

Regular Meeting of the  
Downtown Development Authority  
Thursday, October 11, 2007  
Broward Center for the Performing Arts  
New River Room, West Side

**ROLL CALL**

**BOARD PRESENT:** Peter Feldman, Chair  
Gale Butler, Secretary  
D. Fredrico Fazio, Treasurer  
Charles B. Ladd, Board Member  
Alan Hooper, Board Member

**NOT PRESENT:** Jack T. Loos, Vice Chair  
William R. Scherer, Board Member

**ALSO PRESENT:**

John M. Milledge, DDA Legal Counsel	Les Hollingsworth
Chris Wren, DDA Executive Director	Phil Smelley
Elizabeth Veliky, Planning & Design Manager	Eric Liberman
Marti Brown, Administrative Coordinator	Marisa Bennett
Doug Eagon	Mike Ferber
Heidi Davis	Steve Wherry
Erik Dunham	Brittany Wallman
Sandy Peaceman	Anthony Williams
Chad Brown	Karen Dietrich
Richard Pryce	Andrea Scarborough
Joe Samaha	James Cromar
Richard Mancuso	Pamela Adams

**PRESIDING:** Peter Feldman, Chair

Chairman Feldman called the meeting to order at 8:35 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mr. Loos and Mr. Scherer.

**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. Ladd 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 September 5, 2007 DDA Regular Board Meeting and the minutes from the September 5 and September 19, 2007 Budget Hearings and

the 9/19/07 Special Transit Meeting.

C-2) Approval of Outdoor Event Application-Christmas in the Park, 12/1/07.

Chairman Feldman recognized Doug Eagon as a former Board Member who was present.

## **REGULAR AGENDA**

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

Chairman Feldman congratulated Anthony Williams for being promoted from Captain to Major. Major Williams introduced Captain Karen Dietrich to everyone and said she has been with the department almost 20 years. Major Williams said that there were 44 Part One crimes in August. He said that in August and September, there were 79 arrests made in the downtown area. He said the number one problem continues to be vehicle burglaries in the downtown where car doors are unlocked or articles are left visible on the seat. He said there was one armed robbery in August. Major Williams indicated he was the new District Commander and he left some of his business cards if anyone needed to contact him.

### **R-2 111 Broward Blvd. Project**

Heidi Davis introduced herself from the firm of Gunster Yoakley. She said she is representing Groupe Pacific, the developer of this project. She said the location is the north side of Broward Boulevard between the Federal Courthouse and Wachovia Bank. She indicated the project will be an office and hotel component, consisting of two towers. She said the hotel will be 30 stories and the office will be 24 stories. She added that there will be a 9 story parking level. She said there will be a roof top pool for the hotel as well as a café, spa and fitness center, 24 hour security, valet service and concierge. She said this will be a LEED (The Leadership in Energy and Environmental Design) building. She said there will be approximately 10,000 square feet of retail space and a pedestrian corridor.

Sandy Peaceman said the parking garage will be hidden from public view. He went through renderings of the pedestrian view along Broward Boulevard. He said the project is mid block. He said there will exterior north/south pedestrian access and covered north/south pedestrian access. He said the 10<sup>th</sup> floor amenities will be a courtyard area with lounge, outdoor seating areas and meeting rooms. He said the 25<sup>th</sup> floor (roof level) will have a fitness center and spa as well as a lounge and pool. Ms. Davis said the developer is very experienced and this project will energize Broward Boulevard. She said it is an exciting project.

Mr. Hooper asked what they are doing to make it a LEED certified project. Erik Dunham went into detail. Mr. Hooper asked what level they were looking to achieve and Mr. Dunham said Silver. Mr. Ladd asked about there being a cap on the site and whether it was subject to call up. Ms. Davis said it is subject to DRC review by the City with a 30 day call up. Chairman Feldman asked if they shared the property line with the Federal Courthouse and Ms. Davis said yes. Mr. Ladd asked if they've spoken to anyone from the courthouse and Ms. Davis said no. The Board suggested they talk to them and added that the building is beautiful.

### **R-3 Downtown Transit Circulator**

Mr. Wren said they've reviewed the contract extensions and had an extensive meeting yesterday. He

**said the extensions have been approved and he will forward copies to the Board.** He said they will move forward with having a 30 day work plan so it can be discussed month to month showing the Board what they are doing within the next 30 days. He said they will talk today about the calendar and update the Board on the committee meetings that have been conducted.

