

APPROVED

**BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
MONDAY, APRIL 16, 2012 – 2:30 P.M.**

MEMBERS	ATTENDANCE	CUMULATIVE 2/12 – 1/13	
		PRESENT	ABSENT
Bradley Deckelbaum, Chair	P	3	0
Mel Rubinstein, Vice Chair	P	2	1
Anthony Abbate	P	3	0
Jordana L. Jarjura	P	2	1
Ina Lee	P	3	0
Dan Matchette	A	2	1
Melissa Milroy	P	3	0
Judith Scher	A	2	1
Tim Schiavone	P	3	0
Aiton Yaari (left at 3:39 p.m.)	P	2	1

Staff

Earl Prizlee, Beach CRA
Chip LaMarca, Broward County Commissioner
Bruce Roberts, City Commissioner
Eileen Furedi, Economic Development Representative
Amanda Lebofsky, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

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. Lebofsky.

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.

II. Approval of Minutes - March 19, 2012

Ms. Lee said that on the last page, the minutes reflected she had sent a letter from the Marine Advisory Board, which she did not. It was noted that Commissioner Rodstrom had sent the letter to the Marine Advisory Board.

Motion by Mr. Abbate seconded by Ms. Lee, to approve the minutes of the March 19, 2012, as amended. In a voice vote, the motion passed unanimously.

III. Beach Renourishment Update

Chair Deckelbaum advised they would come back to this agenda item when County Commissioner LaMarca re-entered the room.

IV. Event Funding Discussion

Chair Deckelbaum noted that a document by Mr. Rubenstein about guidelines for future event funding was being distributed.

Chair Deckelbaum reviewed several of Mr. Rubenstein's suggestions and brought up for discussion the prioritizing of city events versus private events. Ms. Lee thought the more important criterion was the impact of any event on the beach business community. Another important matter would be if the event would be promoting the goals of the CRA. In addition, she wanted to have a way to measure the impact of any given event.

Mr. Abbate also mentioned the need for a metric to make sure the tax dollars are being used to either increase tax dollars or increase business on the beach. He suggested ways of measuring such as crowd estimation and having business owners provide information about whether their business increased over that time.

Chair Deckelbaum thought that reporting of business impact on the beach is not accurate, as it is incomplete and not verifiable (i.e., anecdotal).

III. Beach Renourishment Update (resumed)

Chair Deckelbaum returned to Agenda Item III at this time.

City Commissioner Roberts introduced County Commissioner LaMarca to the Board. Commissioner Roberts stressed there is a good working relationship between the County and the City.

Commissioner LaMarca said the best way to renourish the beach is not the least expensive, but is environmentally friendly and will enable the area to not have issues with the ocean. He explained there are sand mines throughout central Florida and the east coast of Florida which specialize in the kind of sand found on local beaches.

Commissioner LaMarca continued that the County had run into issues with DDP and state environmental agencies, permitting issues, and issues with other cities that have diving and offshore reefs. When they do an offshore borrow, they dredge the sand up, put it on a hopper to a barge and then it is "humped on the beach." At first it looks like concrete, but would lighten over time. There were environmental concerns with that process, so they began looking at another parallel track with the upland sand source, which is proving less problematic.

Commissioner LaMarca detailed that the plan is to bring the sand in by truck or train to the train yard, then truck it to the beach. He believed there would be two seasons. He hoped to get approvals by late next year to do the work, and noted they cannot start until after turtle season. The most they will have is 4-5 months, and they think they can do all of Pompano in one year. Segment 2 would be in Fort Lauderdale, at Galt Ocean Mile. Their goal would be to start at Galt Ocean Mile and bring the sand down to Terramar Street in one year.

Commissioner LaMarca said that the cost would be about \$45 million, approximately half of that coming from federal reimbursement with another half from the State. Any leftover (25%) would be covered by the County and the cities (75%/25%) Fort Lauderdale, Lauderdale by the Sea and Pompano. He said it would be less than \$3 million for all of Fort Lauderdale.

Commissioner Roberts remarked on the logistics of getting that much sand on the beach in that short time (six months each year). He relayed that the leadership at Galt Mile appears to be supportive of them working (offloading sand) on the project into the night. The daylight hours would be for spreading the sand.

Commissioner LaMarca stated they are trying to reduce the number of trucks, and are trying to locate the best points for beach access.

