

APPROVED

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

MEMBERS	FEB 2013/JAN 2014				
		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
Bradley Deckelbaum, Chair	P	2	0	0	0
Mel Rubinstein, Vice Chair	P	1	1	0	0
Anthony Abbate	P	2	0	0	0
Jordana L. Jarjura (arr. 2:46 p.m.)	P	2	0	0	0
Ina Lee	P	1	1	0	0
Dan Matchette	P	2	0	0	0
Melissa Milroy	P	2	0	0	0
Judith Scher	P	2	0	0	0
Tim Schiavone	A	0	2	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 2:31 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 February 18, 2013 - Bradley Deckelbaum, Chairperson

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

III. Art Serves Brunch on the Beach Funding Request (\$10,000) - Jay Abbate, Senior Customer Development Manager, Broward Center for the Performing Arts/Aventura Arts & Cultural Center

Item III was deferred until later in the meeting, and Item IV on the agenda was moved up.

IV. Flavors of Fort Lauderdale Funding Request (\$40,000) - Chuck Martinez, Adelfi Group, Inc.

Mr. Martinez gave a PowerPoint presentation and showed a video of last year's event. He reported that even though the event showed a loss of \$250,000, it was considered a success.

Mr. Martinez said that the objective of the event is to promote Fort Lauderdale. He added that next year they will partner with "Feeding South Florida" and donate half of the event revenue to them. Next year's event is "Flavors after Dark," featuring a Latin theme. There will be a VIP Kick-off at the Westin Pool, and other events during the year.

Mr. Matchette was curious about what may have caused the shortfall the first year. Mr. Martinez replied that the beach was the original venue, but due to various natural events it had to be moved to the Marina, incurring an additional \$40,000 rental fee. In addition, ticket sales were not as brisk as anticipated, possibly due to the more "upscale" nature of the event. Mr. Martinez added that next year their goal is to break even, and the third year they hope to make a profit. He said that the first year, they mostly targeted locals, but after that, they hope to have a mix of 75% locals and 25% visitors.

Mr. Morris stated that the Group is seeking \$40,000 to help with the 2013 event. Mr. Martinez stated that the event will partner with social networks and the boat show in the future, revising their marketing strategy.

Vice Chair Rubenstein asked Mr. Morris if there was enough money in this year's budget, and would they have enough money for other requests if they granted the \$40,000 request. Mr. Morris responded that the Art Serves Brunch on the Beach is seeking \$10,000, and with the \$40,000, there would be no more money for any other applications, although no others have been submitted to date. Mr. Morris added that they are seeking \$40,000 this year, but only \$35,000 for next year.

Ms. Milroy attended the event and said it was very well done and thought it would grow nicely in the future. She said that even though it might deplete their funds, that would be a heads-up for groups wanting last-minute funds.

Mr. Abbate wondered if the website cost would be reduced, and Mr. Martinez said the site is going to be revamped. They will be working with the Winterfest, piggybacking on their Facebook presence and Twitter following. He added a lot of the costs were initial costs.

Ms. Jarjura verified that the \$60,000 City partnership last year was with the BID. She also asked for clarification on the technical support (\$31,000) in the budget. Mr. Martinez replied that was for the chef who laid out the sustainable seafood, Monterey Aquarium, some audio-visual assistance related to sustainable seafood, a social networking person and a media buying person. Ms. Jarjura also asked about the sales agent fees for \$35,000 and expenses \$7,000. Mr. Martinez explained those were commissions for people who did sales, excluding the ticket sales.

Regarding other sources of funding, Mr. Martinez remarked that since they are a 501 (c) 3, they seek Foundation dollars, rather than marketing dollars.

Ms. Jarjura wondered why they would develop a Board of Directors, and Mr. Martinez said it would help guide the event planners, and the Directors would be unpaid.

Chair Deckelbaum wondered how many sponsorships are committed in writing for this year, and Mr. Martinez said none. However, he has 70 who have indicated their desire to sponsor.

Chair Deckelbaum was curious about the ticket sales numbers, and Mr. Martinez explained that a lot of tickets counted were for sponsors or for donors of in-kind items.

Mr. Abbate verified that the Air Show is still going to happen, and that the \$75,000 funding for that is still confirmed.

Chair Deckelbaum commented that this event is a "phenomenal event" for the City, but he wondered if it benefits the CRA, or is just a City-wide event that happens to be in the CRA area.

