

APPROVED

**City of Fort Lauderdale
Community Services Board**

June 13, 2011 – 7:00 P.M.

**City Hall, 100 North Andrews Avenue, 1st Floor
Fort Lauderdale, FL 33301**

MEMBERS		OCT 2010/SEPT 2011	
		PRESENT	ABSENT
Donald Karney, Chair	P	9	0
Richard Whipple, Vice Chair	P	8	1
Erika Baer	P	7	2
Margaret Birch	P	8	1
James Currier	P	7	2
Wendy Gonsler	A	7	2
Jeannine Richards	P	9	0
David Tilbury	A	6	3
Earl Bosworth	P	5	0
Helen Hinton	P	5	0
Kenneth Staab	P	5	0
Jasmin Shirley	P	1	0

Staff Present:

Susan Batchelder, Assistant Manager of Housing & Community Development
Angelia Basto, Administrative Aide, Housing & Community Development
Amanda Lebofsky, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

Roll Call

The Pledge of Allegiance was recited, led by new member Ms. Shirley.

• **Quorum Requirement**

As of June 13, 2011, there are 12 appointed members to the Board, which means 7 members would constitute a quorum.

Chair Donald Karney called the meeting to order at 7:00 p.m. Roll call was taken by Ms. Batchelder and it was determined a quorum was present.

Board/Staff Introductions

Jasmin Shirley introduced herself, noting she is Vice President of Community Health Services for Broward Health. She said she was appointed by City Commissioner DuBose. The rest of the Committee introduced themselves for Ms. Shirley's benefit.

City Commission News

None.

Approval of Minutes Summary – May 9, 2011

Motion by Vice Chair Whipple, seconded by Mr. Bosworth, to approve the minutes of the May 9, 2011 meeting. In a voice vote, the motion passed unanimously.

Cultural Arts & Tourism Report

Karen Reese from Economic Development, mentioned that she spoke with Mr. Bosworth about him presenting the 2020 Plan in September. The Board agreed by consensus to have Mr. Bosworth speak at that meeting.

- **Randi Karmin – Las Olas Art Walk**

Ms. Reese introduced Randi Karmin, Executive Director for the Las Olas Association. Ms. Karmin explained that she works with the Las Olas Boulevard Merchants Association to promote Las Olas. That group decided to present a community-based event that would bring people to the boulevard, be entertaining and not be as intimidating as walking into an art gallery. It is a monthly series.

She remarked that her handout outlines the event. The event seeks to promote Las Olas Boulevard as a leading destination for culture and art in Broward County. The event is free of charge, featuring in-store events, in-gallery experiences and also outdoor pop art presentations such as music and live painting. The entire event is free of charge for all. Ms. Karmin noted this month will be their third month, and they are getting inquiries from people in the performing arts who want to participate.

Mr. Staab wondered about the community response, and Ms. Karmin replied that many downtown residents have expressed enthusiasm and interest as something different to do. She added that the merchants have been supportive and some have noticed a lift in their sales due to the project.

Chair Karney was curious about attendance, and Ms. Karmin estimated 100-300 people come in. She added it is hard to estimate how much money the event grosses, because the items at each business are priced differently.

Vice Chair Whipple asked if they have any partnering activities with the trolleys or rickshaws, and Ms. Karmin said they did the first month to offer free rides. She said,

however, that it was difficult because it was not the typical pattern of the trolley. The rickshaws at this point are still charging for rides. Vice Chair Whipple thought that advertisements on the trolleys related to the Art Walk would be beneficial. Ms. Karmin remarked that she has been able to use the City's homeowner association email marketing list to share information about events. Vice Chair Whipple suggested that in-person visits be made to the neighborhood associations to connect in person in addition to email contact.

Chair Karney wondered if there was anything the City could do to enhance her efforts to get the word out, and Ms. Karmin said it is about passing the word along, and said she would welcome whatever could be done to promote the monthly events. With more people attending, she can bring in bigger talent.

Mr. Currier brought up the issue of blocking off streets and mentioned that the closure of an Irish pub was detrimental to the area. He wondered if there was money in the budget to bring in a different group every month catering to different musical tastes. Ms. Karmin commented that there is some sensitivity to closing the streets, and are going to try to take advantage of the space available. She pointed out that they do have different genres every month, ranging from percussion to a flautist and guitarist – these events are on the sidewalks.

Ms. Karmin remarked that the July brochure should be done near the end of June. Vice Chair Whipple asked for brochures to put in registration packets for the Florida Neighborhoods Conference starting on the 7th of July.

- **Patricia Zeiler & Stephen Scott – Trolley/Cruise Project**

Ms. Reese introduced Patricia Zeiler, Managing Director for the Downtown Fort Lauderdale Transportation Management Association, whose presentation was on the pilot project called "Fort Lauderdale City Excursion."

