

Regular Meeting of the
Downtown Development Authority
Thursday, July 14, 2005
Las Olas Center, 450 Las Olas Boulevard
1st Floor, Community Room

ROLL CALL

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

ABSENT: William R. Scherer, Board Member

ALSO PRESENT: Chuck Adams
Diana Alarcon
Leslie Backus
Paul Kiley
Richard Mancusso
Patsy Mennuti
Tim Petrillo
Rachel Richter
Mark Schwartz
Neil Sterling

PRESIDING: Charles Ladd, Chair

The meeting was called to order at 8:30am by Chair Ladd. Immediately following Roll Call, the Consent Agenda items were motioned for acceptance by Mr. Loos, seconded by Mr. Eagon and all were in favor.

REGULAR AGENDA

POLICE REPORT

Officer Paul Kiley briefly presented the Police report stating that crime was down for the month of June (12 in May vs. 5 in June). He also noted that there was only one arrest for the month. One other note he added was the transfer of one of two Downtown 'bike' officers.

STREET LIGHT INVENTORY UPDATE

Mr. Wren introduced *Rachel Richter*, the intern who successfully completed the Douglas P. Eagon Urban Transit Fellowship program at the DDA for six weeks after which he requested the Board to pass a resolution approving an interim update of the street light inventory.

Ms. Richter then addressed the Board describing her efforts to identify non-working streetlights in the Downtown RAC. After dividing the area into seven blocks and with the help of one other individual, the task resulted in 134 FPL-owned streetlights were not working, 45 of which are located in the neighborhoods south of the New River. These findings were reported to Tom Terrell at the City of Fort Lauderdale who in turn advised FPL of these outages. FPL response was to have repairs completed within 5 to 7 days. Ms. Richter advised that the City and DDA would jointly monitor the repair process.

Mr. Wren suggested that Mr. Terrell update the Board on lights repaired in three months. Mr. Hooper added that this task is easy and only costs time but gets results. Mr. Hooper also pointed out the importance of safety and comfort in the Downtown and agreed to continue reviewing street light outages.

Mr. Hooper motioned to ask City Commissioners to have a City representative give a status update every three months. Mr. Eagon seconded the motion and all voted in favor.

PACA GARAGE RATE STUDY

Mr. Wren introduced Ms. Diana Alarcon, the Assistant Parking Services Manager at the City of Fort Lauderdale. Ms. Alarcon began her presentation by thanking the Board for inviting her to speak. She informed the Board of an increase in the parking rates from \$3 to \$5 in May 2005 as well as an increase of the PACA Garage roof rate from \$25 to \$26.50. She added that due to the modest demand resulting from the area and other dynamics, only 15 to 20 permits are sold monthly. She also informed that rates were decreased to attract customers who shifted to our location partly because of the activities in the area. This resulted in \$28K+ gross revenue in June versus \$10K+ in May.

Further Board discussion led to Mr. Loos inquiring of the advantages of buying/leasing bulk versus individual spaces. Mr. Eagon added that although he thinks \$25 is ideal and fair, he would like to know if there were any considerations for patrons needing hourly use of spaces. He wanted to know if meters were still in place to allow patrons to drop increments of hourly rates. Ms. Alarcon responded that the garage is not currently equipped for pay upon exit but pay upon entry. Discussion continued regarding the rate increase and Ms. Alarcon concluded that since the 6 weeks of the new rates, there have been no drop-offs, complaints nor negative feedback. She also assured that these would be addressed immediately if there is occurrence.

Ms. Alarcon also responded to questioning that the cost to purchase and install suitable machines would be approximately \$13K and six would be effective – three on the upper levels and three below. In further discussion, Mr. Hooper pointed out that there is interest for bulk purchases/leases and Mr. Eagon suggested that for long-term leases, contracts/agreements should be sent to the Executive Director who would then request the Board's approval.

Mr. Eagon motioned for acceptance of the City of Fort Lauderdale's report and the new rate of \$25

per month. Also, on occasion, proposals should go to the Executive Director for review and eventual approval by the Board. Mr. Hooper seconded and all voted in favor.

DDA 2005/2006 BUDGET SCHEDULE

Mr. Chris Wren introduced Mr. Chuck Adams and Ms. Leslie Backus and informed the Board of their involvement (overall and Marketing, respectively) in the preparation of the proposed Budget figures.

Mr. Wren then proceeded to discuss his memos in the Board package. He explained that the purpose of the 'Priorities' memo was to identify current tasks being worked on and others that needed to be worked on. He noted that of the 21 total tasks, three more should be added to the upcoming tasks list – Federal & County Courthouse project; County Penny Tax and the County's Workforce Housing study. He also pointed out that tasks were listed so the Board could give feedback and direction.