Motion by Vice Chair Rubenstein, seconded by Ms. Scher, to approve the Flavors of Fort Lauderdale at \$40,000 as presented at this meeting today. Mr. Matchette offered a friendly amendment: that it is approved for this year and the Board will look at it again next year. Vice Chair Rubenstein and Ms. Scher both agreed to the amendment. In a voice vote, the motion passed unanimously. Ms. Lee abstained from the vote due to a conflict.

Mr. Matchette wondered how long they anticipate before the event can stand on its own. Mr. Martinez responded that typically the third year is the money-making year, while the second year is the break-even year. Mr. Martinez added that this year's event will have more restaurants than before, and will have a red carpet on the "main drag." He mentioned they have several signature chefs lined up.

Mr. Matchette wondered if this event would conflict with the South Beach event, and Mr. Martinez believed it would not, as the South Beach event is more international, and the Flavors event features local food. Furthermore, the South Beach event tickets are \$300, while the Flavors tickets are \$79.

Ms. Lee expressed her kudos for the event last year. She added, though, that the City charged full price for the parking lot which was never fully used. Ms. Lee asserted that the CRA pays for events, but the revenue goes into the City coffers to some other department(s). She felt they should consider that in the future.

Item III was then brought back on the agenda by Chair Deckelbaum.

**III. Art Serves Brunch on the Beach Funding Request (\$10,000) - Jay Abbate,
Senior Customer Development Manager, Broward Center for the Performing
Arts/Aventura Arts & Cultural Center**

Chair Deckelbaum noted that last month's meeting did not have a quorum, so they need to take a vote at this meeting.

Motion by Ms. Lee, seconded by Ms. Scher, to approve the \$10,000 for Art Serves Brunch on the Beach. In a voice vote, the motion passed unanimously, with Mr. Abbate and Ms. Milroy abstaining due to conflicts.

**IV. Flavors of Fort Lauderdale Funding Request (\$40,000) - Chuck Martinez,
Adelfi Group, Inc.**

This item was previously addressed.

**V. Funding Request Matching Grants to Fund Dredging Projects (\$298,252) -
Jonathan Luscomb, Supervisor of Marine Facilities**

Mr. Luscomb stated they have been working on connecting the City facilities to the proposed channel that Florida Inland Navigation is going to take. The mission of the Florida Inland Navigation is to maintain the Intracoastal Waterway through 12 counties. There is a special taxing district for each county.

Mr. Luscomb gave a PowerPoint presentation on the dredging project.

Mr. Luscomb said the Dania cutoff canal should be finished in May, which would allow larger yachts to come into Fort Lauderdale. By the spring of 2015, they hope to complete the dredging project starting at the Port and going 5,000 feet north of Las Olas Bridge. That area will be dredged to 17 feet. The three City sites, Bahia Mar, Las Olas/Marina and Aquatics Center will hopefully be connected to provide access for boats to come into the channel. He showed the geographic area involved in the project.

If the grant funds are awarded, Mr. Luscomb stated they would have two years plus a one-year extension to determine what the price of the mitigation would be. A good mitigation plan is a condition of a permit.

Mr. Luscomb remarked that all permit applications have been submitted for all the digging. This sets the communication with the DEP and other regulatory agencies in motion.

Ms. Scher asked for clarification about the Las Olas parking site, and Mr. Luscomb stated they would have to apply for permitting for the parking, but it is not included in the current phase.

Ms. Lee asked Mr. Morris if the amount of this grant request was anticipated when the entire plan was put together. Mr. Morris replied this was not part of the projects initially, but the CRA does have the funding to cover it. Ms. Lee verified that it would not take away from anything else the Board is doing.

Ms. Jarjura wondered why the dredging for the parking lot was not included in the plan, and Mr. Luscomb said there is no sea grass there. He said it is an excavation, not a dredge, so they are creating submerged land. The regulatory agencies are more concerned with the way the water will flow. Mr. Luscomb understood the excavation amount was included in the financials that he presented. He added that exploring the mitigation costs has been a priority in the process. The subsequent phase of permitting will be from the upland, which is conceptually designed.

Vice Chair Rubenstein asked how much money there was in the fund balance, and Mr. Prizlee replied there is approximately \$10 million. He added that \$10 million is uncommitted, and every year an average of \$4 to \$5 million is being brought in to be used towards projects.

Based on current projections, Chair Deckelbaum was curious what the difference was between anticipated expenses, investment, and the anticipated revenue. Mr. Prizlee explained he cannot provide that number, because they are looking at different projections. Hopefully in June or July, he will have more information. Mr. Morris reminded the Board that staff flat-lined the projections when the economy was not doing well. He felt that the numbers would be up. Mr. Morris assured the Board there was enough money to cover this project, which is a prerequisite to doing the Marina projects.

