

Regular Meeting of the
Downtown Development Authority
Thursday, November 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
Charles B. Ladd, Board Member
William R. Scherer, Board Member
Alan Hooper, Board Member

NOT PRESENT: Gale Butler, Secretary
D. Fredrico Fazio, Treasurer

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Richard Mancuso
Chris Wren, DDA Executive Director	Mark Schwartz
Elizabeth Veliky, Planning & Design Manager	Steve Wherry
Marti Brown, Administrative Coordinator	Mike Ferber
Chadwick Blue, Urban Planner	Dawn Read
Doug Eagon	Andrea Scarborough
Neil Sterling	Karen Dietrich
Eric Liberman	Leas Saraceno
Phil Smelley	Pamela Adams
Richard Allen	Adam Ehlmann

PRESIDING: Peter Feldman, Chair

Chairman Feldman called the meeting to order at 8:51 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mrs. Butler and Mr. Fazio.

CONSENT AGENDA

Chairman Feldman asked if there was a motion approving the items on the Consent Agenda. *A motion was moved by Mr. Loos 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 October 11, 2007 DDA Regular Board Meeting and the minutes from the Transit Marketing Committee Meetings on 10/4/07, 10/15/07 and 10/22/07 and the minutes from the Transit Financial Committee Meeting on 10/22/07.

C-2) Winterfest Boat Parade Event-12/15/07.

Chairman Feldman said that Dawn Read was present from Winterfest and asked if she wanted to give

an update on the event. Ms. Read said that she's been working with the DDA staff and that Huizenga Plaza will have a free viewing area. She said there will be food vendors, live entertainment and activities for children. She said you will start seeing promotions for the event shortly. She said it's been a great effort. The event is December 15th.

REGULAR AGENDA

R-1 Police Report

Captain Dietrich introduced herself and said she is the Executive Officer of District 2. She reported that last year at this time, there were 17 Part One crimes versus this year's amount of 9. She said that on November 3rd and 4th at night, there were car burglaries in the downtown, Las Olas and the beach area. She said 21 cars were broken into. They smashed the windows to get into the cars stealing GPS and stereo systems. She suggested that if anyone has systems like this that are removable that they put them out of sight. She indicated that the following night, BSO did apprehend suspects but that Fort Lauderdale Police did not have an opportunity to talk to them prior to them being taken to jail. However, the following night, there were no burglaries so they believe that the individuals apprehended were probably the correct ones.

Captain Dietrich indicated that because of the Winterfest Boat Parade there will be at least five detail officers assigned on both sides of the bridge as well as assigned to other high traffic areas such as Broward Blvd. She added that there are three functions that evening and traffic will be heavy.

Mr. Hooper asked about the penalty for the burglaries. Captain Dietrich said they've been working with the judges and they've had meetings with homeowner associations. She said the problem is that they get released too soon. Chairman Feldman thanked Captain Dietrich for her report.

R-2 Doug Eagon DDA Service Award

Chairman Feldman said they had a great thing to do this morning. He said he had research assistance by Marti Brown and DDA staff in preparation for this presentation. He said that Mr. Eagon started with the DDA on December 1, 1988 and he mentioned by name, the members who were on the board at that time. He then mentioned who was present at Mr. Eagon's first meeting on the Board. Chairman Feldman said that he researched the agendas during Mr. Eagon's first year and compared them to today. He said they were discussing Winterfest back then and they are talking about it today as well. He said some other items discussed during Mr. Eagon's time were: bonds, construction of the Performing Arts Center, PACA garage, the North Lauderdale Progresso Charette, the Treasures of Downtown event, Bubber Park improvements and discussion of the Arts and Science Monorail. He said they talked about the new trolley shuttle and the expansion and development of FAU. He said the years Mr. Eagon served on the Board covered issues they are still talking about today. He said Mr. Eagon worked with five DDA Executive Directors over the years and he named them all. He said he was a tremendous model to follow and a great leader in the downtown. Chairman Feldman presented a crystal award which said: Fort Lauderdale's Downtown is Above the Rest Because of Your Contributions to the Team.

Mr. Eagon said it was an honor and a pleasure to be associated with this Board. He said they all have a responsibility to carry the vision forward. He said that Mr. Sterling was one of his mentors. He said in looking around at the Board, that all of them have done a tremendous amount. He mentioned that Mr. Scherer was instrumental in working on the concurrency issue; that Mr. Loos was instrumental

working on the trolley and so many other things; that Mr. Ladd worked on the streetscape; that Mr. Hooper worked on developing even before he was on the board and is an integral part of the downtown. He thanked Mr. Wren and said he's done a great job and that there is a lot of work ahead and he will help in anyway he can.

