

Regular Meeting of the  
Downtown Development Authority  
Wednesday, September 5, 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

## **ALSO PRESENT:**

John M. Milledge, DDA Legal Counsel	R.C. Cartwright
Chris Wren, DDA Executive Director	Charles Palmer
Elizabeth Veliky, Planning & Design Manager	Renee Quinn
Marti Brown, Administrative Coordinator	Lisa S. Founds
Chadwick Blue, Urban Planner	Bob McSweeney
Neil Sterling	Carmen Torraca
Chuck Adams	Mark Nerenhausen
Mitch Cook	Les Hollingsworth
Craig Konhauzer	Kelley Shanley
Georgy Cartwright	

**PRESIDING:** Peter Feldman, Chair

Chairman Feldman called the meeting to order at 4:20 p.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mrs. Butler (who arrived later) and Mr. Scherer.

## **CONSENT AGENDA**

Chairman Feldman asked if there was a motion approving the items on the Consent Agenda. *A motion was moved by Mr. Fazio and seconded by Mr. Loos. There was no discussion. All board members were in favor.* The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the August 9, 2007 DDA Board Meeting and the minutes from the Financial (8/21/07), Real Estate (8/22/07) and Marketing (8/23/07) Workshops.
- C-2) Approval of Outdoor Event Application-Crohn's & Colitis Foundation of America/CCFA Take Steps (Walk), 4/12/08

## **REGULAR AGENDA**

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

No representative was present at the meeting.

### **R-2 PACA Update**

Mark Nerenhausen and Charlie Palmer were present. Mr. Nerenhausen said there are two venues which affect the downtown, Parker Playhouse and the Broward Center for the Performing Arts. He said there will be 690 performances in the coming year and 160 Broadway performances. He said the total patrons are 702,000 annually. He went through the PowerPoint presentation outlining the upcoming shows. Mrs. Butler arrived.

Mr. Nerenhausen went through the entertainers that will be coming and talked about world music. He talked briefly about the family and youth program. He said they are trying to bring together a nexus between culture, commerce and community. He said it's about destination marketing. He said that 74.9% of Florida visitors participate in cultural activities. He added that 1.5 million visitors enjoy the entertainment product. He said they are seeing a change in the type of tourists adding that hotel costs are higher. He said there were 280,000 hotel room nights generated in 2006. He mentioned that the Broward Center is ranked as a world top 10 theatre. He said they are promoting other sights in the downtown as well and they are a year round process, operating 365 days a year. He said over 5000 individual artists, actors, singers, etc. come here. He added they are helping to promote the Stranahan House and that the Broward Center is a busy and great facility.

Mr. Hooper asked how Parker Playhouse's interior is looking. Mr. Nerenhausen said they have been although they have cleaned it up, it stills needs refurbishing. Mrs. Butler added that there are no bad seats in the Parker Playhouse.

Chairman Feldman asked if there was an update on the illegal lots on 2<sup>nd</sup> Street. Mr. Palmer said that he and Mr. Scherer met with the City and that the City will start insisting lots come up to code in the near future.

Chairman Feldman asked if there has been discussion about any new funding vehicles to support the arts. Mr. Nerenhausen said there are some proposals out there. Mr. Palmer said that the key issue is that the cost to maintain the theatre is high and they need a funding source to ensure monies are there. He added that they are searching other avenues. Mr. Fazio said he is proud of the Center and he's glad to hear that Lincoln Center promotes Fort Lauderdale.

Mr. Ladd asked if the garage can handle the parking when events cause the lots to be full or if other lots are needed. Mr. Palmer said there are about 15 times a year when the lots are full and that there are other structured parking areas for the overflow. He said the garage is losing over \$100,000 a year due to the illegal lots. Discussion was held. Mr. Hooper said he is supposed to meet with the City on this issue. Mr. Loos brought up the suggestion of inviting the City's contact to a Board meeting. **Mr. Hooper requested that the Board let him meet with the City first and he'll update the Board at the October meeting.** Mr. Loos said that this has been going on for a long time and that at some point there should be timetables to address this situation. Mr. Ladd asked if they had investigated tying tickets with parking and Mr. Palmer said they had looked into this. As there was no further

discussion, Chairman Feldman thanked them for their presentation.

