

**JOINT WORKSHOP OF THE FORT LAUDERDALE  
BEACH COMMUNITY REDEVELOPMENT AGENCY AND BEACH REDEVELOPMENT  
ADVISORY BOARD  
INTERNATIONAL SWIMMING HALL OF FAME  
501 Seabreeze Boulevard  
Fort Lauderdale, Florida  
TUESDAY, NOVEMBER 9, 2010 – 7 P.M.**

Chairman Seiler called the meeting to order at approximately 7:17 p.m. Roll was called and a quorum was present.

Community Redevelopment Agency Board of Directors present:

Chairman John P. "Jack" Seiler  
Vice Chair Romney Rogers  
Member Bruce G. Roberts  
Member Bobby B. DuBose  
Member Charlotte E. Rodstrom

Beach Redevelopment Advisory Board present:

Bradley Deckelbaum  
Jordana Jarjura  
Chuck Malkus  
Daniel Matchette (arrived after roll call)  
Melissa Milroy  
Ramola Motwani  
Mel Rubinstein  
Judith Scher  
Aiton Yaari

Also Present:           Allyson C. Love, Acting City Manager  
                              John Herbst, City Auditor  
                              Jonda K. Joseph, City Clerk  
                              Harry A. Stewart, City Attorney  
                              Donald Morris, Director, Community Redevelopment Agency (Beach)

Absent:                   Tim Schiavone

Chairman Seiler and the board made introductory comments.

Donald Morris, director of the Beach Community Redevelopment Agency, introduced staff. He noted this redevelopment area was designated on April 18, 1989. It is 121 acres. He went on to review slides addressing Items 1-7 on the agenda delineated below. Discussion followed on these items. A copy of the slides is attached to these minutes.

**Beach CRA Boundary**

1. **Beach Community Redevelopment Plan**
  - A. **Goals and Objectives**
  - B. **Planned Public Improvements**
2. **Budget and Financing**
  - A. **Current Project Balances**
  - B. **Projected Capital Improvement Program Contribution for Next Eight Years**
3. **Central Beach Master Plan (Sasaki) Proposed Public Improvements**
4. **Other Proposed Public Improvements**
5. **Events Proposed on the Beach**
  - A. **Beach Business Improvement District Comments**
7. **Prioritizing and Moving Forward**

Jim Oliver, representing the Beach Business Improvement District Committee, emphasized the need to give people reasons to come to the beach, including enhancing the resort image. The committee is committed to creating events. He mentioned the idea of expanding Saturday Night Alive to the summer months and the need of a signature event in order to gain international recognition along with holiday events.

Mr. Yaari questioned how events would impact hotel occupancy. Mr. Oliver indicated it is difficult to predict. The purpose is to reinforce the image, not occupancy.

Member Rodstrom noted that the Community Redevelopment Agency (CRA) was approved by Broward County and at that time they approved goals and objectives. She wanted more detail on the history of the agency and its establishment. Mr. Morris indicated that whatever is done must comply with the goals and objectives although there is some flexibility. Member Rodstrom asked Mr. Morris to determine how many acres of the CRA is public land.

Chairman Seiler questioned the boundary of Alhambra Street as there is no natural geographic delineation. He wondered why the CRA was not established to extend further to the north. Member Rodstrom suggested the minutes be checked. Member DuBose thought the answer might be found in the original study for establishing the CRA. Member Rodstrom suggested some research also be done as to what is permitted within the regional activity center (RAC). Mr. Malkus pointed out that an expansion would be to the greater good of the entire barrier island. He suggested looking at the CRA size in Delray Beach that seems to have the same goals that Fort Lauderdale is looking to achieve. In response to Member Rodstrom, Mr. Malkus believed that Delray expanded their initial CRA. Member Rodstrom asked that point be verified. Member Rodstrom wanted all of the information to use toward achieving a common goal and avoid potential obstacles. Vice Chair Rogers thought that based on Broward County's response to the City's request for expansion, there is no appetite for TIF funding, therefore he wanted to concentrate on what has already been established. Member DuBose agreed and noted that the funding would not be equal as far as funding of the existing CRA. Chairman Seiler requested the information be furnished to everyone simply for background purposes.

