

Transit Marketing Committee Workshop of the  
Downtown Development Authority  
Thursday, November 13, 2008  
Broward Center for the Performing Arts @ approximately 9:30 a.m.

## **ROLL CALL**

**BOARD PRESENT:** Alan Hooper, Treasurer (Chair of Committee)  
Gale Butler, Vice-Chair  
Peter Feldman, Board Member

**ALSO PRESENT:** Chris Wren, Executive Director  
Marti Brown, Administrative Coordinator  
Chadwick Blue, Urban Planner  
Patsy Mennuti  
Neil Sterling  
Linda Lewis

The meeting started at 9:57 a.m.

Mr. Wren said they are at the point where they need to merge the Marketing Committee with the Finance Committee because of the special assessment process. He said Mr. Sterling has been the point person with the residential community.

The group focused on the Residential Assessment Outreach Schedule and said that on December 8<sup>th</sup> they will be meeting with the key residential leaders on the plan for reaching out to the affected residential community.

The group then talked about having a social mixer and the timeframe of having it. Mr. Hooper asked for clarification that they need the assessment approved before they move forward and the answer was yes. Mr. Sterling elaborated and said it is a conditional assessment subject to a full funding agreement and they need to do it now.

Mr. Wren went over the schedule and said that to extend the public hearings to March 1<sup>st</sup> they need the City, Property Appraiser and Tax Collector to agree by January 1<sup>st</sup> and that advertising must be done 30 days before the public hearing.

The group talked about the issue that the current City Commission will hold the initial public hearing, but the new City Commission will be the body that makes the final action on moving forward with the assessment. The group discussed ideas on what was the best way to present the proposed \$100 assessment to everyone and stressed the importance of attendance at the public hearing. Mr. Sterling said there is a lot of support on this in the community.

The group talked in general about the presentation approach. The group discussed the approach of meeting with the association leaders before getting the word out to their associations. The group agreed that they will gauge where they are in December and decide what they need to do.

Mr. Hooper asked about public hearing notices and Mr. Sterling said individual notices will go out

leading up to the hearing. The group talked about what happens if they don't make it on the agenda and how that impacts the timeframes. Mr. Sterling said they cannot go before any groups without the accurate assessment figures.

Mr. Hooper said they should target the 2<sup>nd</sup> meeting in January or 1<sup>st</sup> meeting in February. Mr. Wren said that if it is any later they would have to wait a year due to certain regulations they must follow. Concern over the tight timeframe was discussed.

The group agreed that an event would be an outstanding idea and they discussed ideas. It was determined that they would target having it at Huizenga Plaza in the form of a BBQ or something similar and then have a presentation at the Museum of Art directly following. The group talked about the commercial interests. Mr. Sterling emphasized continued dialogue with property owners. Mr. Wren said that at the last Finance Committee meeting, they identified a list of the top 20 owners through assessment amounts. Mr. Wren said they removed garages from the assessment. Mr. Wren said he would circulate the list.

Discussion held on when to do a marketing piece about the event. The group said they need to start pinpointing dates for sometime around the 2<sup>nd</sup> or 3<sup>rd</sup> week in January and also talked about the initial public hearing to be held in 2009 and having the same level of activity for that. After discussion, the group decided that a social mixer did not need to be scheduled now, but closer to the public hearing. Instead, they should schedule a State of the Downtown event focusing on all downtown initiatives.

The group talked about ideas for marketing/media efforts and what makes sense. Mr. Wren wanted to know whether he can send newsletters to all neighborhoods and not just Victoria Park and Rio Vista and Mr. Hooper said yes to all neighborhoods. Ms. Lewis said only a few neighborhoods have printed newsletters.

The group then went back to discussion on the State of the Downtown event and Mr. Wren showed concern about the cost involved and sought input. The group felt they could get 2 or 3 sponsors to donate money. The group wants the event to be simple by doing some type of catering and invitations and stressed not to make it difficult. The timeframe agreed upon was in March/April and they talked about possible locations, entertainment ideas and who should be involved.

