

Regular Meeting of the  
Downtown Development Authority  
Thursday, February 8, 2007  
Broward Center for the Performing Arts  
New River Room, West Side

## **ROLL CALL**

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

## **ALSO PRESENT:**

John M. Milledge, DDA Legal Counsel  
Chris Wren, DDA Executive Director  
Elizabeth Veliky, Planning & Design Manager  
Marti Brown, Administrative Coordinator  
Chadwick Blue, Urban Planner  
Erin Emmons, Planning Assistant  
Stephen Botek  
Richard Mancuso  
Mark Schwartz  
Eric Liberman  
Phil Smelley  
Joanne Davis  
R.C. Cartwright

Brittany Wallman  
Patsy Mennuti  
Tim Petrillo  
Jonathan Roberson  
Jeff Weidner  
Kevin Burke  
Marc Boucher  
Ron Centamore  
Michael Dellaporta  
Rich Schwartz  
Andrea Scarborough  
Pamela Adams  
Representative from ACG/DTC

**PRESIDING:** Peter Feldman, Chair

Chairman Feldman called the meeting to order at 8:40 a.m. Roll call was taken by Marti Brown. All Board members were present.

## **CONSENT AGENDA**

*Chairman Feldman asked if there was a motion approving the items on the Consent Agenda. A motion was moved by Mr. Hooper and seconded by Mr. Scherer. The following items were unanimously approved:*

- C-1) Approval of the minutes and follow-ups from the January 11, 2007 Board meeting.
- C-3) Approval of Outdoor Event Application-Zumba Fitness Class, 3/13/07
- C-4) Approval of Outdoor Event Application-Aid's Walk, 4/22/07 & 4/28/07
- C-5) Approval of Outdoor Event Application-Light the Night Walk: Leukemia, 10/06/07

Item C-2, Approval of policy changes to Huizenga Plaza outdoor events was removed from the Consent Agenda for discussion. Mr. Wren said that policy changes to Huizenga Plaza are being submitted to the Board and he wants to ensure they are comfortable with the changes.

Mr. Hooper said there should be a procedure in place for events. He said there have been a few events that pulled out at the last minute. He indicated that staff devotes time and energy and that when an event cancels, it is a lost opportunity because there is no time to schedule anything else. Mr. Hooper said that once an event is paid for, the deposit should not be refunded.

Mr. Ladd asked what the fee is to which Mr. Wren responded the deposit is \$1,000. Mr. Ladd said he agrees that the DDA should keep something from the deposit for staff time. He said that a \$1,000 deposit is not high enough. Mrs. Butler disagreed and said \$1,000 is a high amount. Mr. Ladd went onto say that he is referring to events that charge admission. For those types of events, he feels \$1,000 is low. Mr. Hooper reiterated that the deposit should be non-refundable because of the staff time involved.

Chairman Feldman said that staff has brought forth a recommendation to charge one half of the deposit.

Mr. Loos asked if staff could put certain events in different categories and come back to the Board with a recommendation and that staff consider timeframes of the events as well.

**Mrs. Butler said she would get with staff and to wait on making a decision until March when they will bring the item back.**

**Item C-2 was withdrawn from the agenda and scheduled for the March agenda.** All board members were in favor.

## **REGULAR AGENDA**

### **R-1 Police Report**

Captain Williams was present. He stated that there were 54 Part One crimes in the downtown which is four above the average for 2006 on a monthly basis. He said there were 20 larcenies which occurred, mostly at Walgreen's off Broward Boulevard. He said that since the last report, there were no reported incidences in the Riverwalk area. He added that Major Adderley is happy to assist the Board as needed.

Mr. Loos thanked Captain Williams for all the support regarding the skateboarding issues and complimented the Police Department.

Mr. Hooper said he got a call from the City of Fort Lauderdale saying they are asking for a grant application for graffiti control and he thinks it's a good program.