Mr. Deckelbaum questioned if monies could be expended beyond the CRA borders provided as long as monies are being expended on the beach to improve the blighted area of the CRA. The City Attorney advised that the statute and the Attorney General agree that it must be expended within the boundaries of the CRA in furtherance of the CRA plan.

Mr. Rubinstein understood the primary purpose of the CRA is redevelopment and to get rid of the blighted areas. Taxpayers have paid about \$498,000 Sasaki report (beach master plan). For these reasons, he believed CRA monies should be used strictly to implement the Sasaki report, involving permanent structural changes. This is different than events. He hoped a decision could be reached on this point. The City Attorney advised that every dollar must be in furtherance of the plan. Provided findings of fact are made that expenditures will stimulate redevelopment of the core area, improve circulation, create or enhance visual or physical image, it is legal. Mr. Morris believed that public improvement projects would stimulate more activity and as such only one event was planned last year. He believed there is room for event funding, but the question is how much.

In response to Member Rodstrom, it was clarified that tourist related activities have to do with the goal of promoting the beach and that the goals were not ranked.

Mr. Yaari pointed out that the events generate income to businesses on the beach, so the money is coming back. Parking revenue is generated. Member Rodstrom questioned what would be the revenue estimate once the \$27 million is exhausted. Mr. Morris advised that staff's conservative estimate is \$4.5-\$5 million annually in TIF. In response to Chairman Seiler, Mr. Morris indicated that estimate has not been examined by the City Auditor. Member DuBose wanted more detail as to how \$4.5 million was arrived upon. Lynda Flynn, Interim Director of Finance, indicated that she has requested more specific information as to TIF cash flow given that property valuations have declined. Finance staff is currently looking at the CRA's operating expenditures, but she believed \$4.5 million is a low-end estimate for the next eight years through the duration of the CRA. Chairman Seiler concluded a conservative total estimate is \$63 million. He wanted to address Mr. Rubinstein's question of the percentage of funds to be devoted to short term activities that have a return to the community.

Member Rodstrom asked about bonding capability for the eight remaining years (of the CRA). Ms. Flynn indicated that there is lending/financing capability.

Mr. Yaari pointed out that the \$500,000 earmarked for events is less than ten percent of the budget when extended over the life of the CRA. Member Rodstrom thought the goal is improvements which would be the draw. Mr. Rubinstein supported projects in the Sasaki report that will last forever in contrast to the showing of a movie, for example. If CRA money is to be expended for events, he asked the CRA board to provide direction in the form of a percentage. Ms. Motwani noted that marketing is important along with redevelopment. She supported the events to showcase changes being made and mentioned that they attract locals. As business increases, tax dollars return to the CRA. Member Roberts agreed with both sides of the argument. There is a need to market the venue, especially in the beginning, as the Sasaki plan is developed. A marketing plan for activities is needed. As times goes by, this part of the budget should decrease because the need will decrease. He wanted to explore bonding capability to leverage the \$63 million. Mr. Deckelbaum wanted to use the event funds as seed money to create an identity for the beach. As time goes by, the

