

**APPROVED**

**BEACH REDEVELOPMENT BOARD  
100 NORTH ANDREWS AVENUE  
8<sup>th</sup> FLOOR CONFERENCE ROOM  
FORT LAUDERDALE, FL 33301  
MONDAY JULY 15, 2013 – 2:30 P.M.**

MEMBERS	FEB 2013/JAN 2014				
		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
Bradley Deckelbaum, Chair	P	5	0	0	
Mel Rubinstein, Vice Chair	A	3	2	0	
Anthony Abbate	A	4	1	0	
Jordana L. Jarjura	A	4	1	0	
Ina Lee	P	4	1	0	
Dan Matchette (arr. 2:40 p.m.)	P	4	0	0	
Melissa Milroy	A	4	1	0	
Judith Scher	P	4	1	0	
Tim Schiavone	P	2	3	0	
Andy Mitchell, Jr.	P	2	1	0	

**Staff**

Don Morris, Economic Reinvestment Administrator  
J. S. Smith, Officer, Police Department  
Diana Alarcon, Transportation and Mobility Director  
Valerie Florestal, Financial Administrator, Department of Sustainable Development  
Renee Cross, Senior Transportation Planner  
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 2:32 p.m.

**• 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 not a quorum at the commencement of the meeting.

**II. Approval of Minutes June 17, 2013 - Bradley Deckelbaum, Chairperson**

Item deferred until quorum present.

### **III. Security Update - Police Department Representative**

Officer Smith reported they have four extra personnel every day on the beach. Beach Place has agreed to increase their security to 520 hours per week with their private security team. 103 arrests and 305 traffic citations have been given since the plan was implemented after Memorial Day.

Chair Deckelbaum was curious about the nature of arrests. Officer Smith thought a lot of them were for disorderly conduct and open container, and he believed the message was getting out that the police will not tolerate those behaviors.

[Mr. Matchette arrived at 2:42 p.m., making a quorum.]

Ms. Scher asked about robberies; Officer Smith reported there are robberies, but also an action plan under consideration to address them. He described several potential scenarios to “catch” people in the act of committing a robbery.

Ms. Lee wondered if illegal activity has declined around the area of H2O on the weekends. Officer Smith responded it has settled down, but there are still issues.

Ms. Lee mentioned that the Chamber of Commerce Beach Council is having an event July 19 to which all security personnel from the hotels on the beach have been invited. They plan to reinstitute a crime hotline which will broadcast alerts to hotels and major businesses on the beach.

Officer Smith commented that the majority of the beach disruption happened on Memorial Day weekend due to the Urban Hip Hop event. He did not think it would be a routine occurrence.

Mr. Mitchell spoke of a successful program they used to have at Ireland’s Inn and the Pelican, where they communicated via radios to catch people who were vandalizing cars. He said they now have no major issues on the north end of the beach. There are also cameras on several streets that broadcast on the internet.

Mr. Mitchell asked what time of day the 103 arrests were made, and Officer Smith said the majority of them were from 2:00 p.m. to 10:00 p.m. There was another spike around 2:00 a.m. when Fat Tuesday shuts down, and the clientele head south towards the parking lots (Las Olas and A1A).

Mr. Morris mentioned there are crime statistics by district on the City’s website. Ms. Florestal added the information is detailed by homeowners associations, and comparable data is provided for crimes.

Mr. Matchette believed parking was at the root of the problem, citing issues around 22 Street, because parking is unlimited. Officer Smith noted they usually have “recreational people” going there, not people going to restaurants and bars. He added that sometimes a marked occupied police vehicle will be sitting in a parking lot to discourage criminal activity, and the residents in the area need to understand that something is being accomplished by that. Officer Smith emphasized that the marked police car makes a statement to anybody driving by. He also said that lighting makes a huge difference.

Chair Deckelbaum wondered about the occurrence of violent crime. Officer Smith mentioned there have been a few incidents, but not many.

Mr. Matchette said he was asked to bring up the matter of crime on the beach after 4:00 p.m. Apparently there is a “youth element” that comes in from somewhere else every day, and some residents do not feel safe walking on the beach that time of day.

Mr. Matchette commented that a parked police car does provide a statement, but to a tourist it looks like “Fortress Fort Lauderdale.” Ms. Lee added that is why the horses and bike patrols are non-threatening. Officer Smith said having officers on foot would also be helpful.