### **R-2 Report on New Year's Event**

Tim Petrillo was present from the Himmarshee Merchants Association. He said they held the 2<sup>nd</sup> Annual New Year's Eve Event. He said events are important to the City. He said it was successful

and thanked the DDA for sponsoring the fireworks. He estimated the attendance between 15,000-20,000 people. He said there were events throughout the day and the media was present. He went through part of the presentation and added it was a great event and they will do it again next year.

### **R-3 CIP/Redevelopment Grant Update**

Mr. Wren said that he and Mr. Hooper met with City staff on the Redevelopment Grant to help them understand everything. He said they will take it to their City Commission and that it is very positive and moving forward.

Mr. Hooper said they are meeting with the Assistant City Manager tomorrow. He said the application has been reviewed and it will go to the County next.

### **R-4 Downtown Streetscape Projects**

Mr. Wren said that Stephen Botek will give a summary of the due diligence and that Elizabeth Veliky will talk about the survey.

Chairman Feldman asked that the discussion be brief since there is a lot more information that should go into the report. **He suggests that the Board conduct a workshop to talk about the specifics and that the Board should not take action today.**

Stephen Botek said that since the last meeting, they've added SE 6<sup>th</sup> Street between Andrews and Federal. He said they met with FPL on site and that there are two representatives involved with all the streets. He said the results are in the report. He said they advertised the survey and received responses. He said Elizabeth Veliky and Charlie Ladd will work together on this.

Mr. Ladd asked if it was SE 6<sup>th</sup> Street from 3<sup>rd</sup> to Federal and both Mrs. Butler and Mr. Wren responded it was Andrews to Federal.

**Mr. Scherer suggested that staff mention something to the City about signs being posted near the Courthouse on 6<sup>th</sup> Street as it's a dangerous crossing area and Mr. Wren said he would talk to the City.**

Mr. Loos asked if Mr. Wren knew the matching leverages, roughly. Mr. Wren said that this is the most important point. He said they need some partnership or funding strategy. He said having a workshop would be beneficial as staff needs direction on the project (whether they want to move forward with 4 streets or 1 street first). He said this is a moving target, dependent on time and scope.

**Mr. Loos said that at the workshop, staff can prepare some plan looking forward past these streets and into the future, looking out five years.**

Mr. Hooper agreed with having a discussion or workshop. He said a lot of things can be done with infrastructure that has an immediate impact such as replacing necessities on the surface. He made the example of making part of a crosswalk red to look like brick. He said the Board needs to move forward and come up with funding strategies.

**Chairman Feldman said that this workshop should include conversation about the Circulator as well.**

Elizabeth Veliky said they advertised through the Sun Sentinel for Letters of Interest that were due in one week and then staff would come back with a recommendation to the Board. She said this was too fast of a turn around and that staff recommends re-advertising to get additional firms to submit and then have a selection process with Mr. Ladd's direction to execute a contract with the top ranking firm.

Mr. Wren said they hired Stephen Botek under a certain range. He said he wants to merge with the new advertisement with a request for an engineer to oversee these streetscape projects.

Mr. Loos asked if staff could bring this back to the Board. Mr. Ladd agreed it should be brought back with the monies involved. He said his vision on the funding for streetscape is that the Board should not be paying the majority to build the roads. He said they need to talk to agencies and put together an action plan. He said they should spend money up front for the engineering and drawings.

Mr. Milledge said that if this is brought back, the Board would rank the submittals as 1, 2, and 3. Staff would then negotiate with the #1 firm with the best price. They would then bring it back to the Board in two months or the Board could elect a subcommittee or have a special meeting to make the process quicker.

Chairman Feldman asked how many submittals were received and Ms. Veliky said 4. She added that 2 or 3 additional firms did not meet the deadline.

***Mr. Hooper made a motion to re-advertise for the Request for Letters of Interest (RLI) and that Mr. Loos, Mr. Ladd and Mr. Hooper will comprise the subcommittee to rank the firms and bring the item back to the Board with a recommendation. Mr. Loos seconded. All were in favor.***

#### **R-5 Transit**

Chairman Feldman recognized Jeff Weidner and Jonathan Roberson who are partners on this project. Mr. Wren said that Phil Smelley, the Board's consultant was present and will go through the schedule. He said there are a number of partners and agencies they will need to meet with and that some weeks are very intense. He said this lays the blueprint of the final alignment.

