

Regular Meeting of the
Downtown Development Authority
Wednesday, October 12, 2005
Broward Center For Performing Arts
New River Room

ROLL CALL

BOARD PRESENT: Charles B. Ladd, Chair
Peter Feldman, Secretary
Jack T. Loos, Treasurer
Gale Butler, Board Member
William R. Scherer, Board Member
Doug Eagon, Board Member

ABSENT: Alan Hooper, Vice Chair

STAFF PRESENT: Chris Wren, Executive Director
John M. Milledge, General Counsel
Antonia Martinez- Temporary Administrative Aide
Elizabeth Veliky-Urban Planner

GUEST PRESENT: Neil Sterling
Buddy Nevins
Brittany Wallman
Eugenia Ellis
Mike Ferber
Earl Prizlee
Sam Nitze
Dave Marshall

PRESIDING: Charles Ladd, Chair

Chair Ladd called the meeting to order at 8:40AM. Immediately following roll call Ladd stated instead of the normal procedures of the meetings agenda, there were issues that need to be

discussed addressing the article written about him that ran in the Sun Sentinel referencing his business dealings with Broward County.

Ladd explained his perspective of what transpired with his involvement in the business dealings with Broward County staff. He opened the meeting up for comments from other board members. Milledge gave his perspective of his involvement mentioned in the article. Board member Loos gave his strong opinion of the subject matter. Butler shared her support for Ladd. Eagon stated his comments on the subject matter. Scherer expressed he opinions. Feldman gave his comments. The board took a five

(5) minute break.

After resuming the meeting, Ladd stated during the break reporters asked him about his involvement in the school board deal. He stated he wanted to disclose to the board members that the school board approached him over a year ago to find land for them. He said he told them (the school board) he will not pursue nor planning on pursuing the deal and if anything changes he will notify the board immediately.

The consent agenda was called for a motion to be approved. Loos so moved, Butler seconded it. The item was moved unanimously. A representative Police department was not present.

2nd Street Streetscape

Earl Prizlee, City of Fort Lauderdale's Project Manager, presented the on the change order progress report update for the DDA/2nd street streetscape project #15393. The item as discussed that there is an outstanding board motion remaining to widen the sidewalk on the 2nd street side of the Mercedes building. Wren and Prizlee will follow up.

Ladd questioned the need for a stop sign on the corner of fourth street east and west. Wren stated he and Prizlee would follow up on a three way stop sign to go in the intersection. Ladd also requested a report status on the FPL cable laying. A motion was made by Loos to approve the change order. It was seconded by Butler, approved by Feldman, Scherer, and Ladd. All the project details are delineated in the memo from Prizlee located in the board packet.

Downtown/Beach Transit FTA 2003

Wren presented on the FTA (Federal Transportation Administration) Grant partnership to release funds of \$375,000 to the City of Fort Lauderdale from the 2005/2006 bond funds. A motion was made by Loos, seconded by Feldman then approved by Butler, Ladd, Scherer. The board also approved to purchase the new cars while the TMA (Transportation Management Association) were in the process of buying theirs. The motion was made by Loos, seconded by Feldman then approved--

Marketing Updates

Elizabeth presented the 2005/2006 marketing outline addressing community outreach, the partnership with the Riverwalk A&E Consortium, go Riverwalk Magazine, Collateral materials, and advertising. Feldman stated he would like to see more money allocated in the budget for a more sophisticated marketing plan.

Neil Sterling discussed what Richard and he have been doing to build a coalition of people working together. Richard discussed how excited the neighborhoods are about the outreach efforts of the DDA. Loos made a request for the DDA to agree to develop a program that recognizes leaders who are instrumental to downtown.

Office Space

Wren presented the office space update. He explained the DDA should move into an agreement with One River plaza. Chris thank Tom Vogel for his support. A request was made to enter into lease of \$15,059 lease, and \$16,535 of moving expenses to be transfer funds from capital improvement funds into the general fund to cover expenses. Loos state he will like to see the DDA have some visibility on Andrews Ave and Las Olas. A motion was made to enter into the lease by Loos, seconded by Butler, approved by Scherer, Loos, Butler and Ladd.

B.K.S.H. Contract Extension

Wren discussed the contract extension of Charlie Black's Federal lobbying firm B.K.S.H. Board members expressed their pleasure with the work the firm has done thus far. A motion was made to approve a 1-year contract extension from October 2005 to September 2006 at a rate of \$12,000.00 per month plus expenses by transferring resources from the bond funds. Loos moved, Butler seconded, Scherer, Ladd, Loos and Butler approved.

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

Respectfully submitted,

Antonia R. Martinez
DDA Staff

A taped recording of the proceedings of the October 12, 2005, Regular Meeting of the Board is on file in the DDA offices, 101 NE 3rd Avenue, Suite 350, Fort Lauderdale, Florida.