

Regular Meeting of the
Downtown Development Authority
Thursday, July 20, 2006
Broward Center for the Performing Arts
Einstein 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
Erin Emmons, Planning Assistant
Eric Zahn, Planning Intern
Chuck Adams
Neil Sterling
Eric Liberman
Bob Van Fleet
John Lafferty
Ron Hicks
Errol Taylor
Mary Becht
Bonnie Barnett
Major Kiley
Patsy Mennuti
Jeff Hachmann

PRESIDING: Alan Hooper, Chair

Mr. Hooper called the meeting to order at 8:36 a.m. Roll call was taken by Mr. Wren. All Board members were present.

CONSENT AGENDA

Chairman Hooper asked for a motion approving the items on the Consent Agenda. A motion was moved by Mr. Scherer and seconded by Mr. Eagon. All were in favor; none opposed. The following items were unanimously approved:

C-1) Approval of the minutes and follow-ups from the June 8, 2006 Board meeting

- C-2) Approval of an Application by the DDA for the Dog Days of Summer Event
- C-3) Approval of Event Application – Ford Racefest
- C-4) Approval of Event Application – Chanukah Fair on Las Olas
- C-5) Approval to Renew Event Application – Bank of America FIESTA!
- C-6) Approval to Event Application – Bank of America VIVA! Broward

REGULAR AGENDA

R-1 Police Report

Major Kiley had not yet arrived so Chairman Hooper went on to item R-2.

R-2 Transit Update

Mr. Wren stated that John Lafferty from Parsons Brinckerhoff (PB) was here to provide a 10 minute update to provide progress to date. **He said that alignment issues will be discussed at the next board meeting and at one on one's before that.**

Chairman Hooper apologized to Mr. Lafferty and asked him to wait on his presentation since Major Kiley had just arrived so he could give his update and then depart due to his busy schedule.

R-1 Police Report

Major Kiley arrived at the meeting. He indicated that crime has not increased and that city-wide, it is down. There is an action plan in place at night. Some residents at some of the residential buildings such as the Las Olas Grand have concerns, so the officers are out on bicycles. He reported there has been a reduction in car burglaries. He mentioned that the homeless assistance officer is back on duty. There have been 602 contacts this year and 415 have received assistance. Four have been reunited with their families out of town.

Chairman Hooper asked if there were any questions from the Board and then mentioned lighting on the Riverwalk. Major Kiley said people are more susceptible due to lighting issues. He said there are more officers present and crime has not increased.

Mr. Scherer asked if there was any way to look at south of the river and compare statistics such as crime, homeless, etc. before New River Village 1 & 2 and to compare those two time periods before 2000 as opposed to now. He wants to look at the area around City Hall, south of the river and in the DDA area. Chairman Hooper said to include the entire RAC.

Major Kiley said yes, he could get an analysis done and distributed to the Board.

Chairman Hooper said that Ron Hicks of the City was present and asked if there is something the DDA can do to help the city with lighting issues.

Mr. Hicks said the problem is that the product is on back order. Mr. Hicks said he will get Mr. Wren a status regarding Riverwalk.

Chairman Hooper asked if lighting was an issue before the hurricane and Patsy Mennuti responded that it was not to the degree she's heard it is now.

Mr. Hicks said under the bridges are of a concern.

Major Kiley said 10 officers were sworn in and that one of the officers is dedicated to traffic on ELO.

Hearing no other questions, Chairman Hooper thanked Major Kiley.

Mr. Wren mentioned to the Board that he saw Jeff Hachmann in the room. He stated that Jeff has an item on the consent agenda and he informed Jeff that the Board approved the Ford Racefest event and he thanked Jeff for attending.

Mr. Hachmann then made a brief presentation. He said that his event is the largest motor sports outdoor festival in Florida for the 5th year. He said they are bringing NASCAR to the fans and that Broward County/Fort Lauderdale is the #1 area in all of South Florida. He mentioned that drivers will be out signing autographs, there will be a band and show cars. He said they sell tickets in 50 states and that Sunday is sold out. Chairman Hooper thanked him.

R-2 Transit Update (continued)

John Lafferty was present from Parsons Brinckerhoff (PB) and gave a presentation. He spoke about the transit trip and the tentative dates in mind. He said Houston, Portland and Tacoma were the suggested places to visit. He said they were looking at Sunday, August 13th as the departure date with a return on Friday, August 18th. He said PB wanted to check on the Board's availability for these dates and then they will send out a letter to the City, the stakeholders, etc. He mentioned that in Houston, the system is Light Rail; in Portland, it's Street Car and Light Rail and in Tacoma, it's Street Car.