Mr. Wren said that Patsy Mennuti would be joining the Marketing Committee meetings. Ms. Mennuti said that she would help in anyway she can. Mr. Hooper said they need to figure out who can draw a sketch or rendering of Huizenga Plaza and that he'd like a meeting to look at the stage design. Mr. Feldman suggested Hugh Johnson. Mr. Hooper talked about making improvements such as grass elevation or a picnic area without spending a lot of money. Mr. Wren said he'd call Mr. Johnson and set another marketing meeting in a few weeks.

As there was no other discussion, the meeting ended at 10:55 a.m.

Regular Meeting of the  
Downtown Development Authority  
Thursday, November 13, 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	Mark Ellert
Chris Wren, DDA Executive Director	Kevin DeNell
Marti Brown, Administrative Coordinator	Patsy Mennuti
Chadwick Blue, Urban Planner	Molly Hughes
Neil Sterling	Connie de Correia
Coleman Prewitt	Hugh Johnson
Brittany Wallman	Dawn Read
Mike Ferber	Richard Mancuso
Ron Centamore	Wayne Jessup
Gregory Salters	Jenni Morejon

**PRESIDING:** Jack T. Loos, Chair

Chairman Loos called the meeting to order at 8:36 a.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. Hooper and seconded by Mr. Feldman. All board members were in favor.* The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the October 16, 2008 DDA Regular Board Meeting. Approval of the following Committee Minutes: Finance 10/31/08 and Marketing 11/3/08.
- C-2) Approval of Outdoor Event Application – Mix at Six, 1/8/09, Juan Jaramillo
- C-3) Approval of Outdoor Event Application – Light Up Lauderdale, 11/21/08-1/10/09, Jennifer Nayak
- C-4) Approval of Outdoor Event Application – Seminole Hard Rock Winterfest Boat Parade,

12/12/08-12/14/08, Dawn Read

## **REGULAR AGENDA**

### **R-1 Police Items**

Captain Salters said they are approaching holiday season and the two events forthcoming are the Winterfest Boat Parade and the New Year's Eve event. He said he will be running both operations from a police department standpoint. He said the area where the New Year's event takes place has been extended down to 5<sup>th</sup> Avenue and said things will be more spread out and less congested. He said about three weeks ago, there was a robbery at America's Backyard where three people were robbed and they took people into custody. He said vehicle burglaries are still of concern and that there are more officers present in the downtown. He said they have been meeting with the business owners to find out what they need and have been doing business surveys. He said there is no cost and the crime prevention unit can do an assessment on a business or residence. He said signs are going up displaying the new park hours. He said they are closing at 2 a.m. as opposed to 4 a.m. He said this enables them to get people just hanging out to leave.

Mr. Fazio brought up the area south of the river with regard to homeless. He said it's an issue. He said they call the police but that the homeless return and they are causing some issues. Mr. Fazio said his daughter has some of the names of the individuals causing the most problems. Captain Salters said to continue calling the police and that they are addressing this issue. Captain Salters said Smoker Park has been experiencing issues as well. Mr. Fazio said they've posted trespass notices also. Captain Salters said the District Three Executive Officer is Victor London and the Major is Raul Diaz and that he's been in constant contact with them on this issue and he will have them contact Mr. Fazio's daughter. **Chairman Loos said he would like staff to formally invite both officers from the south side of the river to the next board meeting.**

Mr. Scherer asked what the issues were with Smoker Park. Captain Salters said there has been an increase in loitering. Mr. Scherer said that the City does not own the park after dark and the City has an easement to use the park from daylight to dark so individuals can be removed by the Police. **He asked if signs could be put up indicating no trespassing after dark. Chairman Loos asked Mr. Scherer to take the lead and he agreed.**

### **R-2 RFP For the Riverwalk District A&E/Public Realm Plan**

Wayne Jessup and Jenni Morejon were present from the City. Mr. Jessup said this is the division that comes from the New River Master Plan approved by the Commission. He said the New River Master Plan relates to how they see development occurring (and he went through the area), making up a Riverfront District. He said they tried to identify what can bring the area to life such as putting more retail along the river and encouraging development along the streets that connect into the river, as well as better identifying the existing cultural institutions to show the many amenities offered in the area. Mrs. Butler arrived.

