

# APPROVED

## COMMUNITY SERVICES BOARD MEETING November 9, 2009 – 7:00 P.M.

### CITY COMMISSION CHAMBERS – 1<sup>ST</sup> FLOOR 100 N. ANDREWS AVENUE

	<u>Present</u>	<u>Absent</u>	<u>Board Members</u> <u>Cumulative</u> <u>From 10/09</u>	
			<u>(P)</u>	<u>(A)</u>
Marjorie Davis		A	0	2
Erika Baer	P		1	1
William Goetz	P		2	0
Michael Kimmey	P		1	1
Avery Dial	P		2	0
Margaret Birch	P		2	0
Emmett Kater	P		1	1
P.J. Espinal		A	1	1
Christopher Priester	P		1	1
James Currier	P		2	0
Nadia Locke	P		2	0
Donald Karney	P		2	0
Helen Hinton		A	1	1
Carmelita Singh-Mayer		A	0	2
Wendy Gonsher	P		1	1
Jeannine Richards	P		1	0

#### **Staff Present:**

Angelia Basto, Administrative Support  
Susan Batchelder, Assistant Manager of Housing & Community Development  
Jonathan Brown, Manager of Housing & Community Development  
Karen Reese, Economic Development  
Stephen Scott, Economic Development Director

Margaret A. Muhl, Recording Secretary

As of November 9, 2009, there are 15 appointed members to the Board, which means 8 would constitute a quorum.

#### **Call to Order**

Chair Avery Dial called the meeting to order at approximately 7:00 p.m., and all stood for the Pledge of Allegiance led by Erika Baer. Roll call was taken. A quorum was present this evening.

Ms. Batchelder proceeded to introduce staff that was present at tonight's meeting. She stated that Ms. Espinal and Ms. Hinton had advised staff of their absence.

**Introduction of New Member**

Jeannine Richards stated her father's family came to this City in 1911, and her mother's family arrived in Hollywood in 1927. She is happy to serve on this Board so the community can continue to grow and prosper through the dedication of volunteers serving on the various committees.

**Approval of Minutes – October 12, 2009**

Ms. Batchelder advised that the minutes were amended by the City Clerk to read as follows under the heading of "Communications to City Commission:"

There was consensus approval that Jonathan Brown, Manager of Housing and Community Development, attend an occasional meeting of the Board, and that another presentation be made by the Economic Development Department as to the purpose and scope of the Board's assignment on tourism and cultural issues.

Mr. Kater stated that he had not received a copy of the minutes via e-mail.

**Motion** made by Mr. Kater and seconded by Ms. Birch to approve the minutes of the October 12, 2009 meeting. Board approved unanimously.

**Communications to City Commission**

The Community Services Board passed a motion recommending that the City make a contribution to the Las Olas Christmas Lighting event. This issue was voted on at this meeting due to time being a factor.

**Cultural Arts And Tourism Report**

Stephen Scott, Economic Development Director, stated that copies of the adopted ordinance were provided to the Board regarding the Cultural Arts and Tourism segment being added to the scope of this Board. He referred to Section IV of the ordinance. The language is open to interpretation as to how such duties would be carried out. He stated the scope of this was broken down into two components: (1) the tourism component, and (2) the cultural component.

Mr. Scott stated he has tourism reports to distribute to the Board. He deals with the Beach Business Improvement District, the General Managers of the major hotels, and he gathers statistics and information regarding tourism. There are other issues dealing with tourism besides hotel occupancy and rates. The Super Bowl will be coming to the City, along with the Oasis of the Seas, the largest cruise ship in the world. The ship will bring thousands of individuals to the City and Port Everglades.

Mr. Scott stated they have brought speakers before the Board to speak on issues related to tourism, and tours have been arranged to several landmarks in the City. He feels one aspect of his role is to continue to bring reports before the Board regarding cultural issues. He suggests they continue having speakers come on issues of importance, along with site visits. He stated they need to work on

recommendations to the City Commission. He stated this Board has some specific responsibilities. Appropriate recommendations could consist of requesting contributions to various organizations, such as the symphony. He is willing to work with the Chair and the Board to develop the second role assigned to them, and move to the next level.

