail. He noted that staff made recommendations to this Board as to what they thought could be accomplished in eight years with the remaining budget. Staff provided a cost estimate of the various projects, and based upon the funding expected over the life of the CRA from the Sasaki Plan, they thought they could do the eight projects. Mr. Morris noted that the marina expansion was unexpected and is a very involved project. There was also a request to look at doing an iconic structure of some type where the '100' sign is. Mr. Morris continued that initially, when doing the CCNAs, they had hoped to go from design to construction documents, and that has changed. State Statute limits CCNA's to \$200K, so staff has to see if the projects are even feasible. Staff also wanted to have thorough studies so that there were no surprises during the way.

Mr. Abbate commented that given the urgency felt by the community and the importance of these projects, he felt there was not enough clarity in scope. He added it seemed that they are just responding to projects without a clear plan in mind. He wondered how decisions would be made, and said he did not feel comfortable making a recommendation at this time.

Ms. Lee appreciated Mr. Abbate's practical questions, and said she still thinks it is all piecemeal.

Mr. Morris remarked they had been working on the project for years, and neither he nor the City Manager would allow the projects to go forward if they were not done in a cohesive, well-thought out manner.

Mr. Abbate feared they would not get where they want to get within the budget, because he has not seen the overall project management plan. Mr. Prizlee pointed out that part of the scope is to do maintenance, pro forma and revenue. He continued that the CRA does not have the luxury of going through the government process (GSA) due to time constraints. The feasibility studies go further than traditional ones – including surveys and environmental studies. At the end, the project will be vetted through the public even before the design goes out to bid. Mr. Prizlee maintained that cutting the survey out would probably put them in the same range as the GSA.

Ms. Lee asked if a representative from the Board, such as Mr. Abbate, could be included in the advisory committee. Chair Deckelbaum thought that was a good idea, but did not want to force it on him.

Mr. Abbate said that Mr. Prizlee had explained it in such detail that he now understood that project management is part of the plan.

Mr. Morris suggested either having a private meeting with Mr. Abbate or bringing more detailed material to the next meeting so that everyone is comfortable. He emphasized, however, that they have a very tight timeline.

[Commissioner Rodstrom entered the room with an invitation for an event that evening, and then left.]

Mr. Abbate said his main issues are the overall management of all the projects to the coordination among the different consultants. Chair Deckelbaum agreed with his concern, but said that the consultants all answer to Mr. Morris and city staff who are putting it together. The responsibility for coordination falls to them as the ultimate project managers. Mr. Morris said the consultants are all aware that coordination is required. He offered to provide updates during the process so that the Committee could have an opportunity for questions.

Chair Deckelbaum provided a copy of the Sasaki presentation to Mr. Abbate for his reference.

Ms. Lee asked where the amphitheatre would be, and Mr. Morris said it would be near the '100' sign. Mr. Prizlee added there is an amphitheatre on Oceanside as part of the plaza. Ms. Lee said she does not see a central gathering place, but Mr. Morris responded that the Oceanside will be a public plaza to serve in that regard. The pedestrian ways along A1A will be improved. The Las Olas Beach Plaza will also be expanded.

Mr. Prizlee emphasized that even though there are three consultants and eight projects, it was made clear in the RFP that these all have continuous themes and will be coordinated together.

Chair Deckelbaum verified that Mr. Morris hopes to present this at the CRA meeting the following week and the two choices the Committee has now are:

1. To encourage them to enter these as is
2. To recommend they not enter as is and redraft to address the Committee's concerns

Mr. Morris said that another option would be to defer. However, he recommended that the Committee's recommendation include language that addresses Mr. Abbate's concerns, but does not have to be in the task order.

Chair Deckelbaum noted there was a fifth task in the IBI Group, but Mr. Prizlee said it was merely a format difference. Mr. Abbate then noted that project management would dictate everyone use the same format. Mr. Prizlee countered that some groups are doing parking garages and some are doing buildings or marinas.

Mr. Schiavone asked for Mr. Abbate's concern in simple terms. Mr. Abbate answered that it has nothing to do with criteria that he normally uses in his business, but that he is looking for guidance on how the projects are being managed in aggregate, and how that management process is integrated into the task orders so the consultants are all operating under the same assumptions. Mr. Schiavone said that is all under the umbrella of City staff.

Mr. Morris said there will be the same group of people for all the task orders - representatives from Planning, Transportation and Mobility, Parks and Recreation, CRA, and Engineering.

Mr. Morris confirmed it is being treated as one project with eight elements and linkages between them. Staff is responsible to see that it is done correctly, on budget, and is working cohesively.

Ms. Scher expressed her confidence that everything will be done correctly. She said they should move it along.

Ms. Lee had a question about which consultant would get the job after the feasibility studies were done, and Mr. Prizlee replied that the people doing the feasibility studies now would not be eligible to bid on the project, but could do the design bid specifications.

