

Regular Meeting of the
Downtown Development Authority
Thursday, March 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	Ron Centamore
Chris Wren, DDA Executive Director	Paula Ettline
Elizabeth Veliky, Planning & Design Manager	Ellice Almas
Marti Brown, Administrative Coordinator	Ron Hicks
Chadwick Blue, Urban Planner	Brittany Wallman
Erin Emmons, Planning Assistant	Captain Anthony Williams
Kate Sheffield, Planning Intern	Rick Hunter
Neil Sterling	Patsy Mennuti
Mark Nerenhausen	Pamela Adams
Catherine Carter	Jonathan Roberson
Charles Palmer	Andrea Scarborough
Harriet Saltzman	Kelley Shanley
Richard Mancuso	Les Hollingsworth
Jim Blosser	Rabia Qureshi

PRESIDING: Peter Feldman, Chair

Chairman Feldman called the meeting to order at 8:39 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. Ladd and seconded by Mrs. Butler. There was no discussion and all board members were in favor.* The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the February 8, 2007 DDA Board Meeting
- C-2) Approval of Outdoor Event Renewal-Maroon Movies, 4/28/07 & 5/26/07

- C-3) Approval of Outdoor Event Application-Blow the Whistle on Asthma, 9/29/07, 10/4/08
- C-4) Approval of Outdoor Event Application-Making Strides Against Breast Cancer, 10/12/07-10/13/07

REGULAR AGENDA

R-1 Police Report

Captain Williams provided an update to the Board. He said there were 47 Part One Crimes, which is three less than the monthly average of 2006. In February, they arrested an individual who robbed the RBC Bank. He said that in February, there were six arrests on SW 2nd Street where all the individuals were armed. He asked the Board if there were any questions or concerns and there were none.

R-2 PACA Update

Mark Nerenhausen introduced those in attendance: Charlie Palmer, Kelley Shanley and Catherine Carter. Mr. Nerenhausen said he was happy to be presenting to the Board today. He went through the PACA Board's mission and said they promote artistic offerings to the diverse community, positively impacting the economy and quality of life. He said they are a quasi governmental entity and that the Broward Center is 16 years old. He mentioned the Board's highlights: Management of the Parker Playhouse, involvement in the King Tut Exhibit with ticketing, putting together a Master Plan for the Center targeting programming and facilities and involvement in International Collaboration.

Catherine Carter said the Board does \$25 million dollars in sales every year. She said attendance is approximately 670,000 involving 831 events and they operate 52 weeks a year.

Mark Nerenhausen said that per year, they devote \$1.5 million dollars in advertising, promoting the downtown.

Catherine Carter said that the Broward Center is considered one of the highest utilized theatres in the industry. She stated that revenue has increased over the past 3 years and that expenses continue to grow due to repairs, maintenance, utilities and insurance. She went through the financial results. Mr. Nerenhausen added that they are losing close to \$2 million dollars a year.

Mr. Palmer said that every year brings competition. He said that Broadway is the only venue they make money on. He added that the area is developing in growth and they constantly meet with developers. He said there is a concern about parking lots in the area and they need the City to do something about these illegal lots. He said he would like support from the DDA.

Mr. Hooper asked about the lots and Mr. Palmer said they are negative and look terrible. Mr. Hooper commended the group for their efforts. He said the leaders should be pushing where the tax base can increase and reinvest in the downtown and that the DDA should support the PACA.

Chairman Feldman said that Ron Hicks from the City was present and asked if he had any solutions about the lots. Mr. Hicks said he will bring this issue up to the City's Attorney, Harry Stewart again. The Board discussed the lots further.

Chairman Feldman suggested that Mr. Scherer investigate and report back what options are

available to the DDA and PACA. Mr. Palmer will work with him. Mr. Scherer asked Mr. Wren to check into the archives to look at the last time this issue came up.

R-3 TMA Downtown Route Update

Mr. Wren said the Board has the new downtown route in their backup and they've also been given an update today as well.

