

APPROVED
BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8th FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
MONDAY, JULY 21, 2014 - 1:30 P.M.

FEB 2014/JAN 2015

| MEMBERS | REGULAR MTGS | | SPECIAL MTGS | | |
|-------------------------------|---------------------|----------------|---------------------|----------------|---------------|
| | | Present | Absent | Present | Absent |
| Anthony Abbate, Chair | P | 4 | 0 | 1 | 0 |
| Ina Lee, Vice Chair | A | 3 | 1 | 1 | 0 |
| Thomas B. McManus | A | 1 | 1 | 1 | 0 |
| Dan Matchette | P | 4 | 0 | 1 | 0 |
| Melissa Milroy | A | 2 | 2 | 1 | 0 |
| Judith Scher | P | 4 | 0 | 1 | 0 |
| Tim Schiavone | P | 4 | 0 | 1 | 0 |
| Andy Mitchell, Jr. | P | 3 | 1 | 1 | 0 |
| Shirley Smith | P | 4 | 0 | 1 | 0 |
| Aiton Yaari (l. at 3:48 p.m.) | P | 3 | 1 | 1 | 0 |

Staff

Don Morris, Economic Reinvestment Administrator
Eileen Furedi, Clerk II
Lieutenant Schultz, Police Department
Tom Green, Beach Engineer
Kevin Walford, Transportation Planner
Jeff Stafford, Aquatic Complex Staff
Valerie Florestal, Budget Analyst, Sustainable Development Department
Jamie Opperee, Recording Secretary, Prototype, Inc.

Guests and Presenters

Paul Kissinger, EDSA, Inc.
Kelly Hitzing, EDSA
Jeff Suiter, EDSA
Sara Sullivan, EDSA
Marwan Mufleh, Kimley-Horn & Associates
Jason Webber, Kimley-Horn & Associates
Dave Burgering, USA Diving
Joe Cerrone, RDC
Christy Brush, Coastal Systems International
Uday Kirtikar, Walker Parking Consultant
Isis Mojigar-Hunt, Arquitectonica
Alan Tinter, Tinter Traffic
Sheryl A. Dickey, DCS

Scott Woodburn, resident
Andrea Woodburn, resident
Jack Newton, resident
Jonathan Olsen, resident

I. Call to Order/Roll Call – Anthony Abbate, Chair

Chair Abbate called the meeting to order at 1:31 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 - Anthony Abbate, Chair

- **Special Meeting / April 8, 2014**

Motion made by Ms. Scher, seconded by Mr. Mitchell, to approve the minutes of the special meeting of April 8, 2014. In a voice vote, the motion passed unanimously.

- **Regular Meeting / April 21, 2014**

Motion made by Ms. Smith, seconded by Mr. Yaari, to approve the minutes of the regular meeting of April 21, 2014. In a voice vote, the motion passed unanimously.

III. Beach CRA Operational Budget Recommendation - Don Morris, Economic Reinvestment Administrator

Mr. Morris directed the Board's attention to the item in the backup material, the FY2015 Proposed Budget. He said the rate was 5.6%, and the revenue numbers are higher than those of FY2014. Mr. Morris reported that they took \$1.5 million from the appropriated fund balance and moved it into the CIP to fund the design of the projects. He continued with a brief overview of the proposed budget.

Mr. Morris referred to a handout outlining three City events that the BID funds every year:

- Fireworks - \$82,500
- The Great American Beach Party - \$40,500 to be reduced by 10%
- Holiday Lights - share funding with BID

He added that the remaining funds (approximately \$193,950) will be available to fund requests.

Mr. Morris stated that they funded the Sun Trolley last year at \$220,000 and are requesting the same amount this year. The amount will come out of Operating Expenses. Since there are no capital outlays planned for this year, the total operating expenditures will be \$1,282,493. Added to the Master Plan CIP projects, the total expenses will be \$8,416,718. Whatever is not spent during the year automatically goes to the CIP.

Mr. Morris pointed out that projected revenues through FY2020 were also provided at two rates: 5.6% and 5%. The resulting difference was approximately \$500,000.

