

Regular Meeting of the
Downtown Development Authority
Thursday, August 10, 2006
Broward Center for the Performing Arts
New River Room, West Side

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

NOT PRESENT: William R. Scherer, Board Member

ALSO PRESENT: Andrew Maurodis on behalf of John M. Milledge, DDA Legal Counsel
Chris Wren, DDA Executive Director
Elizabeth Veliky, Planning & Design Manager
Marti Brown, Administrative Coordinator
Eric Zahn, Planning Intern
Kate Sheffield, Planning Intern
Neil Sterling
Pamela Adams
Rebecca Horwitz
Rich Berrie
Richard Mancuso
Mark Ellert
Renee Quinn
Brice Lambarix
Fred Silverman
Eric Liberman
Phil Smelley
John Lafferty
Steve Kinsey
Irvin Minney
Patsy Mennuti
Chad Faulkner
Errol Taylor
Phyllis Berry
John Hart
Chuck Adams

PRESIDING: Alan Hooper, Chair

Mr. Hooper called the meeting to order at 8:30 a.m. Roll call was taken by Mr. Wren. Mrs. Butler and Mr. Scherer were not present.

CONSENT AGENDA

Chairman Hooper called for a motion approving the minutes of the July 20th meeting. Mr. Wren stated that item C-2 had been pulled off the Consent Agenda. Mr. Eagon seconded the motion. A motion approving the minutes was unanimously approved.

REGULAR AGENDA

R-1 Police Report

Steve Kinsey of the Fort Lauderdale Police Department was present. He stated that he works with Major Kiley. He said that crime is down 8% from January to July 2006 over 2005. In June they had 17 officers go solo. He stated that six officers are scheduled to retire this year. In November, there will be more recruits who will go solo which will help them get up to full staffing. He said this will help city wide especially in the downtown area.

They instituted a new overtime detail in the Riverwalk area from the Performing Arts Center all the way down to Huizenga Plaza. He said they are working on homeless outreach and there are two officers assigned just to do that full-time now. For the Florida Neighborhoods Conference in October, they will have a bike platoon and mounted forces. He said they've had some success with some of the burglaries in the area. He said you will see message boards out on 2nd street. He said the most important thing you can tell people in homeowner's associations or business associations is when you are parking your car to lock up your valuables. He said not to put valuables in your truck as the bad guys watch you do that and then break into your trunk.

R-2 People for Progress, One Penny Sales Surtax for Transit

John Hart was present and he apologized for Mr. Cummings who could not be there today. He stated this initiative started about seven or eight months ago. He said they brought people together to review and analyze the MPO process and the BCT process. They are assembling a transportation plan for consideration on November 7th. He said that Florida Statutes requires that if you want to raise the tax from 6 to 7 cents it must be used as 75% for public transportation and 25% for other transportation projects. He said they will put the money in a transportation trust and have an oversight committee appointed to oversee the trust account. He stated that the transportation problem with added people over the next 10-20 years will be at a crisis level. He said if the increase passes, there will be \$300 million dedicated to the operations of the DDA Downtown Transit Circulator. He asked for the support of the DDA.

Chairman Hooper asked if there were any questions.

Mr. Eagon thanked Mr. Hart for attending. He briefly discussed Mr. Hart's history in the evolution of transit systems, noting that he was a leader in the creation of the Transportation Management Association (TMA). He said the next logical step would be to leverage Federal/State and other funds that are available to fund mass transit over the years. He stated that Stiles is financially supporting

this effort to educate people and he hopes that those feeling the same way would consider doing the same thing.

Mr. Eagon said he would offer a resolution in support of the initiative that the People for Progress are taking to the voters because he thinks it's something that will be vitally needed for Broward County. Mr. Feldman seconded.

Mr. Ladd asked where the money would go and requested a written itemized list. Mr. Hart directed him to the program website where this available at keepbrowardmoving.com

Chairman Hooper asked if the transit loop was considered and Mr. Hart responded it's funded for \$300 million. Chairman Hooper asked when the funding would commence if this was approved. Mr. Hart said revenue would be generated in January 2007 and that in mid 2007, you will see the impact. Chairman Hooper asked if it was bondable and Mr. Hart said it qualifies. He said there are State and Federal match opportunities.

Mr. Ladd asked if they've done polling analysis and what the voter stance is on the item and whether there has been community interaction or advertising. Mr. Hart said they've done preliminary polling in February/March which was generic. He said 14 cities have unanimously endorsed this by resolution as well as a number of civic associations. He said advertising and marketing will be done when results of the poll are obtained.

Chairman Hooper said this needs to be addressed now otherwise it will be more expensive later. He said he supports the motion and said the Board should support it and get the word out. He stated he was glad Stiles is supporting the effort and that he would put a contribution in.