Les Hollingsworth handed out new modified routes to the Board. He mentioned that some of the DDA Board Members also sit on the TMA's Board. Mr. Hollingsworth went through details of the daytime route saying it will connect Flagler Village to downtown employment, the courthouse, the Broward County School's Headquarters Building and the City's bus terminal. The hours are 7 a.m.-6:00 p.m. He went through the importance and effects of this route. He said they will be launching the east/west lunch time route shortly and that will run from 11:30 a.m.-2:30 p.m. He said the evening loop will extend into the weekend and said it will allow Flagler Village to connect to the beaches and the Las Olas Publix. He said that marketing is important. He then introduced Rabia Qureshi who is with the TMA and is a graduate in Marketing and Advertising. He mentioned they will have a trivia contest, launching passes and sponsored passes. He said the Board has approved external ads.

Chairman Feldman asked if there were any questions. Mr. Loos complimented Mr. Hollingsworth and said he brings a new energy and drive to the TMA.

Mr. Ladd brought up concerns about the trolleys he's seen on Las Olas. He said that when no one is on the trolley, the lights are off. Mr. Hollingsworth said the lights should be on and he would check with the contractor. Mr. Ladd also said if there are no passengers on board, the trolleys go faster and they should move at a uniformed pace which could help with ridership. Mr. Hollingsworth said he would look into that as well.

Mr. Hollingsworth said that on the side of the trolley, there will be a map with points of interest and the route and also an announcement area.

Mr. Hooper said that Mr. Hollingsworth is working on the highest priorities first. He said signage and advertising are the first steps and then the TMA will tackle the next item. He said it takes time but they are getting there and Mr. Hollingsworth is working hard.

Chairman Feldman asked when the expanded hours would begin and Mr. Hollingsworth said that the City Attorney has approved them and the County has been sent a package. He expects the launching to begin within the next 30 days. Chairman Feldman asked about any additional expense due to the expanded hours and Mr. Hollingsworth said it was revenue neutral.

Mrs. Butler asked if they were going down 6th Street anymore, in front of the courthouse and Mr. Hollingsworth responded no and explained the reasoning. He said they do get the corners on both sides of the courthouse however.

The cost to ride the trolleys was discussed. Mr. Hollingsworth said the cost is 50 cents per boarding and said that compared with Broward County Transit, it's half their cost. He said the community route is 25 cents and there are discounts for seniors and the military.

Mrs. Butler asked what the headways were at lunchtime and Mr. Hollingsworth said 12 minutes.

Chairman Feldman asked if, on the route, there is a provision to put signage up at bus stops. Mr. Hollingsworth said they can stop anywhere and because they are flexible, they will have limited signage at bus stops.

Chairman Feldman asked if there were any more questions and hearing none, he thanked Mr. Hollingsworth.

R-4 2008 Federal Appropriations

Mr. Wren told the Board they are in their 4th year in making the legislative program. He said that in the past, they would run parallel to the County and this year, they were integrated with the County's legislative package. Mr. Wren acknowledged Jonathan Roberson from Broward County Transit in attendance.

Mr. Wren said the funds they are seeking are for the rail program, mostly for consultant work, the ITS (this tells the public where the vehicles are) and Streetscape funds to help contribute to a better pedestrian environment. He discussed the recent trip to Washington and visits with Congresspersons Debbie Wasserman Schultz, Alcee Hastings, Ron Klein and Senators. He said they were well received and it was positive.

John Milledge said that Congresswoman Wasserman Schultz is a big advocate of the project. He said Congressman Ron Klein was very interested in the project. He said the meeting with Congressman Alcee Hastings' office went well and they are making progress.

Mr. Wren said they selected a picture of Downtown Fort Lauderdale and will be framing it and loaning it to Congressman Klein's office.

Chairman Feldman asked if Mr. Wren knew how the scheduling works and when they would expect to know something. Mr. Wren said anything can throw the schedule off, but he anticipated sometime around September. Mr. Wren said it would cost \$2.5 million to complete the ITS. He said they requested \$2 million from Congressman Klein's office for streetscape. He said with Congresswoman Wasserman Schultz, they requested \$6.5 million. He said this is half of the local money they need to complete the consultant work (PE, design development, etc.). He said they will look at getting us half if not more. He said that Senators Nelson and Martinez are more regional and have been supportive.