Ms. Lee requested statistics on police activity for the next few meetings. Officer Smith said he can forward that to Captain Bollinger, mentioning that the Board would like the locations, times, and types of activity. The rest of the Board agreed they would like that information.

## **II. Approval of Minutes June 17, 2013 - Bradley Deckelbaum, Chairperson**

Noting that a quorum was present, Chair Deckelbaum brought back this agenda item.

**Motion** by Mr. Mitchell, seconded by Ms. Lee, to approve the minutes of the June 17, 2013, meeting. In a voice vote, the motion passed unanimously.

## **IV. TMA Funding Request - Diana Alarcon, Transportation and Mobility Director**

Ms. Alarcon advised the Board she is requesting funding to help support the Transportation Management Association, the vendor for the community bus service program for the City of Fort Lauderdale.

\*Ms. Alarcon began a PowerPoint presentation at 3:02 p.m. showing the details of the funding request. She said their funding request is for \$180,000 to cover the Beach Link and for \$40,000 to cover the Las Olas Link.

Chair Deckelbaum asked how much of the overall costs have to be subsidized, and Ms. Alarcon said they are subsidizing everything. Fare box collection is estimated to be

\$47,000 for the year, and they forecast \$75,000 for the next year. They are currently negotiating with the County to increase fares from \$.50 to \$1.00.

Ms. Lee commented she has a problem with the routes being cumbersome. Since the TMA is asking for more money this year, she asked if it would be possible for a visitor to travel from the Hilton to Las Olas without having to change trolleys. Ms. Alarcon responded they discussed that, and a mobility manager will be added to their team shortly to look at creating a more efficient system.

Ms. Alarcon reviewed the ridership numbers, noting that an increase was due to going from the five-day schedule to seven days. They also added an additional trolley January 1, 2013.

In response to a comment about the mobile app, Ms. Alarcon said they are trying to fix it so that it will show the trolley moving.

Chair Deckelbaum wondered how often the trolley now goes by any given location. Ms. Alarcon said it is about nine minutes. The number of trolleys on each route would depend on the particular route (downtown has one, beach has two), and there are a total of 14 trolleys.

Chair Deckelbaum asked if there would be a way to implement more of the trolleys into service for special events. Ms. Alarcon said over the Memorial Day weekend, they used a total of four on the route, but part of that routing was due to street closures. She added they have to be cautious; federal dollars come with guidelines, and they have to follow those if they move trolleys around. Environmental justice practices also come into play.

Ms. Alarcon stated that on a typical weekend, all 14 trolleys are being used between all the routes.

Ms. Lee was curious if the TMA was going to be losing funding. Ms. Alarcon responded that the City had been getting approximately \$209,000 for County FTA funding for the Beach Link, and that amount will no longer be available after October of this year. Ms. Lee wondered if part of what the CRA is being asked to supplement is due to that loss, and Ms. Alarcon confirmed that. She added that they were also able to get another grant to help fund the program.

Mr. Matchette pointed out that cost per rider per trip is \$4.50 for the Beach link and almost \$5.00 for the Las Olas link. He wondered at what point the cost per rider would outweigh the public good. Ms. Alarcon said the practice in the past has been to wait until funding disappears. However, she added they are performing analyses to determine where that breaking point is and find more sustainable funding practices.

Chair Deckelbaum wondered what would be some reasonable expectations on what would be involved in getting ridership up to the point where the costs are down from \$5.00 per person per trip. Ms. Alarcon replied that meeting the ridership demand efficiently and increasing the fare would be two elements. However, she reiterated that their current agreement with Broward County does not allow them to increase the fare. Ms. Alarcon pointed out that the typical industry practice has been that no more than 60% is collected in fares - 40% is subsidized.

The question was raised of how much a bus ride costs, and Ms. Alarcon said about \$1.75 on average.

Chair Deckelbaum asked how much of the ridership is tourist-based. Ms. Alarcon said that Las Olas and the Beach Links are tourist-based. The rest of the ridership is based on local presence. She felt the balance was at the right place, but the efficiency needs to be improved.

Ms. Alarcon stated they will be asking hotels to contribute to the costs. Ms. Lee thought asking the CRA for money and also asking the hotels for money was "double-dipping." Ms. Alarcon noted that the Galleria and Harbor Shops support it through sponsorship, which amounts to approximately \$25,000 annually.

