

**APPROVED
 BEACH REDEVELOPMENT BOARD
 100 NORTH ANDREWS AVENUE
 8TH FLOOR CONFERENCE ROOM
 FORT LAUDERDALE, FL 33301
 WEDNESDAY, MARCH 19, 2012 – 2:30 P.M.**

MEMBERS	ATTENDANCE	CUMULATIVE	
		PRESENT	ABSENT
Bradley Deckelbaum, Chair	P	2	0
Mel Rubinstein, Vice Chair	P	1	1
Anthony Abbate	P	2	0
Jordana L. Jarjura (arr. 2:36 p.m.)	P	1	1
Ina Lee (left at 3:48 p.m.)	P	2	0
Dan Matchette	P	2	0
Melissa Milroy	P	2	0
Judith Scher	P	2	0
Tim Schiavone	P	2	0
Aiton Yaari	P	1	1

Staff

Don Morris, Beach CRA Director
 Earl Prizlee, Beach CRA
 Dianne Alarcon, Transportation and Mobility
 Cate McCaffrey, Assistant Director, Parks & Recreation
 Scott Wyman, Commissioner Rodstrom's Assistant
 Eileen Furedi, Economic Development Representative
 Andrew Cuba, City Marine
 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 2:35 p.m. by Chair Deckelbaum.

Roll was called by Ms. Hartmann.

II. Approval of Minutes, February 15, 2012 - Bradley Deckelbaum, Chairperson

Motion by Mr. Matchette, seconded by Ms. Milroy, at approve the minutes of the February 15, 2012, meeting. In a voice vote, the motion passed unanimously.

III. Great American Beach Party Funding Request – Cate McCaffrey, Assistant Parks & Recreation Director

Ms. McCaffrey said they are requesting \$50,000 for the Great American Beach Party.

[Ms. Jarjura arrived at 2:36 p.m.]

Ms. McCaffrey reported that occupancy on the beach went up from 48 to 78 percent during the event last year, and they expect a bigger event this year. Ms. Lee remarked the hotels are always full on Memorial Day weekend anyway, and said Ms. McCaffrey's statistics were not accurate.

Ms. McCaffrey said they will have the Jake and Edwards Blues Brothers, The Land Sharks, Across the Universe, Swahili Band, and several local musical artists. There will be a power shoot jump, military tribute, art show, car show and street chalk art.

Ms. McCaffrey stated the budget is approximately \$100,000, a little more than last year. They do have a \$20,000 grant from Broward Cultural which requires a matching donation. They also have private funding in the amount of \$16,000.

Ms. Lee thought the Broward Cultural grant might reduce what this group would have to contribute, especially since the event is going into its third year. Ms. McCaffrey said the budget is slightly higher this year due to more entertainment. Chair Deckelbaum was curious how much they hope to raise, but Ms. McCaffrey was not sure. She was not sure either when the matching funds had to be in place.

Mr. Abbate wondered if there were any statistics as to how business has increased for retailers and restaurants due to the event. Mr. Morris replied that is important, but in the CRA's goals there are other components, such as making the beach accessible to residents. He stated this event is to attract people from within the Tri-county area. Mr. Morris said a lot of vendors provide services, and he was sure that businesses benefit, although he did not have statistics.

Chair Deckelbaum did not think they had the ability to measure immediate commercial impact for a specific weekend event without getting into extreme expense. Mr. Abbate wondered if they at least get positive feedback from the businesses on the beach, and the Chair noted they do, although it has not been recorded.

Mr. Yaari said it is a “wonderful weekend.” Every time they close the A1A and Las Olas corner, they get many locals and it is very good for business. He thought the effect was more long-term, in that it brings people back to the beach who have not been for years because of mistaken impressions from the past.

Chair Deckelbaum asked Mr. Yaari if he thought there could be a simple way to measure business for that weekend as compared to another weekend. Mr. Yaari answered it is great for everybody, from parking to retail, but he does not have specific ways to measure business.

Motion by Mr. Yaari, seconded by Mr. Matchette, to approve \$50,000 for the Great American Beach Party. In a voice vote, the motion passed unanimously.

Ms. Lee commented they have not talked about the public relations side of the event. She said they have a very limited amount of money for marketing and was concerned over the July Fourth funding of \$84,000. She suggested that for the next funding cycle the Board really focus on using the funds to support events that get the biggest bang for business.

Chair Deckelbaum noted that most hotels along the beach are not located in the CRA. Ms. Lee mentioned a few hotels that contribute to the CRA.

Mr. Morris stated that the reason the Fourth of July event was not on this agenda was because the CRA Board of Directors chose to approve funding without having the recommendation of this Board. Staff has been instructed to put the Fourth of July event in the budget every year. He noted this was the first time this has happened, and it happened because there was a concern that the event may not happen without a funding source. Other than this instance, the CRA Board does seek the recommendations of this Board.