Chairman Feldman asked if there were questions or comments and there were none.

R-5 Approval of Policy Changes to Huzienga Plaza Outdoor Events

Mr. Blue said he is requesting policy changes in Huzienga Park. He said the first item is a cancellation fee. He mentioned that some events have cancelled and staff would like to implement a cancellation fee. He said if an event cancels within 90 days, they would pay half of the event cost. The Board discussed other suggestions after which Mr. Wren said that staff met with Mrs. Butler and they didn't want to chase events away so they did not want to be overly aggressive. Mrs. Butler added that other parks are less expensive.

Mr. Blue went on to talk about event fees. He said in order to stay competitive, they suggest the event

fees stay the same. However, he said for for-profits that generate over 1000 people, they suggest an additional \$500 per day. He then talked about educational events such as dancing or aerobics. He said that he called around to other parks and to stay competitive, he believes 20% of the profit should be collected as the fee.

Mr. Hooper asked for clarification on classes such as yoga and them being charged a fee. Mrs. Butler stressed the importance of going through a process. She further said it's important to know what's going on in the park. The Board discussed this further.

Mr. Blue said they also wanted to charge a delivery pick up charge of \$50. He said this fee would be charged each day items are left in the park. Mr. Blue said they also wanted to impose some type of fencing guidelines. He said a majority of the events do not require fencing but they should have something in place. He went through the proposed fence guidelines map with the Board. He said that Mr. Wren previously brought up a concern about not including the fountain in the fencing. He said the map shows 3 entrances/exits which allow them to be compliant.

Mrs. Butler said that one of the ideas they discussed regarding generating revenue is the concept of putting in more benches and selling them as memorials. She said they are looking into that idea.

Mr. Hooper said they should spend money around the mouth of the entrance of the fountain to have less foliage so people don't cut through it. He said maybe pavers and a design. **Mr. Wren said he would meet with Mr. Hooper and come back with a report.**

Mr. Loos moved a motion to adopt staff's recommendation of the policy changes subject to fine tuning by the Board. Mr. Hooper seconded. All were in favor.

R-6 Evaluating the Pedestrian Environment

Erin Emmons said that a group of about 19 various stakeholders in the downtown walked around the Riverwalk from the Performing Arts Center and ending at the Water Garden. She talked about the positive things they saw such as security guards, heavy pedestrian traffic, a new Irish pub and the activity from the light project in Huizenga Park. She said they need to take walks like this more often and suggests they do it quarterly. She said it's important to follow up on their findings as well. She said there is diversity on the Riverwalk and that's positive. She said the group will look at the south side of the river next.

Mr. Loos said she did a nice job and asked if they were involved in the New River Master Plan. **The Board requested that this information get submitted at the New River Master Plan Meeting next week.** The gazebo that was destroyed during the hurricane was brought up and Patsy Mennuti said she was told it's on order but the structure doesn't quite fit in with what was there before.

Chairman Feldman introduced Ron Centamore who is with the Downtown Civic Association and said he is looking forward to working with him. Chairman Feldman asked if all residential buildings replied and Mr. Centamore said all except Symphony. Mr. Wren had everyone stand who participated in the walk.

Mr. Fazio asked if Mr. Wren made any progress with the research on Tunnel Park. Mr. Wren said he met with Vice Mayor Hutchinson yesterday and told her the Board wants to know what happened

with the \$500,000. She indicated the money was used to build the south side of the Riverwalk and the money they had intended on moving from a grant to Tunnel Park may not be there.

Mr. Scherer said that money was already appropriated and that the \$500,000 was to be used for the park. Mr. Loos said what might have happened was the City said if they used the money for the Riverwalk, they could swap the money later to be used for the park and the Board wanted to help the City out.

Mr. Wren said a letter should be coming and he is on top of it. He said the donation was 5-6 years ago and he will find out the details. He said he told the Vice Mayor he needs something in writing.

