

Regular Meeting of the
Downtown Development Authority
Thursday, September 11, 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
D. Fredrico Fazio, Board Member
William R. Scherer, Board Member
Peter Feldman, Board Member

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Sarah Weitz
Chris Wren, DDA Executive Director	Anthony Williams
Elizabeth Veliky, Planning & Design Manager	Ron Centamore
Marti Brown, Administrative Coordinator	Richard Mancuso
Chadwick Blue, Urban Planner	Shannon Stout
Bob Knotts	Brittany Wallman
Mark Ketcham	Laura Mogilewski
Bruce Roberts	Megan Purdue
Dan Lindblade	Alex Brown
John Alvarez	Gregory Salters
David Silver	Leas Saraceno
Jan Goodheart	Denny O'Shea
Lisa Kitei	

PRESIDING: Jack T. Loos, Chair

Chairman Loos called the meeting to order at 4:08 p.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mrs. Butler who arrived later.

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. Ladd. All board members were in favor.*** The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the August 14, 2008 DDA Regular Board Meeting and the August 20, 2008 Streetscape Workshop. Approval of the following Committee Minutes: Marketing 8/4/08 & 8/25/08 Finance 8/20/08
- C-2) Approval of Outdoor Event Application – Greater Fort Lauderdale Chamber of Commerce

- Politics in the Park, 10/2/08, Dan Lindblade
- C-3) Approval of Outdoor Event Application – Thousand Child March for Humanity, 11/16/08, Bob Knotts
 - C-4) Approval of Outdoor Event Application – Chanukah Fair on Las Olas, 12/28/08, Devorah Kaplan
 - C-5) Approval of Outdoor Event Application – Walk for the Animals 2009, 3/6 – 3/7/09, Shannon Stout
 - C-6) Approval of Outdoor Event Application – Junior League 9th Annual Riverwalk Run, 3/20-3/21/09, Sarah Weitz
 - C-7) Approval of Outdoor Event Application – Florida Turkish Festival, 4/12/09, Yasin Bagci

REGULAR AGENDA

R-1 Police Items

Major Williams said vehicle burglaries are the number one issue in downtown. He said there were eight last month. He said there are issues relating to the homeless. He said there is a feeding program at the Stranahan House which is creating problems with people lingering around. He said they are trying to work on a plan and that it is a continuous effort. Chairman Loos thanked the Major and the Police Department and City staff for the level of presence of the police and said it is appreciated. He thanked everyone for staying on top of the issues.

Chairman Loos said he was pleased to recognize Bruce Roberts. He said the Board passed a Resolution a couple of months ago but they did not have an opportunity to present it to him. Chairman Loos read the Resolution and said it was passed and adopted on 6/12/08. Mr. Roberts thanked the Board and said he's seen such a change in the downtown and that it has been astounding. He said after 35 years, he is trying to venture into a new job but one that still relates to community involvement.

R-2 PACA Update

Chairman Loos said that Charlie Palmer and Mark Nerenhausen were present today to provide an update. Mr. Palmer said that today's update would not be a financial report. He said they are establishing goals for the next millennium so to speak and that it is very exciting. He said today's presentation is new.

Mr. Nerenhausen said they've looked at various plans over the years for the area, looking at what the community needs. He said they are looking at the fund raising plan and how expansive it should be and what the vision should be. Mr. Nerenhausen began the PowerPoint presentation on the Center's Leadership Campaign. He said over the coming months, they will be interviewing people and will include members from the DDA for input. He said it's about sustaining the commitment to the community. He read the Center's mission statement. He said the Broward Center has a positive impact on the community and economy. He said Broward Center is known throughout the world and that there are 90 community groups who participate here. He said they have over 700 events year round with over 700,000 people served. He said with reference to education, two million students have been served to date. He said the Broward Center has the highest level of earned revenue in its peer group with the lowest personnel and low occupancy cost. He said they started 17 years ago and they need to prioritize needs and identify resources. He said part of this involves starting from the Fort Lauderdale New River Master Plan. He said the objectives are: 1) to ensure and complete a

compelling audience experience, 2) restore state of the art technology and 3) increase endowment.

Mr. Palmer said the City's Master Plan includes a redo of Esplanade Park. He said they need to work with the City, with the DDA's help. He said they want to know how they can make the whole experience. He said no costs have been established yet but that they need the DDA's support going forward.

Mr. Hooper said they are showing great leadership. He said people need to support this and that it's awesome. He said they have his full support and that the best amenity is the Performing Arts Center. Chairman Loos thanked them for their presentation.

R-3 Riverside Hotel Update

Chairman Loos announced this item had been withdrawn but that it will rescheduled to the next meeting.