goal would be for the event to sustain itself through sponsorships and other dollars. It does in fact build a permanent public improvement. Ms. Milroy agreed that now marketing is key. It is important to attract the locals. There needs to be activities which will attract locals and help hoteliers fill rooms. She supported the small percentage of less than ten percent on marketing. Vice Chair Rogers supported the concept of promoting and creating an image and expending a small percentage for it. He felt it would be helpful to all. Member Rodstrom thought the ultimate goal is to not use one's own money, but rather to use money to get sponsorship funds. Marketing and branding the beach should be done with this in mind. Ms. Scher agreed with Member Rodstrom as to using the money of others. She mentioned the Tourist Development as a source. She did not support using CRA money for events. She wanted the funds to be used for the beach. Member Rodstrom emphasized the need for a plan in order to incentivise large sponsors and advertisers. Mr. Yaari pointed out that because of the economy, big sponsors have shrunk their funding by eighty percent. He felt successful events would attract big sponsors and hopefully the CRA's expenses would be less in the future. In response to Member Rodstrom, Mr. Yaari indicated that the beach does not have a big draw. Ms. Motwani agreed with the concept of sponsorships but emphasized that seed money is essential to attract and support a sponsorship effort. She quoted examples that did not come to fruition because of the lack of seed money. Member Rodstrom felt that the economic development arm of the government is the source for that purpose. The CRA funding is for community redevelopment and different. She agreed, however, with marketing and branding of the beach. Mr. Malkus felt the beach desperately needs name recognition. When people are attracted to Fort Lauderdale by the Tourist Development Council and the Chamber of Commerce, the City has an obligation to enhance the experience and bring them back. A brand needs to be built. In order to achieve the highest level of branding, there needs to be a commitment and an investment.

Chairman Seiler felt everyone believes some portion of the funds needs to go toward activities and events as seed money. He felt a percentage needs to be identified. Four hundred thousand dollars of \$4.5 million for events and activities is less than ten percent. It is time to apply the ninety percent toward building something special, a brand. Perhaps bonding should be looked into. Both sides need to be prioritized. He wanted the advisory board to prioritize the events and activities and provide guidance to the CRA Board of Directors on the remaining funds as a whole.

Vice Chair Rogers encouraged pursuing partnerships for events.

Mr. Yaari pointed out that \$63 million is the CRA for all of the years. Four point five million dollars for eight years going forward is \$3.6 million. In response to Member Rodstrom, Ms. Flynn advised that the \$4.5 million is a net amount. Chairman Seiler emphasized the need for the most conservative estimates. It was clarified that the \$4.5 million does not include any additional development.

Chairman Seiler opened the floor for public comment.

Ina Lee, 2200 South Ocean Lane, mentioned her community involvement. She discussed the success of Winter Fest and how it began. This is the strategy that should be used with this seed money. Marketing is essential. A major signature event needs to be planned around a time when hotel rooms need to be filled. She felt Hollywood's CRA is a good model.

Art Seitz, 1905 N. Atlantic Boulevard, agreed a major signature event is needed. He felt Hollywood and Deerfield Beach have done a good job with advertising. He felt the amenities are available for a phenomenal greenway. The City should pursue funding from the Metropolitan Planning Organization and try to convince Broward County to expand the CRA boundaries. Projects need to be shovel-ready in order to get grant funding. He suggested the City contact and pursue major entities about developing facilities such as water theme parks.

Carlos Vidueira, executive director of Marine Industries Association of South Florida, believed brand is important, but care should be taken to make sure everyone knows what it is. He believed the Fort Lauderdale Boat Show is already the City's signature event. The question is how to make it a celebration of Fort Lauderdale's boating lifestyle. He wanted to kick off the season in October with a five to seven day event.

Mr. Yaari pointed out that paying \$30-\$40 to park force revenue down on the rest of the beach during the boat show and specifically locals. Mr. Vidueira agreed and pointed out the importance of including those people so that those children will consider buying a boat some day after being part of the boat show. Ms. Milroy agreed with Mr. Vidueira. In response to Member Rodstrom, Mr. Vidueira indicated that in Florida swimming is not a sport, but a life skill. One will not get on a boat if he or she is afraid to swim, therefore it must start with swimming. Member DuBose thought it all ties into the brand. He felt the brand will branch out and capture the rest of the community and world.

Dane Graziano, senior vice president of Show Management, expressed the desire for himself and Bruce Wigo, executive director of the International Swimming Hall of Fame, to be involved in any redevelopment of the Aquatic Complex. He stressed the importance of integrating the boat show.

