

APPROVED

**BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8th FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
MONDAY, FEBRUARY 18, 2013 – 2:30 P.M.**

MEMBERS	FEB 2013/JAN 2014				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
Bradley Deckelbaum, Chair	P	1	0	0	0
Mel Rubinstein, Vice Chair	A	0	1	0	0
Anthony Abbate	P	1	0	0	0
Jordana L. Jarjura	P	1	0	0	0
Ina Lee	A	0	1	0	0
Dan Matchette	P	1	0	0	0
Melissa Milroy	P	1	0	0	0
Judith Scher	P	1	0	0	0
Tim Schiavone	A	0	1	0	0
Anton Yaari	A	0	1	0	0

Staff

Don Morris, Economic Reinvestment Manager
Earl Prizlee, Engineering Design Manager
Eileen Furedi, Clerk II
Lisa Edmondson, Recording Secretary, Prototype, Inc.

Communications to the City Commission

None.

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

Chair Deckelbaum called the meeting to order at 2:34 p.m.

Roll was called by Ms. Edmondson.

- **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 - Bradley Deckelbaum, Chairperson

Motion by Ms. Scher, seconded by Mr. Abbate, to approve the minutes of the January 18, 2013, meeting. In a voice vote, the motion passed unanimously.

Mr. Morris referred to a letter from Ms. Lee regarding representation on the BID. Mr. Morris announced that Mr. Yaari has asked to resign because he is term-limited off the Board and wants a full year off so that he could be reappointed in the future. Chair Deckelbaum clarified that technically Mr. Yaari is still on the Board until he is replaced. Mr. Morris added that, at the next meeting, the Board could recommend a replacement, for the City Commission's approval.

III. Art Serves Brunch on the Beach Funding Request - Jaye Abbate, Senior Customer Development Manager, Broward Center for the Performing Arts/Aventura Arts & Cultural Center

Ms. Abbate stated that this project is basically an extension of the Saturday Night Alive project, occurring on the Sundays following the Saturday events. Ms. Abbate said ArtServe was approached last summer about helping facilitate an art event. The organization agreed, and wanted to have some fresh ideas to piggyback on the goals of Saturday Night Alive.

Ms. Abbate said that they decided to integrate the beach cuisine with art, giving people a reason to go to the beach in the summer. There will be two areas with tents on the beach for artists - on the A1A and Las Olas area, and near the Ritz Carlton. The other component will involve asking hotels/restaurants what their brunch specials are and then advertising them. Each hotel/restaurant will be asked to participate also by including art at their establishment - performers, galleries and so forth.

Ms. Abbate continued there will be an extensive marketing plan starting with piggybacking on all Saturday Night Alive marketing. In addition, there will be radio, TV, print, email, e-blasts and signage. The program will start at the beginning of June and run through the end of the month. ArtServe partnered with Leadership Broward to have them coordinate a big press launch at the end of April, continuing for ten weeks.

Ms. Abbate stated they have developed key metrics for evaluation purposes.

The funding request is for the initial work to set up the infrastructure for the tenting locations on the south end of the beach. Ms. Abatte stated that the event would become self-sustaining over the next two or three years.

Ms. Scher was curious if they had spoken to the restaurants/hotels yet, and Ms. Abbate replied they will focus on that in the next two weeks.

Ms. Scher also asked about the amount of funding requested, and Ms. Abbate said they are asking for \$10,000. Ms. Scher asked Mr. Morris if the funds are available, and Mr. Morris said he distributed a document with the data on it.

Chair Deckelbaum stated there is no quorum to vote, since Mr. Abbate and Ms. Milroy would not be able to vote due to conflicts. The Chair said this request does not have to go to the CRA Board, but will be decided by administrative staff.

Mr. Morris stated that ArtServe received \$10,000 from the BID, indicating that the hotels are on board with the project. He added that the \$10,000 requested from this Board will be designated for the CRA area only.

Ms. Abbate clarified that the event starts the first weekend of June but they want to get the word out early, particularly with monthly publications. Furthermore, the hotels can start distributing cards to their guests.

Mr. Matchette was curious what artists would be contributing art for the event, and Ms. Abbate replied that ArtServe would coordinate the call to artists, ensure the requirements are met for different venues, ensure the art is of good quality, and facilitate the event.

Mr. Matchette wondered if the event was in any way a fundraiser for ArtServe. Ms. Abbate stated that their mission is to provide opportunities like this for local artists, and ArtServe is the support mechanism for local artists to grow their organizations. There is no direct benefit to ArtServe.