Chairman Feldman said that he, Mr. Wren, John Milledge, Phil Smelley and Pamela Landi, Broward County's Legislative Lobbyist went to Washington for the past two days.

Mr. Wren said that the big difference with this trip is that they merged all strategies with the County and they went along on the trip. He said the County Commission has taken the appropriations request and approved them. He said that during the trip, they met with Senator Martinez, Senator Nelson and Congresswoman Debbie Wasserman Schultz. He said he also met with Congressman Klein who is a new Congressman and that he was very supportive of the project and expressed interest in coming here for a tour with Congresswoman Debbie Wasserman Schultz and Senator Nelson's Chief of Staff. He said the trip to Washington was successful.

Mr. Milledge said there was solid support. He said the federal situation is in good shape. He said the County is the key over the next 6-9 months and their support is essential.

Chairman Feldman said that having the County representative on the trip showing support was

interesting and that completing the upcoming meetings are that much more important. He said having as many Board members attend is important.

Mr. Fazio asked if anyone was not in favor of the project. Mr. Milledge said the County is supportive in principal. He said pressure is on the County with their budget and the Board needs to be careful. He said the Board's presentation needs to be well thought out and they need to keep an eye on the funding.

Mr. Scherer said there is a shortage of funds for local government this year. He said the Board needs to think about what they are asking them to do. He said the Board should consider re-directing the County's money they are spending on our projects to this one.

Mr. Hooper said it's important to continue to reemphasize the transit project, to show the value and what the net gain is, to show it as an investment.

Mr. Smelley talked about funding. He said the next six months is a critical stage and he talked about the next steps. He said that assuming the timing is right they will move forward with the County in May. He said the SAC meets once a month which may get accelerated to twice a month. He added that all agencies and partners are involved in the process. He said they added a follow-up to go back to senior staff at the agencies and give a synopsis of the last meeting. He continued through the schedule further and discussed meeting statutory requirements where they must collect public comments before County approval. He discussed the DDA Board Approval dates, SAC schedule, possible workshops, senior agency staff follow-up meetings, etc.

Mr. Smelley continued through the schedule outlining the milestones and then talked about the key individuals and the DDA team contact. He said they will need to have discussion on who will talk to each person. Mr. Hooper said they should be assigning people to different members and he was glad the sheet was put together.

At this time, Chairman Feldman asked if there were comments.

Mr. Ladd said there is a lot of work ahead. He said John Milledge and Neil Sterling need to work with the Board to identify contacts to talk with each organization. Mr. Milledge said they are working on that. He said the process needs to go further along. He said nothing will go to the County Commission until everyone is comfortable.

The Board discussed support needed.

Mr. Smelley said that the MPO must endorse the project along with the City and County Commission.

Mr. Wren said this is a regional issue and we need 100% support from the agencies. Mr. Loos said it needs to be an organized effort. Mr. Smelley said it needs to be coordinated and he brought up the idea of a marketing brochure.

The Board talked about this project being a model for other communities and that it's not just about Fort Lauderdale, but regional/countywide.

Mr. Scherer asked when they would be in a position to go to the editorial board for newspapers and said it should be soon.

Chairman Feldman said they held approximately 95 public meetings and there is an outreach program in place. He agrees the editorial boards need to be involved. He suggested increasing public relations and more outreach.

Mr. Wren talked again about the schedule saying it outlines budget workshops and strategies. **Chairman Feldman asked that the Board get notified of those meetings so they get on their calendars as soon as possible.** Chairman Feldman asked if Jeff Weidner or Jonathan Roberson had anything to add.

Jonathan Roberson, from Broward County Transit said the MPO is an important institution and that the Feds will look at how they react to this project. He added that selling regional benefits is key. He said there are two committees (Citizens Group and Technical Group) which are key groups who will interact with each other. He said to make sure they listen to their comments. He added that in many communities the MPO is the final say but with us, it's the MPO and the County.

