

Regular Meeting of the
Downtown Development Authority
Thursday, August 9, 2007
Broward Center for the Performing Arts
Einstein Room

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 speaker phone**)

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
Neil Sterling
Chuck Adams
Phil Smelley
Eric Liberman
Anthony Lauro
Richard Sullivan
Mark Schwartz

Richard Mancuso
Richard Allen
Charlene Burke
Mike Ferber
Anthony Williams
Les Hollingsworth
Rabia Qureshi
Kevin Walford
Pete Corwin
Karen Reese
Andrea Scarborough

PRESIDING: Peter Feldman, Chair

Chairman Feldman called the meeting to order at 8:38 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mrs. Butler. Mr. Scherer was participating by speaker phone.

CONSENT AGENDA

Chairman Feldman asked if there were any items anyone wanted to pull. Hearing none, he asked if there was a motion approving the items on the Consent Agenda. *A motion was moved by Mr. Fazio and seconded by Mr. Hooper. All board members were in favor.* The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the July 12, 2007 DDA Board Meeting
- C-2) Approval of Outdoor Event Application – Las Olas National Art Festival, 1/19/08-1/21/08

Chairman Feldman recognized Anthony Lauro from the Museum of Art who was present. He said they are great downtown neighbors and that the event will be a terrific asset to the downtown.

Mr. Ladd asked if they've incorporated the Riverwalk into the event and whether they were having exhibits on Las Olas. Mr. Lauro said they will have exhibits on both Las Olas and the Riverwalk.

REGULAR AGENDA

R-1 Police Report

Captain Williams said that crime statistics in the downtown are down 3% from last month. He said there are no major issues to address today.

Mr. Hooper asked Captain Williams about an incident he heard about at the PACA garage about someone being shot. Captain Williams said he was not aware of the incident. Mr. Wren said there was an incident, a car jacking of some type in the garage and that the suspect was apprehended.

Hearing no questions from the Board, Chairman Feldman thanked Captain Williams.

R-2 PACA Agreement with Broward County Judicial Parking

Mr. Wren said that the Board approved a six-month agreement at their last meeting. Since that meeting he has been working with the TMA and Broward County. Mr. Wren said that the agreement between Broward County and the TMA as it relates to trolley leases is for one year. He said he was looking for the Board's approval to change the lease terms to one year.

Mr. Loos made a motion approving the lease change to one year. Mr. Fazio seconded. All Board members were in favor.

Mr. Corwin was present and said that with reference to the Judicial Center, their Board approved the addition of 10 courtrooms to the north wing. He said it would be about three years before it was operational. He said they are currently looking for parking. Chairman Feldman asked if the schedule is moving along. Mr. Corwin said yes they are moving forward with the known projects and long term parking but that funding is an issue. Mr. Ladd asked if there was anything the DDA could do to help get the ball moving such as preliminary traffic studies. Mr. Corwin said not at this point. Chairman Feldman asked if there were comments and there were none.

R-3 Transit

Mr. Wren acknowledged the transit partners present today from the City and Broward County Planning. Mr. Wren said today would be more informational and that decisions will need to be made in September as this phase of the alternative analysis comes winding to an end. He said he wants to reaffirm the FTA process will be 50% of the funding partner and that requires local areas to go through certain procedures in the process. He said that Mr. Smelley and the PB staff will walk everyone through that along with the presentation. He said they will begin with the Vissim model (a traffic engineering model) which shows traffic patterns in real time information. He said that the model shows them how changes to the roadway can be mitigated through various traffic techniques (examples are bridge openings, FEC issues and peak hour traffic).

Mr. Smelley said there are three vignettes. He began the presentation of the Vissim model. He said it is a very useful tool. As he continued through the presentation, Mr. Liberman said the simulation was showing a 1.3 mile long FEC train simulation during PM peak hours. Mr. Smelley said if they can keep the intersection clear they can keep the train moving while the FEC is moving. Mr. Smelley said that in September, they will be loading the future conditions. Mr. Smelley said that when they started 18 months ago, they set up a purpose and needs statement talking about what the problems and issues were and generating goals and objectives. He said they went from 12 alternatives to 3 (A2, B2, D3). He said that in September, the technical data will be completed and in their backup today are lists of matrices to be filled out and they are looking for feedback. Mr. Wren said he would be meeting with the Board either at their one on ones or periodically on this issue so they don't need to do them today.

Mr. Smelley said they must follow basic federal requirements. They want public comments and have had extensive meetings and received comments. He said they've received approximately 500 comments to date and they are in the process of answering those. He said the FTA likes the sponsor to take a position on the LPA (Locally Preferred Alternative) as well as the other partners. He said they must identify funding. He said the LPA is a local, political decision, not a technical one. He said they must select a Minimum Operable Segment (MOS) and it must be freestanding. He said there are three technologies left and the preference by the Board has been streetcar. He said the first draft of the financial plan is complete and there has been some new rulemaking and discussed this further. He went through the presentation showing the TSM (rubber wheel) alternative, the A2, B2 & D3 rail alternatives and pointed out examples of potential remote parking sites and maintenance & facility sites. Mr. Wren said the system that the Board decides to build can be made up of segments from each of the alignments as long as it is within our original study area.