Ms. Lee pointed out that the CRA area lies south of the area to be renourished. She expressed concern that there has been discussion about renourishing the central part of the beach since 1986, but understood that was not practical because there was a hard bottom to that beach. She purported that anything north of Terramar was not going to provide the impact needed for the core of the economic engine for the entire County. She said they needed to figure out a way to do the central beach area. Ms. Lee also wondered if any sand would "drift down" into the central beach area, and if so, how long it would take and what it would look like.

Secondly, Ms. Lee did not believe the federal government would provide any reimbursement for the project -- she said they have not reimbursed what was needed from Hollywood. She felt it was not realistic, and doubted the County could pay their share.

Commissioner LaMarca said that the information he has been provided indicates that the central area has not changed greatly since the 1960s. Ms. Lee said it had changed dramatically.

Commissioner LaMarca reiterated that \$45 million is the total cost of the project. The County share is allocated in the CBB budget, as a beach renourishment line item. Ms. Lee pointed out \$25 million was currently on that line item. Commissioner LaMarca said there is \$40 million in the reserve fund at this time. The \$25 million to be taken out is designated as \$16.5 million for one year and \$10 million the next. Commissioner LaMarca offered to discuss the finances with the Board if that was a key concern.

Regarding the geographical location of sand, Commissioner LaMarca commented that he would research that matter in greater depth. Commissioner Roberts mentioned that the water does flow south, but he did not know how much sand buildup is related to storms and other issues.

Mr. Abbate wondered about the grain type of the sand, and Commissioner LaMarca responded that it would be exactly what is at Fort Lauderdale Beach. He added that the offshore borrow sand is much finer and would make its way back into the ocean quicker.

Commissioner Roberts stated that they did a "miniature" refurbishing on the 1500-1600 block of A-1-A with the same type of sand they are planning to use now, and he said it was very successful.

Mr. Schiavone wondered how long a refurbished beach would last, and Commissioner LaMarca replied that Lauderdale by the Sea was done around 1983, and Fort Lauderdale Beach was done around 1970. He added that the goal is to have 75 to 100 feet of beach. Commissioner LaMarca commented that the County Commission is solidly behind the effort.

Mr. Schiavone asked if there had been any discussion about bringing the sand into the port, dumping it in the ocean, and then pumping it to the beach. Commissioner LaMarca said there had been discussion, but they are focusing on the train/truck delivery. He said that getting the sand from the rail to a ship would be problematic.

Ms. Lee reminded Commissioner LaMarca that the reserve fund is not just for beach renourishment, but is also for redoing the convention center and hurricane relief. Commissioner LaMarca pointed out that is why they have set up the beach renourishment as a line item.

Mr. Rubenstein said that most people agree the beach must be maintained for the future of Fort Lauderdale, and reasons not to do it will come up. He asked when they anticipate the beach renourishment to start in Fort Lauderdale and when the anticipated ending date is when they get to Terramar. Commissioner LaMarca replied the start will be November 1, 2013. There are two segments of the project starting with Lauderdale

by the Sea, and their goal is to complete the first segment during the first year (which is actually five months of work).

Mr. Yaari wondered if it would be better to break up the work into two-month segments, since it would be occurring during the peak tourist season. Commissioner LaMarca commented that the actual work would be isolated to specific 100-yard segments moving down the beach.

Mr. Rubenstein advocated for communication with the beach residents and businesses so that they know what to expect. Commissioner Roberts said they plan to give a presentation to the BID also and will continue to work together with the County on communication.

Ms. Lee thought the main issue for the CRA area would be the truck traffic and lane closures.

Mr. Schiavone suggested a website with daily updates as to the geographical progress of the project that would affect traffic and related situations. Commissioner LaMarca commented that the County technology department could do some type of information website or alerts.

IV. Event Funding Discussion (resumed)

At this time, Chair Deckelbaum reopened the discussion on Agenda Item IV.

Ms. Jarjura brought up the criterion of economic impact to the beach CRA. Chair Deckelbaum said the impact does not have to be purely economic, but has to achieve the goals of the plan - some are economic and some are not.

As far as measuring economic impact of an event, Chair Deckelbaum doubted there was any accurate way to measure that. Ms. Milroy suggested sales numbers compared to the year before. Mr. Schiavone noted some businesses do not want to give numbers, but thought they could ask for a year/date comparison (with the previous year) with a form for them to fill out. Ms. Milroy suggested adding a place to note extenuating circumstances such as inclement weather. Mr. Schiavone proposed tracking parking revenues. He also said there is room for anecdotal evidence. Chair Deckelbaum agreed that the goal is to enliven the area, and anecdotal evidence helps to substantiate that.

