

Regular Meeting of the
Downtown Development Authority
Thursday, June 14, 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
Alan Hooper, Board Member

NOT PRESENT: William R. Scherer, Board Member (**participated via conference phone**)

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Elliot Lazowick
Chris Wren, DDA Executive Director	Joe Abruzzino
Elizabeth Veliky, Planning & Design Manager	John Terrill
Chadwick Blue, Urban Planner	Mike Vonder Meulen
Richard Allen	Mark Nerenhausen
Anthony Williams	Ron Centamore
Les Hollingsworth	Pamela Adams
Gerri O'Reilly	Andrea Scarborough
Paul Lampley	Pete Corwin
Richard Mancuso	Karen Reese
Steve Whenry	Errol Taylor

PRESIDING: Peter Feldman, Chair

Chairman Feldman called the meeting to order at 8:35 a.m. Roll call was taken by Elizabeth Veliky. All Board members were present with the exception of Mr. Scherer who was participating via conference call.

CONSENT AGENDA

Chairman Feldman asked if there was a motion approving the items on the Consent Agenda. Mr. Hooper removed item C-2 for further discussion. ***Mr. Hooper made a motion to approve the consent agenda without C-2. Mr. Loos seconded. All were in favor.***

Mr. Hooper complimented the Maroone Movies event and recognized Mrs. Butler for her efforts in bringing this event to the community. Due to the value of the reoccurring movie event and the escalating expenses associated, Mr. Wren proposed that the DDA be a co-sponsor, waiving the event fee required. ***A motion was moved by Mr. Hooper and seconded by Mr. Loos to approve the co-sponsorship of Maroone Movie and the dates requested. All board members were in favor.***

The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the May 10, 2007 DDA Board Meeting and the Transit Workshops of May 2 and May 8, 2007
- C-2) Approval of Outdoor Event Renewal – Maroone Movies, 6/30/07, 7/28/07, 8/25/07
- C-3) Approval of Event Application – AIDS Walk Fort Lauderdale, 4/27/08

REGULAR AGENDA

R-1 Police Report

Captain Williams presented the crime statistics for the month of May. There were 35 arrests in District II and crime decreased 23%, compared to last year's data.

Mr. Hooper brought up the new off-duty police rates being negotiated at \$62.00/per hour. Captain Williams stated that the City will probably charge an additional \$3.00 - \$4.00/per hour as a city administration fee.

Mr. Hooper responded with concern over these proposed rates, stating local businesses will no longer employ off-duty police officers and will focus on using private security firms instead. Mr. Loos and Mr. Ladd both expressed similar feelings and emphasized the severity of such a fee increase.

Captain Williams responded that negotiations are currently underway and he will have more information as it becomes available.

Mr. Loos urged Mr. Wren to send a letter to the City of Fort Lauderdale expressing concern over the hourly fee structure changes being proposed.

Mr. Loos congratulated Frank Adderley on his recent promotion to Assistant Chief. He made a motion suggesting that DDA staff recognize Mr. Adderley for all his efforts in his former capacity. Mr. Hooper seconded. All were in favor.

R-2 PACA Update

Charlie Palmer gave a status report on the Performing Arts Center Authority efforts. He went over the proposed tax cuts by the State of Florida and its impact on special taxing districts. He noted the number of non-profits the PACA subsidizes and the need for a dedicated revenue source.

Mr. Palmer urged the DDA Board to speak to commissioners about the severity of cutting taxes to special taxing districts like the PACA.

Mr. Palmer thanked John Milledge for his efforts in a fundraising initiative the PACA engaged in.

In regards to the property tax cut and need for additional revenue sources, Mr. Hooper asked if naming rights were being explored for the PACA. Mr. Palmer said nothing is being ruled out at this point and naming rights are being considered.

Mr. Hooper raised concern over the type of advertising the PACA shall partake in. He used an

example of Fruit of the Loom Performing Arts Center versus something meaningful and representative of the community like Peter Feldman Performing Arts Center.

Mr. Loos noted that DDA staff should be informed of all new initiatives for the PACA, specifically for the garage.

Mr. Wren thanked Mr. Palmer for the update. He then recognized Mark Nerenhausen for the recent award the PACA received.

R-3 Lane Management of I-95

Gerry O'Reilly and Paul Lampley from Florida Department of Transportation began their presentation with a marketing video of the proposed congestion pricing initiative.

Mr. O'Reilly stated that the premise of the program is to have two lanes on major highways that will require a fee. The free lanes will still be available. It is anticipated that a 50 mph level of service will be maintained (carrying capacity of 1500 – 1800 cars per hour) on the fee lanes.

He stated that the program began in December of 2006 and the federal government is supposed to short list projects by August for distribution of funds. The state will also contribute funding for this initiative.