Mr. Jessup said that as part of the New River Master Plan, they identified design guidelines similar to what they did in the downtown master plan that outlines the way private development can connect with the river. He said they are looking at the Riverwalk public park, the riverfront complex, the three major parks along the Riverwalk, the connections to Las Olas and 6<sup>th</sup> street to the north and south of the river and other places such as under bridges to make them more inviting. He said they added in an Arts & Entertainment area. He said there is an interest and demand for more cultural activities in the

river area. He said they are trying to create a venue for cultural arts where the destination becomes rich in activity in both retail and cultural ways. He said they are looking at what other cultural activities could occur along the river. He said they are looking into the potential for managing the river. Mr. Jessup said the Arts and Entertainment Plan that they have out for RFP is due back a week from this coming Monday and they will probably go before the City Commission for approval in January for selection with a 9-month horizon for developing the plan.

Mr. Hooper said he notices a lot of new buildings in the rendering. Mr. Jessup said it's more of a vision, what could happen within the context and the guidelines. Mr. Hooper said a lot of the river has already been developed but that the south side has some opportunities. Mr. Jessup talked about what was available on the north side and said the south side needs to come to life. He said they have to create something that's going to bring people there to create demand.

**Mr. Feldman said they haven't had an opportunity to see the finished master plan and Mr. Jessup said it's available online but he can get hardcopies.** Mr. Feldman asked if they've thought about an opportunity to bring on street parking back to downtown during off peak hours and holidays and whether there's been any action. Mr. Jessup said it's included in the New River Master Plan and it's a good point. Mr. Feldman asked where the City was with regard to having a supply of residential units and Mr. Jessup said there are 3,000 units in place now that are available in addition to the 400 north of Broward and another 90 south of Broward, totaling about 3,500 units that are available in the Downtown RAC.

**Mr. Scherer asked when the market study was done and Mrs. Morejon said it was completed in the summer of last year and she can get the Board a copy.**

Chairman Loos said they should be cautious with the County's remaining property by the courthouse about doing anything that would restrict their redevelopment of a new court system. Mr. Jessup said they've been in contact with the County and they are aware of different court projects.

Mr. Hooper expressed concern about the 3,000 units and the time involved in getting them allocated. He said units are important. He said this plan will require people to live in the downtown for this to work and that the DDA should push to have units available. Discussion was held.

Mr. Ladd said bringing up the units is a good thing to talk about. He said when those units were approved there were about 3 conditions that were provided by the County Commission to accommodate the release of the units. **He asked Mr. Jessup if staff could go through the status of where they are on the units and he said yes.** Mr. Ladd said this could be helpful in knowing what the plan is for the next 10 years in terms of the supply of approvable units and the infrastructure to go in place. He said they did 5,000 units in the last 10 years and when the economy comes back, this will become an issue as downtown becomes a viable place to live. **Chairman Loos asked Mr. Hooper to be the DDA point person on this issue and he agreed.** Mr. Hooper told Mr. Jessup that they did a great job. Chairman Loos thanked them for their presentation.

### **R-3 Sistrunk/NE 6<sup>th</sup> Street Improvements**

Mr. Wren said he was directed by the Board to meet with CRA staff on this issue. He said he met with Al Battle and Mina Samadi from the City's CRA. He said the project will go from Federal Highway west to 24<sup>th</sup> Avenue. He said the design is 95% completed. He said they will be going out to

bid in December or early January. Mr. Wren talked about eminent domain. He said the construction is planned for East to West and is expected to last approximately a year and a half and that it is fully funded. Mr. Wren said he and Mr. Battle discussed partnering with the City on other streetscape projects and said that 4<sup>th</sup> Street was brought up as a potential project. Mr. Wren said he will continue the dialogue. Mr. Wren said staff handed out cross section and design features to the Board today.

Mr. Ladd said he's been involved in this and he thinks they are close. He talked about the materials handed out today. Mr. Ladd said that in his sidewalk experience, pavers are a mistake because they can get torn up. He said there are better materials now. The Board talked about the percentage of property owners that have donated property and right-of-way.

Mrs. Butler asked about Andrews Avenue. Mr. Ladd discussed what he knew and said some of this work will come with the Wave project. He said it's not a City street, it's a County street.

The Board talked how they could become involved in determining the most effective way to utilize Andrews and 3<sup>rd</sup>. The Board discussed 6<sup>th</sup> Street and the north side of it. It was mentioned that the public needs to get involved to create a better environment.

