

APPROVED

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

MEMBERS	FEB 2013/JAN 2014				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
Bradley Deckelbaum, Chair	P	8	0	0	0
Anthony Abbate, Vice Chair (arrived 2:34 p.m.)	P	7	1	0	0
Jordana L. Jarjura	P	7	1	0	0
Ina Lee	P	7	1	0	0
Dan Matchette	P	8	0	0	0
Melissa Milroy	P	6	2	0	0
Judith Scher	P	7	1	0	0
Tim Schiavone	P	4	4	0	0
Andy Mitchell, Jr. (arr. 2:36 p.m.)	P	4	2	0	0
Shirley Smith	P	3	0	0	0

Staff

Don Morris, Economic Reinvestment Administrator
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 2:30 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 a quorum at the commencement of the meeting.

II. Approval of Minutes September 16, 2013 - Bradley Deckelbaum, Chairperson

Motion by Ms. Lee, seconded by Mr. Matchette, to approve the minutes of the September 16, 2013, meeting. In a voice vote, the motion passed unanimously.

III. Update of Flavors of Fort Lauderdale and Fort Lauderdale Air Show - Donald Morris, Economic Development Administrator (not addressed at this time)

IV. DC Alexander Park Design Concept Discussion - Donald Morris, Economic Development Administrator (not addressed at this time)

Chair Deckelbaum requested that they proceed to Agenda Item V, as some members may have to leave early.

V. Update on Consultant Contract Negotiations - Earl Prizlee, Engineering Design Manager

Mr. Prizlee reported he has been meeting regularly with Kimley-Horn (Streetscape Projects) and EDSA (Las Olas Project). He said they are now on the second round of developing the scope of work, and then the hours and rates will be negotiated. Mr. Prizlee stated their goal is get the matter on the agenda in January. He added it takes 30 days to get an item on the agenda.

Chair Deckelbaum asked if they have a draft of the scope of services, and Mr. Prizlee answered affirmatively, but wanted to wait until it is finalized before circulating it. Mr. Prizlee said he walked the sites with both consultants during the last week.

Ms. Lee was curious what took place at the City Commission conference meeting, and Mr. Morris replied that staff was asked to take a second look at Channel Square and see if they could come up with some ideas for a “modest” improvement. Mr. Prizlee commented they are working on a plan for a one-level parking garage with a green roof and a two-level parking garage with a green roof. He hoped to confer with Mr. Zyscovich to obtain cost estimates, since Mr. Zyscovich has all the concepts and survey data.

Ms. Lee asked if there was any flexibility with the condo building in the middle of the project, but Mr. Morris replied they are not able to confirm whether they are going to move.

Mr. Morris said the projects have to be approved and moving forward with the money encumbered by November of 2019. He added the projects do not have to be completed by that time.

Ms. Smith did not see why more parking garages were needed when the lots are hardly being used as is.

Vice Chair Abbate wondered who was providing momentum for the land swap for the Sebastian lot which would make it one contiguous parcel. Chair Deckelbaum explained that the property owners approached City staff recently, but he did not know specifically who from the City had contacted them originally.

Ms. Jarjura was curious if any of the consultants receive the minutes or past recommendations related to the Beach Master Plan projects. Mr. Prizlee thought that should be done from now on.

Ms. Lee was not clear why the master plan is now being referred to as affecting the whole beach, when originally it was for the North Beach Residential Area. She expressed confusion about the focus area. Chair Deckelbaum reviewed that the City Commission adopted the Sasaki Report with respect to the public improvements, but did not address the private property and rezoning aspects of it. The meetings that are now occurring (such as the CBA meeting on November 14) are focusing on implementing the zoning and public improvements elsewhere. Chair Deckelbaum continued that the CRA should be assertive as they go forward; the CRA has money for the public improvements in the CRA area but there is no money for improvements outside of it.

Vice Chair Abbate thought they should have a communication plan, and Mr. Morris said they will have such a program and are already planning it. Vice Chair Abbate recommended some notification in advance of the projects, and Ms. Jarjura suggested putting something on the website. Mr. Morris said they can do that, but he did not see any connection with what was discussed on the Saturday CBA meeting with what this Board is working on.

Discussion ensued on the importance of communicating with the public. Ms. Milroy suggested gathering email addresses at beach events for the Public Information Officer to send information, because she thought nobody would read anything on the City's website. Mr. Mitchell stressed the information sent out should be consistent and frequent.

Ms. Lee mentioned they need to work closely with the City's Transportation Department, because they conduct a lot of work in the area; that can be confusing for businesses and residents.

