

Regular Meeting of the
Downtown Development Authority
Thursday, March 09, 2006
Broward Center for the Performing Arts
Mayhue Conference Room

ROLL CALL

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

ALSO PRESENT: John M. Milledge, DDA Legal Counsel
Chris Wren, DDA Executive Director
Elizabeth Veliky, Planning & Design Manager
Marti Brown, Administrative Coordinator
Neil Sterling, DDA Governmental Liaison
Jody Kennell
Paula Ettline
Mark Schwartz
Richard Mancuso
Patti Hitchcock
Paul Carpenter
Jim Ellis
Errol Taylor
Jamie Price
Andrea Scarborough
Anthony Abbate

PRESIDING: Alan Hooper, Chair

Mr. Hooper called the meeting to order at 8:30 a.m. Roll call was taken by Mr. Wren. All board members were present.

CONSENT AGENDA

Mr. Hooper asked the Board for approval of the minutes from the 2/9/06 meeting. **Doug Eagon moved the motion and Charlie Ladd seconded. None opposed.**

Mr. Hooper then asked the Board for approval of all the items on the Consent Agenda. **Bill Scherer moved the motion and Charlie Ladd seconded the motion. None opposed.** The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the February 9, 2006 Board Meeting
- C-2) Approval of the Event Application for the 1st Annual Mother Daughter Appreciation Day 5/13/06
- C-3) Approval of the Event Application for Asthma Walk 10/7/06
- C-4) Approval of the Event Application for Making Stride's Against Breast Cancer 10/14/06

Mr. Eagon complimented Elizabeth Veliky on the new Event Application. He said that we need to continue encouraging future events, asking applicants for feedback on how we are doing and whether there is anything additional they require in the park.

Chairman Hooper then went onto the items on the Regular Agenda.

REGULAR AGENDA

R-1 Police Report

There was no representative from the City of Fort Lauderdale Police Department in attendance.

R-2 Capital Improvement Plan

Mr. Wren gave an overview on this item. He stated that Mr. Eagon, Mr. Feldman and Mr. Ladd had attended the CIP Meeting on March 7th and that Mr. Hooper was in attendance for the start of it. He talked about the Executive Summary and the need for it to be a short, non technical summary. He stated that we need help from others with this type of experience and mentioned that Charlie Siemen was recommended. He stated that relative to the Executive Summary, the Board needs to talk about the steps of implementation. He stated the need for public outreach, either political or governmental. Mr. Hooper then opened up the item for further discussion by the Board.

Mr. Eagon stated that all suggestions were fine and that we need to wrap this up in the next 30 days to present to the Commission during their budget process. Mr. Feldman asked what would be gained in doing this during the budget process.

Mr. Eagon said that they've identified the cost and types of improvements and that this kind of information should be used as a talking piece with the City, to get the dialogue started. Mr. Feldman questioned if they should highlight specifics. Mr. Feldman said he feels the Board should focus on the dollar figure. He said this is a major planning function that ties together the Master Plan, Transit Plan and Infrastructure.

Mrs. Butler said that before they go before the Commission, the Board should give priorities with specific examples.

Mr. Hooper indicated that some projects were already underway in the CIP. He said the Board should go to the City Manager, the Commission and the County giving them an update on what the Board has put together letting them know the Board is coming up with a plan. He stated the feedback should come through meetings from them.

Mr. Loos said the Board should do this as early as possible and make the City a partner. He suggested going to the City and County and doing it as demonstration projects.

Mr. Ladd said he somewhat echo's what Mr. Loos was saying. He said that the plan put together, shows details of the cost and what we want to do in the downtown, but it doesn't set forth the funding. He feels the approach the Board should take is to list the funding alternatives and to go to City and County staff rather than the Commission first.

Mrs. Butler stated she agrees with this although she feels the Board doesn't have to do another demonstration project – she said the City already has a demonstration project, which is the 2nd Street Streetscape Project.

Mr. Loos said it would be better to be a plan of the City, DDA and County, along with staff where everyone is working jointly.

