

APPROVED

COMMUNITY SERVICES BOARD MEETING December 8, 2008- 7:00 P.M.

CITY COMMISSION CHAMBERS – 1ST FLOOR 100 N. ANDREWS AVENUE

	<u>Present</u>	<u>Absent</u>	<u>Board Members</u> <u>Cumulative</u> <u>From 10/08</u>	
			<u>(P)</u>	<u>(A)</u>
Marjorie Davis		A	0	3
William Goetz	P		3	0
Michael Kimmey	P		2	1
Avery Dial	P		3	0
Margaret Birch	P		3	0
Emmett Kater	P		2	1
P.J. Espinal	P		3	0
David Maymon	P		3	0
Christopher Priester	P		3	0
James Currier	P		3	0
Maureen Persi		A	1	2
Janice Hayes		A	0	3
Nadia Locke	P		3	0
Kevin Hull	P		2	1
Donald Karney	P		3	0

Staff Present:

Angelia Basto, Administrative Support
Susan Batchelder, Assistant Community Development Manager
Jeff Modarelli, Director of Economic Development
Lindwell Bradley, Community Inspections

Margaret A. Muhl, Recording Secretary

Call to Order

Chair David Maymon called the meeting to order at approximately 7:02 p.m. Roll call was taken, followed by the Pledge of Allegiance. A quorum was present this evening.

Board and Staff Introductions

Margarette Hayes announced that Janice Hayes was going to resign her position and a formal letter would be submitted.

Ms. Hayes proceeded to introduce staff who was present this evening.

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Approval of Minutes

November 10, 2008

Motion made by Emmett Kater to approve the minutes of the November 10, 2008 Community Services Board meeting.

Ms. Espinal stated that she was present at the November meeting. Ms. Hayes stated that the correction would be made.

The motion was seconded by Ms. Birch. The Board approved the minutes as corrected unanimously.

Michael Kimmey entered the meeting at approximately 7:07 p.m.

Chair David Maymon asked Mr. Modarelli if the Board could hear the application for the Certificate of Public Convenience and Necessity before the Cultural Arts and Tourism Report.

Mr. Modarelli advised that tonight there was a guest speaker from Parks & Recreation. The speaker agreed to the change in the agenda.

Certificate of Public Convenience & Necessity

Lindwell Bradley, Community Inspections, stated that Mr. Steve Miga was applying for three Certificates of Public Convenience & Necessity on behalf of Elegant Arrival Limousine Service, Inc.. He further stated that Mr. Miga owned businesses in other states, and brought with him information to be provided to the Board.

Steve Miga, Bethlehem, Pennsylvania, stated that the location of his business was at 3209 N.E. 36th Street, Fort Lauderdale, Florida. He explained that all of their vehicles had been approved by the County, and they are a member of the Chamber of Commerce. The vehicles are housed at Fort Knox Storage Facility in Pompano Beach.

Mr. Miga explained that the information provided to the Board gave background on his company. He also had a limousine service in Pennsylvania.

Mr. Priester and Mr. Goetz entered the meeting at approximately 7:11 p.m.

Chair David Maymon asked if all documents were in order. Mr. Bradley stated that he needed to make a correction regarding the application before the Board. He continued stating that Mr. Miga had notarized his own paperwork, and therefore, the papers had been re-notarized correctly.

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Mr. Bradley further stated that at the last meeting there had been discussion regarding background checking regarding the applicants. Therefore, he asked the police officer working in Code Enforcement to perform a procedure known as Auto Track which showed no negative reports regarding Mr. Miga or his company.

Mr. Kater stated that he wanted to know why the applicant had notarized his own signature, and added that he was also concerned about the storage of the vehicles in Pompano Beach, and asked what type of facility was being used. Mr. Miga stated that the facility was shown in the brochure that he provided to the Board, and added that there was an alarm system on the site. Mr. Kater asked if a special permit was needed by the applicant since he was running the business in one city, but storing his vehicles at another.

Mr. Bradley stated that he was not familiar with Pompano Beach's zoning regulations, but he was sure all regulations were being followed. He further explained that Fort Lauderdale's regulations required that if the applicant was within this City, he would have to pass their zoning requirements.

Mr. Kater reiterated that he was concerned how this was all being done.

Chair David Maymon stated that the applicant had a Broward County license, and the City of Fort Lauderdale required that if this applicant was going to operate within this City, he would need a license from this City. Therefore, that was why he was seeking approval for the application.

Ms. Espinal asked about the notarization issue.

Mr. Miga stated that the notarization had been an error and he apologized.

Ms. Espinal asked about there being only one driver at the time. Mr. Miga confirmed and stated that they are not yet operating and still seeking approvals. Ms. Espinal stated that she was asking these questions because it appeared that all the applications coming before this Board were different from each other.

