

Regular Meeting of the
Downtown Development Authority
Thursday, August 14, 2008
Broward Center for the Performing Arts
New River Room West Side

ROLL CALL

BOARD PRESENT: Jack T. Loos, Chair
Gale Butler, Vice Chair
Charles B. Ladd, Secretary
Alan Hooper, Treasurer
William R. Scherer, Board Member (**via conference phone**)
Peter Feldman, Board Member

NOT PRESENT: D. Fredrico Fazio, Board Member

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Reginald Gillis
Chris Wren, DDA Executive Director	Anthony Williams
Elizabeth Veliky, Planning & Design Manager	Susan Long
Marti Brown, Administrative Coordinator	Ron Centamore
Chadwick Blue, Urban Planner	Cornelius VanLiere
Neil Sterling	M. Ellert
Phil Smelley	Alex Brown
Jean Starkey	Coleman Prewitt
Megan Purdue	Karen Reese
Chuck Adams	Brittany Wallman
Gregory Salters	Karl Maracotta
Mark Bode	

PRESIDING: Jack T. Loos, Chair

Chairman Loos called the meeting to order at 8:39 a.m. Roll call was taken by Marti Brown. All Board members were present. Mr. Scherer was participating by conference phone.

CONSENT AGENDA

Chairman Loos asked if there were any items anyone wanted to pull and hearing none, he asked if there was a motion approving the items on the Consent Agenda. ***A motion was moved by Mr. Feldman 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 10, 2008 DDA Regular Board Meeting, Approval of the Marketing Committee Minutes from 7/7/08
- C-2) Approval of Outdoor Event Application – World AIDS Day, 12/1/08, Jean Starkey
- C-3) Approval of Outdoor Event Application – Florida AIDS Walk, 3/13/08-3/15/08, Mark Bode

REGULAR AGENDA

R-1 Police Items

Major Williams was present along with Captain Salters the new Executive Officer taking over Captain Dietrich's district and Captain Gillis the Dayshift Commander for District 2.

Major Williams said everyone should be seeing more of a police presence and there are extra officers assigned to the midnight shift in the parks. He said the number one concern still continues to be vehicle burglaries. He said there were a couple of strong armed robberies and the City is working on lighting issues. He added that the City Manager is demanding results and they are working on delivering them. He said that the detail officers are still in force despite the rumor they were not. He recognized Detective Maracotta who walked into the room as being in charge of the off duty detail. Chairman Loos welcomed Major Williams, Captain Salters and Captain Gillis.

Captain Salters said he's been with the Police Department since 1983. He said he's worked in various areas within the department and is currently in the Administrative Support Division. He said he will be working with Major Williams and Captain Gillis. Major Williams asked if there were any questions.

Mr. Hooper brought up the trespass affidavits and said he appreciated the follow up by the Police Department. He talked about a discussion at last month's meeting regarding video cameras and said that he responded that he was interested and asked about any progress to date. Major Williams said he will check into that. Brief discussion held about video cameras. Mr. Hooper said he would welcome suggestions on the kind of camera they suggest. Chairman Loos thanked everyone for their hard work.

R-2 Transit

a) Transit Project Status

Mr. Wren said the consultant leader Mr. Phil Smelley from Parson Brinckerhoff was present today. He said the project status is on track. Mr. Wren said they are scheduled to go before the County Commission later this month and the FTA later this year.

b) FTA Submittal Status

Mr. Wren said there is a checklist in their backup on this. He said the FTA encouraged early submittals to allow for feedback and that they've been doing that.

c) 30 Day Forecast

Mr. Wren said this acts as the checks and balances of the contract and that they are on schedule and not over budget.

d) Authorization to Advance Funds

Mr. Wren said he will be seeking a motion today to advance funds out of bond funds to pay the current contract in the amount of \$656,000 and that they will get the money dollar for dollar paid back in March. He said Rebecca Blitman confirmed this information yesterday. **Mr. Hooper made a motion in support of advancing the \$656,000 for discussion and Mr. Feldman seconded.** Mr. Ladd wanted clarification on when the money would come back because his backup indicated it would be November. Mr. Wren said Mrs. Blitman indicated the more accurate date is March. Mr. Ladd asked

how many grants were received. Mr. Wren said they discussed the list of grants yesterday and asked Mr. Smelley to elaborate. Mr. Smelley said there were 7 appropriations and discussed them in detail. After discussion Mr. Ladd asked if any have been funded and Mr. Smelley said not yet but that 4 were in the process. Mr. Wren said they are watching the grants through the County. Mr. Ladd said there was a memo which summarized the grants and asked if that could be updated and Mr. Wren said yes.

The Board talked about whether there were any other monies fronted previously and discussion was held. Mr. Wren said the request today is for Work Authorization 8 with Parsons Brinckerhoff. He said this is the amount remaining on the contract to get them through submittal to the FTA and the County Commission and then formally submitting to the FTA. Mr. Wren said that at the conclusion it is anticipated they will go ahead into project development which will come with a new funding resource. Mr. Wren said the project will move more into a Federal/State funding process. The Board discussed the grants further.