Mr. Morris mentioned that staff will come back to the Board with information on a short-term loan to fund the projects through the revenue.

In response to a question, Mr. Morris clarified that the Fireworks, The Great American Beach Party, and Holiday Lights will come out of the Special Events fund; the trolley will come out of Operating fund.

Mr. Yaari hoped they could resurrect Saturday Night Alive. Mr. Morris responded that it was a BID event, and the BID chose not to do it again. He added this Board could approach the BID to see if they would want to reconsider, but noted that the BID is now concentrating on several major events as opposed to more but smaller events.

Mr. Schiavone said that when the BID first brought the concept forward, they said it would eventually fund itself. Mr. Matchette liked events such as Saturday Night Alive that bring a constant stream of people to the beach.

Mr. Matchette wondered about the Special Events expenditures of \$371,000 for FY2014 being the same (52% of the budget) as for FY2015. Mr. Morris commented that the balance of the remaining special events budget was money available for events.

Mr. Mitchell was curious what caused the 9% revenue increases in the City and also in Intergovernmental, and Mr. Morris replied that was due to a projected increase in the assessed valuations.

Chair Abbate commented they need to keep in mind that the annual events that they fund should be self-sustainable in the future.

Mr. Morris clarified that the \$371,000 is all within the Operating Budget, but it is represented under Special Events to make it a line item.

Mr. Matchette asked what the rationale was for this Board to be funding the Sun Trolley and special events. Mr. Morris replied they only fund the portion of the Sun Trolley that is in the CRA; the CRA was created to increase tourist and pedestrian activity, and to create a destination for residents and tourists. Regarding the Sun Trolley in particular,

Mr. Morris said that tourists really like it. The other events bring people from surrounding areas that helps business and brings people to the beach.

Ms. Scher wanted to know the cost involved in extending Saturday Night Alive.

Motion made by Mr. Yaari, seconded by Mr. Mitchell, to accept the FY2015 proposed budget, including the line items under Special Events, with a grand total of \$413,950. In a voice vote, the motion passed unanimously.

- **TMA (Sun Trolley Funding Request)**

Mr. Morris pointed out that the information was presented in the backup but no one was present to elaborate. It was passed as part of the budget.

IV. Funding Request for Aquatic Center Modifications - Tom Green, Beach Engineer

Mr. Green showed drawings of the original plan and the proposed changes. This featured a dry training facility with weight equipment, offices moved to the mezzanine overlooking the two-story dry training facility, 4,000 square feet of potential leasable space, and 5,400 square feet of banquet facility. In addition, the movable floor system was deleted. Mr. Green showed a video mockup of the site while he was speaking.

Mr. Green stated it would be a five-story building with a net increase of approximately 2,400 square feet.

Mr. Morris said there would be a concession open during events.

Mr. Stafford said they plan to hold the same type of events there that they currently hold, plus events they had before the grandstands were condemned. He continued that USA Swimming and the YMCA have previewed the modifications and do not have any issues with them.

Mr. Morris reported that they discussed the height of the proposed diving platforms and peripheral vision for the divers with a representative from USA Diving. USA Diving said they have no issue with either matter, as long as the height of the diving platform does not create more than a 2 mph greater wind load between the current height and the proposed height. Mr. Morris said they are going to verify that independently.

Mr. Schiavone wondered what agency or person was going to guarantee that this facility would be the best in the United States, or perhaps internationally. Mr. Abbate had requested support/acceptance letters from FINA, USA Diving and YMCA, but has not received any.

Dave Burgering, Dive Coach at the Aquatics Complex and consultant with USA Diving, stated that USA Diving is waiting for the results of the independent wind study. If it agrees with the 2 mph wind, they will send the letter; if not, they will probably meet with the City Manager. Mr. Burgering added that USA Diving does want to use the facility for more training camps and the dry land training facility.