Mr. Feldman asked what the projected annual revenue would be. Mr. Hart said \$260 million and that over the next 20-25 years, it would be \$400 million.

Discussion was held about the cap amount.

Mrs. Butler arrived at the meeting and she indicated she had met with John already.

Chairman Hooper asked for a vote on the motion to support this effort. All were in favor; none opposed. Chairman Hooper thanked Mr. Hart for his efforts.

R-3 Transit Update

Mr. Wren stated the three main items on the agenda item are the alignment discussion, Phil will explain where they are in the process; they need the Board's approval to start soliciting public comment; and the final detail analysis of the various alignments for the proposed downtown circulator. After that, they will need to amend the Parsons Brinckerhoff contract with the DDA to allow for subcontractors working with PB to proceed to the next phase of work order authorizations 1 and 2.

Chairman Hooper stated that this item on the agenda was a discussion on alignment alternatives and that they are not here to come up with the perfect route.

Phil Smelley stated that the package distributed includes the meeting schedule for August and that there is a workshop coming up and an agency coordination meeting. He said that Pam Adams was present and that she completed the first newsletter. Mr. Smelley said that they wanted to find out if there was anything the Board was uncomfortable with and that the goal after the workshop, sometime in September was to close out the public comment and then assemble them and narrow them down. He said the goal is to have 9 or 10 alternatives with no more than 4. He went through the Evaluation of Alternatives Framework backup reviewing the items that require FTA approval. He mentioned that the FTA quarterly meeting was August 30th. He discussed the role of the Study Advisory Committee (SAC) and said that as they move through the process, any items which are policy associated or a major milestone would be reviewed with the DDA first.

Mr. Smelley went through the presentation in more detail. He discussed the operational challenges such as moveable bridges. He said they've collected data for the movements of the bridge and talked about the openings/closings and that they average four minutes. He said they will meet with Broward County and/or the coast guard to see if they can expand the window in the a.m. and p.m. He said he wants a big envelope where the bridges don't raise. He went on to discuss the FEC Railroad. He said they will meet with them to begin conversations. He said there are 24 trains a day, about 3 minutes each. Grading was then discussed with the Board.

Mr. Smelley discussed the tunnel and said that would be expensive. He said they will meet with FDOT to discuss this further. He discussed the issues: grade, vertical clearance, vertical curves, clearance, fire-life safety, impact on traffic signals and construction. He talked about a maintenance and storage facility and that they need to identify sites. He said buying one would be a good idea. Mr. Feldman asked what the budget assumed and Mr. Smelley said five acres at \$3 million per acre.

Mr. Smelley discussed streetcar/light rail operating in mixed traffic. He said if it was a loop system, they would avoid right hand turns and he said single track loops like to turn left. He said they would maintain left turn lanes as they can. He discussed single tracks versus double tracks. He said it is more convenient with a double track operation. He said that double tracks are usually less expensive, less confusing and more reliable. He said the downside is coverage on the double track.

Mr. Ladd said that on the Portland system, some trains take longer routes and some shorter. Mr. Smelley said they could run the trains on different loops.

Mr. Loos stated he was seeing things today that he would have liked the opportunity to discuss in greater detail. He said he was distressed to not been given the chance to provide input. Mr. Smelley said they tried to schedule a meeting and Mr. Wren said he was unable to do that. Mr. Loos said he felt they were making mistakes by not having local knowledge and by not getting input from the Board the way they should.

Chairman Hooper asked if any other Board members had not met with Mr. Smelley and Mr. Wren said Mr. Ladd and Mrs. Butler had not had meetings and he apologized. Mr. Eagon said the meeting he had was helpful.

Chairman Hooper indicated he thought everyone had met. He felt the presentation was too soon since four members had not met with Mr. Smelley. Mr. Eagon stressed again the importance of having meetings with each Board member. Mr. Wren said there were some scheduling problems and he felt

it was important not to delay the project. He said he was intending on meeting with the other Board members within the next couple of weeks. Chairman Hooper asked the Board members who did not meet what they wanted to do. The Board discussed this further.

Mr. Smelley suggested scheduling the briefing meetings as soon as possible before the public workshop on the 28th. Chairman Hooper said they need to meet with the Board members that hadn't had their individual meetings and then reconvene with the entire Board in an open forum to meet on this one item.

Mr. Eagon asked what today's objective was and Mr. Smelley said they created one new alternative and they wanted to know if there was anything the Board didn't want to carry forward.

Mr. Loos said he sees areas of concern and that this is too important. He said he is willing to have an interim meeting with the Board after getting input. He said he was not looking to delay things. ***He moved a motion that they keep the target dates for the hearings but they shouldn't transmit anything until the four Board members meet for input and then to schedule an interim meeting with the Board. Mr. Eagon seconded. Roll call was taken. All were in favor; none opposed.***

Mr. Eagon brought up operational challenges which can influence the alignment. He said the bridges are out of service for weeks at a time even for normal maintenance and the alignment route needs to take that into consideration.

