

Regular Meeting of the
Downtown Development Authority
Thursday, January 13, 2005
AutoNation Tower, 110 SE 6th Street
30th Floor, Conference Room

ROLL CALL

PRESENT: Gale Butler, Chair
Charles B. Ladd, Vice Chair
Alan C. Hooper, Secretary
Jack T. Loos, Treasurer
Peter Feldman, Board Member
John M. Milledge, General Counsel
Chris Wren, Executive Director
Sadie Williams-Panton, Temporary Administrative Aide

ABSENT: Douglas P. Eagon, Board Member
William R. Scherer, Board Member

ALSO PRESENT: Neil Sterling
Paul Carpenter
Elizabeth Hude
Catherine Carter
Cathy Sweetapple
Leslie Backus
Dave Marshall
Paul Kiley
Peter Kuhnert
Dana Pollitt

PRESIDING: Gale Butler, Chair

Chair Butler called the meeting to order at 8:30 A.M. As the outgoing chairperson, Chair Butler commented that 2004 was a year of partnership and she wanted to recognize the Board Members for their efforts in moving projects along.

The following outlines her note of thanks:

Transit Mobility Master Plan:

- a) Messrs. **Ladd, Hooper** and **Feldman** served as our liaisons for the DDA as we partnered with the City, County, FDOT and the CRA.
- b) Mr. **Scherer** helped to navigate the federal funding world by putting us in contact with the right people.
- c) Mr. **Eagon** took time out of his busy schedule to go with Mr. Wren to meet with our representatives in **Washington, D.C.** and explain our position that ended in a successful effort.
- d) Mr. **Loos** supported spending funds on what he called “Charlie’s Trolley” where the DDA took a leadership role on a trial trolley mainly to set the stage for federal funding for light rail.
- e) The DDA, through Mr. **Wren**, partnered with the **A&E** to coordinate the effort, especially with Marketing.

Second Street:

Mr. **Ladd** took the lead as our liaison with Mr. **Wren** and the City and County Commissioners that helped move the project along.

Quantitative Financial Study:

Mr. **Loos** was responsible for the study of the taxes our residential buildings bring in to help fund the redevelopment of Downtown Fort Lauderdale Improvement Plan. That, in turn, led to our joint meeting with the City and County led by Mr. **Eagon** to begin to develop a plan for downtown improvements together.

Also acknowledged were **Neil Stirling** and **John Milledge** for their support to all the DDA efforts.

Mr. Hooper then commended Chair Butler on the fantastic job she did as Chairperson.

REGULAR AGENDA**TRANSIT – FEDERAL SCHEDULE**

Mr. Wren noted that a number of items were starting to pile up with the Federal strategy for transit. Both Mr. Seeburger and Mr. Weidner from the FDOT are scheduled to present information on the East/West-Sawgrass to Seagrass expressway that would represent the regional connection to downtown. Mr. Wren made reference to the Board-approved downtown circulator and funding schedule included with the Agenda. The funding schedule is relevant in the next 3 months to help position the DDA to continue progress towards utilizing the generous monetary assistance from Congress. Mr. Wren noted that he and Mr. Milledge were working with the City Manager in getting the City to become a federal qualified grant recipient.

Mr. Wren noted there were four years of congressional issues to be dealt with in February and March:

- ’03 - This represents a potential grant from Congressman Shaw to the City. The City needs to apply for \$1.5MM which the DDA had voted on to partner with them using monies primarily in the Downtown.
- ’04 – This is a re-authorization year in which no money is attached. The DDA was designated a new start light rail but due to delays in Congress (elections, war, etc.), the process has to be restarted. Mr. Wren noted there was a conference call on January 12 finalizing details. Messrs. Milledge and Stirling, the federal strategies staff-Ann McAllister, Becky Weber, Barry Goodman, and Charlie Black’s office were in on the call. There are four different projects to be re-submitted, as outlined in the Funding Summary of the Agenda background material.

They are: A&E Line (east/west rail) project for \$12M *along with* Streetscape improvement of \$3.2M;
Andrews/3rd Avenue (north/south) project for \$26.8M *along with* Streetscape improvement of \$8.9M

Mr. Wren also pointed out that these would put the DDA in a position to have the opportunity to request future rail funding from Congress.

- '05 - Funding has already been approved for \$1.5M representing a repayment to the DDA Board for 2nd Street work already completed. Board will have the authority to spend this money however it pleases.
- '06 - New project to be brought up in the next Board meeting which needs to be submitted to the various Congressional offices and aides by March. We may be submitting parallel appropriations with the '04 requests and if money is given to us through the re-authorization bill, Congress will fund us in six-year increments. This project will be worked on in the next three months.