Frank Gerner, owner of Coconuts Restaurant, was pleased to see potential opportunities coming together with redevelopment of the Aquatic Complex and Bahia Mar with the boat show as well as Las Olas Boulevard being the gateway to the beach. He supported using these funds to improve the beach.

Adam Foreman spoke in favor of a boardwalk. He questioned why Fort Lauderdale is not able to attract noteworthy events. He emphasized the need for parking facilities that are accessible and strategically located. There needs to be venues and activities on the beach that people want. He mentioned events in Palm Beach and Miami that should be in Fort Lauderdale.

Bruce Wigo, executive director of International Swimming Hall of Fame, noted that years ago the Hall of Fame made the Fort Lauderdale name and attracted tourists. There was a lot of integration between the Hall of Fame and the beach. In terms of a brand, he advocated building upon existing venues, Hall of Fame and anything to do with the water. He mentioned the international figures that visit the Hall of Fame. A decision needs to be made on what is the brand and money expended only on the brand. He also pointed out that bicycling is another great activity in Fort Lauderdale.

Dale Reed, vice president of operations and finance of DYL Group (The "W" Hotel) and member of the Beach Business Improvement District Committee, thought it is critical that

both aspects be done. Marketing is needed to maximize the value of the redevelopment. He cited the marketing success of Starbucks and emphasized it is the experience that eventually translates into word of mouth that generates the tourism industry.

There was no one else wishing to speak.

**8. Redevelopment of Aquatic Complex –  
Recreational Design & Construction, Inc. Bid**

Joe Cerrone, representing Recreational Design & Construction, Inc., displayed a video concerning Recreational Design's bid for redevelopment of the Aquatic Complex that was made a part of the record. This could be another big draw and the branding icon Fort Lauderdale is seeking.

**7. Prioritizing and Moving Forward**

Chairman Seiler noted the Sasaki master plan as well as the Aquatic Complex proposal both mention improvements to D. C. Alexander Park. He asked if the Sasaki master plan projects have been ranked by the advisory board. Mr. Rubinstein indicated no. If a decision is made by the Commission decides that ninety percent of the CRA income should be spent for projects, he recommended the advisory board focus on this issue and make recommendations in a priority order. Chairman Seiler wanted priority recommendations from the advisory board on redevelopment projects. In terms of the economy, this is the best time to redevelop.

Member Roberts agreed it is time to move forward. Leveraging of the funds should be considered and extend beyond the \$63 million and the (Sasaki) plan. He advocated having wide sidewalks that will accommodate bicyclists. It sets the table for special events.

Member DuBose felt the goal should be to depend less each year on event seed funding so that the percentage eventually is one to zero. However, the main focus is brick and mortar.

Vice Chair Rogers commented that many people do not go to the beach anymore because they are unsure about parking and do not know which part of the beach they would like to go to. He liked the idea of a public private partnership behind the Holiday Inn for parking. He felt that trolley service should be included. It is important to shift some of the parking density off Las Olas. He felt there are many projects in the Sasaki plan that could be done immediately. He agreed that now is the time to start and that the funding should be leveraged in as many ways as possible, including bonding. With Bahia Mar and the Aquatic Complex projects being in play, the City has an opportunity to focus on wide sidewalks, public places, Intracoastal accessibility, water taxi spots and making accessibility come to the forefront.

Member Rodstrom indicated that in the Sasaki plan there are tremendous opportunities for walkways and greenways. The plan was geared toward public projects such as walkways and greenways. Once a percentage is set for marketing, she wanted to get started with the projects. While there is a momentum, she wanted to get started as quickly as possible. She agreed there is a huge need for more parking in the central part of the beach and it is

contained in the plan. If a decision is made to place restrooms in the parking lots, she wanted to also include trolley stops and shelters.

Chairman Seiler requested the City Auditor review the dollar amounts and report back on November 16.