Joe Cerrone of Recreational Design and Construction (RDC) said they are going over and above what is normally used as a criterion (25 mph) to make sure it is acceptable to the divers. He said they have two letters from USA Swimming and USA Diving (from January and March) saying they meet the criteria.

Mr. Cerrone maintained that the height of the platform relative to the ground is not the issue - it is the distance to the water.

Mr. Yaari wondered if there was any big name sponsor lined up. Mr. Cerrone responded that the City has not yet been interested in entertaining the branding of the facility. However, he mentioned the possibility of building a 26-meter platform with Red Bull sponsorship.

Chair Abbate recalled that attracting pedestrians and building a world-class facility were key concepts of the Board's original intent, and he feared that their facility's criteria would not meet or exceed other similar facilities.

Ms. Smith pointed out that maintenance is an important factor in keeping the facility up to standards.

Chair Abbate stated that he wants an independent assessment of the proposed facility compared to existing facilities in Broward County, as well as facilities such as Greensboro, South Carolina; Omaha, Nebraska; and Windsor, Canada. The assessment would see if they meet or exceed their criteria, so that Fort Lauderdale can be competitive enough to attract business away from the other facilities. It was pointed out that Fort Lauderdale has an advantage in that they can have the activities outdoors year-round.

Motion made by Mr. Yaari, to approve and proceed with the project. Motion later withdrawn.

Mr. Schiavone pointed out the difference between trusting and verification, saying they need to verify the specifics of the facility to make sure it meets competition standards.

Mr. Morris thought it would be difficult to establish that the facility would be better than others, because that enters into the realm of opinion.

Chair Abbate commented that he would like to see case studies regarding pool depth, height of bleachers, etc., that were addressed as conditions of approval from accrediting

agencies in the letters received in the packet. Mr. Cerrone reiterated that the facility meets all the USA Diving requirements. The City just wants slight modifications. Mr. Cerrone discussed the City's usage plan. Discussion ensued about the need for a comparison study.

Chair Abbate asked why they are being asked to fund the project prior to the site plan level 4 and the permit. Mr. Morris explained that the site plan which is going to the City Commission on August 19 does not include the modifications - they will come back at a later time for administrative approval. He continued that they want to get a contract amendment in place with RDC to do the modifications.

Mr. Morris reviewed the Board's approval of the site plan on December 20, 2011.

Mr. Yaari maintained it would be difficult for anyone to predict whether the facility will make money. A brief discussion about marketing ensued.

At this time, Chair Abbate opened the floor to comments from the public.

Jonathan Olsen, 2000 Sunrise Key Boulevard, Fort Lauderdale, read and commented on his letter that he wrote a letter on this morning to the Mayor, the City Commission, the City Manager and Mr. Morris. He suggested the parking structures be moved to the Intracoastal lots and have the pools on one level. Mr. Olsen spoke about the poor maintenance of the facility in 2004, but said the location is a big draw.

Scott Woodburn, long-time Fort Lauderdale resident, said he used to be a swimming coach and was active in marketing the ISHOF. He is a competitive swimmer, but does not come to the complex because the hours are inconvenient. He was curious how the complex would be marketed to the general public to bring up the usage rates, and said the facility is a financial burden to the City. He lamented the loss of agreements with the USOC and national governing bodies, the loss of connections, and hoped for a solution.

Mr. Matchette asked if Mr. Scottburn thought the facility itself was sufficient to bring in business, if the right people were hired, and Mr. Scottburn felt it met all the criteria.

Jack Newton, a neighbor of the facility, approved the building of a new facility. He was curious if it would have the same number of pools as the current building. He recalled the old pool at D.C. Alexander Park, calling it a "magnificent" use of that property, and suggested rebuilding it to bring in the public. Mr. Newton disbelieved the notion that the wind differential going up 40 feet would be only 2%. He also suggested lowering the parking deck and expanding it so there is more space on top for activities.

Hearing no further comments, Chair Abbate closed the floor to comments from the public.

Mr. Yaari withdrew his motion.