Ms. Zeiler mentioned that the TMAs are almost 20 years old, and were created by an act of Congress. They "sprung" out of the EPA in response to the oil embargo, to be a local/regional agency to help with all transit issues including bike paths and pedestrian issues. The Fort Lauderdale TMA was founded in 1992 and operates the Sun Trolley, serving approximately 250,000 people per year.

At this point, Ms. Zeiler began a PowerPoint presentation, outlining the history of the trolley/cruise project. She stated that the Convention and Visitors Bureau asked her to contact Gray Line, who was looking to do a city excursion in Fort Lauderdale. She said as many as 10,000 - 56,000 people per week come through the port, and they need a way to get them down to Las Olas. The program is now in the pilot stage.

First they looked at Harbor Shops as their key location, but now it is the Fort Lauderdale History Center – it is very easy logistically to get people there, and works well for the

majority of cruisers who just have a day to spend. The tourists are being directed to the International Swimming Hall of Fame, Scenic Highway, Birch State Park, Bonnet House, Las Olas Boulevard, and the Historic Riverhouse. She said the New River Inn would have costumed docents to acclimate tourists to the City and is a transit hub.

The CVB is assisting with marketing, and private partners have contributed employee help, a smartphone app and collateral materials. Bags-to-Go is very important component of the program concerning luggage. They will take the bags from the cruise ship or other locations and deliver them to the airport.

She mentioned that they still need a connection/travel piece out to the History Center and/or Harbor Shops.

She is working with Holland America who may be ready to send passengers through next fall. Holland America passengers are not just going to the airport, they are getting off for an excursion. She has also met with Royal Caribbean.

Ms. Zeiler remarked that the routes currently run Friday-Sunday from 9:30 a.m. to 6:30 p.m.

Ms. Baer wondered if there would be a desire to extend the Las Olas route to go to the courthouse. Ms. Zeiler said they do have a downtown courthouse route that runs five days a week, 7:30 a.m. to 5:50 p.m. The route is shown on the website.

Ms. Shirley asked about the other routes, and Ms. Zeiler explained them to her: Galt/Ocean, which is up for expansion; the Convention Connection route; and the Northwest Link, completed funded by Tri-Rail.

Vice Chair Whipple said the information would be great for travel agents to pass on to their customers. Ms. Baer asked if all of the bus routes would have the smartphone app, and Ms. Zeiler said all five routes would eventually have the apps.

- **Broward County 2020 Plan**

Vice Chair Whipple wondered if they could work on the Plan in July, instead of September. Ms. Batchelder answered they were taking August off, and in July the Board would work on the CDBGs while they were fresh in everyone's mind.

Ms. Reese reported that she has been working with film permitting and filming is currently taking place for "Rock of Ages." Businesses on Second Street are doing very well with catering requests and so forth. She noted that people are not being arrested for going down that street, but they should not go on private property.

Regarding the 2020 Plan, Ms. Reese stated that she could attend the July meeting if needed. Chair Karney suggested an introductory session next month and then go into

the details in September. Mr. Bosworth thought that 15 or 20 minutes should be sufficient for an introductory session on the plan. Chair Karney suggested putting CDBG on the agenda first, and the 2020 Plan second for July's agenda. Hearing no objection, it was decided to do that.

Review Proposed 2011-2012 Annual Action Plan

Ms. Batchelder remarked that the Board's Plan has to be to HUD by August 15. Prior to that, it has to be approved by the City Commission no later than July 7. In June, at the conference meeting, all the other grants were done except for CDBG. The City Commission felt it did not have enough time to discuss it at the conference meeting, and there will be a public hearing on June 21. She said there were no questions on the recommendations and score sheets when it was presented at the conference meeting. Their concern is the money going to public services for capital improvement projects, economic development and so forth. There is an NRSA (Neighborhood Revitalization Strategy Area) encompassing a good portion of Sistrunk Boulevard, and this will be re-addressed at the conference meeting on June 21. Hopefully then it will be presented in its final form at the public hearing in June 21.

Ms. Batchelder requested feedback and/or questions from the Board members. In the Annual Action Plan, public comments and/or suggestions have to be noted. Any recommendations that HCD makes to the City Commission come from the research done on the Consolidated Plan and the Annual Action Plan.

Ms. Batchelder commented that if Board members had comments they could email her. She also encouraged members to attend the upcoming meetings.

Communications to City Commission

None.

Other Business

None.

Good of the Order

None.

Adjournment

Motion by Mr. Staab, seconded by Ms. Baer, to adjourn the meeting at 7:57 p.m. In a voice vote, the motion passed unanimously.

[Minutes prepared by J. Rubin, Prototype, Inc.]