

Regular Meeting of the  
Downtown Development Authority  
Thursday, December 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

**NOT PRESENT:** William R. Scherer, Board Member  
Peter Feldman, Board Member

**ALSO PRESENT:**

John M. Milledge, DDA Legal Counsel	M. Ellert
Chris Wren, DDA Executive Director	Coleman Prewitt
Elizabeth Van Zandt, Planning & Design Manager	Anthony Williams
Marti Brown, Administrative Coordinator	Raul Diaz
Chadwick Blue, Urban Planner	Renee Quinn
Neil Sterling	Ron Centamore
Mark Nerenhausen	Linda Lewis
Charlie Palmer	Karen Reese
Lynn Shatas	Brittany Wallman
Wayne Ivester	Gregory Salters
Patsy Mennuti	Bryant Peney
Kevin DeNell	Megan Purdue
Jill Nugent	Carmelita Singh-Mayer
Mark Schwartz	Laurie Watkins
Richard Mancuso	

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

Chairman Loos called the meeting to order at 8:47 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mr. Scherer and Mr. Feldman.

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

- C-1) Approval of the minutes and follow-ups from the November 13, 2008 DDA Regular Board Meeting and Approval of the following Committee Meetings: Finance 11/7/08 and 11/24/08 and Marketing 11/13/08
- C-2) Approval of Outdoor Event Application – 6<sup>th</sup> Annual Maroone Rotary 5K Run/Walk, 2/7/09, Carmelita Singh-Mayer
- C-3) Approval of Outdoor Event Application – Barefoot in the Park, 2/7/09, Patsy Mennuti
- C-4) Approval of Outdoor Event Application – Light the Night Walk, 11/7/09, Sheriann Namer
- C-5) Amendment of Outdoor Event Application – Mix at 6, 1/29/09 (Originally 1/8/09), Juan Jaramillo

### **REGULAR AGENDA**

#### **R-1 Police Report:           a) District II           b) District III**

Chairman Loos recognized all the officers present: Major Williams, Major Diaz, Captain Salters and Captain Peney.

Major Williams said they are working on the homeless issue with the City's legal department. He said they brought in Captain Peney who works on the south side.

Captain Salters said at the last meeting, they talked about issues on the south side with Mr. Fazio. Captain Salters said he spoke with his daughter about the issues. Mr. Fazio said they met with Captain Peney.

Captain Salters said with reference to the north side homeless issue, there have been issues with Huigenga Park as well as with the gazebo. He said they are not homeless individuals and they are trying to figure out where their homes are. He said they have been speaking with the individuals. He said they are out in the area from 11:00 a.m. to two or three in the morning. He said there has been some instances involving marijuana at the gazebo and they've brought in a drug dog to get involved.

Mr. Hooper brought up concern regarding graffiti and Captain Salters asked Mr. Hooper to send him an email about this. He said this weekend will be the Winterfest Boat Parade and he will be in charge. He said everyone is looking forward to the event.

Major Diaz said they received a complaint about homeless issues on the south side and asked the board to email him with any other issues as well.

Captain Peney said he had great contact with Mr. Fazio's daughter regarding the homeless issue. He talked further and said it would be helpful to the Police if business owners would do landscaping such as cutting back shrubs. He said this would make a big difference for them. He said they've made 11 arrests.

Mr. Ladd asked about trespass affidavits. Captain Peney said it's not a big issue. He said he doesn't have the numbers on who has and does not have them but that most do and if they need them, the Police will send people around to provide them.

Mr. Hooper asked about the feeding program at the old one stop shop. Major Williams said they will be looking for another street. The Board thanked the Police Officers for their updates.

Chairman Loos said that at the last board meeting, he asked staff to go back 15 years or so and look up all the studies done relative to the downtown. He directed everyone to look at the stack of studies on the table. He said the pile of studies cost governments millions. Chairman Loos said he wanted to illustrate how much money is spent on planning efforts compared to what actually gets implemented. He emphasized that although there has to be a reasonable level of planning, focus should be on implementation. Mr. Hooper said that he's been on the Board for seven years and he did not feel there was a lot of fluff. He mentioned the Streetscape Projects and the Wave as examples. Mr. Hooper said he feel the Board has demonstrated that they go after things they can get accomplished.

## **R-2 PACA Update**

Chairman Loos said that Charlie Palmer and Mark Nerenhausen were present today. He wished Mr. Nerenhausen all the best and said he was sorry to see him leave.

Mr. Palmer said there were three points they wanted to bring up today: 1) That the theatre had the most successful year, 2) They are in the process of looking for a replacement for Mr. Nerenhausen and 3) They will show slides today covering the renovation program. He said this is a long process and they are pushing ahead in designing the project.