Michael Kimmey entered the meeting at approximately 7:12 p.m.

Ms. Baer asked if the City Commission asks for this Board's opinion only once during the year in connection with the CDBG recommendations. Mr. Scott stated that any time the Board has an opinion regarding anything included in their mission statement, they could communicate it to the Commission. Ms. Baer asked if the Commission reads the Board's minutes. Mr. Scott explained the Commission is open to all Boards, and they read and discuss the items included under the heading "Communications to City Commission."

Chair Avery Dial stated the Board needs whatever input is available regarding these issues so they could continue brainstorming. He urged the members of the Board to make recommendations.

Mr. Scott continued to urge the Board to arrange site visits. He advised the tour at the Swimming Hall of Fame would be a joint tour with the Economic Development Advisory Board.

Ms. Birch thanked Mr. Scott for his presentation. She was not aware of the fact that the Board could recommend funding for certain groups and organizations. She is still not clear on the Board's charge in connection with their being an advisory board for cultural arts and tourism by researching and developing such arts and tourism. She asked for some further explanation in that regard.

Mr. Scott stated the term "researching and developing" is a common term, and he is not sure the intent was to develop cultural items. He believes it means they want the Board to research speakers. He was not sure about the "developing" portion, and he was not sure that was one of the original intents.

It was asked if the word "improving" would be more feasible. Mr. Scott stated possibly improving might be a better word.

Ms. Birch stated if a Board Member was aware of a cultural event taking place, they could announce it to the Board. Mr. Scott confirmed. He encouraged such discussions to take place during the meeting.

Mr. Scott clarified his comment regarding funding. He stated that sometimes it might not be feasible to fund certain items.

Mr. Kater suggested it would be nice if the Board would be able to tour the new cruise ship. He stated he would like the City to get more involved in hosting large conferences and conventions. He asked if some of the hotels had such a capacity. Mr. Scott stated the hotel inventory in this City has increased in the last 2-3 years. There is a desperate need for a Convention Center hotel which is being worked on.

There are large hotels in the area. He asked if promoting such events were part of this Board's function.

Chair Avery Dial stated that tourism is part of the Board's charge. Mr. Scott stated he is the liaison for the Beach Business Improvement District, and he is sure they would like the opportunity to speak with Mr. Kater regarding such conventions. Mr. Scott stated he would speak with Nicki Grossman regarding the Shriner's Convention. He feels they could accommodate such large events.

Mr. Priester asked if this Board could suggest ideas. Mr. Scott confirmed and stated this was a way to generate more activity. Mr. Priester asked if the local tourism board would be willing to outsource local marketing firms in an attempt to increase tourism in the City. Mr. Scott proceeded to explain the procedure to be followed regarding recommendations from this Board.

Ms. Baer stated she is the Treasurer of the Las Olas Association, and wants to make a motion to see if the City has money in their budget to help light up the boulevard at Christmas time. She urged everyone to attend Christmas on Las Olas the Tuesday after Thanksgiving.

Ms. Baer withdrew her motion.

**Motion** was made by Mr. Priester and seconded by Mr. Kater to ask the City to donate funds to the Las Olas Christmas lighting this year. A majority of the Board voted in favor of the motion. Four members were opposed.

Chair Avery Dial asked for some input regarding the nay votes. It was stated the City had more important issues to worry about. Local businesses could contribute. Ms. Birch stated she does not consider the lighting a priority, and in the future the Board needs to discuss further and analyze requests coming forward. Mr. Goetz agreed and stated this recommendation was made on the spur of the moment without consideration being given to other programs. These type of quick decisions could dilute the influence this Board could have on future recommendations. Ms. Birch stated that Las Olas could afford to take care of their own event.

Mr. Kater stated the issue is that money has been donated at one point in time for Christmas lights, He did not feel the City would go bankrupt by making some sort of contribution.