Mr. Wren then opened the floor for questions.

Mr. Loos complimented Mr. Wren for his efforts and accomplishments in dealing with and putting together a winning team of lobbyists, liaisons, etc. Mr. Loos reminded how much of an important step it was for us and the risks involved for a company our size to invest the money ourselves. He said Mr. Wren, Mr. Milledge and Mr. Stirling deserve a 'pat on the back'.

Mr. Feldman suggested the immediate need to begin work on the Capital Improvement Plan because looking at the figures, it seems improvements such as drainage, sewage, water, underground, light fixtures, electrical lines may not be included in the numbers presented and we need to make sure numbers are on the realistic side with room for negotiation.

Mr. Wren agreed with Mr. Feldman and informed that at a scheduled Units Meeting later in the day, the plan is to get into more detail on this project. He also pointed out that for some of the details omitted, we might be able to get additional funding from Congress.

A discussion on the projects continued including the fact that the numbers have been refreshed since previously presented to the board and the possibility that the numbers will not increase over the next four years.

Mr. Ladd suggested the need to have someone on board the RFQ and P&E. Mr. Wren informed of reviewing the scope while working alongside Jeff Weidner of FDOT and Rick Chessor from the City. He also thinks the time is appropriate to put information out on streets with input from Cathy Sweetapple.

Mr. Wren requested the invitation of Mr. Weidner and Mr. Chessor to sit at the table and look at a refined version of the SAC group that was formed to do the mobility study. By March, information gathered would be brought to the attention of the Board.

Ms. Cathy Sweetapple pointed out that it is critical to get with City and Streetscape task force to know what the vision is and also ensure that the County is on board. She suggested that the

engineers/consultants that are hired need to know how to configure rail system while not violating the design and this has to be a joint effort. She thinks the City will contemplate whether or not the master plan design guidelines are met.

Mr. Ladd suggested that Ms. Sweetapple be hired as the liaison with City staff and should sit in on meetings to review design and Mr. Wren reminded that board had previously approve his hiring of a consultant.

FDOT/TRANSIT PRESENTATION

Mr. Scott Seeburger presented a Project Status Report (after apologizing for going to the wrong location) on the Central Broward East-West Transit Analysis. He informed that in December, there was an approval of the 3rd alignment of 14 the proposed rail system as outlined in his handout/diagram. He further explained that the diagram shows what is being contemplated in terms of proposed parking and drop-off locations along the planned route although all station areas will not be developed.

Mr. Seeburger went on to say that since the approval, the next step is to conduct a financial workshop – date to be determined (possibly 2/18) – to look at types of technology, developing costs, determining rider projections and looking into different finance mechanisms available to determine how much money is needed then finally present to MPO. He added that an invitation list is currently being formulated to include the DDA Board along with Roger Des Jarlais and others in the business community. Presentation should occur around April 2005.

He further elaborated on how their projects would tie into the Downtown's projects followed by a discussion of different rail service options and suggestions. Projection was made that in approximately 7 years (2012), these vehicles would become available based upon funds received.

Chair Butler thanked Mr. Seeburger for his presentation after all questions to him were answered.

Mr. Wren then introduced two of his guests that would be assisting in the Trolley/A&E partnership system; namely, Adrienne Ehle, brought on board as Trolley Operations Manager and Elizabeth Hude from the Broward Performing Center, both of whom will present at the next board meeting. Mr. Wren also gave an update on Trolley ridership progress including the agreement with companies to fund services. So far, Hampton Inn has agreed to fund a trolley on the North-South route for the 2004-2005 Art Walk. Another interesting aspect is the connecting of the East-West trolley on Friday nights. Mr. Hooper recommended obtaining better signage on trolleys, however Ms. Hude pointed out that there was difficulty in obtaining approval from the Trolley Company for proper signage. The option of searching for other trolley companies was brought up as well as having the DDA paying for brackets or even obtaining temporary signs at the stops. Ms. Hude requested Mr. Hooper's assistance in helping to make appropriate signs that would stand.

MARKETING UPDATE

Mr. Wren introduced this topic by welcoming Ms. Leslie Backus who was brought in to work on the Outreach Program. The first meeting on this issue would be in February and Board Members were encouraged to attend. The Council of Civic Associations will meet at City Hall in February and we are included on the agenda to make a presentation. The plan is to conduct a PowerPoint presentation showing how Downtown got to where it's at today. Leslie will also be working on other projects as

approved by the Board.