Mr. Ladd asked for a monthly update on grant funding and Mr. Wren said he will produce a document similar to the 30 day forecast and will update them monthly.

Roll Call was taken on the motion made and all were in approval.

e) County Backup

Mr. Wren said this is the transit backup in preparation of going to the County Commission. He said the County is very excited about the project.

f) County PowerPoint Presentation

Mr. Wren said that if a presentation was needed, they already have it prepared. Mr. Milledge said there is strong support at the County level and that the Mayor will direct if detailed information is needed.

Chairman Loos said this has been a great cooperative effort between all the agencies (City, County, MPO, etc.). He said they are all in the same direction and on the right path. He congratulated everyone on doing a great job.

R-3 Budget Message

Mr. Wren said this is the last workshop on the budget but if the Board needed another one, he would schedule it. He said the basic goal is to have no new taxes but to maintain the same level of services and reserves. He said they want to create new initiatives to offset park costs and they've been looking into that. He said they've been looking into having an annual luncheon or meeting and an annual event or series of events. Mr. Wren said Mr. Feldman asked him to put together a steering committee and he mentioned the people he's brought together: Mark Nerenhausen, Kim Cavendish, Irv Lippman, the Las Olas Merchants President, Tim Petrillo and Jim Carras. He said the group is trying to figure out what significant event the downtown can have that will grow or perhaps a series of local events. Mr. Wren said he has also been talking with a subcommittee made up of Mr. Feldman, Mrs. Butler and Mr. Hooper. He said he believes they can get revenue to offset park costs.

Mr. Wren went through the table outlining the current adopted budget and Alternatives 1 and 2. He reviewed the operating and voted debt rates and the total tax proceeds. Mr. Wren thanked Mr. Adams

for his assistance on the budget. Mr. Wren said he feels they will meet their goals with Alternative 1 which would be the following: an operating millage of .4802, voted debt of .4289 for a total of .9091 which is less than the current year. He said the total tax proceeds would be \$1,383,049 which is the same amount as this year. He said this would be revenue neutral. He then went through Alternative 2. He said the operating millage would be .4649, voted debt rate of .4524 for a total of .9173. He said the total tax proceeds would be \$1,395,527 and that it would be \$12,000 more than last year. Mr. Wren said he recommends Alternative 1. He said the millage rate of .4802 is the maximum they can do under state law while maintaining the Board's goals. Additionally, he said they will have about \$18,000 in undesignated project funds.

The Board talked about the budget and the affect the alternatives will have. The Board showed concern about a 5% growth rate. Mr. Wren said he and Mr. Adams discussed the issue yesterday and that Alternative 2 presents problems. **Mr. Wren said he will get with the Board one on one to discuss their feelings on the growth rate.** Mr. Wren stressed the importance of how the office needs to operate and achieve a balance. Mr. Hooper said that out of all the taxes he pays, the money that goes to the DDA is the best money spent. He said the DDA has made good progress and expenses of the office will go up. Mr. Hooper said he would hate to see the operating budget go down. He said he wants the DDA to flourish.

Chairman Loos said under Alternative 1, they are taking about \$12,500 less from tax payers. He said the operation needs to operate effectively. He showed concern about preliminary tax projections. Mr. Wren said no action was needed today. Mr. Ladd said that during his six years on the Board, they've been able to reduce the millage rate every year and he's proud of that.

DIRECTOR'S REPORT

Mr. Wren said that they've been working on an Ambassador Program which will guide people around downtown. He said he's been working with Patsy Mennuti and Ron Centamore and they are close to putting together a program. He said it will involve an electric car. He mentioned they will have giveaways for the volunteers. He said there will be about 20 people involved and went through the preliminary hours they are thinking of doing it. He said there will be volunteers from the community and even those outside the downtown have already shown interest. He said they will have t-shirts made and they are going to look into having cell phones but that he will come before the Board about that. He said it's a feel good program which will have more eyes and ears on the downtown.

Mr. Ladd said that having someone from the Riverside Hotel come and talk to the Board about the project status would be a good idea. Mr. Wren said he will work on getting someone to come to the next Board Meeting.

D-1 News Articles

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

D-2 Downtown Security

Mr. Wren said there have been several initiatives started and that they've seen more police activity as well.

D-3 Riverwalk Arts & Entertainment Magazine – Article on DDA

Mr. Wren said the Riverwalk Arts & Entertainment Magazine is doing an article on the DDA and what the DDA is doing. He said he's continually getting positive feedback on the DDA and their efforts.

Other Business

Mr. Wren announced to the Board that Elizabeth Veliky just graduated and received a Masters in Public Administration from FAU. He said he was very proud of her and that she is an awesome employee. He said that a lot of her projects involved real life situations on what the DDA is doing.

Chairman Loos said he would like the Board to formally recognize her in the way of a Resolution. He said the DDA has a good team and he is proud of everyone. He said that Mr. Wren has provided great leadership.

As there was no other business to come before the Board, Chairman Loos adjourned the meeting at 9:29 a.m.