Discussion resumed on what course of action the Board wanted to take. The following opinions/suggestions were expressed:

- Check on the diving board height (wind differential and exposure)
- Make sure the facility would attract the preferred clientele
- If the facility meets the world-class competition criteria, move forward
- Shelter the diving platform
 - Would meets be called because of the wind?
- Definite need for a business plan to avoid losing money
 - Subsidizing is not acceptable
- Eliminate one level of parking - do not need that much parking
 - Save money
- Lift the beach area beyond its prior level - make it world-class rather than just meeting criteria
 - Needs to be “amazing” like Millennium Park in Chicago
- Need maintenance plan
- 5,000 square feet of banquet space was good

Mr. Morris reminded the Board they had already voted for funding, and if it were not for the proposed modifications, they would not be having this discussion. The current issue is about programming.

Mr. Matchette recalled that when they voted for it, they did not have a specific set of plans. He wanted to know if there is still time to consider design changes, or if it was too late.

Further suggestions were as follows:

- Mr. Yaari suggested letting the City Commission know they are concerned with the business plan
- Chair Abbate suggested recommending to the City Commission that they designate a task force to answer questions and report to the Board and the City Commission within a time frame
- Mr. Matchette stated there should be a staff person now in charge of business development for the Aquatics Center
- Parking revenue will go to repay the parking bond
- Ms. Scher observed nobody on the Board is excited about the project and it needs something more
- Mr. Schiavone said that until they see specifics (meeting the criteria and seeing a business plan), they will not approve the project
- Mr. Mitchell said he liked the design, but was concerned about losing millions of dollars because there is no business plan
- Ms. Smith reiterated her concern about the parking garage

- Mr. Mitchell suggested informing the City Commission they want a budget, a marketing plan that provides revenue streams, and profits and losses for the first three years
- Mr. Abbate expanded on that to include events revenue, local use of the pool versus programmed national/international use
 - Also requested a verifiable projection of groups planning to come in
- What is the City's plan for business development including staff, criteria for selection of director, timing of hire, etc.?

Mr. Morris summarized the Board's requests:

- Revenue plan that talks about event revenue and local revenue
- Marketing plan on how the facility will be marketed
- Business development plan to bring new business in, and personnel and timing of such

Board members added the following:

- Request personnel involved in business development and the timing of hire
- Comparative study of other recognized world-class venues to compare amenities
 - Square footage, proposed amenities, dimensional standards in terms of heights, widths, lengths, depths
- How D.C. Alexander Park tie in

Motion made by Mr. Schiavone, seconded by Ms. Scher, that the Community Redevelopment Agency (CRA) Board of Directors delay approval of the funding request for the proposed modifications to the Aquatic Center, and that the City Commission delay approval of the final site plan for the Aquatic Center until the following information is provided:

- A comparative analysis of the proposed facility with other aquatic facilities in North America to ensure that it meets and exceeds amenities and criteria such as square footages, heights, widths, lengths and depths
- Verification that the design complies with all requirements for international swimming and diving competitions, including providing a wind study
- A marketing and business development plan for the facility, which includes revenue and budget projections and staffing
- A maintenance plan for the facility
- How DC Alexander Park ties in and connects to the Aquatic Center

In a voice vote, the motion passed unanimously (7-0).

V. Las Olas Corridor Improvement Project and Fort Lauderdale Beach Streetscape Improvement - Phase I, Stage I Reconnaissance / Understanding / Outreach - Paul Kissinger, EDSA, Inc. / Marwan Mufleh, Kimley-Horn & Associates

Mr. Abbate pointed out there was a CD prepared with extensive information on the project; there is an executive summary in the packet. Mr. Morris distributed copies of an update to the executive summary.

Mr. Morris pointed out that this is the fact-finding stage of Phase I. He said they would start the presentation with Kimley-Horn, since the Streetscape Project was vetted fairly well and the issues that need resolving are minimal.

Mr. Mufleh from Kimley-Horn explained that this phase is reconnaissance and data collection. He began a PowerPoint presentation at 3:16 p.m. addressing the streetscape improvements on A1A, Almond Avenue, and Sebastian Park, as well as related issues and conflicts. Mr. Mufleh completed his presentation at 3:26 p.m.