Mr. Smelley said that they are working on the reports in the original contract. He said they are working on the environmental assessment and the alternative analysis and LPA reports. Mr. Smelley said that he and Mr. Wren went to Washington last week to hear about the proposed new rulemaking. He said they made a list of ideas to improve the qualifications. He said there are opportunities and said if they do an assessment, for example, it will reduce the capital costs. He said they identified problem areas as well. He said they need to submit a response to the FTA by November 1<sup>st</sup>. Chairman Feldman asked what the problem areas were. Mr. Smelley said the biggest issue is project efficiency. He said they have short trips and the system is designed for longer trips. He said that in the categories, effectiveness counts as 50% and efficiency counts as 50%. Mr. Ladd asked if they thought about tying into the Sawgrass/Seagrass with FDOT to provide longer trips and Mr. Smelley said yes. He talked about how the project incorporates other projects like the FEC for example. Mr. Wren added that the transit project must stand alone. Mr. Smelley said it must stand alone but it can then run with other projects. Mr. Smelley said they will get points because they are a public/private partnership. Mr. Hooper asked what percent of efficiency they need to show; how it is rated. **He asked if they could see past projects Parsons Brinckerhoff has worked on to show how they were rated and how they did in certain areas.** Mr. Smelley said yes they could get that information. He said they are rated on two levels and one is the stability of the financial plan. He talked about this further.

Mr. Smelley said the number of applications has dropped this year to about 140. Mr. Smelley said they need to start on the extension to the hospital and there are a number of things to be done. He said the traffic data has been completed. He said they are trying to have this finished up within 3 months. Mr. Hooper asked him if he's participated in the ratings and Mr. Smelley said yes and that they wrote the rating criteria. He went on to say that they are working with Broward County Transit and the TMA to establish a support network. He said they are working together to reduce redundancy. He added that they are gearing up for the fiscal year 09 appropriations cycle. Mr. Hooper asked why they can't incorporate bringing in people outside the downtown areas into the transit system like from the TMA. Mr. Smelley said he discussed this with Mr. Wren and Mr. Hollingsworth. Mr. Wren said they are trying to make sure the Broward County buses get better connection and that both systems have great ridership. Mr. Smelley added that Mr. Hollingsworth has been meeting with the different agencies as well. Mr. Smelley said that 3<sup>rd</sup> Avenue has the highest bus traffic and the transit project is coming along at the right time. Mr. Smelley said the 2030 traffic projections are in bad shape as they will have exceeded the design capacity. He said they need to work on the demand side not the supply side. He said he will need to talk about the strategic issues such as frequency of the bridge openings which will involve the Coast Guard. He went into more detail.

Mr. Ladd wanted clarification on the work authorizations. Mr. Wren said that all the information in the packet is not current because they were still working on the authorizations at the time the package went out. He said it was finalized yesterday. He said he will get the Board the final package. He said the scope and work authorizations will be presented to the Board in the next 30 days. Mr. Smelley added that at the November meeting the new project format will be clearer. Mr. Hooper said they should be reviewing the milestones monthly. Mr. Wren said that they will try and be brief but will

provide updates to the Board.

Mr. Wren mentioned that they are trying to get an actual rail car when the boat parade is here. Mr. Smelley said he met with staff yesterday about the financial plan. Mr. Wren said he wants the contracts to fully support what's been discussed in the committee meetings. Mr. Wren said in Washington they discussed the project being considered a TOD (Transit Oriented Development) because of efficiency issues and said he will be proposing this to the Board. He said if that's successful, it will help the overall rating. He said that the meetings in Washington went well and they still have incredible federal support. He said with reference to the committee reports, Elizabeth Veliky has been tracking the three to-do lists. He said more meetings are needed within the next week or two, scheduled back to back if possible so the board can attend as many as possible. Chairman Feldman asked if there were comments.

Mr. Ladd updated the Board on the Finance Committee. He said the local numbers are about \$30 million. He said to bond the project would cost \$1.8-\$2 million a year. He said they want to come up with a formula that is fair to everyone. He said the six areas are: the hospital, CRA, existing office users, new office users or buildings, existing residential and new residential. He said if you broke down the \$2 million, it would average about \$366,000 per area but he's not sure the amount should be the same for each area. Mr. Ladd said they need to look further at how this project will affect each area (i.e. the increase of revenue it will bring). He said for new offices and new residential, maybe they should consider some kind of fee. He said they are looking into the existing bond terms. He said Chuck Adams is pulling up the tax base to quantify the numbers per thousand.