Mr. Bradley explained that previously driver information was supplied if available, but according to the ordinance such information did not have to be provided. Ms. Espinal further stated that a hack license had been provided, and she asked about a driver's license. Mr. Bradley reiterated that such information was not required.

Mr. Goetz asked why a profit and loss statement had not been provided with the application. Mr. Miga explained that this was a new venture, and they had only been in business for six months and not yet fully operating.

Motion made by Mr. Dial and seconded by Ms. Birch to approve the application as submitted. Board unanimously approved.

Ms. Hayes recognized the Assistant City Manager, Stephen Scott, who was present this evening.

Cultural Arts and Tourism Report

Jeff Modarelli stated that at the last Board meeting he advised that Parks and Recreation would provide a presentation with an update of what was occurring within the City. He would then close with a brief presentation regarding their partners for tourism, and advised that in January the Convention and Visitors Bureau would provide a presentation also.

Barbara Barber, Parks and Recreation, stated that she was the Community Program Supervisor for the northwest quadrant of the City. She advised that she was representing the entire department. She explained that there was an array of programs for adults and children available, along with various events. There were approximately 11 recreation centers where programs were offered and she proceeded to give a list of the programs and their locations.

Ms. Barber stated that recently she was named the Emergent Cultural Leader, and therefore, asked to serve on the Broward Cultural Affairs Council.

Chair David Maymon stated that this Board had been charged with trying to create new ideas for cultural arts and tourism. He stated that Ms. Barber has just provided a "laundry list" of programs that he was unfamiliar with and would like some further information. Ms. Barber advised that if the Board visited the Parks & Recreation web site under Fortlauderdale.gov they would be able to obtain more detailed information regarding the programs. She further explained that a mini brochure was also published for each season.

Chair David Maymon asked if they would be able to create something to make the public more aware of the programs available besides the web site. Ms. Barber explained that Mr. Modarelli was presently working on a program with PIO to provide one location that would provide all this type of information. She further stated that she would also bring up the awareness issue with their Public Information Office who was a great resource for marketing.

Ms. Hayes stated that many of the parks affairs and programs had been funded in the past by this Board. Ms. Barber had been present as the applicant on many occasions.

Ms. Espinal asked if they worked with the School Board in providing awareness for the programs. Ms. Barber confirmed and stated that they had a Reciprocal Use Agreement with them in which they also shared facilities. She further added that flyers were provided to the schools and that they also attended PTA meetings advising them of available programs. She stated that they did a lot of community outreach, and they saw between 500 and 1,000 children per week at each facility.

Ms. Espinal asked if some of the programs could be made available throughout the City because it appeared the programs were available only in certain locations. Ms. Barber explained that demand was a key issue for some areas regarding certain programs. She added that they did need to work on getting more adult participation

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in some areas. Ms. Espinal complimented the Department on the map that was provided showing the available programs, along with their locations. She stated that she would like to see more information supplied to the communities regarding programs and events.

Mr. Priester stated that his son and mother were in some of the programs and he was apt to obtain information regarding the programs. Ms. Espinal reiterated that she did not want individuals in the communities left out because they did not have access to the web site.

Ms. Birch stated that the essence of tonight's discussion appeared to be focused on more marketing being done in 2009 regarding the available programs.

Mr. Kater stated that during tonight's presentation two parks had been omitted. Those were Carter Park and Oswald Park. He added that he did not hear anything mentioned in the upcoming agenda regarding the Martin Luther King celebration.

Ms. Birch explained that the Martin Luther King celebrations had a committee that worked closely with the City, and they made their plans and needs known. Therefore, Parks and Recreation did not specifically organize an event for that celebration.

Mss. Barber advised that she was the City's representative on the Martin Luther King Celebration Committee and was the Vice Chair. Information regarding the celebration would be forthcoming later this week. She added that there would be several events in the future at Carter Park and Oswald Park.

Mr. Kater clarified that he was not trying to appear negative, but that for many years the City had been involved in the celebration and Carter Park had been the focus for such events. He added that County Park was presently being used for the event. Ms. Barber stated that for years this celebration had been coordinated by the Martin Luther King Celebration Committee. She added that she was the City's representative on that Committee, and stated that the Police Department was heavily involved, and the PIO Department was very helpful and supportive in marketing the event. She stated that all suggestions were welcomed regarding this event, and emphasized that the City was very involved. She advised that a program and peace rally was to be held at Dillard High School.

Ms. Birch further added that the Committee had decided not to hold the parade any longer. Ms. Barber explained that they were now holding a march. Ms. Birch explained that they were going back to Dr. King's original goal which was about marching.