Mr. Hooper said he appreciates what Erin did and said doing it quarterly is a good idea. He added that working on the south side of the river is a good idea.

R-7 Demographics Report

Mr. Wren said staff has been looking at doing this for some time and that Kate Sheffield has taken it to a completed level.

Kate Sheffield said she's been working on this for the past few months, gathering statistics in the downtown. She said the report is 40 pages and was created as an attempt to understand the new composition of the downtown – who's here and why. She said that statistics change constantly and this needs to be considered throughout the report. She went through the key questions prompting the report all involving the Live, Work, Play concept.

Ms. Sheffield said that she looked at the population and maps were provided by Broward County. She went through the population figures and said it has more than doubled in six years. Mr. Hooper asked if the numbers included people in jail and Mr. Wren said yes.

Ms. Sheffield went over the out of state owner profiles and the downtown residential land use map. She talked about the major companies and industries. She said there are 2,600 businesses in the RAC area. For statistics on who works in the downtown, she said she went back to the Downtown Master Plan. She went through the numbers for office jobs, retail and hospitality and Broward General/hospital jobs.

Mr. Hooper wanted Brittany Wallman who was present to understand that with 33,000 people working in the downtown and 3,000 people living in the downtown, that the traffic problems are not created by residential towers in the downtown.

Ms. Sheffield went through the map of Downtown Fort Lauderdale's Current Commercial Land Use. She went through the major attractions and attendance numbers. Patsy Mennuti added that there are 1,000 events per year in and around the area on both sides of the river.

Mr. Wren said that a lot of agencies do demographic work and he would like to get with Patsy and the Broward Center to do a six month status. Mr. Loos suggested they create this document so it can be distributed on a regular basis to elected officials, Congresspersons, etc. Mr. Hooper suggested putting the report on the DDA's website. Mr. Hooper said that Mr. Wren's staff is doing a marvelous job.

Ms. Sheffield finished by saying the experience was eye opening and very beneficial.

Mr. Ladd said they see business information in their line of work but this is the first time they are looking at what's going on with condos. He said the numbers are relevant to make decisions and it's exciting to see occupancy. He added it's nice to see how residential complements commercial.

Mr. Fazio said Ms. Sheffield did a great job and it was a good report. He asked if she looked into the makeup of children in schools. Ms. Sheffield said she would like to look into that. Mr. Wren added that there were a few areas they did not get an opportunity to research.

Mr. Hooper mentioned that he sat on a panel regarding State Road 7 with County and City Staff. He said by 2030, they estimate another 1 million people in the County. He said they are looking at doing 30,000 housing units on State Road 7 from Lauderhill around Plantation and the Fort Lauderdale area of State Road 7. They are projecting transit coming into the downtown to bring these people. He expressed concern that the downtown has zero units.

Mr. Scherer mentioned looking into North Broward Hospital District and the Broward County Courthouse. **He asked Mr. Wren to call the hospital district for their numbers of employees in the downtown and to include County government in the breakdown.** Mr. Wren thanked Ms. Sheffield for her report.

DIRECTOR'S REPORT

Mr. Wren said that next Tuesday at noon in Room 430, there will be a workshop on the courthouse complex. Mr. Sterling said the Mayor invited them and Mr. Loos is the Board's liaison. Mr. Sterling encouraged the Board to attend. He said there will be no public participation but the Mayor may ask a DDA Board Member to talk about this issue. **Mr. Wren said he will prepare something outlining bullet points and get the meeting information to the Board.**

Mr. Scherer suggested the Board discuss the impacts of State legislative changes affecting local government taxing on the next DDA agenda.

Ron Hicks said that with the Board's permission, he will set up a meeting with the City Attorney, Mr. Palmer and Mr. Scherer regarding the vacant lots the Board spoke about earlier.

Mr. Hooper announced to the Board that Kate Sheffield and Erin Emmons would be leaving the DDA and he thanked them as did the other Board members.

As there was no other business to come before the Board, Chairman Feldman adjourned the meeting at 10:28 a.m.