Chair Avery Dial agreed that a more careful analysis should be done regarding Board recommendations.

Mr. Goetz stated the Board has to be careful about promoting events they are involved in.

Mr. Kater asked if the original statement made by Ms. Baer could be stricken from the record. Ms. Birch stated that could not be done. Chair Avery Dial stated that an accurate record of the Board's proceedings have to be provided. Mr. Scott stated the statement would not have to be stricken from the record. Mr. Kater stated that a conflict of interest was involved. Chair Avery Dial stated that Ms. Baer abstained

from voting on the item. Ms. Birch stated the motion passed and now it is up to the City Commission.

Mr. Scott stated when such a motion was made that is time sensitive, it be placed in the "Communications to the Commission" portion of the minutes.

Ms. Baer stated she is surprised that not much activity is taking place regarding Super Bowl activities within the City. Mr. Scott stated he would come back at the next meeting with a report. The Super Bowl will take place in February, with the Pro Bowl occurring one week earlier, and at the beginning of the year there would be a lot of activities taking place. He would provide a more detailed report at the Board's next meeting.

Ms. Locke asked if there could be a brainstorming session at the next Board meeting regarding cultural arts and tourism. It appears they need something to kick start the momentum for this aspect.

Chair Avery Dial asked for that to be added to the Board's next agenda.

Mr. Currier suggested staff provide what the top 5-10 things are that command attention in the tourist industry. Mr. Scott confirmed, and stated that Sawgrass is the #2 tourist attraction in the State of Florida, after Disney World. He stated that tour buses line up when individuals get off cruise ships to take them to Sawgrass Mills. Staff would like to find ways to keep those individuals within the City of Fort Lauderdale.

Ms. Locke asked if staff could ask the individuals at the Hall of Fame what the Board could do to help them promote their venue. Ms. Reese stated she could do that ahead of time. She advised where the groups would meet for the tour.

### **CDBG Application & Rating Process**

Chair Avery Dial asked for the ranking considerations consolidated on the worksheet be discussed. Various board members provided input.

Ms. Gonsher asked for a brief summary of how the ranking considerations were developed and by whom. She thought it was a hodgepodge of styles being presented. She felt it was not addressing the big picture of making everything come together into an effective document.

Chair Avery Dial explained that Mr. Goetz consolidated everyone's recommendations and prepared the worksheet. He felt this could be used as a starting point in creating a cohesive document.

Mr. Goetz provided a history of the form used by the Board in evaluating applications. They are attempting to shift things to one format that would correspond to the application. He believes the application should also be modified.

Ms. Gonsher stated it appears they need some broader categories with each having their own criteria. She stated she has worked on grants for a number of years. The categories should be the same in the application and the scoring sheet. She stated

there should be no “yes” and “no” questions in connection with the scoring criteria. A no answer would not get any points. She provided some examples. Under goals and objectives, they should list criteria used in the Board’s evaluation of the application. She felt there was a lot of redundancy in the document presented. She suggested they think of the basic categories for the application, and see how they could be aligned in a consistent manner. She stated the points would coincide with the outline as to what they wanted to see.

Chair Avery Dial stated he liked the suggested methodology, and asked if roman numerals could be used for the main points on the proposed document.

Ms. Gonsher stated that needs, goals and objectives should not be a category that goes together. Goals and objectives should go with program project description. The overview could address the need. It was suggested there be a statement of need, and then project description.

Ms. Gonsher suggested the following:

- I        Statement of Need  
          (Include demographics for support of the need)
- II       Program Description  
          (List population being addressed, along with demographics)
- III     Goals and Needs of the Project  
          (Should be measurable and quantifiable with stated outcomes)
- IV     Scope of Service (Details of the project)
- V       Evaluations (Success of the project)

Ms. Gonsher also suggested they separate the financial and management portions from the program segment.

Mr. Goetz asked for some further clarification regarding the financials.

It was stated that the application was too complex. Too much detail was being asked from the funding agency. Examples were provided. The question of whether a grant writer had been used should not be an issue. A complex application makes it difficult for an agency to write their grant without a professional writer.