The complete system is anticipated to generate up to \$20 million annually, with the majority coming from Miami-Dade County, which has higher fees. These revenues will be used to pay for operations, enforcement, and future expansions and will not go towards projects outside of the region.

Mr. Ladd stated a portion of the revenue generated should be used as reinvestment dollars into local, capital transit projects.

Mr. Loos made a motion to prepare a resolution endorsing the general lane management concept and include a designation for local transit systems from future revenues. Mr. Fazio seconded. All were in favor.

Mrs. Butler raised concern over marketing efforts to combat negative perceptions of the new program.

Mr. O'Reilly stated there would be an extensive marketing/outreach effort to address these negative views and highlight all the benefits. He said studies have shown an increase in capacity on both the fee and free lanes under such a lane management system.

R-4 Transit

Mr. Wren went over the project status and touched upon the budget overage and thanked Parsons Brinckerhoff for their continued commitment to the project.

Marketing videos were shown of Portland and Miami's streetcar systems.

Mr. Hooper commented on Portland's video being reflective of the Fort Lauderdale system. He emphasized the importance of showing the economic benefits of a rail project.

Mr. Ladd shared the view of highlighting the economic benefits from doing rail and the importance that density plays in a successful formula.

Mr. Fazio and Mr. Loos agreed that we need to build something affordable to the local community and expand in the future.

Mr. Hooper stated that whatever the figure, large or small, it will scare commissioners. He said he does not want to have any additional technical work completed until the financial strategy is complete.

Mr. Hooper then spoke about the Transportation Management Association's (TMA) need for additional operating dollars and how the DDA should be at the forefront of finding these funds.

Mr. Hooper described how they can better tell the story of the rail project: Before and after pictures should be shown of Portland, density numbers, and types of businesses created. A comparison should be made between Portland and Fort Lauderdale.

The Board discussed bringing in a design firm that has experience with commission presentations.

A motion was made by Mr. Hooper to get proposals from firms that specialize in commission presentations to prepare a marketing piece that speaks to our local commissioners. Mrs. Butler seconded. All were in favor.

Mr. Loos mentioned the possibility of exploring a special transit taxing district as a means to fund our local need.

Mr. Ladd spoke about other possible funding sources, like parking spaces.

Mr. Wren reiterated the consultant work through August that will include this detailed economic analysis and funding strategy. He then went over the streetscape program and asked the Board what their vision is.

Mr. Ladd emphasized the need to have a design firm perform the streetscape design work and not have our transit consultants perform the work.

Mr. Hooper proposed using stamped concrete in lieu of using brick pavers as a cost saving solution to the streetscape program.

Mr. Wren gave a status update to our grant appropriations and stated that in September, staff will know more about distribution.

Maintenance facilities were then discussed.

R-5 Tunnel Park & South Side Riverwalk Status Update

Mr. Wren stated that design work is expected to start in about 3 months and he will provide more information as it becomes available. No discussion was held.

R-6 CIP/Redevelopment Grant Application

Mr. Wren told the Board that the DDA has officially submitted a grant application for streetscape improvements. No discussion was held.

R-7 School Concurrency Time Line

Mr. Wren summarized what the DDA is currently doing to understand the make up of downtown and its correlation with appropriate generation rates. Mr. Fazio emphasized the importance of knowing the student demographics in downtown.

Mr. Ladd departed.

Mr. Loos said they should look beyond the DDA boundary, possibly from SR84 to Sunrise Blvd. Mr. Hooper raised concern over expanding the boundary since it could cause a ripple effect with other areas that have a small student population.

R-8 DDA 2007/2008 Budget Schedule

Mr. Wren stated the two budget hearing dates must be established. He proposed Friday, September 14 and Friday, September 28. Board members expressed their dislike for meeting on Fridays. After consideration of the Jewish holiday on September 13th, Mr. Wren proposed holding the meetings on September 6 and September 20.

Mr. Fazio made a motion to hold the budget hearings on Thursday, September 6th and Thursday, September 20 at 5:01 p.m. It was seconded by Mr. Loos. All were in favor.

OTHER BUSINESS

Mr. Feldman recognized Pete Corwin from Broward County to discuss a potential parking agreement between the DDA and the County.

Mr. Corwin presented the County's interest in leasing 300 spaces in the PACA garage at a governmental rate of \$16 per space on a monthly basis, which would be complemented by a direct trolley service from the garage to the courthouse.

Mr. Feldman suggested having a committee of one to work with DDA staff and Mr. Corwin on an agreement and bring before the Board in July. Mrs. Butler volunteered.

As there was no other business to come before the Board, Chairman Feldman adjourned the meeting at 10:29 a.m.