Mr. Feldman said that the Light Rail Project money is the most important physical project the Board has worked on in the last five years. He said they should do a more sophisticated marketing plan of the Master Plan. He said the Board should look to the City to attain the Planning and Engineering monies.

Mr. Eagon asked if the Board approved the \$1.7 million. Mr. Wren stated this is moving forward as the Board approved. He said that the lobbyist and consultant the Board approved do not have the money at this point but that the consultants say that we will get it and that he should know within 2-4 weeks. He indicated the project is funded to go two months and that the consultants, BKSH and Parsons Brinckerhoff indicate it will work.

Mr. Feldman said they need working capital.

Mr. Eagon said that Mr. Feldman is concerned if money is not available, does the Board proceed. Mr. Eagon said that if BKSH and Parsons Brinckerhoff can't get the \$1.7 million, that they have a bigger issue. He said this needs to be done individually with the City and County so they can bring it forward to the City Manager's office.

Mr. Hooper stated that the Master Plan was a reaction to overdevelopment. He said that the CIP is a separate plan from the Master Plan and that the Board should go to City staff to figure out the best way to try and make a plan that works. ***He suggested potentially putting in the transit plan as a pilot project in the next 30 days and scheduling another workshop.*** He said the approach should be Light Rail and other highlighted items. He stated the City is working better with Mr. Wren and asked if the Board can give direction on where the next step is.

Mr. Milledge said that the County has money and that the Board should look into doing another streetscape project or other project south of Broward (not in the CRA). He said the County has up to \$10 million which they are amenable to us applying for. He said there are several projects ongoing at the City/County level that the Board can piggyback onto consistent with our goals. He indicated that Mr. Wren has explored opportunities with County staff.

Mr. Ladd suggested adding a section listing all sources, timing, county involvement, ad valorem taxes and a listing of all revenues, then bringing that to staff and the Commissioners. He said to put a menu in there so it doesn't overwhelm anyone.

Chairman Hooper said that Mr. Ladd's step blends the financial with the pretty picture and there should be a layer added onto the packet which includes Light Rail and a streetscape project. Mr. Ladd added that there should be a section that says "first steps".

Mr. Loos said that Mr. Milledge raised a terrific option for the Board. He indicated he signs off on what Mr. Ladd, Mr. Feldman and Mr. Eagon are saying about the budget. He says the Board should grab the money with a project that the County can see would benefit them, such as Andrews and 3rd and to bring the County and City together. He said the consultants should handle this with the County and City staff with our blessing and that our staff working with their staff would be most effective

Mr. Ladd said they need to set up a workshop to get focused on this 2nd Street project. The Board has been sitting on bond funds that they are not doing anything with.

Chairman Hooper added that the Board may find opportunities with fiber optics.

Mr. Loos made a motion authorizing staff to move forward with the County involving the City in an opportunity to gain County funds to enhance the downtown. Chairman Hooper accepted and Mr. Eagon seconded. None opposed.

R-3 City/DDA Transit Partnership/Downtown Beach Shuttle

Mr. Wren went through the information in the Board package. He said the Board authorized \$375,000 and partnered with the City. He said the City has taken leadership. He discussed the routes and said that the route from the Performing Arts Center to Beach Place is not final. He said there will be potentially three shuttles to operate on a Thursday-Sunday basis. He indicated that the dilemma the City has is that the total amount allocated doesn't cover operating funds. Discussion continued. He mentioned they are working on a lunch time shuttle but that the details are not worked out. He said the Board authorized a partnership for a six month period and that there are 45 days left so he wanted to provide an interim report to the Board and to find out whether they might grant an extension.

Mr. Loos said he pushed the Board to commit \$375,000. Mr. Loos said his goal was to get 6 trolleys and improvements for stops, etc. Mr. Loos says he objects to capital money being used to cover operating costs. He said he would vote against this because it wasn't why he came to the Board but stated that the Board should move forward.

Chairman Hooper said there are two chunks of money: the FTA Grant of \$1.5 million which is the City's grant and the \$375,000 match by the DDA. He talked about the CMAQ money. He discussed the monies the TMA is using to buy additional trolleys and the idea of a beach connection.