Chairman Feldman said he appreciates the continued effort. After brief discussion, he thanked Mr. Smelley. He then recognized Pamela Adams. He said that Pam and her firm handle all the outreach.

### **DIRECTOR'S REPORT**

#### **D-1 Broward County Courthouse**

Mr. Wren said there was a meeting with courthouse staff on their status. The traffic study is on hold. The reason for that is the streetscape project and transit project relate to the streets in that area. He said County staff may do it in house.

Chairman Feldman asked if there was any other information from the Board.

Mr. Scherer said that the County Commission directed staff to send out letters to other municipalities to host a courthouse site. At a recent meeting, it was decided that the courthouse has to stay downtown. He said that in addition to the north wing, they want to do a 15 judge chamber wing. He said it would not be redundant when the final courthouse is done. The cost would be \$50-\$60 million dollars and he is not sure if it will be done. He said there is no room for anymore judges. Mr. Loos said the expansion that Mr. Scherer refers to is part of the original plan.

Chairman Feldman asked if there was a March date for the County Commission.

Mr. Milledge said the March date pertained to the Mayor wanting an interim report with all solutions and potential options. He said the reasonable option is to build around the existing facility.

Mr. Scherer said he is working with the chief judges and that the community does not realize how bad the situation is.

### **OTHER BUSINESS**

Mr. Wren said the Broward Alliance has a workshop on the 28<sup>th</sup> of this month where they will discuss SR 7 and county redevelopment projects. He said staff will attend.

Mr. Wren said that as a member of the Marine Board of Directors, he was notified of the 11<sup>th</sup> Annual Regatta scheduled for April 21-22. **He will pass around the information to the Board.**

Mr. Wren said the City Commission adopted a resolution in support of the FEC Corridor to meet the growing transit needs. He said they hired a traffic planner, Kevin Walford.

Mr. Wren mentioned there is a CRA Planning meeting tonight at 6:00 p.m. at the Mizell Center. He said the CRA is looking at Sistrunk and that it's important to Alcee Hastings.

Mr. Wren said they had the Lighting Project groundbreaking and about 200 people attended. He said there were some construction setbacks which the Board was aware of. Ms. Veliky said the original scope of the work will be done by Monday and then they will work on the 3<sup>rd</sup> light. Mr. Wren said he would invite the Board as they progress.

Mr. Loos complimented Chris, Elizabeth and staff for this project. He said they had a lot of projects going on and setbacks occurred during this project and they did a good job. Mr. Wren thanked Ms. Veliky for going way above the call of duty for this project.

**Mr. Scherer asked if staff would investigate and explore where the monies went to the park on top of the tunnel.** This was done more than five years ago when the Board contributed \$500,000 to be matched and the developer put money in. He wants to know where the money is and when the park will be done. Mr. Wren said he would look into that.

Mr. Sterling gave an update on the Downtown Campus. He said the County Commission had a workshop before the holidays. He said the consultant presented ideas. He said the consultant issued an informal RLI and that responses are due this Friday. He said it was informal, not binding. He said they are expecting 5-10 developers who would be interested if the project went forward.

Chairman Feldman said one of his goals for this year was to make the board meetings shorter but still enabling the Board to take care of business. He said that when the DDA expanded their boundaries 16 years ago, it included properties he was involved in which were the NW Lauderdale Progresso Area, now Flagler Village, south of the river down to 7th or 8th street. He said at that time, Mr. Emmitt McTigue told him not to expect anything to happen too fast. He said that he publicly wants to recognize him for his knowledge in how the redevelopment process works. He said he's thrilled to be sitting where he is at this moment and he hopes the Board has tremendous success with their projects and he thanked everyone.

The meeting was adjourned at 10:00 a.m.

A taped recording of the full proceedings of the February 8, 2007 Regular Meeting of the Board is on file in the DDA office – 305 South Andrews Avenue, Suite 301.