Ms. Barber explained that the only parade being held was on Sistrunk and the Department was supportive of that event.

Chair David Maymon suggested that possibly Mr. Kater would like to join that Committee.

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Ms. Barber further stated that they had received feedback from the Committee over the years as to locations for the parade. She proceeded to supply the route where the march would take place.

Mr. Kater reiterated that the march was not occurring within this City. Ms. Barber stated that the march did cross over Sunrise Boulevard. Mr. Kater stated that he felt the City was out of the loop.

Ms. Espinal asked if possibly basketball at Warfield Park could be made available to the children in the area. She suggested that information be provided to individuals other than with the papers supplied in the newsletter by the School Board.

Chair David Maymon thanked Ms. Barber for her time and presentation.

Mr. Modarelli stated that Ms. Barber referred to the partnership with the Broward County School Board, and he wanted to talk about other partnerships within the City regarding tourism. He stated that the Convention and Visitors Bureau would provide a presentation at the Board's January meeting. Another partner regarding tourism was the Broward Alliance which was a group within the County that attracted businesses and provided various functions. They also had a film commission which promoted the City as a world-class destination. The Economic Development Department previously assigned a staff member as the City's Film Commissioner which helped to increase such shoots within the City that resulted in an increase in tourism. They estimated that approximately \$12 Million was spent last year inside this City due to film efforts. He further advised that permits had been issued for approximately 120 films and commercials.

Mr. Modarelli explained that they also partnered with the City's Chamber of Commerce, especially the Beach Council. In addition they also partner with the Downtown Development Association (DDA) who are attempting to bring tourism to the area. The City also partners with the Las Olas Merchants' Association in an attempt to stimulate tourism in that area. They also work with the following organizations:

- The Riverwalk Trust
- Sister Cities Organizations
- Community Services Board
- Beach Redevelopment Advisory Board
- Economic Development Advisory Board

Mr. Modarelli explained that there was a Beach Redevelopment Plan that went along with the Beach Redevelopment Advisory Board in order to help stimulate the economy and growth in the beach area. One unique thing that this City did for tourism was to form, a few years ago, the Beach Business Improvement District which was a group of business owners who assessed themselves for maintenance and marketing of the beach. In addition, they are working on the Event Calendar.

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Ms. Birch asked if they are working with the CRA and Mid-Town Business Development for the Sistrunk area.

Mr. Modarell stated that there were still other partnerships they were part of, and the Chair of the Economic Development Board was our contact with the Chair of the Mid-Town District Development.

Mr. Kater asked about the status of the Hall of Fame.

Mr. Modarelli stated that the Aquatic Complex was located on the peninsula and within that Complex, which was run by the City's Business Enterprise Department, was the Hall of Fame and was open to the public. As far as redevelopment of that area, the City presented a conceptual plan to the City Commission and it was presently being worked on. He advised that it was City property, and there was an agreement between the International Swimming Hall of Fame and the City governing the operation. He advised that many events were still being held at the complex.

Mr. Kater reiterated that he was concerned about the City continually losing their history.

Ms. Espinal stated that a lot of cultural activities appear to be focused at high-end, and she realized that the City wanted to get the focus away from quantity and obtain quality, but she feels they need to refocus on such events. She believed they needed to not be "money vampires," and focus on more family-oriented activities that were reasonably priced. She wanted the City to do a better job on the 4th of July events and other holiday activities.

Chair David Maymon asked about the status of the Air & Sea Show.

Mr. Modarelli stated that work was being done for the event to be held in May, 2010.

Chair David Maymon further stated that the idea of the Film Commission was very good, and Chicago recently provided incentives and tax cuts to the film industry to help boost employment and marketing of the city.

Mr. Modarelli stated that previously there had not been a full-time film individual in this City, and they were presently growing in that area.

Ms. Locke stated that she has not heard about the Centennial Celebration, and asked what was being done in that regard.

Mr. Modarelli stated that it was in the infancy planning stage.

Mr. Dial stated that Miami's Film Commission was well established and they could possibly contact them for further information.

Mr. Modarelli added that this City was diverse, and production companies had the opportunity to explore different avenues.

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Chair David Maymon stated that the Board was to review the list of sites provided by Mr. Modarelli so they would be able to choose one and conduct a field trip.

Mr. Modarelli stated that there were historical locations on the list provided, and since the Board appeared to be concerned about losing history, possibly one of those sites could be visited. Ms. Espinal agreed.

Chair David Maymon asked if more than one site could be visited on a trip.

Mr. Kater suggested some locations that they could tour as a Board.

Mr. Modarelli suggested that he narrow down the historical sites, and then the Board could choose where they wanted to visit.

Chair David Maymon agreed.