Mr. Yaari mentioned that Almond Avenue is a heavy delivery area for local businesses, and Mr. Mufleh responded that any possible street closure would only take place after delivery hours.

Mr. Mitchell pointed out that a lot of pedestrians try to cross the street where there are no designated crossings. He wondered if there had been discussion to arrive at more uniform signage to help the driver; Chair Abbate thought it was an FDOT issue and asked Mr. Mufleh what they could do to improve the situation. Mr. Mufleh advised it takes time to coordinate with FDOT and if they encounter too many obstacles, they may have to call on help from the City leaders.

Regarding the lighting issue, Mr. Morris recalled that previously designed lights were acceptable; however, now the criteria has changed so they are looking for a design modification. He continued there is \$1.5 million left over from the FDOT-Joint Participation Agreement for what was done on the east side, and there is an unresolved issue (tied to roadway versus pedestrian lighting) with using those funds on the west side north of the CRA. Chair Abbate commented that proper lighting solutions could add to the "world-class" status of Fort Lauderdale.

Ms. Smith was concerned that it was not safe to walk the beach streets at night due to it being so poorly lit. It was pointed out that if the down lighting on the east side were bright enough, they would not need vertical lighting. Mr. Morris commented they designed the lighting the way they did because it was also supposed to serve as roadway lighting.

Paul Kissinger of EDSA, Inc., introduced the members of his team working on the Las Olas Boulevard Corridor Improvements: Jeff Suiter, Kelly Hitzing, Sara Sullivan, Christy Brush, Uday Kirtikar, Allen Tinter, Isis Mojigar-Hunt, Marwan Mufleh, and Jason Webber.

Mr. Kissinger began a PowerPoint presentation at 3:31 p.m. (2:01 on audio) on the project, covering the goals, opportunities, and constraints related to the improvements

for the Las Olas Corridor Project. He explained what parking utilization means: if there was a parking spot for \$1 per 24-hour day and it had a car in it for 24 hours, it would be 100% utilized; but if it had a car in it only for 12 hours, it would be utilized at 50%; if it was occupied in the 12-hour peak period, it would be 100% occupied. He said the diagram in his presentation was not exact in terms of utilization/occupancy - utilization is based on revenue. Mr. Kissinger advised they need to get more parking counts as they relate to occupancy, since two previous counts did not figure in beach goers. Mr. Suiter spoke about the importance of studying parking in and out of season.

Chair Abbate wondered why the plan did not show the key pedestrian circulation all the way through to the Intracoastal as depicted in the Master Plan; Mr. Kissinger replied it was outside of their study area, but they could add it.

Mr. Suiter mentioned the impact that adding parking spaces to the lots can have on the potential of the beachfront area.

[Mr. Yaari left at 3:48 p.m.]

Mr. Kissinger continued with his presentation, mentioning the multi-modal center with key drop off points. He noted that they would have to cut into Channel Square to make the water taxi stop there feasible.

Mr. Kissinger emphasized that the garages shown in his presentation are not designed; they are just there to see how they fit in the overall scheme.

Mr. Kissinger requested a motion from the Board to approve the proposed program for design to allow them to move forward to Stage II, the 15% design phase (Conceptual Planning).

Chair Abbate asked if it would be possible to reduce the number of lanes on Las Olas Boulevard to repurpose the existing right-of-way for alternative transportation modes including pedestrian and bicycle facilities, and Mr. Kissinger agreed.

Mr. Schiavone wondered how long ago it was when the work was done on Las Olas Boulevard on the east side of the bridge, and Mr. Kissinger said it was finished in 2005. He added they did the conceptual design for that but the width of lanes, plans for bicycles and cars, and exit strategies for hurricanes were not part of the design at that time. It was restricted to enhancing the sidewalk.

Mr. Tinter stated a new feature is getting the cars off Las Olas Boulevard as soon as possible east of the bridge to free the roadway for pedestrians.