Mr. Ladd asked if the trip could be shortened and said that 3 cities in 6 days is alot. Mr. Scherer asked if Houston could be dropped.

Mr. Wren said that Houston's system is a modern looking vehicle. He said they could tighten up the trip to 3 or 4 days. The Board discussed the itinerary in more detail.

Mr. Ladd mentioned that Portland was about 200 miles from Seattle and that flying would take longer than driving. Mr. Loos said he would rather pay a premium price for a more direct flight.

Mr. Hooper asked if any of the dates conflicted with City Commission meetings and Mr. Wren said the Commission is off in August.

Mr. Scherer asked who would be going and Mr. Wren said City partners, FDOT, the press, Broward County partners, etc.

Mr. Scherer asked who was paying for the trip. Mr. Loos mentioned that he thought the Board was paying for themselves. Mr. Wren indicated there was some discussion brought up about this.

Mr. Scherer asked how many people would be going. Mr. Wren said 16 people maximum.

Mr. Scherer said what about looking into getting a plane chartered and said he would work on trying to get some type of donation if the Board pays for the pilot and fuel. Mrs. Butler said she could also

inquire.

Mr. Loos said that the County Commission meets on August 15th.

Mr. Scherer asked if elected officials would be going or staff and Mr. Wren said both. Chairman Hooper said they should have the decision makers there and Mr. Wren said it would be limited staff.

Mr. Loos further stated that the agenda on the 15th would be a rough one for the County Commission.

Mr. Wren said they will shorten the trip and look into the charter idea and look at starting the trip on the 16th. Chairman Hooper said that sounded better. Mr. Eagon said if they chartered a plane, they could do it in 24-36 hours.

Mr. Loos suggested that once the budget is worked out to touch base with the Board Members and Mr. Wren said okay.

Mr. Hicks asked if the Board had any charters in mind and stated that the City's Executive Airport has a list and if the Board would like one, to let him know.

Mr. Wren said he will work on revising the current schedule and will call the Board members.

Chairman Hooper asked Mr. Wren to touch base with the Board before the August DDA Board Meeting.

Mr. Lafferty said that they have been working on data collection and analysis. He said there was an initial workshop held with FDOT and BCT. He mentioned that Mr. Wren and Mr. Smelley will be meeting with everyone for feedback and input and then come back to the board at the August 10th meeting. He went through the next steps in the process. He said they will be holding a Charette in August but that no date has been set. He said they are looking at preliminary information on different types of stations, intermodal and flagship. He said there will be a newsletter in August and he will get it to Mr. Wren for input. He stated they will pursue alignment grants and funding sources. He said that Broward County MPO is using \$100,000 of their funds for this project and they are working on getting this in our hands by October.

Mr. Wren said the repayment of the Streetscape Project money would be available to draw down in the amount of \$1.4 million. He's not sure if it's one time or over several months and the Board may want to decide to put back some of the money into transit.

Mr. Lafferty said they will be going to the Federal Transit Administration in Atlanta next month which was originally scheduled back in June. He said there will be a number of meetings in August, reports, methodologies, etc. which are required for federal review. Chairman Hooper asked when in August and mentioned that there's also going to be a Charette in August. Mr. Lafferty said late August.

Mr. Wren said he will prepare a calendar and get the dates to the Chair.

Mr. Scherer said to make sure the congressional delegation is aware of the Charette as he believes

some might attend, particularly Congresswoman Wasserman Schultz. **Mr. Wren said that was a good suggestion and he will put her on the list and call.**

Mr. Scherer further stated that some of the Senators had transportation people interested and that staff should use a lobby team and Parsons Brinckerhoff. Mr. Wren said he will handle that on a personal level.

Mr. Lafferty said that the FTA is coming for a local visit. Mr. Scherer said the DDA should host something for them. Mr. Wren said they are looking into this. He said when they visit, they want to see Miami and the DDA Circulator but he's not aware of their timeframes on their trip.