Mr. Goetz stated he was attempting to equalize that across the board for the groups so the grant applicants would provide the data needed.

Discussion ensued regarding the separation of financials and management.

It was stated that the evaluations would include the outcomes. Discussion ensued regarding the proposed categories.

Ms. Birch stated the proposed categories could make their job easier, but in writing descriptions for ranking purposes, she asked they make sure they are not listing anything requiring yes or no answers, or answers using well or excellent. She feels they need to score with more substance. She provided some examples.

Mr. Goetz stated guidelines are used in the procurement process, but there is no breakdown of total points awarded for components in each category. Points are awarded for the category itself, and they allude to the individuals to decide which are the most important components within each category. He feels there is merit to that because people think differently, thereby allowing for more individuality. He thinks it would be complicated if they broke it down into points for each question.

It was stated by having a 15-member board, they would supply a check and balance system. Points should go for the categories marked with the roman numerals, rather than for individual indicators under those categories.

Mr. Brown stated it could not be too subjective, otherwise it would be opened to scrutiny. He provided an example.

Chair Avery Dial stated things would then fall into how well the grant was written.

Mr. Goetz stated that caused the discrepancy in scores. He stated in the past it depended on how well the applicant filled out the application. He believes the process has to be revamped.

Mr. Brown stated there was such a discrepancy in the scores because this Board did not establish the questions. If the Board is the basis on how to move forward, things should be handled differently.

There should be subjectivity because they are comparing a grant written for one group to that of a different group entirely.

Mr. Brown stated he had suggested they establish critical industries important to the City.

Ms. Baer suggested that the Commission establish funding priorities, and be up front with the applicants. Mr. Brown agreed, and stated he wanted for everyone to arrive at recommendations as to what community development really is. Funding five daycare groups is not community development. He feels if the preferential categories are established, they will lead them to where they want to go.

Ms. Baer suggested that this be an agenda item at the next meeting, and everyone bring a list of what the priorities should be. Examples were provided as to how this would be beneficial.

Mr. Brown stated they are in a crisis of foreclosures, and yet no agencies were funded through the CDBG funds that dealt with foreclosure prevention. He feels that was because categories had not been established. Those categories would allow them to look at community development in a more holistic manner.

Mr. Goetz agreed, but stated the applications could remain the same as to the area of concern they are more interested in. There were numerous programs dealing with foreclosures in regard to the stabilization funds. He questioned whether there were any goals associated with them.

Mr. Brown explained those dealt with individuals and not businesses.

Ms. Birch stated this is a good time to discuss these issues before the applications come before the Board. She feels the categories listed cover all the points, and asked if they did not apply to what was being discussed.

Ms. Baer stated she was talking about the priorities for funding.

Chair Avery Dial stated there were only a handful of categories in the past. He stated the Board decided the applicant could choose their category.

Mr. Goetz stated they had not previously told the applicants they were going to set priorities for the various fields. This would enable them to tell the public they are seeking applications that concentrate on specific areas. This would be a major change in what they do.

Chair Avery Dial asked if the Board is being pushed into this, and therefore, they might as well pick their own categories. Mr. Brown stated for the best interest of community development, they have to establish which industries and areas are most important for the City. This varies from city to city, and county to county. He is not sure if the Commission will make them take that route. He is not pushing the Board, but highly suggesting they look at this because it accomplishes more in regard to community development.

Mr. Goetz stated the money for the grants is a small fraction of what Mr. Brown's department has for development. He stated they did not always stick to goals and priorities provided by staff.

Mr. Brown stated the economy is in dire straits, and their thinking needs to be deliberate and strategic.

The Board asked for Mr. Brown to bring to the next Board meeting his recommendations regarding the critical areas. Mr. Brown confirmed. He stated he previously had presented categories to the Board for their consideration, but they had been declined.

Ms. Birch proceeded to read staff's recommendations regarding the projects.

Mr. Goetz stated the Board might have been reluctant to use the recommendations because they had been presented at the 11<sup>th</sup> hour, and there had been no opportunity for discussion.