Ms. Milroy asked what amount was raised in private donations last year, and Ms. McCaffrey said she did not have that information with her. Ms. Milroy was perplexed that requests do not come to the Board until two months before the event. She thought they should come to this Board at least six months prior to the event.

Mr. Matchette echoed Ms. Milroy’s concern, and thought that process puts pressure on the Board. He recalled that the Board had decided several years ago not to entertain requests that came in when the event was “imminent.” Chair Deckelbaum said they knew this one was coming, so he did not feel this was one of those last-minute requests, nor was it a private event.

Mr. Rubenstein brought up that the Board had also agreed to provide seed money, not ongoing funding. He said that was not happening. He suggested putting this idea and Mr. Matchette’s comment in a Communication so that it is clear.

Mr. Yaari questioned the power of the Beach Redevelopment Board if the City Commission can override its decisions. It was pointed out it is an advisory board, not a decision making board.

Ms. Jarjura agreed about the distinction between City events and private events in terms of funding. She also said that for the private events they should encourage timeliness of the application and also promote seed money.

Ms. Lee brought up criteria for who gets a Star on the beach, and said the criteria have to be clear, as it is becoming a "political football." Ms. McCaffrey said she would follow up on that.

Mr. Matchette wondered if the event has been favorably reported in the *Sun Sentinel*. He also asked how it was being promoted. Ms. McCaffrey said she would follow up on both items.

IV. Master Plan Project Discussion – Donald Morris, Beach CRA Director

Chair Deckelbaum announced they would skip around on the agenda because the speakers for Agenda Item IV were in another meeting, but should arrive shortly.

V. Discussion of Proposal Façade Program – Donald Morris, Beach CRA Director

Mr. Morris said that he presented the Northwest CRA program, which includes landscaping and many other facets. He recalled that this Board only wanted to look at paying for design and permitting costs. He presented a draft proposal which provides for payment of design, engineering costs. He wondered if the Board was still interested in doing that.

Chair Deckelbaum noted that several speakers had just arrived for Agenda Item IV and asked to return to that item.

IV. Master Plan Project Discussion – Donald Morris, Beach CRA Director

Mr. Morris recalled at the last meeting, the Board was concerned with the collaborative aspect of the project. Mr. Morris said that staff took that concern seriously and at this meeting, he will introduce the Board to three of the consultants and several subcontractors. Mr. Morris hoped the Board would provide input to the guests about their concerns and their items of importance, since the consultants are in the information gathering part of their contract.

Mr. Prizlee called Marty Carrasco, Neil Dean and Suria Yaffar to the podium. Mr. Dean introduced himself, noting he is a landscape architect with Sasaki Associates. He said their job covers four pieces of the project:

- A1A, east side

- A1A, west side
- Intracoastal Promenade
- Almond Avenue

Ms. Yaffar with Zyscovich Architects, and they will be evaluating a feasibility analysis at the following sites:

- Sebastian Alhambra site
- Oceanside Plaza
- Las Olas Beach Plaza

Marty Carrasco, with IBI Group, introduced himself and Marty Divodak with Divodak Studios. They are doing the Channel Square project, located directly at the end of the channel inlet defined by the east side of Las Olas Circle Street, and Las Olas Boulevard on the north. There is also a parcel of land to the left, and portions of that will be developed into a parking garage (and maybe a green roof garage) in conjunction with the other two consultant groups.

Mr. Prizlee distributed a schedule of events related to the project. He noted on February 21, three contracts and eight task orders were approved by the City Commission. On February 24, they had a project kick-off meeting with all of the consultants. They have started data collection and are sharing information. He noted that in between formal meetings, they have conference calls and informal meetings. The schedule is what holds the project together. Mr. Prizlee pointed out that throughout the schedule, the Board is integrated in the activities. He highlighted that in August, the feasibility study will be due and then there will be Town Hall meeting tentatively scheduled for September. There will be conceptual renderings and cost estimates brought to the public to build consensus. After receiving comments from the public, any revisions are due on October 5 and then the project will go before the City Commission on October 18 for a recommendation.

Chair Deckelbaum wondered what design stage is the goal for each of the projects, and Mr. Prizlee replied that it will vary, but will be something to get them to the point where they can move forward with the design build or design bid project. Chair Deckelbaum verified that the next step after the October City Commission meeting would be to go again to professional teams for design build.

Mr. Yaari asked if the parking garages would be run by the City or leased out. Ms. Alarcon answered that the garages will remain with the City, and she said that the parking lots will be in the CRA. Mr. Yaari wondered if the CRA would enjoy any revenue from the lots if they are completed before the CRA sunsets. Ms. Alarcon replied that most of the lots would be funded through revenue bonds, which would have to be repaid.