Chairman Hooper asked if there were further questions and thanked Mr. Lafferty for his presentation. **Chairman Hooper then said that what they are missing is a map that shows the things coming to the downtown and illustrating Fort Lauderdale's growth. He said that because of the expansion of the courthouse, the renovation of the county governmental center and other projects being executed, they should have a map of what's coming. Mr. Loos said that was a good idea. He said the map could show the proposed new federal courthouse.**

R-3 CIP Update

Chairman Hooper stated that Neil Sterling would be giving an update.

Mr. Sterling said that staff was looking into grant applications to fund some of the projects in the CIP that the Board adopted. He said the county staff has been helpful and they want the DDA to be successful. They have been helping technically. He said that none of the Broward County grants can be in the CRA. He said a strong preference is that they don't fund streetscape programs on county roads. He stated they are looking at \$5-10 million for the projects. He said that Ms. Veliky has been doing all the technical work and doing a great job. Mr. Sterling said he wants to find out from the Board which projects they want to apply for. He said they need to ask the City to be the applicant for this. The requirement is that it must be a city so the DDA cannot be the applicant.

Mr. Feldman asked why roads are excluded. Mr. Sterling said it's not by policy; it's the county's responsibility.

Mr. Eagon asked whether the CIP has been disseminated. Mr. Sterling said the Board previously adopted the CIP. **Mr. Wren said he will distribute the final action/final booklet to the Board.**

Mr. Scherer mentioned he thought they pared it down as it was too big.

Mr. Eagon agreed that he thought they did that and that they are all worthy improvements. He believes that the order of magnitude of funding sources were layered in. He said they were not talking about going for grants although it's encouraging. He wants this during the budget process with the City and County. Mr. Milledge said that they saw this as an opportunity and it was not intended to replace the overall direction.

Mr. Sterling said that creating a blueprint of the projects the Board wants for the future is a value. He said the grant process is one piece of the puzzle. He said he doesn't believe there is one answer.

Mr. Wren said they would discuss this item at the 8/10 meeting.

Chairman Hooper said that the original plan was a mapping system so we know what our priorities are with timing and scheduling.

Mr. Sterling said the Board adopted the CIP Plan but that it's always going to change. He's been using that document.

Mr. Scherer moved a motion to ask staff to prepare a graphic listed with bullet points, the items on the CIP with dates and to bring it back to the Board at the next meeting and then they can bring it to subsequent meetings on one board. Mr. Eagon seconded the motion. Chairman Hooper asked for discussion. All were in favor; none opposed.

Mr. Eagon said he has a concern that the City is falling behind with all the comparable cities in Florida. He said they haven't been talking at the highest level with the highest level decision makers. Chairman Hooper said it's important that the DDA sit down with leaders and they do it together. He said they need a map and a final document. Mr. Scherer said the City of Fort Lauderdale is behind where we thought we'd be and he shares the frustration. He said Mr. Eagon is right, we are not competitive. Mr. Ladd said the document needs to tighten up on outreach, marketing, quality of life, etc.

Chairman Hooper suggested talking to Alissa Allen and her staff.

Mr. Loos said the TMA reached out to other governmental partners: the City's legal counsel, the county, etc. He said the TMA is very successful in obtaining gratis support and help from other governmental players.

Mr. Eagon said to begin the dialogue within a larger context. He believes the City is a partner. It's about Fort Lauderdale, not the downtown. He said he believes they are on the right track. He said Ron Hicks comes to every meeting.

Chairman Hooper said on a positive note that the City, the DDA and the TMA teams all worked together and that there are trolleys out there. Chairman Hooper thanked Mr. Sterling.

R-4 Lighting Project Update

Mr. Wren told the Board staff was having a problem with the computer so they would go onto R-5 and then come back to the lighting presentation.

R-5 2006/2007 DDA Budget

Mr. Wren said he was presenting the 2006/2007 DDA Budget message and proposed millage rate. He said the action the Board needed to take was to adopt a millage rate to be advertised. He said the priorities were discussed at the last meeting with the Board. He said that Chuck Adams was retained to do the computations and that he was present. Mr. Wren said they removed the rental apartments from the tax roll which amounted to a \$130,000 deduction in the General Fund and noted that in a budget of \$800,000/\$900,000 this reduction is significant. He said there is a shortfall this year but it's looking good to balance this year's budget. He said if they maintain the current level of service, the

same operating millage rate and keep the rollback rate the same, the debt service millage rate should change from the current .4200 to a proposed .4800.

Mr. Adams responded that the increase would be 5.48% over rollback.