**Mr. Ladd said he would like an update on the FPL 2<sup>nd</sup> Street project. Mr. Wren said he would provide.**

#### **R-4 Overview on Past Traffic Study (3<sup>rd</sup> Avenue and Andrews Avenue)**

Mr. Wren said he talked with the City about the past study and plan on 3<sup>rd</sup> Avenue and Andrews. He said he spoke with Peter Partington and Al Battle from the City on this. Mr. Wren said that Mr. Partington believes he has a copy in archives that he's trying to retrieve and Mr. Wren said he would continue to pursue this. Discussion held. Mr. Wren talked to the Board about a streetscape package that was done as part of the Wave project.

**Chairman Loos asked Mr. Wren to go back 20 years and outline all the studies that have been done and have it prepared for the next meeting. Mr. Wren said he would provide.**

Mr. Hooper said there are a lot of existing buildings that aren't going to change anytime soon that only have 5 feet of sidewalk in front of them. He talked further about how changes could affect the downtown by widening sidewalks and the accoutrements along those streets thus revitalizing them.

#### **R-5 Transit**

Mr. Wren said they are in the final stages of this current consultant work with Parsons Brinckerhoff (PB) and that the main two deliverables are two submittals to the FTA – the Alternatives Analysis/Environmental Assessment (AA/EA) report and the application to enter into Project Development (PD). Mr. Wren said he's been speaking with Jeff Weidner and he has a meeting today with him. He said Mr. Weidner's consultant will review the documents for the DDA as a cross reference and this will conclude Parsons Brinckerhoff's work as stated in the contract. **He said in December he will be getting with the Board on the transition plan in the way of consultants and how they transition this project to the County.** He said everything is on schedule and within budget. Mr. Fazio asked who leads them when they take the plans to the Federal Government. Mr. Wren said that Parsons Brinckerhoff does want to be the transition consultant but that he will come back to the Board in December to talk about the transition. Mr. Wren said he believes they should

have a consultant during that process. Discussion was held about the transition to the County and the timetables that have been met by the DDA and the DDA's participation after the project transitions over. Mr. Milledge said the County expects the DDA to be involved in the day to day aspects of the project. Chairman Loos complimented everyone on the team for all their efforts.

#### **R-6 Streetscape Site Circulation Study**

Mr. Wren said he was directed by the Board to partner with the City on a circulation study for the area south of the river. He said he met with the City Manager and he agreed to pay half of the cost of the study and to work with the DDA. He said he met with Peter Partington from the City to help form the scope of services. Mr. Wren said he then contacted Al Tinter and negotiated with him. Mr. Tinter prepared a scope of services in the amount of \$15,000. *Mr. Wren said he was seeking a motion to move forward in hiring Mr. Tinter to do the study at a total cost of \$15,000, authorizing the DDA to pay \$7,500 out of bond funds with the City agreeing to pay half of the total scope cost. Mr. Fazio made a motion and Mr. Scherer seconded. Roll call was taken and all approved.*

### **DIRECTOR'S REPORT**

#### **D-1 Emergency Event Approval-Obama for America**

Mr. Wren said this event application was submitted after the last meeting and that it's staff's normal protocol to provide the Board with backup. He said the event included Senator Hillary Clinton speaking and the purpose was to get people to come out and vote.

#### **D-2 Upcoming Events at Broward Performing Arts Center**

Mr. Wren said this item was included as an FYI on upcoming events.

#### **Other Business**

Mr. Hooper said the marketing committee has been talking about doing an annual meeting of some sort. He said it would allow the Chair to speak on things happening and they should be doing it as part of PR. Mrs. Butler said it should be done as PR for the Wave project.

**Chairman Loos said he'd like to see Mr. Wren and the DDA look at becoming more involved in event coordination where they reached out and have something on a much more regular basis.**

Discussion held about the amphitheater in Huizenga Plaza and possibly making it larger and bringing music acts in. Mrs. Butler concurred. The Board talked more about this issue. Mr. Hooper said he would like to propose that the same events committee get together and they look at Huizenga Plaza and look at the stage and pods of activity and come back with a plan. Chairman Loos said this is a positive way to move. As there was no other business to come before the Board, Chairman Loos adjourned the meeting at 9:45 a.m.