Mr. Wren brought to our attention the DDA's advertisement, which is circulating in several different publications, the most recent being a feature on Fort Lauderdale and Downtown on the cover and in the November/December's *Skylight Magazine* and a follow up advertisement in the January/February's issue. *Skylights Magazine* is a Spirits Airline Magazine and is placed in each of their airline. The Miami Herald would also be featuring Fort Lauderdale and Downtown in its monthly City feature section. Chair Butler was also featured in the *Go Magazine*.

At this point, Mr. Jeff Weidner arrived (after also going to the wrong location) and was asked if he would like to add anything. He basically reiterated some of the points addressed earlier by Mr. Seeburger with discussion ensuing on the Transit/Rail system, as it would affect Downtown. He indicated that the FDOT is about ready to sign a scope of services to do a land use/station location analysis from the Broward/I-95 Park 'n Ride lot to downtown and to wherever they will link into our service. This would be community-based, working with the CRA, City of Fort Lauderdale, etc., to determine where station locations should be. He listed several points that would be included for consideration including the police station site which has a lot of potential and opportunities; the DDA's parking garage as the west anchor which will be the regional connector to the local distributor and the County's Governmental Center property and building and south to the airport. A study beginning in a couple weeks will determine where stations will be. Mr. Weidner indicated also that the local MPO Board will approve the locally preferred alternatives in April to go into P&E, and money will be available by approximately July 1, 2006.

Mr. Weidner also stated that the public will be greatly involved in the station locations of the P&E phase and while communicating to residents of the Sailboat and River Bend communities, the idea sounds good to people however, they do not want it in their neighborhoods. However, state, county and city properties were available for consideration, thus alleviate this indecision.

The DDA was encouraged to help residents make the decision to want the project in their neighborhoods and Mr. Weidner invited board members to meetings of elected officials. Mr. Seeburger added that he thinks the Commission is listening to residents instead of making a business decision to get the job done.

Mr. Hooper asked the FDOT to help in advocating project, however, Mr. Weidner responded that if FDOT attends a City meeting, there could be very explosive reactions. He thinks the DDA would be great to send their message instead of the words coming from the FDOT.

Mr. Hooper brought up the financial workshop coming up and encouraged participation. Mr. Weidner said this workshop would last approximately three hours and would address the system, money and thoughts & ideas.

Chair Butler thanked both gentlemen for their presentation.

The FLPD representative, Mr. Paul Kiley was recognized by Chair Butler and he informed that crime incidences had decreased in January versus prior months, however, numbers were similar when comparing 2004 to 2003. It was then suggested to have the Police present earlier in the agenda in case they wish to not be present for the entire meeting.

Mr. Wren then reminded that the State of the City address is coming up on February 7th and email invitations will be sent out soon. Mr. Wren will get all details sent to the Board as soon as possible. Also the Council Civic Association meeting information will be sent to the Board members.

Mr. Wren added that the Public Arts Design committee for the Cultural Division is celebrating its 30th year anniversary. He and Ms. Bonnie Burnett are co-chairs and a special event is coming up where there will be approximately \$150,000 and almost the same amount to 'Light up a Bridge'. Mr. Wren said the group recently agreed on a series of smaller-scale, countywide educational events to culminate into a larger and very exciting event in Downtown Fort Lauderdale. This will highlight and showcase Downtown Fort Lauderdale and will include arts, lighting up of buildings, possibly a national art competition, and other activities to tie in to the King Tut exhibit in about a year, all of which will be brought to the board's attention at a later date when more details become available.

Chair Butler then thanked Mr. Milledge for all his support to the Board.

ELECTION OF OFFICERS

Chair Butler led the election of a new Chairperson after which Chair Ladd led the election of the other board positions. The results were as follows:

<u>POSITION</u>	<u>NOMINEE</u>	<u>NOMINATED by</u>	<u>SECONDED by</u>
Chairman	Charles Ladd	Jack Loos	Alan Hooper
Vice Chairman	Alan Hooper	Jack Loos	Peter Feldman
Secretary	Peter Feldman	Gale Butler	Alan Hooper
Treasurer	Jack Loos	Alan Hooper	Gale Butler

Board members in attendance unanimously carried on all new positions. There were no discussions following each elected position.

OTHER BUSINESSES

- Chair Ladd requested a list of the Planning Council members to be furnished by Mr. Hooper.
- Chair Ladd also requested the City/County Capital Improvement Plan for discussion at next meeting.
- Article – to be discussed at next meeting – how to change direction.

As there were no other businesses to come before the Board, the new Chairman adjourned the meeting at 10:05 A.M.

Respectfully submitted:
Sadie Williams-Panton
DDA Staff

A taped recording of the proceedings of the January 13, 2005, Regular Meeting of the Board is on file in the DDA offices, 101 NE 3rd Avenue, Fort Lauderdale, Florida.