Mr. Scherer asked if this would be a tax increase and Mr. Wren said yes.

Mr. Adams said the combined increase would be 5.48% - it would be 30.63% over the rollback rate.

Discussion was held.

Mr. Loos asked what it have been if the rental residential was not taken out and Mr. Adams said about \$80,000. Mr. Loos confirmed that what is being proposed makes up the loss over 5 years and Mr. Wren said the figure is \$10,000 extra. Further discussion held.

Mr. Eagon discussed his concern about the millage rate saying that taxpayers are looking at increases in insurance and other costs and that the Board should talk about this.

The Board discussed various line items in the budget such as marketing. The Board felt they needed to look at the budget line items before an increase of 30% was warranted.

Mr. Ladd said that he had to depart from the meeting but said that if they want to cut the budget to do so with items that make sense. He did emphasize that the percentages are very misleading in how much is actually being increased for the taxpayer. So, he cautioned the members to look at how much is really being increased before they start chopping operational dollars. Discussion was held about the rollback.

Mr. Wren said that the Board needed to vote on the millage rate in order to advertise.

Mr. Scherer asked that at the next meeting, staff has figured out the proposed increases for the City, County, School Board and the DDA.

Further discussion was held about the advertising and then Mr. Wren stated he was willing to come back with a deduction. **Mr. Wren said he would come back next Board Meeting with a menu to eliminate \$70,000-\$80,000 from the budget.** He stated that the millage numbers being approved at this meeting are just for advertising purposes and the Board can lower the millage later if they found it necessary.

Mr. Scherer made a motion that for purposes of advertising, the Board approves the millage rate of .6150 and the debt service mill of .4800 with the condition that Mr. Wren will bring back where the \$70,000 will be reduced from the budget for Board consideration. Mr. Loos seconded. Roll call was taken and all were in favor; none opposed.

R-4 Lighting Project Update (continued)

Ms. Veliky presented an update stating that Broward County has hired a light artist, Dan Corson and that the Board previously approved Huizenga Plaza as the location for this project. She briefly explained the concept for the 3-tiered system. She mentioned that Dan Corson was here in June and

tested the lighting and the lasers out at the Park and that many spectators came out to watch the trials.

Mr. Loos asked if the Board could get CD discs of the lighting project. Mary Becht from the County mentioned that the presentation is also on Broward County's website.

Chairman Hooper said that both Mary Becht and Bonnie Barnett were in attendance to show support of the project. Mr. Loos thanked the County for doing something that is permanent.

Bonnie Barnett thanked the DDA for their assistance and discussed having the final presentation in November or December when Art Basel will be here so there will be more attendance at the event.

Mr. Eagon asked about the timing of the lights – whether it was all the time. Mr. Wren said that the lights are set off by a sensor and that it can be timed.

Mr. Eagon said he was fascinated and encouraged and asked if the monies needed were through funding in place and where the other half would be coming from. Mr. Wren said the components are the DDA security lighting and Broward County's art lighting and the laser is the County's, which is completely funded. He said \$65,000 was budgeted and they need additional monies.

Mr. Adams said that this year's estimate is \$65,000 but only \$5,000 is to be spent which means that \$60,000 will roll into next year's budget.

Mr. Wren said that the total needed is approximately \$180,000 and the DDA has allocated \$65,000 so they need approximately \$115,000. **Mr. Wren said he recommends a vote at an upcoming Board meeting utilizing some of the repayment money from the Streetscape Project towards this project and that staff is looking into other partners. Mr. Loos said Susan Engle has been great in the past and she may be able to assist in getting money. Mr. Wren said he would pursue that.**

Mr. Eagon asked what the DDA was responsible for in terms of long term maintenance. Mr. Wren said they are responsible for the uplighting and that it would cost about \$4,000 a year.

Mr. Milledge said the County is responsible for the laser. Mary Becht stated that they may have funds that may overlap.

Chairman Hooper talked about the CIP including lighting and that parks need good lighting. He said we should have a beautiful holiday lighting program and that the bridges should be lit.

Director's Report

Chairman Hooper then introduced Irv Minney to everyone as the Interim Director of the TMA and said he's been a great help.

The meeting was adjourned at 10:40 a.m.

A taped recording of the full proceedings of the July 20, 2006 Regular Meeting of the Board is on file in the DDA office – 305 South Andrews Avenue, Suite 301.