Mr. Smelley went on to show the alternatives and the table of statistics. He indicated the capital costs are as follows: \$20.53 million for the TSM; \$210 million for A2; \$157 million for B2 and \$154 million for D3. He said annual projected ridership is as follows: 1.5 million for A2; over 2 million for B2 and 1.9 million for D3. He said the lengths of the routes are the primary difference. He went through the other statistics. He said the technology is rubber tired, light rail or streetcar. He said the cost for each light rail vehicle is \$3.1 million and streetcar is \$2.4 million. He said that streetcar works best in mixed-use lanes and will foster Transit Oriented Development (TOD). He said other differences between light rail and streetcar are cost, size and capacity. He said a light rail vehicle can hold 250 people and the streetcar can hold 130 people per car.

Mr. Wren said there are certain procedures that need to be done and if the Board is ready to vote on streetcar or light rail technology for the rail alternative, it would be recommended.

Mr. Fazio made a motion to approve streetcar as the technology. Mr. Ladd seconded. Chairman Feldman asked if there was discussion. Hearing none he called for a vote. All board members were in favor.

Mr. Smelley said they will need to decide in September whether they want Option 1 (SW/SE 2nd St-NE 1st Ave-Las Olas Blvd.), Option 2 (SW/SE 2nd St-NE 3rd Ave.-Las Olas Blvd.) or Option 3 (SW/SE 2nd St-Brickell Ave.-Las Olas Blvd) and which east/west alternatives to carry forward. He said ridership is comparable. Mr. Ladd said the decision for the 3 options should correspond with the MOS route. Mr. Smelley said the Board can vote on the alternative when they go through the MOS.

Mr. Loos said Option 3 has tough turns near historic buildings and he's concerned. He said it's a one way street as well. Mr. Smelley agreed. Mr. Ladd said if they split the A1 and A3 alternative it would solve the turning radius problem but asked if it would be more expensive or less expensive. **Mr. Smelley said he would look at it.**

Mr. Loos said he's concerned about the streetcar going through the tunnel during rush hour. Mr. Hooper said he agreed. Mr. Hooper said going through the tunnel is not pleasurable and not the prettiest route. Mr. Ladd agreed.

Chairman Feldman said they were not picking alignments today and at their next meeting they'd like to move the process forward. He said maybe it would be a good idea to have a workshop to go through the alignments again so the Board can be prepared to make a decision at the next meeting. Discussion was held as to when this would take place. Mr. Fazio stressed the importance of creating something that encourages development years from now as opposed to just concentrating on ridership today. Mr. Loos said they need to create a mechanism where the system can grow with funding sources to be viable. He said they must have a successful first link and that ridership is important in order to go into another phase. Mr. Smelley agreed. Mr. Loos said they need to show a long-term vision. The Board talked about A2 versus B2 and the annual trip numbers. Mr. Hooper said that even though he agrees with Mr. Loos and Mr. Fazio, he thinks A2 is the preferred alternative. Mr. Loos said that he wants to be sure it's something that will work and he wasn't picking one particular alignment.

Chairman Feldman asked if Kevin Walford from the City wanted to comment. Mr. Walford reaffirmed what Mr. Loos was saying and noted that Miami's Metro Rail was designed no where to no where and that for 20-25 years there was no additional funding. He said it took 20 years to get funding to expand it. The Board again discussed when they wanted to meet on this-either on 9/5 at the 1st budget hearing or 9/19 at the second budget hearing. **After discussion, the Board decided to have a special meeting on 9/19 prior to the budget hearing.**

Mr. Fazio asked the transit consultants to let Chris know how much the cost would be reduced running it from 6th Street to 6th or 7th Street and Mr. Smelley said they've done that. Mr. Wren said they have eight different MOS (phase I) scenarios. Mr. Wren said he will present them at the special meeting.

Chairman Feldman said they want to create three subcommittees to make decisions and recommendations so they can move forward with the City and County Commission. **He made recommendations as follows: Mr. Loos as the Chair for Real Estate, Mr. Hooper as the Chair for Marketing and Mr. Ladd as the Chair for Financial. Meetings would be set up.** Chairman Feldman said the first draft of the financial report is missing information. Mr. Wren said he sees Mr. Loos, Mr. Hooper and Mr. Ladd as the Chairs and he will see who else should attend on the Board or in the community. **He will get with the Board to find out who they think should be involved.** Mr. Wren said staff prepared a marketing draft approach and if anyone has any comments to let him know. Mr. Ladd said he read the summary approach and said they need to be careful as it's confusing. It said it needs to be carefully looked at. Mr. Wren said it should be a simple approach.

Mr. Wren asked for direction on the approach of bringing in a locally known community icon to serve as the project quarterback. He said other communities around the U.S. have done this and been

successful. He said that since the DDA Board represents a majority of those business icons, it might be relevant to bring in an additional icon to get involved such as a Doug Eagon or Wayne Huizenga or whomever. He'd like the Board to think about how they will be looked at when they present this project and how they want it to be presented. He said he is looking around November for the presentation. Mr. Loos said to ensure the Board's government liaisons, John Milledge and Neil Sterling are very involved so it's a coordinated effort.