Mr. Mitchell said that the trolleys are helpful to the hotels, because a lot of guests do not have transportation.

Regarding the WAVE, Ms. Alarcon explained it would be a segment in the downtown core. The trolley will work outside of the area to help move people to the beach.

Ms. Lee asked if they would still run the trolley if the BRB does not provide the requested amount. Ms. Alarcon said they would be short and did not know the impact.

Mr. Schiavone thought ridership might improve with the addition of "personality" on the trolleys, such as some performing artists. Ms. Alarcon liked the idea but cautioned they would have to investigate the liability involved. She said that at some point in the future, they might purchase a "retired" trolley and make charters available. At this point, however, they are restricted by FTA rules.

Ms. Lee brought up the matter of ADA improvements at the stops, and Ms. Alarcon commented they are surveying the stops that need improvements.

Mr. Mitchell asked what the cost was for the additional trolley and the seven-day schedule. Mr. Morris believed the CRA cost went from \$60,000 to \$156,000 due to adding the days.

Mr. Matchette was curious what the likelihood of their success would be in the next year with the revenue changes. Ms. Alarcon responded that every year they apply for grants

and next year is forecast to be positive. Mr. Matchette asked if any of the grants they will be receiving require them to raise funds internally. Ms. Alarcon replied positively, noting that the City's gas tax dollars provide the matching funds. She added they have an FDOT grant pending that requires matching funds. The CRA money cannot make the match, because they have to be City funds. The grants they now have are two-year grants, which will need to be reapplied for in 2014.

Mr. Matchette asked what the anticipated ridership is for 2014; Ms. Alarcon replied it is projected to be a significant increase.

Mr. Matchette wondered if subsidizing this type of activity is within the Board's purview. Chair Deckelbaum stated that technically it "passes the muster." He felt it was essential for the City as a whole, and the central beach area specifically.

Ms. Lee's main concern was the inconvenience for tourists who have to take two trolleys. She did not want to wait a year for that problem to be addressed. Over the Memorial Day weekend, Ms. Lee said there were transportation issues due partially because there were not clear instructions regarding the trolley. She called for better communication and planning for major events. Ms. Alarcon said they want to create a "transit only" lane for the next big event.

Mr. Matchette suggested asking the hotels to participate by leaving trolley vouchers and a brochure in the hotel rooms. Ms. Alarcon remarked that the TMA is discussing giving free vouchers to the hotels when they become members/sponsors.

Mr. Mitchell said Fort Lauderdale is a place to relax for travelers, and the trolley system is an important aspect of that. He added that they need to become more engaged with the community to make it more practical and less expensive.

Ms. Scher wondered why the trolley is not privately funded in Fort Lauderdale. Ms. Alarcon said they have spoken to several companies about making it a private entity. One did not call back after initial discussions, and the other called back to ask for funding.

Ms. Lee was curious how the additional funding request would fit into the CRA budget. Chair Deckelbaum stated that the budget they will vote on includes the TMA funding at \$196,000. He said that Capital Improvements has always been a "floating number," and the extra \$24,000 would come out of that. It could come from the Event budget instead or in addition.

By consensus, the Board agreed to defer voting on this matter until after the budget discussion.

The question was raised if the trolley would ever be able to support itself, and Ms. Alarcon noted that transportation in general can never support itself 100%. Her goal is

to fill the gaps to make it more self-supporting. She understood that the CRA will not fund the program indefinitely.

Ms. Alarcon concluded her presentation at 3:51 p.m.

#### **V. FY 2014 Budget Recommendation - Donald Morris, Economic Reinvestment Administrator**

Chair Deckelbaum reviewed the basics of the budget, as presented on the documents in the Board packets. He noted that TIF Revenues were up 3.5%, bringing total revenues available to \$6.35 million. Expenses are up slightly, but the increase of "leftover" from Capital Outlay Projects is up to \$4.972 million, more than 3.5%. Chair Deckelbaum remarked that this takes into account the full amount that the TMA is asking for at this time (the additional \$24,000).

Mr. Mitchell wondered if there were actual numbers for the 2013 events. Mr. Morris commented that the Board has been directed to decrease funding for various events every year. Those decreases are noted on the budget. Mr. Morris explained that the Holiday Lights and Lighting Ceremony are split with the BID, and they did not decrease that amount.