Chairman Seiler wanted to see a parking garage on the Natchez site (Vista Mar) adjacent to the Bonnet House that would preserve the Bonnet House. Parking funds could be utilized. Another site to consider might be Sunrise Lane. Member Rodstrom suggested the Commission consider the area from Alhambra north to Oakland Park Boulevard. Chairman Seiler agreed about shifting the parking from Las Olas.

Mr. Matchette agreed that parking is job one. He wanted to see the beach being more accessible. He was concerned about the user-friendliness of D.C. Alexander, but was impressed with the water park planned by Recreational Design & Construction at the Aquatic Complex. The Sasaki plan should be implemented with more destination opportunities. There should be more places to dine on the water in various price ranges. He was also concerned about the cost for parking.

Mr. Malkus emphasized that green space is important. The beach is the lifeblood of the tourism industry and more than anything else what Fort Lauderdale is known for and one of the reasons why people live here. He encouraged whatever possible being done to increase name recognition.

Ms. Milroy believed that marketing is essential. She believed that transportation is important. She believed trolley stops should be included as well as getting some of the vehicles off the beach. She supported enhancing the quality of life through events and bricks and mortar projects. She wanted to bring families to the beach and have something for them to do once they arrive.

Mr. Deckelbaum agreed that a consensus on marketing and branding is needed. Destinations and activities at the beach should be considered along with infrastructure and accessibility to make it an easier and better experience once people arrive. He wanted the destinations and activities to serve as a unified attraction. He wanted to know a percentage balance between infrastructure and destinations. Chairman Seiler wanted the advisory board to make a recommendation on this point.

Ms. Motwani discussed parking and public transportation. She pointed out that there is no parking for people entering the beach from Sunrise Boulevard, although there is signage and advertisements directing people to use Sunrise Boulevard. She shared her efforts with Florida Department of Transportation to secure signage on Interstate 95 directing people to Fort Lauderdale beach. She emphasized the need for a parking garage in this area. Accessibility and convenience is important. There should be consideration toward both short term as well as a long term plans. She felt the board should review the Sasaki plan with that in mind and come back with recommendations.

Mr. Yaari was pleased to see that everyone is on the same page. Construction cost is at the lowest point now. He wanted to move forward with the International Swimming Hall of Fame project now. There needs to be a public transportation solution found to get people from the

cruise lines to the beach. In response to Commissioner Roberts, Stephen Scott, Director of Economic Development, advised that a presentation will be made on this point to the Commission on November 16. Mr. Yaari clarified that only \$3.6 million or 6% instead of 10% of \$6.3 million (total CRA funding) is actually needed for events.

Mr. Rubinstein emphasized the need to move forward with the Sasaki plan.

Ms. Scher appreciated the concept of the event funding percentage decreases as time goes by so that more funding can go into the community itself.

Ms. Jarjura wanted to look to developing permanent tourist related facilities. She favored a boardwalk along the beach. People will come to the beach to use the boardwalk and not necessarily the water. There needs to be destinations on the beach with a mix of active uses. She agreed that parking on the beach is needed, but did not want to use prime real estate for it. She noted that Delray Beach recently built a public parking garage but placed it a few blocks away from the main strip of Atlantic Avenue. She advocated a uniform signage plan, landscaping and sidewalks because it makes an aesthetic difference and brands an image. She did not think that events should be a priority discussion point and was pleased that direction was provided this evening on a percentage that should be devoted to events.

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Chairman Seiler asked that the minutes of this meeting be provided to both boards as soon as possible. There was consensus that the board would meet on Monday. Ms. Jarjura thought the board could move forward with prioritizing the redevelopment projects. Chairman Seiler advised that the percentage allocation could be discussed at the Commission's meeting on November 16, but a decision would depend upon their schedule.

There being no further business to come before the board, the meeting was adjourned at 9:45 p.m.

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John P. "Jack" Seiler  
Chairman

ATTEST:

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Jonda K. Joseph  
City Clerk