Ms. Birch stated the recommendations had been presented the night the Board did their scoring.

Mr. Kater stated the recommendations were in chronological order, and he did not find them offensive.

Chair Avery Dial stated he objected to the fact that the applicants had not been notified last year as to the process. He feels the applicants need to be notified and



possibly the information could be part of the application. If there is a program that addresses the needs of the City, the Board would grant favoritism. He thinks that should be one of the ranking numerals.

It was stated they needed to be up front with the applicant as to what they were being ranked on.

Chair Avery Dial stated the Board was resistant due to the fact that things had been sprung on them at a late date.

Ms. Birch asked if Mr. Brown had stated that groups that received funding for the last 3 years would not be eligible for the funding. Mr. Brown stated that was a recommendation so they could continue funding other industries. He explained it would be a recommendation from this Board to the Commission.

Mr. Goetz stated that issue was presented to the Board as a requirement, not a recommendation. Mr. Brown stated that staff does not write policy, and the matter would have to go before the Commission. Mr. Goetz further stated the Board was informed that it was a HUD requirement.

Chair Avery Dial stated staff informed him that was included on the application.

Ms. Birch stated they had not been informed of that, and asked if that would be the procedure for the future. Mr. Brown stated this is the time for recommendations to be made regarding procedure.

Chair Avery Dial stated he felt that would be a good rule to follow, and asked if the Board wanted to adopt it.

Ms. Gonsler asked why the Board should listen to staff's recommendations.

Mr. Brown stated he was the former Affordable Housing Manager for Palm Beach County.

Mr. Goetz stated they needed to get back on track regarding the ranking procedure. He stated that other issues should be approached in a more systematic manner. He suggests that go with what Ms. Baer has suggested regarding categories.

Chair Avery Dial suggested they list the subsections for each category.

The first category is statement of need. Ms. Baer stated they may want to discuss this later on. Chair Avery Dial stated this is where the applicant would choose their category. Various suggestions were made and examples provided.

Mr. Goetz stated if the Board accepts the main criteria provided this evening, they could go home and decide the appropriate category for each question. The Board could then make their recommendations.

Chair Avery Dial stated he is concerned how they could take all this and put it together from a practical side. He provided some examples of categorization. He was not sure how they would be able to reach a consensus.

Ms. Birch asked if Ms. Gonsher and Mr. Goetz would put in writing what was suggested at today's meeting. The Board could then discuss the matter at the next meeting.

Mr. Goetz stated that in accordance with the rules of the Sunshine Law, they would not be able to work together.

Ms. Gonsher stated she would work on the issue and send her recommendations to staff. She asked if they could have some conceptual conversation.

**Motion** made by Mr. Currier and seconded by Ms. Birch that Ms. Gonsher and Mr. Goetz put down in writing the suggestions made at tonight's meeting.

Ms. Locke suggested they put limits on the information being requested. There is a need for consolidation. She stated there was a lot of subjectivity due to the volume of information.

Mr. Goetz stated the applicants were not given a pre-printed application, and only provided questions for which they could expand on.

Chair Avery Dial clarified that if the motion is approved, they would define the roman numeral areas for discussion.

Board unanimously approved.

There was some general discussion regarding what should be included under the categories.

Statement of need would be discussed at a later date. In regard to program description, he asked if population and demographics should be included as subcategories. Ms. Gonsher stated they need to rid the document of redundancy. She feels regarding the statement of need, they need to include demographics of the need. She provided an example. The program description would state the object of the program.

Ms. Baer suggested that uniqueness should be included in the program description. The Board agreed. Chair Avery Dial asked if community support should be included in program description. Ms. Gonsher stated there could be a separate section for supporting documentation. Ms. Birch agreed that should be included.

Ms. Richards stated management capabilities and capacities could be included in the scope of service. That could be followed with supporting documentation.

Mr. Goetz stated that under program description, the applicant could describe their goals. He asked if goals and evaluations could be combined because goals could be described in the project description segment. He provided some examples.