Vice Chair Abbate recommended some ideas for publicity. Chair Deckelbaum agreed they need to do a better job promoting the work of the CRA on the beach, but pointed out that the staff cannot go forward without a vote of the City Commission.

Mr. Morris stated there are monies in the budget for public outreach, and careful consideration is necessary in terms of what will be said. He said he could bring a proposal back to the Board. Ms. Jarjura recommended including the parking studies and background materials in the plan.

IV. DC Alexander Park Design Concept Discussion - Donald Morris, Economic Development Administrator

Mr. Morris mentioned that they City Commission directed staff to devise a plan of what can be done, understanding there may not be much money available. He showed an aerial view of the site and pointed out staff's ideas. He noted they are considering "self-cleaning" restrooms with no consumables which would be free to use; they would be located near A1A.

There was a discussion on what was proposed for the surrounding area and how it would affect the development of DC Alexander Park. Mr. Morris said he would bring someone from the Planning and Zoning Department to discuss what is happening there.

Ms. Lee expressed her desire for an event-gathering space for major events at the Park if a space is not planned for elsewhere on the beach. Chair Deckelbaum wanted the work to coincide thematically with the contracts of EDSA and Kimley-Horne. Mr. Mitchell advised knowing their target audience and if their strategy is matching them.

Mr. Matchette wondered if the City could consider the Natchez Hotel property for parking to reduce the parking pressure in the DC Alexander Park area. Various comments alluded to the fact that the property was very expensive, and parking would therefore have to be expensive, unless it was subsidized.

Ms. Lee offered her priorities for the DC Alexander Park:

- Place for events (jazz concerts to art shows) if not provided elsewhere
- Enhanced activities for children (dancing water fountains?)
- Public restrooms

Other suggestions/comments were:

- Lack of lighting in the area promotes unsavory events
- The site is a "Welcome Mat" to the new Aquatics Center
- Astro turf on west side
- Staff reach out to the property owner to the south to work together
 - Mr. Morris was not aware if talks had occurred but will find out

III. Update of Flavors of Fort Lauderdale and Fort Lauderdale Air Show - Donald Morris, Economic Development Administrator

Mr. Morris announced the Flavors of Fort Lauderdale had decided not to have an event this calendar year; the money that was set aside (\$40,000) for that will be put back into "Undetermined Events" for funding. He also announced that the Air Show will not be occurring either. The money they had anticipated spending on that will be freed up. If nobody requests money for events, that money will be rolled over into Capital Projects.

Ms. Lee reported that the BID is looking at major events that will drive room nights. Mr. Morris said the Tortuga just announced they are coming back and discussions are underway to do up to two similar weekend events perhaps with different music genres.

VI. Communications to the City Commission

None.

VII. Old/New Business

Mr. Morris referred to the Economic Development Plan, which was previously emailed to the Board. He said the first part of the plan entails collecting economic data City-wide and for specific study areas. Two of the study areas are located on the beach (North Beach village area and the Galt Mile). On December 4, 2013, at 5:00 p.m. at the Beach Community Center, they will discuss the Galt Mile and do a SWAT (Strengths, Weaknesses, Opportunities, Threats) analysis. At 7:00 p.m., they will do the same thing for the North Beach village.

Mr. Morris continued there will be a series of five evenings planned:

- Uptown Executive Airport (December 5)
- Sistrunk Boulevard (December 9)
- SE 17 Street and South Andrews Avenue (December 11)
- Downtown Regional Activity Center (December 12)
- East Las Olas Boulevard (December 12)

Ms. Lee mentioned that Light Up the Beach will occur November 26, 2013, and this Board will be invited to the VIP portion at the Ritz at 5:30 p.m. She described the activities involved with the event.

Noting that he was not present for the vote, Vice Chair Abbate brought up a correction to the minutes of the previous meeting. On page 5, the last line of the first paragraph, "and Vice Chair Abbate assured the Board that the new pool will meet international competition standards," was incorrect. It was decided to listen to the audio and revisit the minutes at the next meeting.

Motion by Mr. Schiavone, seconded by Ms. Smith, to withdraw approval of the minutes for the meeting of September 16, 2013. In a voice vote, the motion passed unanimously.

Mr. Mitchell requested regular updates from the Police Department regarding security on the beach.

Hearing no further business, Chair Deckelbaum adjourned the meeting at 3:29 p.m.

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Attachments:

Views of DC Alexander Park - Donald Morris
Economic Development Plan - Donald Morris