Ms. Smith declared that there are already too many parking spaces at the beach, and Mr. Kissinger said they were going to do a new parking study (inventory/analysis). As a design team, they were charged to put back 835 parking spaces between the

Intracoastal lots and the Las Olas/A1A lot. They were also to put an iconic open space at the Las Olas/A1A parking area. The lots they take away from the Las Olas/A1A lot will go to the Intracoastal lot, where they will have to have a garage. Mr. Kissinger did not think 835 spaces were necessary, but wanted the Board's feedback. If they do not need the 835 spaces, they can use the money for a best/higher use.

Mr. Mitchell complimented the design, noting that it is not as invasive in certain areas and maintains a good balance.

Mr. Schiavone wondered about this project in relation to the parking at the Aquatics Complex, and also the possible effects from any changes at the Marina. Mr. Kissinger advised that he used the facts that existed at the time so that the Board and the City Commission could make good decisions. He continued that there will be less vehicular traffic in the future as Fort Lauderdale becomes more urban - 20-year-olds are driving in less numbers than before, and tourists will have multi-modal opportunities for transportation. He advised that the Marina decision needs to be made soon to clarify the parking situation.

When planning for parking, Mr. Mitchell said it makes a big difference whether they look at weekend or weekday traffic. Mr. Kissinger said they have to plan for the big events, but it also has to work the rest of the year. He suggested tiered parking rates to accommodate people who will spend the entire day there, and those who are just there for an hour or two.

Mr. Matchette was curious how the iconic space contemplated for the Las Olas lot will fit in with what is planned for DC Alexander Park. Mr. Kissinger said the intention is that there will be synergy.

Mr. Kissinger then returned to his PowerPoint presentation, discussing gathering places. Chair Abbate suggested calling the "gathering spaces" by a different name: "programmed events spaces."

In conclusion, Mr. Kissinger reviewed the streetscape improvements, parking, the garage programs, and a multi-modal transportation center to help people move around the beach and City.

Mr. Matchette pointed out the following:

- the tram concept for the parking garage was probably not viable due to expense
- green roof idea is a problem from a maintenance standpoint
- idea of having events on the roof had been discussed in conjunction with the Alhambra parking lot and was not favorably received

Motion made by Mr. Matchette, seconded by Mr. Mitchell, to recommend to the City Commission to provide direction so that EDSA can move forward with the program at this time.

Chair Abbate opened the floor to public comment.

Mr. Nelson commented that the traffic on Las Olas Boulevard is worsening, and suggested encouraging development (parking) by Sunrise Boulevard instead.

Chair Abbate closed the floor to public comment.

Mr. Kissinger said that the City Commission will be reviewing the technical document at their August meeting (or thereabouts), and his staff will work with City staff to coordinate all beach projects together with Kimley-Horn. Mr. Morris stated that the deliverables are staggered; EDSA will be delivering their 15% for Kimley-Horn. Kimley-Horn is willing to move their design up so everything can be reviewed at the same time.

Mr. Matchette asked what was going on with the Marina. Mr. Morris said they had received an unsolicited proposal, which is under evaluation; it calls for substantial CRA investment (approximately \$20 million). He said they cannot continue to wait for private development to happen.

In a voice vote, the motion passed unanimously (6-0).

[Mr. Mitchell left at 4:32 p.m.]

VII. Old/New Business

There was a brief discussion about the date for the August meeting; Mr. Morris will see if the room is available for August 25, 2014, and get back to the Board.

Mr. Morris advised the Board he will be bringing the future projects to the Board in Special Meetings from now on.

Hearing no further business, Chair Abbate adjourned the meeting at 4:33 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc. - 1st draft edits by Eileen Furedi]

Attachments:

Letter read by Jonathan Olsen - Jonathan Olsen

Handout re: BID-funded events - Donald Morris

Handout re: update on executive summary for Item V - Donald Morris

Point presentation on Streetscape Improvements - Marwan Mufleh

PowerPoint presentation on Las Olas Corridor Improvements - Paul Kissinger