Mr. Morris stated that the remaining \$135,072 has not been designated for any specific event. Ms. Lee confirmed that the BID is paying the same amount (\$71,000) as the CRA for the Holidays Lights and Lighting Ceremony. Regarding Saturday Nite Alive, the BID is paying \$80,000. Mr. Morris explained that the BID does not have the same requirement that the CRA does to decrease the amount every year.

Ms. Lee was curious if the City will charge a decreased amount back to the CRA for certain services, like it does for the BID. Ms. Florestal replied affirmatively and said she is working on getting a breakdown of the costs.

Regarding where the \$24,000 will come from, Mr. Morris recommended that there are several options: taking it out of the revenue less expenditures in the budget (\$886,000), or take it from other events - undetermined - (\$135,000). Chair Deckelbaum preferred to take it from the revenue in excess to leave monies for the unknown.

Ms. Lee stated she cannot vote on a matter involving Saturday Nite Alive, as she is a travel host. Mr. Morris stated that this vote would not be specifically voting for Saturday Nite Alive but for the budget as a whole, and she would be allowed to vote on the budget.

Ms. Lee asked Mr. Morris if he was comfortable with the money for the major capital programs. Mr. Morris answered that the \$4.1 million was money identified for the next year's CIP for Beach Master Plan projects. The \$886,000 is money they will apply to

those projects at a later date. The money is not needed for projects next year, but will be needed to complete the projects in the next six years.

Ms. Lee brought up the operating expenses, and Mr. Morris said that any money not spent would go into reserves and then apply to capital projects.

**Motion** by Ms. Lee, seconded by Mr. Matchette, to approve the overall proposed budget for 2014. In a voice vote, the motion passed unanimously.

**Motion** by Ms. Lee, seconded by Ms. Scher, to approve TMA's request for funding. In a voice vote, the motion passed unanimously.

Ms. Lee requested that the Board follow through with TMA as much as possible to get one route on the beach. Ms. Alarcon asked if she could come back to the Board in September to provide an update and launch her public outreach.

Chair Deckelbaum mentioned that on page two of the budget document, there are three events that are City events: Holiday Lights, American Beach Party and the July 4<sup>th</sup> celebration. He said that Mr. Morris wants to put those in the earmarked category. The Beach Party would come down 10%, and July 4<sup>th</sup> and Holiday Lights would stay at the same expenditure level. Funding for Saturday Nite Alive will be reviewed at a later date.

**Motion** by Mr. Schiavone, seconded by Mr. Mitchell, to fund the Holiday Lights, American Beach Party and the July 4<sup>th</sup> celebration. In a voice vote, the motion passed unanimously.

## **VI. Communications to City Commission**

None.

## **VII. Old/New Business**

Ms. Scher mentioned that several members will be out of town at the August meeting time. Chair Deckelbaum said that staff will take care of rescheduling if necessary.

Ms. Lee asked Ms. Alarcon about making arrangements for the Board to take the trolley and tour the CRA before the joint meeting. Ms. Alarcon agreed to do it.

Mr. Mitchell asked for an update on garbage on the beach. Mr. Schiavone got up early on July 5 to see the beach conditions. He said it was a "mess" but that goes along with a party. He was impressed with how fast the garbage was getting picked up, and complimented the City for their excellent job.

Mr. Morris mentioned that the BID has allocated approximately \$25,000 to supplement trash pickup at busy times of the year for this fiscal year and next.

Ms. Alarcon stated that the City is working closely with FDOT on the overall design of A1A greenway. A consultant has been hired to change the design from the standard FDOT requirement - they can create wider sidewalks, etc. Another update will be forthcoming within a few months if there are any changes in criteria that they want to establish with the roadway.

Mr. Morris elaborated that they have not identified funding to address the east side (impediments on the sidewalk). Ms. Alarcon's group will continue looking for monies to do that.

Ms. Alarcon added that FDOT has an RRR (Resurfacing, Restoration, Rehabilitation) project starting at the Seminole Bridge and going to Sunrise Boulevard. This will include milling and resurfacing the roadway, expansion of the sidewalks, and bicycle lanes.

Hearing no further business, Chair Deckelbaum adjourned the meeting at 4:12 p.m.

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

Attachments:

PowerPoint presentation on TMA Funding - Diana Alarcon  
Proposed CRA Budget 2014 - Donald Morris