Ms. Yaffar said the building height would be four stories, and it is not certain whether they are doing a joint development with a neighboring property or a stand-alone garage.

Ms. Alarcon added there is an opportunity for public/private partnership on the Sebastian lot.

Mr. Rubenstein asked about the Channel Square lot and wondered what the "green" represented on the rendering. Mr. Carrasco replied it was an open park area, but they will be entertaining other uses for that spot, as that area will support the transportation hub there. Ms. Alarcon added that it will be a multi-modal hub to allow for the water taxi, trolley system, bicycles, and so forth.

Mr. Prizlee said the green part is a Sasaki project to bring both projects together. He noted what happens on the north side of the bridge affects the south side. Ms. Yaffar remarked there would be a lot of connectivity between the parts of the project.

Ms. Scher was concerned with the influence of the possible Marina expansion. Mr. Dean responded that they had seen a sketch from the Marine Advisory Board that dredges some of the parking lot to make space for more and larger slips. Mr. Dean added that they talked to their marine advisor and have begun sketching a range of alternatives, and they will bring these sketches back to the Board. The basic idea is to have a promenade so that the public can get to the water's edge.

Chair Deckelbaum wondered if they thought they could add more marine slips and also enhance the pedestrian walkway along the Intracoastal. Mr. Dean replied that he understood the promenade is the essential element, and then they will test how much boat space and parking space they can have. They also have environmental concerns to consider.

Mr. Abbate wondered if ultimately there would be recommendations which would allow the Board to prioritize projects and prioritize elements within each project. Mr. Prizlee answered that as they move forward they will see how each project falls into the program. He added that the Board can establish priorities when they get to that point. Mr. Prizlee said that the project has to work within the finite funding provided by the CRA.

Ms. Alarcon added that the City Manager has tasked staff and the consultants to come up with something that can be implemented and not sit on a shelf.

Mr. Abbate expressed concern that the finished product reflect a high quality design approach and not be delivered in a mediocre way to meet budget.

Ms. Lee brought up the ULI Report done approximately ten years ago, and thought it would be useful to make a copy available to the consultants. Mr. Morris responded said the consultants had looked at that report and it has already been incorporated.

Ms. Lee stated that they need a place to do events, an amphitheatre type of location with all the current technology.

Ms. Lee also asked who had the '100' sign portion, and was told it was Zyscovich. She said that the new iconic structure needs to be a "wow factor heard around the world."

Mr. Rubenstein felt the promenade should be more than a strip of grass, and he was glad to hear it was a priority.

Ms. Jarjura wanted to make sure the dollars are encumbered before the CRA sunsets.

Mr. Yaari expressed concern that Las Olas would become the main artery into the City and big vessels will not be able to fit under the Las Olas Bridge, which is the oldest and smallest bridge into the beach area. He thought it should be rebuilt to bring it up to the same level as the proposed development. Mr. Matchette thought that 15th Avenue is the problem, not the bridge. He thought the larger boats would be on the Intracoastal, not in the bridge area.

Chair Deckelbaum asked Ms. Alarcon how the City planned to alleviate traffic in the area from 17th Street to Sunrise Boulevard and beyond. Ms. Alarcon replied that the City is working with FDOT to move beach traffic onto Sunrise Boulevard, and then at Davie over to 17th Street. They are also coordinating with delivery services on alternate routes to the Barrier Island. She added they are trying to get truck traffic off Las Olas and have it be more of a pedestrian priority street. They are also coordinating with FDOT to get beach signs off I-95 that direct traffic to Broward, and direct vehicles to Sunrise Boulevard and 17th instead. Ms. Alarcon said it would be better to encourage people to use garages downtown and use the trolley or bicycle system to go to the beach. She noted that the Oceanside garage will attract traffic from Las Olas, and the Sebastian area will take up traffic from Sunrise Boulevard.

Mr. Matchette brought up the height of the garage at Oceanside Plaza, and expressed concern about it blocking the ocean view over the Las Olas Bridge. He emphasized how important it was to not block that view.

Mr. Matchette also thought the only site available for an amphitheatre at the beach would be Oceanside Plaza, and said that putting it on an upper deck would limit its usefulness.

Mr. Matchette wondered if there was any public art planned. He thought the Las Olas Beach Plaza would be a good location for a "landmark piece of art" and something like a fountain where children could play. He also suggested the Alhambra parking garage plaza for an art piece.

Mr. Matchette brought up concerns of the Venetian Condominium residents over access if the marina is put in. He also thought if the marina was put in, it would impact the Grand Prix. Lastly, Mr. Matchette remarked that if the marina is not built, he did not see

the need for the water taxi, as it would be expensive for dredging and difficult for permitting.

Mr. Morris commented they are looking at having an iconic structure at Las Olas, and maybe even having a small amphitheatre for little events on the beach.