Further discussion was held about the river and the tunnel.

Chairman Hooper expressed concern that with the Board heading to Portland or Houston and Tacoma at the end of August, it's going to be difficult to schedule these meetings. Mr. Wren said it's going to require meetings next week.

Chairman Hooper then thanked Mr. Smelley.

R-4 CIP Update

Mr. Wren stated that the Board wanted a marketing plan, which was distributed during the meeting. Mr. Wren said he was very proud of the document and that it is something they can take to the policy makers. He said the minutes were included where the Board approved the CIP and that they need consensus to move forward with the marketing package. The specifics are: what the bottom line annually is and how they get it to the policy makers of the City and County. He said they need to know what the Board's direction is. He said there are some clean up issues where layers can be removed on the map.

Chairman Hooper said he sat with Mr. Wren and Ms. Veliky and discussed this. He said Ms. Veliky has done a wonderful job on the package where it outlines parks, streetscapes, a great transit system, with a map and costs for each component. He said it delivers the message and asked for Board comments.

Mr. Loos commended everyone and said the document is useful to educate the elected officials and staff. He said it needs to be presented in a positive way showing what has been accomplished, what the downtown has done for the community and to get them to work with us on a project-by-project

basis. He said it was an excellent job and worthwhile.

Mr. Ladd said it was good. He liked the fact that they could add stuff and said there are areas to be tweaked, specifically under implementation strategies. He said the table doesn't tell him anything and discussion was held to clarify this issue.

Mr. Wren said these are assumptions on projects they did two years ago. He said it does need to be tweaked. He suggested either a workshop or subcommittee to work on this.

Mr. Ladd asked how much the study was and Mr. Wren said \$15,000.

Mr. Eagon said the implementation page needs to be clear and they can tweak it. He said they don't need a consultant. He said the biggest concern is the program deficit, which is an overwhelming number at first glance. Mr. Eagon added that the document doesn't take into consideration there are other funding sources so it needs to be refined.

Mr. Ladd said the base is great. He said a sheet should be added in each section showing progress to date and future strategies.

Chairman Hooper said Ms. Veliky did a wonderful job and that they knew other members would need to concentrate on the tables. He said they could have two packages: one with the numbers and the other with the three pictures and the message. He said they will add information and update the document.

Mr. Wren said he was seeking the Board's direction on whether they wanted meetings set up with them and public officials. Mr. Eagon said to get the document in order first. **Chairman Hooper said the Board needs to meet with Elizabeth and help with the back pages. Elizabeth and Chris Wren will need to contact the members.**

Mr. Sterling said that in the CIP, the streetscape portion is a challenge and that vision is the key. He said the political challenge is what role the City and County will play. A vision needs to be adopted and they need to move forward. He also commended the DDA on being the pioneers of cultural in Broward County. He stressed the importance of "selling our vision" to other governments.

Mr. Eagon spoke about reinvesting into our quality of life. He noted that landscaping contracts are increasing because communities want that added touch. Competitively, he said we need to recognize the reinvestment other cities are making.

Chairman Hooper said the Board did one street and maybe next time, they can do three or four. He added that in Santa Barbara, they have baskets with flowers down the street and that the Board should do these "extras". Mr. Ladd said that the Board hasn't done anything since 2nd Street and he would love to draw streets, spend all the bond money and then try to get Federal/County and local money.

Mrs. Butler commented that other cities have flowers everywhere and that it's important to the feel of the community.

Chairman Hooper said the Board should choose streets and move forward with getting plans drawn.

He said because of staffing levels on other projects, they could hire a consultant to handle the drawing and project management. **He said this item should be on the next agenda.** Mr. Eagon agreed that they have a lot they are working on. He said maybe having only a couple items on the next agenda would be helpful so they can talk about this item. Chairman Hooper said again they should assign a project manager as they can't lay it on Mr. Wren's schedule.

R-5 County Redevelopment Grant

Ms. Veliky stated that this item is a funding mechanism to achieve some of the projects in the CIP. She said there is \$13.3 million available annually through this redevelopment grant. She noted that revised exhibits had been passed out to each member to reflect changes that were made pertaining to the parameters for eligibility and the projects eligible. She said the Board needs to choose which eligible CIP projects they want to apply for. She further stated that the DDA cannot be the applicant, that the City must be and she is seeking direction from the Board on how to approach the City.

Mr. Eagon asked how it works. Ms. Veliky said the \$13.3 is countywide. Mr. Sterling added that it is funded annually. He suggested being broader to start. Further discussion was held.