Mr. Goetz asked about the status of the Main Street Program for Sistrunk Boulevard. He also asked if any follow-up had been done regarding the 1% tax applied by other cities.

Mr. Modarelli asked for further clarification of what was being referred to as the Main Street Program. Ms. Birch stated that she did not remember it being known as Main Street USA which was a different concept. Mr. Modarelli explained that a Master Plan existed, along with a Streetscape Program, which was presently in the implementation phase.

Mr. Goetz explained that the Main Street Program was a state program, and he believed it was funded by Main Street USA. Mr. Modarelli stated that he would research the matter further.

Mr. Kimmey stated that a presentation had been made on how CRA funds were being used on Sistrunk Boulevard.

Mr. Modarelli explained that two resolutions or ordinances had been secured regarding the 1% tax, and they were working with other cities on the matter.

Chair David Maymon suggested that their visit begin with the Bonnet House, and then Mr. Modarelli could put together a visitation schedule. He agreed there appeared to be a void in the City's history, and they should not let the City's legacy fall apart.

Mr. Goetz stated that the Bonnet House was a large area and it would take some time to visit it properly. Therefore, he suggested that the meeting could be held at that site.

Chair David Maymon stated that the Board would have to check and see if they could forego the January meeting or hold it at one of the sites.

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Mr. Modarelli stated that the City Clerk's Office was in charge of recording meetings and all Board activities. Therefore, they would not be able to hold an off-site meeting due to the Sunshine Law. When other boards go on site visits, the meeting is cancelled and no business was conducted.

Chair David Maymon suggested that in addition to the Board's regular meeting night that a date be chosen for an off-site visit.

Mr. Modarelli wished everyone a Happy and Safe Holiday, and thanked the Board for their input.

Chair David Maymon thanked Mr. Modarelli for all his hard work.

Other Business

Ms. Hayes stated that on December 16, 2008, at the 1:30 p.m. City Commission Conference Meeting, they would be discussing the revision of the original application for the Neighborhood Stabilization Program. The document had to be submitted to HUD by December 1, 2008 which had been done, but there was an interest from the Commission to provide additional details of the City's needs.

Ms. Hayes further stated that the Affordable Housing Advisory Committee's recommendations were discussed at the City Commission meeting on December 2, 2008 at 1:30 p.m. A public hearing would be held before the Advisory Committee on December 15, 2008 so they could adopt the recommendations being made to the Commission. One week from tomorrow, the City Commission would hold a public hearing so they could formalize the Affordable Housing Advisory Committee recommendations. The adoption had to be done before December 31, 2008. Then, it would be forwarded to Tallahassee within 90 to 120 days.

The end of year Federal Report (CAPER) was completed by her office and the ad ran yesterday stating that the report was available for review. In closing out the '07-'08 program year, this Board would review the next application cycle for public services activities. Meetings will begin in January and staff has worked on a revised application. Fewer dollars would be available in the upcoming year and this Board should gear themselves up for the competition.

Mr. Goetz asked for further clarification of CAPER. Ms. Hayes explained that it was the Comprehensive Annual Performance Evaluation Report, and was the acronym for HUD's end of the year report.

Ms. Hayes stated that at last month's meeting, it was asked if this Board could do something charitable in December. The City Attorney's office stated that the activity would have to be approved by the City Commission. She suggested that possibly if this Board wanted to do something along those lines that they consider it for next year.

Chair David Maymon explained that he had sent an e-mail to Ms. Hayes asking whether this Board could do something charitable outside of their normal duties and

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capacities, and inject some levity in what they do. He said this was an idea to focus on for next year.

Mr. Goetz asked if the Board had ever seen the CAPER. Ms. Hayes explained that it had never been distributed to the Board. She stated that it was the performances done in the last fiscal year. Mr. Goetz stated that possibly the report could be reviewed, along with the Annual Plan. Ms. Hayes stated that the suggestion was duly noted.

Good of the Order

Ms. Hayes thanked the Board for their support during her tenure. She advised that she would be retiring as of January 16, 2009. She stated that she enjoyed working with the old and new members of the Board. She explained that there was a recruitment in place, and in the interim Susan Batchelder would continue working with the Board. She advised that more than likely she would not be at the Board's January meeting.

Chair David Maymon stated that the Board appreciated her service and dedication and wished her luck in her future endeavors.

Mr. Kater stated that he enjoyed serving on this Board and working with the staff and fellow Board Members. He wished everyone a good holiday and looked forward to the Board's January meeting.

Chair David Maymon thanked Mr. Kater for his work and spirit in serving on this Board.

There being no other business to come before this Board, the meeting was adjourned at approximately 8:23 p.m.

Respectfully submitted,

Margaret A. Muhl,
Recording Secretary