Ms. Lee remarked that whatever happens in this part of the beach has to be kept on track with what is happening at the Aquatics Complex, particularly with respect to the amphitheatre. She emphasized they need to be above the cutting edge with regard to technology. Chair Deckelbaum said that the developments at Alexander Park are outside the purview of the consultants.

Ms. Lee mentioned the interactive structure at the new Dolphin Stadium as a good example of an iconic piece.

Mr. Rubenstein said that public bathrooms need to be available in any structures such as parking garages. Mr. Morris said all public buildings will have bathrooms.

V. Discussion of Proposal Façade Program – Donald Morris, Beach CRA Director

Chair Deckelbaum announced they would return to this agenda item.

Mr. Matchette and Ms. Jarjura spoke in favor of the program.

Mr. Abbate supported the idea, but had specific concerns regarding language in the draft. He thought the first bullet point was redundant with the fourth bullet point (under Overview). Under Application Process, he noted it is hard to find “bonded” architects and engineers. It was suggested to use just the word “insured.”

Mr. Abbate brought up a question on page 2, and Mr. Morris commented that in the Northwest CRA, staff actually makes the determination on whether a project gets funded, and he wondered how this Board wanted to handle that process. Several members of the Board expressed a desire to see the preliminary design before they are funded, and Mr. Morris said the projects could be reimbursable for design cost after they obtain permits. Mr. Abbate suggested that they present their qualifications and some examples of what they have done in the past.

Mr. Schiavone verified that this program would just apply to structures within the CRA. Mr. Morris added that in the Northwest CRA, they have identified areas that would be qualified for more funding, such as Sistrunk Boulevard. He thought this Board could identify areas that are seen to be important, and start working with those property owners. He said there is \$50,000 total available.

[Ms. Lee left at 3:48 p.m.]

Mr. Yaari thought the program was a waste of time, as there were not very many façades in the area that could be redone. The amount of money is too small for the amount of work required. He also noted that the buildings have various types of occupancy, ranging from short-term leases to long-term rentals. Chair Deckelbaum noted they are also exploring an expedited, simplified permitting process for work in the area.

Mr. Matchette remarked that looking now at the nature of the owners, the ages of the properties, the future of the properties, and the amount of money available, he wondered how much money someone would spend renovating someone else's property.

Chair Deckelbaum pointed out that the money is already allocated, staff time is minimal, and if someone wants to use it, that's fine. If nobody takes advantage of the program, then they could choose not to allocate the funds next year.

Mr. Morris explained that staff would approach property owners to gauge interest, and Mr. Yaari wondered how they would do that with the rentals.

Mr. Yaari thought the biggest eyesore in the area is Las Olas, and said they should concentrate on it and the corner of Las Olas and Almond. However, he said those properties are very complicated.

Mr. Schiavone suggested doing the project on a pilot basis for one year, even though it is under-funded.

Motion by Mr. Abbate, seconded by Ms. Jarjura, that the Beach Redevelopment Board adopt the Beach Commercial Façade Program as expressed in draft form in the Board's attachments, subject to the language comments made by Mr. Abbate previously in the meeting, and also that staff shall reach out to property owners and operators in the next three months and inform them of the program and educate them. In a voice vote, the motion passed unanimously.

VI. Communications to the City Commission (Not addressed)

VII. Old/New Business

Mr. Schiavone brought up a previous campaign for a building/zoning code after a natural disaster such as a hurricane. If a building is knocked down in a hurricane, it would have to be rebuilt to a new code. They had tried to work out some way for owners to rebuild their buildings immediately to the original without modification. Chair Deckelbaum thought there was some provision in the zoning codes for that, but said the City cannot bypass current ADA, life safety and other such requirements.

Mr. Morris said there are two issues: the zoning code and the building code. He said the building code has changed a lot in the last ten years. As far as zoning, the provisions are that if there is 50% or more loss of value, the property has to go to the current code. He said a recommendation could be made about the zoning code, which would go through the vetting process. He said there is a legal standard used to justify changing requirements.

Chair Deckelbaum commented this Board may not be the proper Board to discuss this issue. Mr. Schiavone thought perhaps it could be made applicable to the CRA. Ms. Jarjura recommended he meet with Mr. Brewton in the Planning Department.

Chair Deckelbaum brought the Board's attention to a letter Commissioner Rodstron had sent to the Marine Advisory Board in response to some comments which advocated the dredging of Las Olas Marina.

Mr. Rubenstein suggested an agenda item for the next meeting: a Communication to the City Commission regarding the two guidelines about event funding. Mr. Rubenstein offered to draft suggested language to bring to the meeting.

Motion by Mr. Rubenstein, seconded by Ms. Scher, to adjourn the meeting at 4:09 p.m. Hearing no objection, the meeting was adjourned.

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