Chair Deckelbaum stated that all they need to do to justify their expenditures is to further the CRA plan of 22 years ago. Ms. Jarjura maintained the events had to have an economic impact.

Ms. Lee said that in addition to measuring the economic impact, they could measure marketing - the amount of marketing, print advertising, and number of stories written

about an event. She maintained the CRA should ask for a marketing plan from entities planning events.

Ms. Lee mentioned that the taxpayer dollars going into these events are not the same taxpayer dollars as the general fund - they are generated by the CRA development. Mr. Rubenstein stated that no matter the source, it is the taxpayer money. Mr. Prizlee said it is money going to the City and diverted into the CRA fund.

Chair Deckelbaum did not think there was one simple metric that could be used for measuring the success of an event. Mr. Abbate pointed out that he had already suggested seven metrics, and would like to see all of them used. He emphasized that he is not looking for one simple measure.

Discussion ensued about the necessity for metrics. Comments ranged from the metrics over-complicating the issue, the need for them to prevent groups from coming back year after year without showing their books, and when they should show the numbers.

Chair Deckelbaum suggested adding the following requirement to the list prepared by Mr. Rubenstein: any recurring events at the time of application demonstrate where the funds went from the prior year and show the effectiveness in achieving the goals of the CRA.

Mr. Abbate emphasized the need for some type of control tied to the event to determine if it is feasible, whether it was successful, and its viability for a repeat event.

[Mr. Yaari left the meeting at 3:39 p.m.]

Mr. Schiavone proposed "pulling the trigger" on the amount of time needed to put in an application, and set a fair number of times an entity can get seed money. He commented that he would like to see the language that is in the CRA guidelines for the money and how it is spent.

Chair Deckelbaum asked if staff could send a copy of the application and its process to the Board before the next discussion of this item.

Mr. Prizlee stated that staff receives and reviews the application, and mentioned that the Redevelopment goals and objectives are on the City's website. Whenever they make an expenditure, one of the City attorney's offices requested that they decide which goals and objectives it meets before making an expenditure. Mr. Prizlee suggested requesting that the applicants declare which goal/objective their project would be meeting.

Ms. Lee recommended that applicants send a follow-up report to the Board during a certain time frame after the event. Since the CRA has such limited funds, she thought

the return on their investment should have as much impact as possible. She also wanted the applicants to reveal sponsorship income.

Chair Deckelbaum requested that staff create a draft of what their policies would be, based on the Board consensus at this meeting.

Mr. Schiavone declared that if the event is co-sponsored by the City, the CRA, as a partner, has the right to know how all the money is expended and review the profit/loss statements.

Ms. Lee brought up the need to know about all of the potential events before deciding to fund any single one. Ms. Milroy thought they should have a clear deadline for all applicants.

Mr. Prizlee commented that he and Mr. Morris had spoken about that issue, and he said that in June and July they get the TIF monies in from the County. They wanted all of the City events to be part of the budget process, which would be finalized in July.

Mr. Abbate suggested having two deadlines to accommodate the various groups. Ms. Jarjura said that would be more efficient for the Board. Mr. Prizlee said that could be done for the City events, and perhaps they could have placeholders for other events.

V. Communications to the City Commission (not addressed)

VI. Old/New Business

Mr. Schiavone announced that the Air Show is opening up traffic to the Sunrise Lane business area after the show Saturday and Sunday night at 7:00 p.m.

Chair Deckelbaum brought up the Holiday Lights. Mr. Prizlee said that Mr. Morris wanted to know if the Board would be willing to participate in funding Holiday Lights like they did two years ago, teaming up with the BID (with matching funds) to do something more than lights on a pole. The thought is to put out an RFP showing the infrastructure and come up with ideas for the "100" sign area.

Ms. Lee raised the idea of keeping some type of lighting up after the holiday season. Mr. Prizlee said the RFP he referred to would be geared just toward the holiday lights, however, the consultants are looking at something permanent. There is some opposition from people who think the lights will interfere with the view of the ocean.

Mr. Abbate suggested a seasonal art competition/installation until something permanent is in place.

By consensus, the Board agreed to participate in funding the Holiday Lights with matching funds with the BID.

Chair Deckelbaum announced that the next meeting will be on Monday, May 7.

Mr. Prizlee suggested discussing the programming for the “100” area when the consultants are present.

Hearing no further business, Chair Deckelbaum adjourned the meeting at 3:59 p.m.

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