Mr. Nerenhausen thanked the Board for their kind words. He said he is moving to Dallas where they are building a new performing arts center that should be open in a year. He thanked the DDA for being involved with the Broward Center and the vision of the Broward Center. He said it has been a pleasure to work with them. Mr. Nerenhausen said the Center made money last year and said this was the first time ever. He said they were ranked fourth in the world last quarter. He talked about other centers that make money and said it is a rare occurrence for a performing arts center to make money. He began the presentation. He said they've just issued the education report. He said 150,000 school children attend a year and two million students have passed through. He said the Center gets lots of support and showed the list of supporters. He said there are 1,047 volunteers and the total volunteer hours were 101,101, equating to \$1,112,111 in in-kind contributions. He said they held a volunteer recognition luncheon where almost 600 people attended. He showed a picture of the latest Riverwalk Arts & Entertainment District annual guide. Mr. Nerenhausen said they've been working with the North Group on the campaign and they have the final report so they can work on fund raising efforts. He said Parker Playhouse is up to 160 performances a year. He said with reference to the entertainment district, they are moving forward with that. He went through the Broadway activities such as Hairspray, Chitty Chitty Bang Bang, Avenue Q, Mamma Mia, A Chorus Line and Jersey Boys. He showed the list of off Broadway and comedy concerts, variety, a full season of opera and dance. He went through the line up at Parker Playhouse and the Miniaci Performing Arts Center. He thanked the Board.

Chairman Loos asked if the Board had any comments or questions. Chairman Loos brought up Hard Rock and asked what direction the Performing Arts Center should take to keep a piece of the economic pie. Mr. Nerenhausen said the population has grown and they need to ask themselves why are they doing a Performing Arts Center and what makes it different than the Hard Rock. He said the Broward Center doesn't just do shows, but they look at the impact on the community such as education and economic development. He added that it will be harder for the Center to compete in the future. He said they have to re-engage the community. He said they really are a charity of choice and they need to maintain and recapitalize the building.

Mr. Palmer said some productions have been lost where they are looking for a bigger venue. He said Jersey Boys picked them by choice. He said there will be a balance. He said they lost some productions due to the Bank Atlantic Center because it is a larger venue for those in need of that. He said the Center is 20 years old and they need to spend money to assist them in getting money to maintain it.

Mr. Hooper asked about North Group. He said upgrading the Center and expanding it into Esplanade or the streets is a great upgrade. He said making it a charity is a good idea. He added that as the DDA Board moves forward in the future, they should put the Broward Center and Culture along with financing and marketing for the betterment of the downtown. He said it should be part of the Board's everyday approach to help them.

Mr. Palmer said they will need help from the DDA and they will need to sit down about the planning process and they need to include the County and School Board. Mr. Hooper said this is one of the anchors of the downtown. Mr. Nerenhausen said one thing the Hard Rock has is an integrated destination (hotel, restaurants, etc.) and to compete, they need to show Downtown Fort Lauderdale as an integrated destination.

Mr. Ladd said he's been on the Board for seven years. He said they still need to sit down and see what they can do for the Broward Center and the role the DDA should play. He said he's been waiting for them to approach the Board and to deal with these issues of urban design and connectivity to the downtown. Chairman Loos thanked them both for their presentation.

### **R-3 2<sup>nd</sup> Street FPL Vault**

Lynn Shatas introduced herself and said that Wayne Ivester will give an update. She said she's pleased the Board invited them today. Ms. Shatas said they know the urgency of this project and then turned it over to Mr. Ivester.

Mr. Ivester said the area they are discussing is the vault at SE 2<sup>nd</sup> Street and 2<sup>nd</sup> Avenue on the NE corner. He talked about what they need to do with the vault. He said they've hired Post Buckley Schuh and Jernigan to do the drawings. He said he hopes to have bids back from the vendors next week. He said this is supposed to be complete by the end of February. He said they are not sure who will do the install yet. Mr. Ladd asked about the estimated timeframe to complete the power burial. Mr. Ivester said the end of April. Mr. Ladd expressed concern that downtown property owners, the DDA and the City have spent a lot of money trying to bury power lines which benefit FPL and that the timeframes to get things done take a long time. He asked how they can fix this issue and who they need to speak with at FPL so they are more responsive. Ms. Shatas said that they've identified a number of projects where they are upgrading structures to a Category 5 hurricane level. She said they have identified a number of places that have been completed and the ones still remaining. Mr. Ladd expressed concern on the length of time the process takes when FPL is benefiting from having the infrastructure upgrading by those who are paying to have it done. He asked how FPL could focus more man power to getting these projects done. Ms. Shatas said she agreed. She said she talked to the City about a master plan to prioritize the areas and said they should sit with the DDA and the City. She said they should identify project and come up with a plan. Ms. Shatas said she would work with Mr. Ladd on project issues. **Chairman Loos appointed Mr. Ladd as a committee of one to work with FPL.** After discussion on streetscapes on 4<sup>th</sup> and 6<sup>th</sup> Street, **Chairman Loos also appointed**

**Mr. Hooper to be on the committee with Mr. Ladd.** Mr. Ladd said it would be helpful if FPL were involved in the design phase of the streetscape project on 4<sup>th</sup> Street in the downtown. Ms. Shatas asked him to get her the information.