Ms. Abbate said they will be asking hotels for more financial help. When ArtServe presented to the Beach Council in the fall, they voted unanimously to support the project.

Mr. Morris mentioned that the event does not begin until June because they did not want it to conflict with the Memorial Day weekend events.

Ms. Abbate commented that the event falls under the Saturday Night Alive umbrella at this point. The organizers felt that having the art event on ten consecutive Sundays would help build momentum, and they could also leverage the recognition and marketing with the Saturday Night Live event.

Chair Deckelbaum noted they have \$50,000 left in the budget for this year, and Mr. Morris said he was not aware of any more events through September.

Mr. Matchette commented on the \$9600 left in the event budget to raise, after receiving \$10,000 from the BID and \$10,000 from this Board. Ms. Abbate stated that is the ArtServe contribution from its budget.

There was a brief discussion about the advantages of the event attracting people who do not live on the beach.

Mr. Matchette asked about the purpose of the 18 kiosks, and Ms. Abbate replied they are for the artists. She explained they do a "call to artists" for them to submit their work, and there is a selection panel to match the type of art with its venue. She stated that the work will be of good quality.

Mr. Matchette doubted people would return after attending once. Ms. Abbate said they have discussed ways to keep it fresh such as varying performance artists and events, including music. She discussed some expansion ideas for future years.

Mr. Abbate mentioned that foreign tourists are interested in purchasing local art, and thought it would be better to have local rather than outside artists.

In response to a question about the structure of the event, Ms. Abbate explained that every venue (hotel) has requirements that bind them, and the event would tie in the type of art with their specialty, such as jewelry.

Ms. Milroy felt the event could benefit the hoteliers in that they could serve a special brunch item or feature special drinks.

Chair Deckelbaum remarked that he felt the event would be successful, given the support already evident.

Mr. Abbate wondered if the hotels/restaurants would be involved in the art selection. Ms. Abbate replied that the process is very personalized, and they would be involved.

Mr. Morris concluded by saying he will take all the comments under advisement.

IV. Aquatics Center Update - Earl Prizlee, Engineering Design Manager

Mr. Prizlee reported that the notice to proceed was sent out on January 14, 2013, and that officially started the contracts with the developer. The contract was split into two parts: design and construction. The design phase has a time limit of 295 business days (which would be 13.76 months), and substantial completion is 331 business days.

Mr. Prizlee continued plans are coming into the various departments and going through a DRC pre-discussion, so that the actual DRC review will be smooth. The project is headed by the new Assistant City Engineer.

Once the site plan is revised, Mr. Prizlee suggested bringing it back to the Board for informational purposes.

At this point, Mr. Prizlee showed a rendering of the proposed building.

Ms. Scher asked if the facilities would be built to Olympic standards, and Mr. Morris said they verified that the pool would meet international standards.

Regarding the museum, Mr. Prizlee said they would be provided space that they can build out, and the project will provide whatever infrastructure the museum needs.

Mr. Morris said the east side of the project was not part of the final agreement, and RonJon has been eliminated as a part of the project that was approved.

Mr. Morris reminded the Board they recommended \$25 million for the project. With the garage, the total is approximately \$32 million.

In terms of putting together a management team, Chair Deckelbaum wondered how the project would operate. Mr. Prizlee said the actual facility plan is run by Laura and her staff with the Parks Department, and they are going through the plans for flow, square footage and so forth. It was noted there will be no commercial space in the building.

V. Promoting the Aquatics Complex Redevelopment - Chaz Adams, Public Affairs Manager

This item was deferred due to Mr. Adams' absence.

VI. Communications to the City Commission

None.

VII. Old/New Business

Mr. Morris stated he will be at a conference during the time of the April Board meeting and would like to try to reschedule. Ms. Furedi will coordinate the new date later this month.

Mr. Matchette asked if Mr. Morris had a chance to look at the A-Frame signs he had mentioned at the last meeting. Mr. Morris said he had seen them and sent the information to Code Enforcement. He said that since the economic downturn, the City has allowed more leniency in the way businesses advertise. However, based on what he saw, he thought some of the A-Frame signs needed to be pulled back.

Hearing no further business, Chair Deckelbaum adjourned the meeting at 3:22 p.m.

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

Attachments:
Letter from Ina Lee

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Budget document (Donald Morris)
Rendering of proposed Aquatics Center (Earl Prizlee)