R-4 Transit

Chairman Loos congratulated the Board and all the partners on this project and said they had a 9-0 vote at the County on Tuesday affirming their commitment to fund the operation of the streetcar project. He said everyone did a great job. He said they need transit for the community. He thanked everyone for their participation including major property owners and the downtown civic association. He thanked staff and said this was a big step for the project.

Mr. Wren said receiving a 9-0 vote was successful. He said they have finished 24 deliverables from the consultant and that 6 remain which were items that could not been completed until after the County approval. He said the focuses now will be to go through the federal application process to enter into the next phase, continue community outreach and start the local assessment process. He said the project is not over budget and they are on schedule.

R-5 Ambassador Program

Mr. Wren said he will have Chadwick Blue present this item. He said this project will be the eyes and ears on the Riverwalk and in the main core of the downtown. He thanked Ron & Kim Centamore for their help and said the program is volunteered based. He said they will need authorization from the Board to spend \$6,000 on an electric car. He said he feels they will get the money back through donations.

Mr. Blue said he is excited about the program and that it is almost ready to launch. He said they are waiting on an electric car, t-shirts and uniforms to come in. He said there is a memo in their backup. He said this is a volunteer program where ambassadors will go into areas greeting people, handing out maps, answering general questions and contacting the police if there is an emergency. He said it is scheduled to begin around the third week in October before the boat show. Mr. Blue said the schedule will be Thursday through Sunday. He said they are targeting Thursdays and Fridays from 4 p.m. to 8 p.m. and Saturdays and Sundays from 12 noon to 8 .m. He said they are looking at four hour shifts for the volunteers. He said the office has received a lot of calls. He said they need to purchase an electric car, uniforms and two cell phones.

Chairman Loos thanked Mr. Blue. He said it is an exciting program. Mr. Blue said they have about 15 people who are interested. He said they are looking into additional perks for the volunteers such as

free dinners. Mr. Hooper asked where the electric car would be parked and Mr. Blue said that Jay Alexander offered a warehouse for this use. Mr. Hooper asked if there will be sponsors and Mr. Wren said yes.

The Board said that Ron Centamore has been such a tireless worker for the downtown and that he really goes the extra mile and that they really appreciate it. The Board also recognized Mr. Mancuso for his assistance as well.

Mr. Wren said he also wanted to recognize Laura Mogilewski who is the Executive Director of the Las Olas Merchants as well as David Silver and John Alvarez of America's Backyard. He said they opened a new business catering to different age groups and that they spent over \$5,000 in advertising for their business. He said they should be commended for marketing the downtown. Chairman Loos told Mr. Blue he's done a good job on this project.

R-6 Streetscape Project

Mr. Wren said he will have Ms. Veliky present this item. Ms. Veliky summarized the efforts to date to include survey work that was completed on specified streets and work that has started on conceptual designs of those streets. She said that some of the suggestions made at the last streetscape workshop include before continuing with design concepts for the southern streets, have the DDA participate with the City and County on a study that focuses on the site circulation between Federal Hwy and 4th Avenue as a tool to understand the traffic needs of the area given the expanding judicial campus, new hotel, and the future south downtown expansion. In addition, she mentioned additional survey work that is recommended and explained that the initial cost referenced in the memo has since been reduced after discussions with the contractor.

Mr. Ladd said he met with the architects and the next step is to determine how much it will cost to implement these designs and come up with a funding plan that includes funding sources beyond the DDA. He mentioned that he would like to present the design concepts for the northern streets at the next Board meeting.

To further elaborate on Ms. Veliky's discussion about having a study done, Mr. Ladd said that Mr. Scherer raised some issues over some of the design concepts for the southern streets given all the changes being contemplated in that area. He explained that by having a study that focuses on site circulation, we can better understand the needs and design better streetscapes.

Mr. Scherer updated the Board on his recent meeting with the City Manager and the positive feedback he received from him on possibly partnering together to complete such a study.

Mr. Scherer then explained that the DDA may want to explore acquiring right-of-way along SW/SE 7th Street to make 4 lanes. Mr. Hooper said it is something worth exploring. He emphasized the need to look at Andrews and 3rd Avenues closely. **Mr. Ladd suggested that staff look at the historical decisions made on Andrews and 3rd Avenues.**

As a DDA Board Member and an owner of some of the right of way along SE 7th Street, Mr. Loos expressed his concern with the DDA buying right of way from its board members. He commented that although the concept may be legal, he did not feel that it was the right thing to do and sent a bad message. In addition, he noted that acquiring right of way and building roads was the

primary responsibility of the City, County and State and not a good use of DDA "Streetscape" funds. Mr. Loos suggested that if the Board felt that it should help to obtain the right of way, the DDA explore other creative ways of obtaining it, such as donation, City/County fee credits, etc. He stated that if the other property owners agreed, he would also vote to donate his share of right of way for the road expansion.

Mrs. Butler arrived.

Discussion about doing the surveys and a traffic study continued.