Mr. Prizlee explained that the recommendations on how to move forward with the projects will be coming out of the feasibility studies. He noted there will be aerial photography so that all projects can be seen in consecutive shots.

Chair Deckelbaum brought up coordination again, focusing on the aesthetic aspects. Mr. Prizlee noted that was built into the RFQ, and collectively they will have to select certain looks. Mr. Morris added that staff will provide alternatives for selection, but will not select the look themselves.

Ms. Lee asked how the ranking was weighted, and Mr. Morris replied that the Aquatics Center was ranked #1, and all of the items that were picked (by the Committee) as the top three items in the Sasaki Report have been incorporated into the plan.

Chair Deckelbaum asked if the language the Committee uses in their recommendation can be adjusted after the CRA approves it. Mr. Morris suggested they incorporate Mr. Abbate's concerns into the recommendation, he will read it to the CRA, and ask them to incorporate that into their approval. That would give the staff additional direction to make sure it is done the way the Committee wants it done.

Chair Deckelbaum wondered if Mr. Morris would leave that CRA meeting with instruction from them to put that language into the contracts regarding provisions of

coordination without having to go back to the CRA. Mr. Morris responded that they can approve the Committee's recommendation, but the task orders cannot be changed.

Chair Deckelbaum asked for a straw vote to see if the Committee wanted to go forward with the recommendation this month or wait a month in order to get that type of language in there.

Mr. Schiavone felt comfortable with it and asked Mr. Abbate to comment. Mr. Abbate felt the functional coordination could be tightened up. He noted the reports are very thorough, but did not see how they would insure that the consultants and the feasibility studies are coordinated through a managed process that staff is overseeing. He said he needed to see that language to feel comfortable. Mr. Abbate continued that his concern stems from the fact that public dollars are being used, and he did not want to see a situation where the budget would get totally out of control.

Ms. Lee wondered why the language could not just be added, and Mr. Prizlee said that the meeting is on February 21, and adding the language would take weeks.

Chair Deckelbaum was curious if the following course of action would assuage Mr. Abbate's concerns as well as pass "procedural muster": have a recommendation when it is presented to the CRA on Tuesday that the CRA approve these CCNAs with the addition of a paragraph which will be presented on the spot that will ask them to incorporate that into each contract. Mr. Prizlee replied that if the consultants are there, they might agree to execute the contracts with the additional language.

Chair Deckelbaum recognized Dana Pollitt from Zyscovich. Mr. Pollitt did not wish to speak on behalf of Mr. Zyscovich, but said he understood that they were to coordinate throughout the process and be managed by City staff.

Mr. Prizlee remarked that if the consultants are at the meeting to agree to changes in the contract, it probably would work. It was noted that the contracts have already been executed.

Motion by Mr. Deckelbaum, seconded by Mr. Abbate, to encourage the CRA to enter into these eight CCNAs (task orders) subject to including the language which will be presented by City staff at that meeting regarding coordination amongst the various professionals, which language staff will get approved by this Board's representative, Anthony Abbate, prior to the meeting on Tuesday. In a voice vote, the motion passed unanimously.

Ms. Lee suggested adding the names of the consultants responsible for various areas when showing the renderings.

VI. Façade Improvement Proposal Update – Donald Morris, Beach CRA Director

Mr. Morris reported that he attended a session suggested by Mr. Abbate, and did not get the impression that the programs were geared toward individual façade improvement.

Mr. Abbate commented that the goal was to make streetscape initiatives and the like more character driven. Mr. Morris felt they could incorporate the design element and pay for permitting fees, but as far as applying for the grant, he did not think the project would be strong enough. Mr. Abbate thought the project could be cast in the light of how important the beach is as a resource and how it could contribute to a celebration of local culture.

Jenni Morejon, Acting Deputy Director of the Department of Sustainable Development, commented that they did submit a grant through NEA for a project in the Riverwalk district and likely will apply again this year. She said it is important to realize in terms of funding and revenue sources that the beach and some other parts of the community have a CRA fund, but other areas do not have that “pot of money” and therefore have looked to grants for CIP-related projects.

Mr. Morris stated they could make dollars available for design and permitting costs. He will bring a more definitive proposal to the next meeting.

VII. Communications to the City Commission

None.

VIII. Old/New Business

Ms. Lee brought up possible beach renourishment for Segment 2 of the beach. Since there are no more federal funds for beach renourishment, State funding is uncertain and the County funds for that are depleted, the projects already approved only go down to south of the Bonnet House. She would like the Committee to follow through on that to find when it is happening, if there is money to fund it if it does happen, and what the City will do about it if there is no money available from the County, State, or federal government.

Mr. Morris will check to see if anyone is working on it.

Adjournment

Hearing no further business, Chair Deckelbaum adjourned the meeting at 4:09 p.m.

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