Vice Chair Rubenstein asked Mr. Prizlee what he expects the fund balance to be at the end of the fiscal year. Mr. Prizlee said there are a lot of unknowns. Mr. Prizlee said the fund can absorb \$300,000, and did not foresee any problem at the end of the fiscal year in terms of the fund balance and all of the “dreams of the future.”

Motion by Mr. Abbate, seconded by Ms. Lee, to approve the funding request for matching grants to fund the dredging projects in the amount of \$298,252. In a voice vote, the motion passed unanimously.

Ms. Lee was confused as to the source of money ultimately needed. Chair Deckelbaum stated that what was budgeted and earmarked is for the full project of excavating and dredging. Mr. Morris said they will bring back a more comprehensive plan in several months.

VI. Promoting the Aquatics Complex Redevelopment - Chaz Adams, Public Affairs Manager, Public Information Office.

Chair Deckelbaum announced that since Mr. Adams was not present, this item would be tabled.

VII. BRAB Representative to the BID - Donald Morris, Economic Reinvestment Manager

Chair Deckelbaum noted that Mr. Yaari is no longer on this Board, and a replacement is needed.

Mr. Abbate nominated Ms. Lee to represent the Board on the BID, and Ms. Scher seconded the nomination. In a voice vote, the nomination was unanimously approved.

Vice Chair Rubenstein requested a short report from the BID representative on a regular basis.

Ms. Lee commented that she attended the last BID meeting and said the most important item discussed was a workshop on food and beverage on the beach. The Mayor and City Commission had suggested that the BID approach The Central Beach Alliance, which subsequently approved the concept of food and non-alcoholic beverage on the beach.

Ms. Lee also reported that the BID selected a manager, Wizard Entertainment.

Ms. Lee clarified that the food and beverage on the beach would be like “room service on the sand” for hotel guests, and would also be available to the general public. There would be a uniform system along the beach, but no concessions. People could order food, and the hotel/restaurant staff will bring it out to the beach and clean up the area.

Ms. Lee said she will report at every meeting, and also provide the BID with a report from this Board.

VIII. BRAB member to serve on RFQ Consultant Selection Committee - Donald Morris, Economic Reinvestment Manager

Mr. Morris asked Mr. Prizlee to address this item.

Mr. Prizlee reported there are two RFQs now out, one for the Streetscape Projects, which is due on April 21, 2013. The other RFQ is for the Las Olas Corridor Improvements, due back on April 11, 2013.

The Board agreed by consensus to select Mr. Abbate and Ms. Milroy to serve on one Selection Committee apiece.

Ms. Lee inquired about the status of the Las Olas project. Mr. Prizlee stated they are getting the consultants on board. In the RFQ they identified the potential parts of the project: realignment of the road, addressing the canal, garage, Oceanside parking lot, and the portal. The consultants were asked to submit their qualifications for the various projects. When selected, the staff develops a task order for the consultants to do their concept design.

Vice Chair Rubenstein was concerned the Las Olas project would not happen because the City Commission does not have a consensus on the project. Mr. Prizlee responded that there are certain components that they want to do whether or not the road is realigned.

Mr. Prizlee explained the RFQ process, emphasizing that it is just to get the consultants on board. Mr. Morris stated that if the City Commission ultimately decides they do not want to proceed with the project, then they will look at alternatives.

Mr. Prizlee said they will look at the project holistically - they do not start with design, but start with feasibility.

Ms. Jarjura wondered why the consultants would be given an option that would not be supported by the City Commission or the community. Mr. Prizlee responded that it would be the City Commission's and City Manager's decision whether they want to issue a task order to have the consultants spend the time even to draw plans.

Mr. Morris reminded the Board that the City Commission already reviewed the designs before the Board saw them, indicating there was some initial buy-in.

Chair Deckelbaum explained the history of the proposal to Mr. Abbate. Mr. Abbate wondered if the consultants were being asked to give recommendations at this point,

and Mr. Morris said they are merely getting their qualifications at this time. Mr. Prizlee commented they are still at the very preliminary stages of design.

Discussion ensued about the process. Mr. Prizlee said the RFQs that went out are standard: one is for feasibility and, if staff chooses, subsequent design.

IX. Communications to the City Commission

None.

X. Old/New Business

The next meeting will be at 10 a.m. on April 9, 2013.

Hearing no further business, Chair Deckelbaum adjourned the meeting at 3:58 p.m.

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

Attachments:

PowerPoint presentation by regarding the dredging project - Jonathan Luscomb
PowerPoint presentation regarding Flavors of Fort Lauderdale - Chuck Martinez