### **R-3 Winterfest Boat Parade Downtown Update**

Lisa Scott Founds said that she was here to answer any questions that the Board had about the boat parade. She said the parade will start at 6:30 p.m. from the Performing Arts Center. She said boats will filter in. She said they will close the river at 3:00 p.m. on Saturday and that they have been working with the Police and the Coast Guard. Mrs. Butler asked if there will be any boats in front of Huizenga Plaza and Lisa said there will be no boats on the New River.

Mr. Loos asked about the staging area and Lisa said they are looking at Pier 17 and Esplanade and also said the Performing Arts Center has offered space but there may be an issue with depth. She mentioned they could use assistance contacting Symphony House and Mr. Wren said to let him know. Lisa then thanked Mr. Wren for the help he's been giving her.

Mr. Fazio asked how many boats there will be and Lisa said they are trying to limit it to 80. Discussion was held about the location of where the boats will be. Lisa added that the train bridge will stop. She said the bridges will go up at 6:00 p.m. and will go down at 8:00 p.m.

Chairman Feldman asked about spectator areas. Lisa said they are looking to do a free viewing area at Esplanade Park with entertainment at 3:00 p.m. or 4:00 p.m. There will not be bleachers. She added that next to the Downtowner will be an old fashioned jazz brunch and there will be bleachers there. She said the event will be two days and they may have a car show on Sunday. Mrs. Butler added that they are working with the Film Festival to do something.

Lisa said she has a Board of 50 and they are looking to the community for any assistance they can provide. Mr. Loos said this will be very exciting for the downtown. He brought up concern about making sure there are experienced captains on the boats of a certain size to which Lisa said they share the same concern and feels boats should travel the New River before the event. She also said they are already getting phone calls about the event. She said the event takes place on December 15<sup>th</sup>. Chairman Feldman thanked her for the update and said congratulations.

### **R-4 Transit Marketing**

Mr. Wren said he was providing a brief overview today. He said that during the committee meetings there was consensus that they need to define the marketing efforts that they will be presenting to the different audiences. He said they want to make the message fun but simple. He said that Elizabeth Veliky and Mrs. Butler worked on the presentation they will see today.

Ms. Veliky said that during the committee meeting, they talked about a "picture" approach. She said this is not a final presentation and that they are looking to the Board for direction. She said they need to brand the system so they are calling it "the Wave". Mr. Wren said that Mrs. Butler came up with this name. Ms. Veliky went through the presentation covering: why they need it, who will benefit from it, what are the benefits of the "the Wave" and what physical changes will occur in the downtown. She talked about the decisions that need to be made by Broward County and the criteria for the MOS first phase. She showed the map with the costs.

Mr. Hooper said they need to keep working on this and that the pictures will be more involved. Mr. Hooper said that Mr. Fazio mentioned they should have some quotes/testimonials from government

officials in Portland. Mr. Hooper said staff did a good job taking notes from their meeting but there needs to be refinement. Mr. Fazio said they need positive comments including some from the business community. **Mr. Wren said he will find out who the right people are.** Mrs. Butler said Ms. Veliky did a good job.

Mr. Loos said they should tailor to the target audience and involve the community and government officials. Brief discussion held about presenting to the City and County. Mr. Milledge talked about possibly letting a private party finish or add to the product they come up with. Mr. Ladd said it would be good to see before and after pictures of how the community changed. Mr. Wren said he appreciates the Board's comments.

### **DIRECTOR'S REPORT**

#### **D-3 Transit Workshop Updates**

Mr. Wren said that this is a brief report on the activity from the workshops. He said they are prioritizing the financial workshop first, since the information will feed the other committee's. He said they are trying to move as quickly and expeditiously as possible. He asked the Board to keep their calendars flexible.