#### **R-4 Downtown New Year's Eve Ball Drop**

Mr. Wren said holiday season is here and it's time for the popular ball drop event in the downtown. He said the Board has contributed in the past to this event. Mr. Wren said that this year they will drop the ball closer to where they are at the meeting today which has increased the cost. He said he was seeking \$10,000 which is in the budget to support this event. He said the total event cost is \$90,000 and he talked about who the City's contributors are and the amounts they will give. ***He said he would like authorization to contribute \$10,000 from the DDA out of general funds to assist the City in this event. Mr. Fazio made the motion and Mr. Ladd seconded. Roll call was taken and all approved.***

#### **R-5 Downtown Residential Unit Report**

Mr. Hooper said the downtown will need additional units, as there will be migration into the downtown. He said you will see more affordability. Mr. Hooper said there are approximately 3,000 units available now. Mr. Hooper said this should be set up so that in the next 20 years there are units in reserves to keep up with demand. He said he sat down with the City Manager's staff and he will meet with the City Manager and ultimately go before the County to ask for additional units. He said the DDA should always have their eye on the ball. He talked about general downtown issues on the north and south side of the River. **In addition, Mr. Hooper said he wanted to provide monthly updates to the Board on general issues affecting the downtown.** As an example of this, he mentioned implementing a parking reduction in the Flagler area. Chairman Loos suggested they do the entire downtown with regard to a parking reduction.

#### **R-6 Interlocal Agreement with Broward County for Federal Grants**

Mr. Wren said the County is ready to put this on the agenda to flow grant funds back to the DDA and therefore they need an interlocal agreement. Mr. Wren said that General Counsel has been working with DDA staff and BCT staff. Mr. Wren read the motion he was seeking: ***to authorize execution of an interlocal agreement with Broward County to allow the County to process and flow funds from the Federal Government to the DDA. In the event that County staff makes changes to the agreement before going before their commission, to authorize the DDA's General Counsel to review and make changes if needed. Mr. Hooper moved the motion and Mr. Fazio seconded. Roll call was taken and all approved.***

#### **Other Business**

***Mr. Wren said that the County has notified him that they would like a motion from the Board on the FY10 appropriations request that they are re-applying for. He said the funds are consistent with last year's request and the County requested this so they can continue the process in order to meet deadlines in Washington. The FY09 request was for \$11.5 million. Staff recommended that the FY10 appropriations be the same. Mr. Ladd made the motion in support of this and Mr. Fazio seconded. Roll call was taken and all approved.***

### **DIRECTOR'S REPORT**

#### **D-1 Copies of City of Fort Lauderdale Market Study & New River Master Plan**

Mr. Wren said the Board received a copy of the market study in their package and the master plan is on file.

**D-2 Studies done from 1988 to present**

Mr. Wren said staff was asked to go back and research studies done from 1988 to present and it's in their package.

**D-3 Approval of DDA Board Meetings for 2009**

Mr. Wren said this was included in their package to reflect the meeting dates for 2009 and it doesn't need any action from the Board.

**Other Business**

*Mr. Hooper said he would like to ask his colleagues to thank Mark Nerenhausen next month in the form of a resolution and for the DDA to supply a plaque or gift for all the work he has done for the community. Mrs. Butler suggested a gift. Mr. Hooper made the motion and Mr. Ladd seconded.*

Mr. Ladd said that the Director's bonus has not been handled for the year. He said he talked to Mr. Wren and previously he was given \$5,000 but due to economic times, he recommends \$4,000. Mr. Ladd said he does a good job. *Mr. Ladd made a motion to pay Mr. Wren a \$4,000 bonus and Mr. Fazio seconded.* Chairman Loos said he is in support of Mr. Wren and he thanked him and staff. *Roll Call was taken and all approved the motion.*

Chairman Loos thanked everyone and said he enjoying working with everyone. He said the Commission did a good job selecting the two new members to the Board. Chairman Loos said he is proud of his tenure and accomplishments. He said he leaves with great pride and will be watching. He thanked the Board and staff.

Mrs. Butler then thanked everyone as well and mentioned she'd still be very involved with the Huizenga Plaza.

As there was no other business to come before the Board, Chairman Loos adjourned the meeting at 9:59 a.m.