Mr. Fazio congratulated Mr. Ladd and said he's looking at an equitable way to do it. Mr. Hooper said conducting the committee meetings was a good idea. Chairman Feldman said that ownership of major commercial buildings has changed over the years and there are big corporate owners. He said marketing becomes even more important if they want to consider issuing a bond. He said discussion is needed with the major corporations. Mr. Ladd said they need a planning formula and package. He said there are maybe 10 owners that represent half of the vote and they need to have a meeting. He discussed the concept of having a fee that the City can impose and brought up the example of a fire fee.

Mr. Hooper said the timing is right with residential. He said they will probably be having a marketing meeting next week and that his group needs to coordinate with the finance group. Mr. Hooper said that the marketing committee met for the last two weeks and the meetings were very productive. He said they talked about the benefits of the project and what it does for the public and the environmental aspects. He said they have lots of ideas. He said they need to do a presentation in front of groups. Mrs. Butler said they want the groups to be a part of the meeting. Mr. Hooper said it will cost some money to do this and he will need help with PR and the strategy portion. **He said he wants to meet 2:00 on Monday.** He said he has someone lined up. He asked Mr. Ladd if he could sit in on the meeting along with Mrs. Butler, Pamela Adams or Neil Sterling and to come with other firms. He said he believes the Portland video is one of the best pieces of PR. He thinks they should have a one minute version of Fort Lauderdale. He said they are also working on getting other testimonials as well.

Mr. Ladd said that meeting in the middle of the day is hard for him. Mr. Wren suggested 2, 3 and 4 o'clock. Mr. Wren said that Mr. Loos could not attend today but he wanted to provide an update on

the Real Estate Committee. He said they've had meetings with the hospital district. He said that Mr. Smelley is preparing a letter to get real appraisals. Ms. Veliky said that most of the follow ups were map related and identifying sites for a maintenance and storage facility. Chairman Feldman said the schedule in the package can hopefully be adhered to. Chairman Feldman thanked Mr. Hooper and Mr. Ladd for their commitment.

#### **R-4 Craven Thompson Streetscape Survey**

Mr. Wren said that transit has taken priority but they wanted to talk about the Streetscape Survey. He said they are ready to initiate this. Mr. Ladd said they need a survey for the four streets. He said they did an RFP and that Craven Thompson was chosen. He said they are a good firm. Mr. Wren said he talked with Parsons Brinckerhoff during the contract extension discussions and the concept of coordinating the survey work and possibly using these surveys. Mr. Hooper expressed his support to move forward. Chairman Feldman asked what the schedule was. Mr. Wren said a representative from Craven Thompson was present and could provide information.

Richard Pryce said the project was put on hold pending receiving the letter. He said once that happens, they can proceed within a week and a half on the four streets. He said each street will take about 30 days so he feels it will take approximately 90 days.

#### **Other Business**

Chairman Feldman asked for an update on the parking agreement with the County. Mr. Wren said the parking item was discussed at the County Commission meeting where they are considering a lease of the PACA garage for judicial parking but that the Commission deferred the item for two weeks. Mr. Milledge said the item was discussed and that Ilene Lieberman is taking the lead and will come back with a recommendation. He said they discussed the courthouse situation. He said the Commission indicated a downtown site wasn't the preference. He said they will put it back on the ballot in the future. He said staff will come back with all the issues in January but that the preference was not to condemn the property at 3<sup>rd</sup> Avenue and 6<sup>th</sup> Street. He said the meeting was positive. He said the Commission is supportive of acquiring property. **Chairman Feldman asked if there was a package relative to sites that went to the County Commission and Mr. Milledge said yes there was back up. Chairman Feldman asked if the Board can get a copy and Mr. Milledge said he would get the back up.**

### **DIRECTOR'S REPORT**

#### **D-1 Ford Racefest Event, 11/15/07**

Mr. Wren said the event thought about going to Miami but showed continued interested in having it in Downtown Fort Lauderdale. He said they held an emergency meeting to approve this event because of logistical reasons for the event. He said he wanted to inform the Board that the event was approved.

#### **D-2 News Articles**

Mr. Wren said there are various articles in their package.

Chairman Feldman said that this is the time of year when they talk about the Executive Director's performance review as well as staff's. He said he would like to make the recommendation that future adjustments and retirement issues be done by a committee of one. Mr. Fazio said he would be glad to

head this up. Chairman Feldman thanked everyone for their involvement in the committees and said he thinks they need to have at least two meetings if possible.

Mr. Hooper said he thinks right now they are in the best position as the Board of the DDA. He said what the Board can do in the next five years is a lot and will add value and reinvestment in the downtown. He added that he thinks staff does a good job trying to track everything.

As there was no other business to come before the Board, Chairman Feldman adjourned the meeting at 9:45 a.m.