As there was no other business to come before the Board, Chairman Feldman adjourned the meeting at 5:00 p.m.

First Public Hearing on Budget  
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Marti Brown, Administrative Coordinator  
Chadwick Blue, Urban Planner  
Neil Sterling  
Chuck Adams  
Les Hollingsworth

**PRESIDING:** Peter Feldman, Chair

Chairman Feldman called the First Public Hearing on the Proposed Millage Rate and Tentative Budget for 2007-2008 to order at 5:01 p.m.

Chairman Feldman opened the Public Hearing on the Proposed Millage Rate for 2007-2008. Mr. Milledge made the announcement of the following: The name of the taxing authority, the rolled-back rate of .5086, the percentage increase which was -3% of the Proposed Millage Rate over the Rolled-back Rate, the Proposed Operating Millage Rate of .4933, the Proposed Debt Service Millage Rate of .4800 and the Proposed Total Millage Rate of .9733.

Mr. Milledge read Resolution 9-1-07 by title only adopting the Proposed Millage Rate for 2007-2008.

Chairman Feldman asked if there were any comments from the public. Hearing none, he closed the Public Hearing on the Proposed Millage Rate for the 2007-2008 Fiscal Year. Chairman Feldman asked if there were comments from the Board. There were none. Chairman Feldman asked if there was a Motion to Adopt the Resolution Adopting the Proposed Millage Rate for the 2007-2008 Fiscal Year. *Mr. Fazio made the motion and*

**Mr. Hooper seconded.** Roll call was taken and all approved.

Chairman Feldman opened the Public Hearing on the 2007-2008 Budget. Mr. Milledge read Resolution 9-2-07 by title only adopting the Tentative Budget for the 2007-2008 Fiscal Year.

Chairman Feldman asked if there were comments from the public. Hearing none, he closed the Public Hearing on the 2007-2008 Budget. Chairman Feldman asked if there were comments from the Board.

Mr. Ladd said that during the last budget discussion there were several items that needed to be addressed. He said he was disappointed that he did not get the budget information sooner. He said he is not happy with approving the budget by going into bond funds to cover a portion of the government liaison position. He feels there are other areas they could reduce. Mr. Wren discussed how he was proposing to make up the \$60,000 reduction and how it involved the government liaison position and marketing. **He suggested meeting with Mr. Ladd before the next budget hearing to talk about the budget and said he would call all the Board members as well.**

Mr. Loos said he sees other areas that could be reduced as well. The Board held discussion.

When asked about park maintenance, Mr. Wren said he is putting together specs on the park maintenance but it has to be finalized. Mr. Ladd said he does not have enough familiarity with the budget to know where to make reductions but he doesn't want to touch bond funds without knowing all the information. Mr. Loos asked about marketing and what they are doing with those monies. He added that transit is the most important thing right now. Mr. Ladd wanted clarification that Mr. Wren was looking to use \$30,000 of bond funds for the government liaison position and that marketing would be reduced by \$30,000. Mr. Hooper said it was just to cover the deficit. Mr. Hooper added that areas such as Marketing are important. Mr. Loos said he wasn't saying to get rid of marketing, he just meant to look at other areas that could be reduced.

Mr. Ladd stressed the importance of going through each line item again. Mr. Wren said that before the 2<sup>nd</sup> hearing, he will meet with him and then Mr. Ladd can make the recommendation on where to reduce the budget.

Mr. Hooper asked how much the cost was to maintain the park and Mrs. Butler said \$68,000. Mr. Hooper said that Mr. Wren, during his one on one's with the Board should ask them to go through all the line items. The Board continued discussion. Mr. Ladd said they should bid out the maintenance of the park and look at each line item again.

Chairman Feldman asked if there was a Motion to Adopt the Resolution Adopting the Tentative Budget for the 2007-2008 Fiscal Year. **Mr. Loos made the motion and Mr. Fazio seconded.** There was no discussion. Roll call was taken and all approved. Chairman Feldman closed the Public Hearing at 5:20 p.m.