

**APPROVED MINUTES  
 NORTHWEST PROGRESSO – FLAGLER HEIGHTS  
 REDEVELOPMENT ADVISORY BOARD  
 FORT LAUDERDALE  
 100 NORTH ANDREWS AVENUE  
 8<sup>th</sup> FLOOR CONFERENCE ROOM  
 MAY 28, 2014 – 3:30 P.M.**

**Cumulative Attendance**

<u>Members Present</u>	<u>Attendance</u>	<u>May 2014 - April 2015</u>	
		<u>Present</u>	<u>Absent</u>
Steve Lucas, Chair	P	1	0
Ella Phillips, Vice Chair	P	1	0
Jessie Adderley (arr. 3:44)	P	1	0
Sonya Burrows (arr. 3:44)	P	1	0
Ron Centamore	P	1	0
Nate Ernest-Jones	P	1	0
Alan Gabriel	P	1	0
Mickey Hinton	P	1	0
Brice Lambrix	A	0	1
Dylan Lagi	P	1	0
Mark Mattern	P	1	0
Yvonne Sanandres (arr. 3:40)	P	1	0
Scott Strawbridge	P	1	0
John Wilkes	P	1	0

Currently there are 14 appointed members to the Board, which means 8 would constitute a quorum.

It was noted that a quorum was present at the meeting.

**Staff**

Alfred Battle, Economic and Community Reinvestment Manager

Sandra Doughlin, Clerk III, DSD/ECR

Lisa Edmondson, Recording Secretary, Prototype, Inc.

**Communication to City Commission**

None.

**I. Call to Order / Roll Call**

Chair Lucas called the meeting to order at 3:37 p.m. Roll was called and it was noted a quorum was present.

**II. Approval of Minutes from April 23, 2014 Meeting**

**Motion** made by Mr. Gabriel, seconded by Mr. Ernest-Jones, to approve. In a voice vote, the **motion** passed unanimously.

Chair Lucas introduced new member Dylan Lagi. Mr. Lagi is a native of Fort Lauderdale and the President of the Flagler Village Civic Association.

The following Item was taken out of order on the Agenda.

#### **IV. Update – Economic Development Strategic Plan**

Mr. Battle provided a handout to the Board members, recalling that in late 2013 the City hired a consulting firm to create an Economic Development Strategic Plan for Fort Lauderdale. The intent was to develop an umbrella plan for the entire City while identifying specific strategies that could be used in the City's various geographic areas, one of which is the Sistrunk Corridor.

The Plan will set economic development goals and objectives, as well as establish benchmarks for effectiveness based on economic factors that evaluate the City against similar cities throughout the nation. It considers nine cities in addition to Fort Lauderdale, based upon the following comparable factors:

- Unemployment rates;
- Infrastructure investment;
- Quality of life;
- Cost of doing business;
- Workforce preparedness.

The goal is for Fort Lauderdale to rank among the top three of this 10-city comparison. Mr. Battle reported that the Plan includes five indices for this comparison, along with measurable indicators to show how these calculations were made. The indices and indicators include:

- Economic performance: unemployment rate, private sector growth rate, per capita income
- Workforce: talent pool, prime workforce migration, workforce growth, workforce skills
- Innovation: overall business environment, entrepreneurial development, industry sector growth, percentage of adults with advanced degrees, number of patents
- Livability: quality of life, poverty level, cost of living, violent crime, number of foreclosures, average commute, employment in the arts, walkability
- Business environment: cost of doing business, growth, business density, concentration of midsize businesses, city's credit rating

Mr. Battle explained that in addition to the establishment of the indices for comparative analysis, the consultant was also asked to provide the City with insight into small business development, particularly in the retail sector. This is because the City Commission felt retail development could be encouraged in several of the areas identified in the Plan, including the Sistrunk Corridor, the Cypress Creek area, and Downtown. These areas have experienced significant residential growth without corresponding retail growth thus far. He noted that some of the Strategic Plan's recommendations for the Sistrunk Corridor will require the CRA to spend more on staffing in order to acquire the necessary retail expertise.

### **III. Updates – NPF CRA 5-Year Plan**

Mr. Battle briefly reviewed some of the investments within the 5-Year Plan, including the lighting upgrade on Sistrunk Boulevard, which will cost approximately \$380,000 for purchase and installation of alternative types of lights. One reason there is insufficient lighting on the street is the lack of additional business lighting in some areas. The intent is for illumination to be upgraded while still using the existing light fixtures.

He continued that two streetscape grants have been made within the Flagler Village area, and will be paid once the projects are complete. Another investment will be the installation of surveillance cameras and public WiFi, which went out to RFP in February. The RFP has since been re-advertised, as there was no response to the initial request. The City is attempting to create a surveillance and WiFi infrastructure throughout Fort Lauderdale, which means responses to the CRA RFP will need to be compatible with the specific City-wide technology.

Mr. Battle advised that although the Jimmy John's restaurant is under construction within the CRA, it will not be installing all aspects of the new façade that were presented to the Board some months ago. This is due to the cost of meeting new flood plain management needs for the area, which will require substantial rehabilitation of the building. He pointed out that other buildings on the Sistrunk Corridor also lie below the flood plain and may need to make renovations as well.

The Board discussed the change in plans, with Mr. Strawbridge suggesting that Jimmy John's could be invited to make a second presentation to discuss the possibility of the CRA providing additional grant funds. Mr. Ernest-Jones agreed that the Board could consider providing the restaurant with more funds for the proposed façade improvement, as the surrounding area is in need of redevelopment.

Mr. Battle pointed out that the business had presented a façade program with an estimated cost of \$70,000 that had ultimately been quoted at roughly \$90,000; the cost of floodproofing would be an additional \$12,000-\$15,000. It was ultimately the business's decision to scale back the planned façade improvements: the business plans to open with signage and window renovations only. He concluded that other buildings

within the area will need to take flood plain improvements into consideration when rehabilitating their properties. He noted that there will be an upcoming application from Yacht Chandlers, and that a Shoney's restaurant has expressed interest in a surplus lot on 7<sup>th</sup> Avenue and may request CRA funds at a later date.

Chair Lucas asked if the updated budget and 5-Year Plan will include two projects on Federal Highway in the revenue projections. Mr. Battle advised that these will be included the following year. He added that there are also capital improvement projects (CIPs) that may be added in the future, including sidewalk and lighting improvements. More information will be available by August 2014.

#### **V. Director's Report**

Mr. Battle continued that a consultant has been selected for the Flagler Village lighting study, and a meeting will be scheduled between this consultant, CRA Staff, and the Flagler Village Civic Association in the future. He also noted that the Flagler Village Farm will be open on weekends, and has requested assistance from the CRA in encouraging customers to park more safely in the surrounding area. The Flagler Village Garden has stated that they plan to begin construction within the next 60 days.

#### **VI. Communication to CRA Board**

None.

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

Chair Lucas requested information on the progress of the marketing RFP. Mr. Battle replied that the Evaluation Committee has heard presentations from vendors, and he will advise the Board when they are ready to make a recommendation.

#### **VIII. Adjournment**

There being no further business to come before the Board at this time, the meeting was adjourned at 4:43 p.m.

Any written public comments made 48 hours prior to the meeting regarding items discussed during the proceedings have been attached hereto.