Mr. Loos said they owe Mr. Eagon a debt of gratitude. He said the Board used to meet at 7:30 a.m. and it was moved to 8:30 a.m. with Mr. Scherer and Mr. Eagon's help. Mr. Scherer said that during his 20 years of service on the Board on and off, he cannot remember one time he voted against something Mr. Eagon recommended. He said he was the voice of reason. He said Mr. Eagon was their leader on technical and business aspects and he is grateful to have served with him.

R-3 Transit

Mr. Wren said that transit is the number one priority and there are a lot of items to discuss today. He said that since the last meeting, they finalized the contract extensions and the Board has a copy in their package. **Mr. Wren asked Ms. Veliky to send a copy of the work authorizations to the Board.**

a) 120-Day Project Calendar: Mr. Wren said the calendar is in their backup and it outlines meetings and major deliverables for the project through an LPA approval, with City and County approvals in mid to late February. He asked if Mr. Smelley had anything to add. Mr. Smelley talked about the calendar and said they are showing what needs to be done within the next 120 days. He mentioned that PB is working on a special sheet for meetings, deliverable dates and a detailed schedule through the end of the project. He said he wants to review the schedule to make sure everything is on there. Mr. Wren said they want to ensure they interact with the community and local and federal agencies and asked if the Board had any comments.

Mr. Hooper said that he thinks the approach is good, but in addition to this 120-day calendar, he'd like to see a marketing only calendar to understand what steps are necessary to meet the final approvals as it relates to marketing efforts. He said they need a final product before the City Commission one-on-one's, which are tentatively set for December. He thanked the team for putting it together.

Chairman Feldman expressed concern about the tentative dates for deliverables and said hopefully they will be able to meet the dates. Mr. Wren said that's an important point. He said within the next two weeks, the dates should be finalized. He said they will include the calendar template in every board package. He thinks they are good to go to complete the 120-day mission.

b) Transit 30-Day Forecast: Mr. Wren noted the forecast was included in the back up to show what PB will be working on for the next 30 days.

c) Broward County Legislative Package Transit-Suggested FY-10 Appropriation Request Amounts for the DTC Program; DTC, Streetscape and ITS: Mr. Wren said the County contacted him for this information and that he explained to them that it would still need Board approval on application submission. He said the appropriations will change. He said they would make sure that this is what the Board wants to submit. Mr. Ladd asked what the items are. Mr. Wren said the appropriation amounts are as follows: for the circulator, its \$5.5 million, for the Streetscape, its \$4 million and for the ITS, its \$2 million, totaling \$11.5 million in requests.

Mr. Loos moved approval of the above appropriation requests and Mr. Ladd seconded.

Chairman Feldman asked if this had circulated among City management and Mr. Wren said not yet. Chairman Feldman asked about the deadline and Mr. Wren said the County needed it from the DDA first and there is a meeting set for November 28th with the County's Legislative Office so he has time to meet with the City. ***Mr. Loos then amended the motion above to include: subject to staff's review with the City of Fort Lauderdale. All were in favor.*** Mr. Hooper stated they need a meeting with the City Manager and ***Mr. Wren said he will make scheduling the one on one's a priority.***

d) Transit FTA Strategy: Mr. Wren went over the reality of a two step process – the local approval and the federal approval. He said that Mr. Scherer is the leading expert on this and that he will be talking to him on finalizing a federal strategy. Mr. Wren noted the environment we are in with the rating scale for projects to receive funding from FTA. He noted that the circulator will not score high on efficiency (how many hours of car travel will be saved by using the circulator), but mentioned we will receive points for Economic Development and other categories. He asked Mr. Smelley for his perspective.

Mr. Smelley said it's a very tedious process. He talked about the requirements and criteria and proposed rulemaking. He said the FTA asked for comments on the proposed rulemaking concerning major capital investment projects and they turned them in on November 4th. He said they studied the proposed rules and figured out how to optimize it for the project. Chairman Feldman asked if the lobbyists in Washington could be effective in dealing with this issue. Mr. Scherer said that the FTA will rate our project against other projects and we will end up with competition and this is a huge factor in his judgment. Mr. Smelley talked about the factors such as political, technical and timing and technical merit of the data. Mr. Scherer asked if the FTA had taken any position on the project and Mr. Smelley said he's talked with several people and they are aware of the project and informally has said they like the idea of the project. He said it will be problematic with cost effectiveness but that they should do well. He suggested that maybe the DDA should garner the City, County, MPO, FDOT, and other local partners together to make a trip up to Washington to show the support of the project. Mr. Scherer asked why the cost effectiveness would be problematic and Mr. Smelley discussed this further.