Mr. Feldman said he is in agreement with the prioritized list but thinks item #15 (Units) should be moved up due to the October deadline to file for monies. He also added that Land Use Amendment project issues should be brought to the Planning & Zoning department as well as the City Commission Board.

Mr. Eagon and Mr. Loos added that they agree with Mr. Feldman and the list of tasks. Mr. Loos also said that leasing of office space should be explored and a location that presents our image should be sought. Chair Ladd added his agreement and Mr. Hooper suggested that hiring of office staff should be the first priority. He said that Units, Capital Improvement Plan (CIP) and Bond improvement should be next, based on the length of time the 2nd Street project lasted.

Chair Ladd inquired if there was an agenda item to start the next project. Mr. Hooper suggested we have a workshop to plan and design the next project. Mr. Eagon said we should encourage lobbyists and we should consider approaching Commissioners to set aside monies for Capital Improvement Plan as most everyone is preparing budgets at this time and it would help to get our ideas in to them. During a brief discussion, Mr. Loos suggested a committee should be put together to visit the City Manager and other organizations. Mr. Eagon then informed that he will be meeting with the City Manager the next day and would address this subject at that meeting on behalf of the Board.

Mr. Hooper added that he is on the Board of the Friends of South River association and they are currently looking for sponsorship for a renovation project. He asked the members if they are opposed to the DDA's participation by providing a percentage of the cost as an outreach commitment. The project needs \$100K for this phase of the commitment. Mrs. Butler noted that this was in Commissioner Hutchinson's area and it would be ideal to make a good faith donation of \$20K or any amount of the total needed.

Mr. Loos motioned for a donation of \$20K to be taken from the Capital Project Fund to assist in the startup of the project and that the Board request additional support from other entities. Mr. Eagon seconded the motion.

At this time, the meeting was paused for a break.

At resumption of the meeting, Mr. Wren requested an adoption of the budget. The only expected change would be a revision of the tax/millage rate. Mr. Milledge added that numbers might not need to be changed.

Mr. Loos added that he was concerned whether or not discussion should be based on the buildings' assessed value. Mr. Wren informed that more definitive details were needed and he would obtain this information. Mr. Eagon echoed his agreement with Mr. Loos.

Staffing

Mr. Eagon commented that staff needs to be increased. He motioned for a recommendation of the Executive Director's salary be increased by \$15K effective on the anniversary date in October 2005. Mr. Loos seconded and agreed that the Executive Director's responsibilities were enormous. He commended Mr. Wren on the fine job he was doing. All present voted in favor.

Mr. Wren added that since the Special Meeting on June 30, 2005, he had entered into contract with an HR consultant who will have the office fully staffed by the end of August.

Marketing

Mr. Wren said that we are on the right track with Marketing. Mr. Hooper added that the Performing Arts Center (PAC) could assist in bringing image and Arts section to the Downtown. Mrs. Butler also added that A&E advertisements could be beneficial. Mr. Ladd said that he had a discussion over lunch with Mr. Nerenhausen to coordinate CIP with the PAC. Mr. Hooper reminded that the PAC has always offered his staff's assistance to the DDA.

Trial Trolley

Mr. Wren reported that there were now 588 riders. Mr. Ladd commended the staff and requested that they come to the next meeting for recognition. Mr. Wren also suggested bringing in Mr. Nerenhausen.

Huizenga (DDA) Plaza

Mr. Wren reported that based on the existing maintenance plan at the plaza, the park will pay for itself. Mr. Eagon then gave a detailed explanation of the bill/invoice submitted monthly and the task and personnel involved in maintaining the park. Mr. Loos motioned for a renewal of the current contract with Stiles Corporation and opened a discussion on having a café at the bridge to generate revenue. Mr. Wren added that a café with bathroom and Mr. Loos added that one benefit would be that in a few years when all the condominiums in the area are completed, we would need to have a plan going now to accommodate that need in the future. Mr. Eagon agreed that the idea to add an amenity to the park is good. Discussion continued with option included to having a stand with a bathroom instead.

In response to Mr. Wren's memo request, Mr. Ladd then motioned for the acceptance of the proposed millage rates of 0.6279-General and 0.600-Debt be advertised. Mr. Eagon seconded the motion and all present voted in favor.

As there was no further business to discuss, the meeting was adjourned at approximately 10:50am.

Respectfully submitted:

Sadie Williams-Panton
DDA Staff

A taped recording of the proceedings of the July 14, 2005, Regular Meeting of the Board is on file in the DDA offices, 101 NE 3rd Avenue, Suite 350, Fort Lauderdale, Florida.