Mr. Feldman asked how much money the Broward County Transit has put into operations. Mr. Loos said they do contribute. Mr. Hooper said the CMAQ money came from a partnership with the County.

Mr. Loos stated the Board should approve with his objection. Mr. Hooper said he was just informing the Board and not trying to blow the deal. Further discussion was held.

Mr. Hooper stated there are two piles of money and no operating monies. He said for every \$2, the FTA puts in \$1. Further discussion was held. He said the City is getting involved with transit and becoming a partner. He said the relationship is positive. Mr. Hooper said there should be a balance

with the right amount of capital improvements and the right amount of operational. He said Roger Del Rio said he thought the change was doable and Lorraine Smith said she would go to the FDOT.

Mr. Eagon asked if any action was being asked of the Board today to which Chairman Hooper said no. Mr. Eagon asked where the \$375,000 was coming from and Mr. Wren said it is bond funds. Further discussion held. Mr. Wren said they would report back once they know something from the City and wanted to know if the City asks the Board for an extension of the six months, what their opinion would be.

Mr. Loos said he would support an extension. Chairman Hooper said this is an important step we are building with City staff.

R-4 Trolley Update

Mr. Wren gave an update and that we would continue with the trolley until it can migrate to the TMA. He said the Board's funding will expire in May but the details would be worked out. He went through the information provided in the Board package and said the trolley runs an average of over 400 passengers at just under \$3 a rider. He reported the trolley is doing well and he is receiving positive feedback.

Mr. Eagon asked where the TMA trolleys run and how people understand the routes.

Mrs. Butler suggested doing a Go Riverwalk article including a map.

Paul Carpenter said the website is being updated and gave a brief update and the website address.

R-5 Huizenga Plaza Improvements:

A) Insurance Settlement for Stage Canvas

Ms. Veliky gave an overview on this item and stated there is a \$500 deductible if the Board approves to move forward on replacing the canvas. Mr. Loos approved and Mrs. Butler seconded. **Motion passed unanimously, none opposed.**

B) Fountain Paver Expansion

Mr. Wren discussed this item and indicated funds are there and that *they will seek other bids*. **Motion was moved by Mr. Eagon and seconded by Mr. Scherer. Motion passed unanimously, none opposed.**

C) Electrical Box Painting

In coordination with the above plaza improvements, Mr. Wren touched upon the planning stages of beautifying the utility box at the corner of Andrews and Las Olas.

ONGOING DDA ITEMS

O-5 Workforce Housing

Mr. Wren stated the Board had a special workshop on this and a letter was sent to the City Commission. He stated this is an ongoing item and that staff believes the Sadowski Funds are better targeted for this. He said the City is moving forward. Chairman Hooper asked if any of the Board

members have anything to discuss. Mr. Wren said the City is looking for the Board's support of the resolution. Ms. Veliky reminded the Board of Commissioner Moore's request for state level support.

Mr. Loos made a motion to move the City's efforts, that all funds in the Sadowski Trust Fund go to affordable housing. Mr. Scherer seconded. The resolution passed unanimously. None opposed.

O-6 Marketing/Huizenga Plaza

Mr. Wren stated they are in the planning stages of a better lighting system for the park that serves as both security lighting and has an interactive component. Mrs. Butler they've contacted the Christmas Lighting Designers to come up with a concept.

Mr. Wren stated that the County's 30th Year Lighting project has recently taken a positive turn. The PAD committee approved the installation to be in our park. The final decision will be made within a week. Ms. Veliky stated this project is targeted to be short-term, only lasting 2-3 months. Mr. Wren raised the possibility of making our security lighting and the County's project one project. The Board was supportive of finding out what it would take to combine the two projects and make it permanent.

As there was no other business to come before the Board, the Chairman adjourned the meeting at 9:55 a.m.

A taped recording of the full proceedings of the March 9, 2006 Regular Meeting of the Board is on file in the DDA office – 305 South Andrews Avenue, Suite 301.