Mr. Scherer asked if we can find out who our competitors are and Mr. Smelley said yes. ***Staff will coordinate getting this list from the consultant including the cost of each project and who was recently funded.*** He said they know what applications have been submitted. Mr. Scherer asked how many will be funded and Mr. Smelley said it's hard to say. He said there is \$240 million there for Small Starts this year and they will be looking for \$75 million over a 4 or 5 year period. Mr. Scherer asked if the competition was entailed both rail and rubber tire projects. Mr. Smelley said yes and that rubber tire systems are currently favorable given the limited funding. Discussion held.

Chairman Feldman asked if they should be doing something intensely at this point. Mr. Loos said he feels the issue is a lot bigger than what our lobbyists can have an impact on. Mr. Scherer said they should have risk analysis and to make sure there is no dissention with the partners. Mr. Hooper said he'd like to look at who the competitors are.

Mr. Ladd asked in terms of federal landscape, what the preference for rail versus rubber tire systems has been over the past 20 years. Mr. Smelley said it changes with who's in power and it is very

cyclical. Mr. Smelley said he can prepare the information that Mr. Scherer and Mr. Hooper were talking about. Discussion was held.

Discussion was held about doing a hybrid to help the cost effectiveness. After discussion, Mr. Scherer asked if they could get a four minute bullet point presentation in terms of what they should say to the Secretary of Transportation on the proposed rulemaking in a snapshot and Mr. Smelley said yes. **Staff will coordinate getting the following from the consultant: a bullet point presentation of what they should be saying in 4 minutes on how to resolve the rulemaking changes, identifying FDOT staff to work with and identifying local agencies' liaisons to create a united front.**

e) Transit Route Analysis: Mr. Wren said this item looks at key issues in terms of alignment regarding bridges and the tunnel. He said neither one has a fatal flaw. He said the bridge issue is whether it should be upgraded to withstand the structure versus rebuilding it. He said it's favorable to upgrade it. He said this information should be available within the next week or two.

Mr. Smelley discussed the roadway capacity projections in the 2030 traffic analysis for all the alignments and the no build scenario. He talked about the tunnel and staging of lights. He said they will wait until they select an LPA to make a decision on the alternatives.

f) Transit Financial, Marketing & Real Estate Methodology: Mr. Wren said the package contained a flow chart on the three committees. He said it's a snapshot of how the committees have been progressing and he thanked everyone for their participation. Mr. Loos said that his Real Estate Committee has not met as often because they are awaiting information from staff and that they would be holding a meeting within the next couple of weeks. Mr. Wren said he wants to ensure all members are coming to the committee meetings and that the critical information is ready. Mr. Smelley said he tried to include the committee meetings into the flow diagram with information pertaining to each committee's items. Mr. Smelley brought up the idea of getting a rail vehicle for display which would cost about \$70,000 to ship the car but that they'd get credit back each time the manufacturer brings potential clients to Fort Lauderdale to view the vehicle.

Mr. Loos said that for his next committee meeting, he'd like more information on how other areas have dealt with acquiring properties. Mr. Smelley said they wrote up a process for advanced acquisition and discussed this further. Mr. Hooper asked when the next marketing meeting was and Ms. Veliky said that hopefully it will be scheduled for November 19th.

R-4 DDA Executive Director/Staff's Performance Pay and COLA

Chairman Feldman said that at the last meeting, the Board selected a committee of one to make a recommendation on this issue and a report was provided in the package. He asked if there was a motion approving the recommendations in the report. **Mr. Loos made a motion accepting the report and Mr. Ladd seconded. The recommendation was as follows: \$5000.00 performance pay to Mr. Wren as expressed in his contract, a 3.5% cost of living increase for all staff and that Mr. Wren is to determine performance pay for staff. Roll call was taken and all approved.**

DIRECTOR'S REPORT

Mr. Wren had nothing new to report.

As there was no other business to come before the Board, Chairman Feldman adjourned the meeting at 10:30 a.m.