Chairman Feldman said they created the Fast Facts document that they haven't done anything with and asked how many were produced. Mr. Smelley said 1500. Chairman Feldman said it was a good piece and they should have a plan on how they will use it. Mr. Loos said this project is a prototype for the City and County and they have to do it right. Mrs. Butler arrived.

R-4 Budget Message

Mr. Wren said this is the last scheduled budget workshop before the September hearings scheduled for on the 5th and 19th. He said Chuck Adams, the Budget Director was present today and he thanked him for bringing forth a solid budget message.

Mr. Wren said that at the last meeting, the State Legislative issues were taken into consideration. This resulted in a millage rate calculated at 97% of the rolled-back rate for last year. It equates to a \$95,000 gap moving forward while still providing the same level of services. He said they narrowed the gap down to \$60,000 and will discuss this. He said the operating millage rate is .4933 and the debt service rate is .4800. He said there is a list of assumptions in their backup and they did an analysis of properties in the downtown. He went into more detail about the \$60,000 gap and proposed splitting the governmental liaison position's funding where half would come out of bond funds and then taking \$30,000 out of marketing from the general fund. He said he would come back to the Board with each marketing item for individual approval and then take monies out of bond funds.

Mr. Ladd said that he looked at the line items carefully and said they need to be looked at again. **He mentioned accounting and auditing and Mr. Adams said he would look at that line item again.** He said part of those figures represent the time the auditor's payment goes out (whether it crosses fiscal years). He brought up insurance and said his feeling is insurance will go down next year. Mr. Adams said that the insurance item relates to Florida League of Cities. **Staff was asked to check into alternative providers.** Mr. Ladd mentioned Huizenga Plaza expenses such as repair and maintenance. He added that he was not looking to cut services. Mr. Loos said Mr. Wren may want to approach Lynn Shatas at Florida Power and Light Company to see if they might pay a portion of the lighting project. Mr. Ladd brought up the suggestion of naming rights at the pavilion at the park. Mr. Ladd said that it costs \$200,000 to run the park. Mrs. Butler said she would explore amphitheater naming rights and to let her come back with a plan. Mr. Wren added that 3 or 4 major events in the park cancelled at the last minute, almost the day before which resulted in a loss of about \$15,000. Mrs. Butler said they might make up some money on the Winterfest event.

Mr. Fazio said the last thing he wants to do is to go into the bond money. Mr. Hooper said they should find the money elsewhere before taking it out from bond money. Chairman Feldman said that with the level of work on the rail project and with little financial backing, the DDA is spending all the money at the front end for the expenses of building the rail project and that some money they are spending should come out of the bond money.

Brief discussion continued. Chairman Feldman asked if there were any other comments. Mr. Scherer said they have a lot of money in bond funds and he has no objection to using some of that money to defer the cost of running the rail project. There was no further discussion.

DIRECTOR'S REPORT

D-1 Status Report on One East Las Olas Project

Mr. Wren said he met with the architect on this project. He said there will be no direct source of light on the park and there will be an addition of opaque roll down doors. He thanked Mrs. Butler for attending the meeting.

Mr. Loos stressed the importance of them not utilizing Huizenga Plaza or access points for staging and construction and that they should convey this to the City during the DRC comment process. **Mr. Wren said he will get their MOT and staging plan.** Mrs. Butler said they will be doing some interesting things on the DDA's side of the park such as landscaping, design and light shields.

Mr. Loos said staff needs to monitor this. Mr. Wren said he has documentation from the City and the architect and will continue to monitor. Mr. Ladd talked about what he's doing on a project much smaller than this and things he is doing. He said they should write a letter to the developer and copy the City's Planning Department on what they'd like to see done. **Mr. Wren said he will send a draft letter to Mr. Ladd for review.**

D-2 City Manager's Letter to the Council of Civic Associations

Mr. Wren said this was a follow-up to talk to the City about the negotiations with the Paternal Order of Police. Mr. Wren said he spoke to David Hebert of the City and he said they are negotiating on each side. Mr. Hebert indicated City staff's intent is to get a uniform cost per off duty police officer (unified and reasonable cost). Brief discussion was held.

Mr. Hooper mentioned that the downtown has two officers from 5:30 a.m.-3:30 p.m. He said there are no officers directly assigned to the downtown and the Riverwalk. He said the officers are there during the day and not at night. **Mr. Wren said he has already set up a meeting with the Major and he will talk about this as well.**

Ron Centamore, President of the Downtown Civic Association said that Mr. Hooper was correct and he has been asking for additional police presence. Mr. Hooper said they need night coverage.

D-3 Agenda from Winterfest Press Conference & News Article

Mr. Wren said the Winterfest Boat Parade is coming to the downtown on December 15th. He said they will make a presentation at next month's Board meeting.

As there was no other business to come before the Board, Chairman Feldman adjourned the meeting at 10:12 a.m.