Ms. Gonsher stated that goals and outcomes are more of a what, and the evaluation is the how.

Mr. Goetz stated the how would have to enumerate the criteria being used when judging to see if goals were met.

Chair Avery Dial asked if the Board wanted to withdraw their recommendation to the Commission regarding the request for funding for lights on Las Olas Boulevard.

Mr. Kater stated the motion was made and voted on, and it is now up to the City Commission. The Board was just making a recommendation.

Ms. Birch also stated the motion was passed, and they could learn a lesson from it.

Mr. Goetz stated it would be acceptable under Robert's Rules of Order to reopen the question. He believes a two-thirds vote would be required.

Mr. Kater stated he did not agree with the recommendation being made regarding the motion.

Ms. Gonsher stated if the question is being re-open, they would need to have further discussion on the issue. More detail should be provided as to why individuals voted in favor or against the motion.

Mr. Kater stated he explained why he had voted in favor of the motion. The bottom line was whether they wanted to re-open the matter and rescind the vote.

**Motion** made by Mr. Goetz to re-open the question regarding a recommendation that the Commission determine whether the City should contribute funding to the Las Olas Christmas Lighting event.

Motion died for lack of a second.

Ms. Gonsher asked if a note could be made to the Commission that the item was a time sensitive matter.

Ms. Birch stated she wanted the minutes to reflect the number of people who voted in favor and those who voted against the motion. Ms. Batchelder explained that information would be included.

Mr. Brown stated the reports from the Boards are generally read at the Commission's Conference meeting. Funding decisions are not made at that time.

### **Other Business**

Mr. Brown asked if this Board would be in favor of starting their meetings earlier. Chair Avery Dial stated he would not be able to meet earlier than the scheduled 7:00 p.m. Mr. Brown stated he would attend as many meetings of this Board as possible.

Mr. Kater asked for clarification regarding Mr. Brown's attendance at their meetings. Chair Avery Dial explained the request was for Mr. Brown to attend as often as possible.

Ms. Gonsher stated that Mr. Brown was to supply background information regarding staff's recommendations for the categories.

Mr. Brown explained how he arrived at the categories.

Chair Avery Dial stated the Board was under the impression they would receive data as to what the City needed. Mr. Brown stated if that information has been provided by the Commission in writing; otherwise, it would be subjective from the Housing and Community Development Department. The Commission are the policymakers.

Ms. Birch stated that Mr. Brown's department has their pulse on the community. Therefore, it would appear that his office already had such information available. She feels they could supply a general idea of what needs there are throughout the City.

Mr. Brown stated he wants this Board to understand it would be his opinion, and not Commission's approval.

Mr. Goetz asked if such information could be provided to the Board before the next meeting, along with some supporting documentation. Mr. Brown asked if he was requesting surveys done by other agencies that are available on the Internet. Mr. Goetz explained supporting documentation is whatever supports the needs being recommended for a particular category. Mr. Brown stated that ultimately the CSB decides on the priority of the categories to be used.

### **Good of the Order**

Ms. Batchelder stated there would be a December meeting because of the time frame to get recommendations to the Commission. The meeting would be held on the second Monday of December.

Mr. Kimmey stated he received an invitation from the Broward County Transit to the forum which he attended. He was surprised at some of the topics of discussion. He mentioned the two questions they discussed, and provided some of the information stated at the forum. He stated there was a lot of discussion regarding reliability of the system, and frequency of the routes. He feels this relates to providing a community service to the public. He stated that additional funding is necessary for the programs to be successful.

Mr. Goetz stated the Board could suggest that the City grants office apply for some of the available grants, and allow this Board to administer the funds as they do for HUD.

A question was raised whether this recommendation could be made to the Commission.

Motion was made by Mr. Kater and seconded by Ms. Birch to adjourn the meeting. The Board unanimously approved.

There being no other business to come before this Board, the meeting was adjourned at approximately 9:00 p.m.

Respectfully submitted,

Margaret A. Muhl,  
Recording Secretary