Chairman Loos asked for a motion to suspend discussion at 5:09 to begin the budget hearing. ***A motion was moved by Mr. Hooper and seconded by Mr. Fazio.***

After the budget hearing was completed, Chairman Loos reopened the Regular Meeting of the DDA Board at 5:16.

Discussion continued about the study. Mr. Hooper said that streetscapes should be focused on regularly and that the committee should meet monthly. Mr. Ladd said a committee meeting once a month is a good idea. He said it is really a roadway configuration study and it is important that both the County and City participate. Discussion was held on the type of study that should be done. There was concern over completing a study in the south area when so much is undefined with future plans.

Staff was directed to have a workshop before the October board meeting to figure out what the best kind of plan and/or study (master plan/road configuration that shows access points, new developments, Wave route) that will allow streetscape designs to be made while being sensitive to the future development plans of all the projects in the area.

Additional discussion was held on the next steps for the additional survey work.

Mr. Ladd made a motion to authorize up to \$29,100 from bond funds for additional survey work as outlined in the memo pending final review from a board member on the contract cost. Mr. Feldman seconded. Roll call was taken and all approved.

Other Business

Mr. Wren said that Mr. Ladd was appointed as a committee of one regarding staff bonuses and COLA increases. Mr. Ladd said he reviewed the last three years of information. Mr. Ladd said he recommends either a 3.5% or 4% general raise as a COLA with an up to 3% bonus to staff. He said for future years he would like the structure of performance pay looked at.

Mr. Hooper asked if it was in the budget and Mr. Wren said yes. Mr. Hooper said he supports a 4% COLA and that next year if bonuses could be left to the discretion of Mr. Wren.

Mr. Ladd made a motion for a 4% COLA increase for staff and up to a 3% bonus per employee with the director having the authority to allocate it amongst staff on a merit basis. Mr. Feldman seconded. Roll call was taken and all approved.

Mr. Ladd said that regarding the retirement, they are looking to change the contribution

commencement time from one year after employment to immediate on employment, change the vesting period from 7 years to 5 and to allow staff to have an opportunity to match budgeted contributions from FY 06/07 and FY 07/08 and to allow staff a catch up period through September 30, 2010 to match these contributions. Mr. Ladd said there will be no change in the percent the DDA would contribute under the current program. ***Mr. Ladd made a motion in support of these items and Mr. Hooper seconded. Roll call was taken and all approved.***

Mr. Wren said they received \$335,000 from FDOT and he is seeking a motion to amend the existing JPA agreement with FDOT to accept this money. ***Mr. Feldman made the motion and Mr. Ladd seconded. Roll call was taken and all approved.***

As there was no other business to come before the Board, Chairman Loos adjourned the meeting at 5:58 p.m.

First Public Hearing on Budget
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Richard Mancuso
Ron Centamore
Denny O'Shea
Brittany Wallman
John Alvarez
David Silver

PRESIDING: Jack T. Loos, Chair

Chairman Loos called the First Public Hearing on the Proposed Millage Rate and Tentative Budget for 2008-2009 to order at 5:09 p.m.

Chairman Loos opened the Public Hearing on the Proposed Millage Rate for 2008-2009. Mr. Milledge made the announcement of the following: The name of the taxing authority, the rolled-back rate of .4649, the percentage increase of the Proposed Millage Rate over the Rolled-back rate which is 3.29%, the Proposed Operating Millage Rate of .4802, the Proposed Debt Service Millage Rate of .4289 and the Proposed Total Millage Rate of .9091.

Mr. Milledge read Resolution 9-1-08 by title only adopting the Proposed Millage Rate for 2008-2009.

Chairman Loos asked if there were any comments from the public. Hearing none, he closed the Public Hearing on the Proposed Millage Rate for the 2008-2009 Fiscal Year.

Chairman Loos asked if there were comments from the Board. Clarification was made on the rate being proposed. Chairman Loos asked if there was a Motion to Adopt the Resolution Adopting the Proposed Millage Rate for the 2008-2009 Fiscal Year. ***Mr. Feldman made the motion and Mrs. Butler seconded.*** Roll call was taken and all approved.

Chairman Loos opened the Public Hearing on the 2008-2009 Budget. Mr. Milledge read Resolution 9-2-08 by title only adopting the Tentative Budget for the 2008-2009 Fiscal Year.

Chairman Loos asked if there were comments from the public. Hearing none, he closed the Public Hearing on the 2008-2009 Budget. Chairman Loos asked if there were comments from the Board. Clarification made again on the proposed budget figures.

Chairman Loos asked if there was a Motion to Adopt the Resolution Adopting the Tentative Budget for the 2008-2009 Fiscal Year. ***Mr. Hooper made the motion and Mr. Fazio seconded.*** There was no discussion. Roll call was taken and all approved. Chairman Loos closed the Public Hearing at 5:16 p.m.