Mr. Sterling said that this is a new program and that only a couple grants have been awarded. Chairman Hooper asked what they need to be investing in. Mr. Sterling said that Bill Keith has provided some backup and that they will need additional services from Bill. He said they are working with the County and that once they put together the list, they can ask the City to be the applicant.

Mr. Eagon said to let staff continue and that Mr. Wren has spending authority.

Chairman Hooper asked if staff has reviewed Plantation's final package to which Mr. Sterling responded yes.

Mr. Wren said they are real close and he complimented Ms. Veliky. He said it needs to be fine tuned and submitted. He suggested including new projects as well. He asked if the Board was okay with the projects submitted and whether it is the Board's direction to meet with the City to move forward.

After discussion, Mr. Ladd asked if they could check on the actual CRA boundary.

Chairman Hooper asked if the Board needed to pick something and Mr. Wren said yes. Mr. Sterling said this is a pre-application process and that the County is helping them. He said they could ask for more and then drop items later. He said once the application is submitted, the County sends it to the local government.

Mr. Loos stated that Davie Road is Davie Blvd. Discussion was held about streets.

Mr. Eagon said they need to take the next step and to focus on improvements in the DDA boundaries. Mr. Sterling said they cannot tell the Board what their priorities are-the Board needs to give staff parameters. Mrs. Butler mentioned looking at safety issues which might be easier to sell. Chairman Hooper said anything in the downtown center should be put in the CIP. He added that they need bridge lighting. The Board discussed various streets they were interested in.

Mr. Loss made a motion to endorse lighting in and around Huizenga Plaza, endorse SE/SW 7th

Street, endorse Andrews Avenue within the downtown core – 6th Street on down, endorse a crossroad of NE/NW 6th Street or NE 4th Street. Mr. Eagon seconded for discussion. Mr. Ladd added powerline burial in the downtown and Mr. Feldman added 3rd Avenue. All were in favor; none opposed.

Mr. Loos made a motion to direct Mr. Sterling and staff and other consultants to approach the City about being an applicant. Mrs. Butler seconded. All were in favor; none opposed.

R-6 Master Plan

Mr. Wren said he wanted to provide an update on this item. He said the City is trying to release 3000 units in the downtown. He said he's been meeting with Flagler Village and AIA to propose refinements to the document and that he is creating a consolidated list. He said he's spoken to Marc Laferrier. He said originally the City was bringing this item before the Commission in September but it may be in October.

Chairman Hooper said that Kaiser Talib was present as well as other architects. He said that they are supposed to have input and it is extremely important to get in touch with our property owners. He said they need input from everyone and to get the word out via a mailing list. He said if there's a meeting, everyone needs to show up. Mr. Ladd suggested doing a mailer via Hot House. He said they need to tell people to contact their City Commission and to let them know this has been done backwards. Mr. Loos added that they need to tell the City Commission how important this is and to encourage it be done in an open forum. Chairman Hooper said it's up to everyone to show up and have a say in this.

Mr. Loos departed the meeting.

Mr. Feldman said they need to field comments that address items in the Master Plan that need to get addressed. He said the property owners need to be communicated with and that the burden should be with the professionals to respond to what's on the table. Chairman Hooper responded that he's frustrated that some of the DDA show up but only a few voices are speaking. Mr. Feldman added that as a taxing authority, they end up at City Hall more. He said the burden is on them to come up with specific responses to the plan. Discussion was held with the Board and Kaiser Talib.

Chairman Hooper asked if they should invest in someone to show examples of failures in some of the recommendations. Mr. Ladd said that Mr. Eagon and Mr. Feldman met with staff and were told by the City that they'll let them know after they check. He said they are past getting comments. Mrs. Butler said that maybe meeting individually may not be as impressive as meeting as a group.

Mr. Feldman said hiring a consultant is a good idea and they should continue to ask the City to respond. He said Chris has a lot of responsibilities right now and that going outside maybe a good idea. Chairman Hooper asked if they have the money in the budget to hire a consultant for outreach and Mr. Wren said he would, starting October 1st.

Mr. Ladd made a motion to hire an architect or other professional to collect comments and conduct a workshop. Mrs. Butler seconded. Roll call was taken and all approved.

R-7 Budget Update

Mr. Wren stated that this item was discussed last month and the Board identified reductions. Mr. Wren said that a target of \$45,000 was reduced in marketing and he was seeking Board concurrence.

Chairman Hooper said Mr. Wren did a good job taking stuff out.

Hearing no other comments, the meeting was adjourned at 11:09 a.m.

A taped recording of the full proceedings of the August 10, 2006 Regular Meeting of the Board is on file in the DDA office – 305 South Andrews Avenue, Suite 301.