

Regular Meeting of the
Downtown Development Authority
Thursday, June 11, 2009
Broward Center for the Performing Arts
New River Room West Side

COMMUNICATIONS TO CITY COMMISSION

Staff to get clarification from the City Attorney's office on their interpretation of the Hometown Democracy subject and the permitting extension program through DCA.

ROLL CALL

BOARD PRESENT: Charles B. Ladd, Chair
Alan Hooper, Vice Chair
D. Fredrico Fazio, Secretary
William R. Scherer, Board Member
Dennis F. O'Shea, Board Member

NOT PRESENT: Peter Feldman, Treasurer
Gregory Durden, Board Member

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Richard Mancuso
Chris Wren, DDA Executive Director	Bob Swindell
Elizabeth Van Zandt, Planning & Design Manager	Mike Ferber
Marti Brown, Administrative Coordinator	Steve Lucas
Chadwick Blue, Urban Planner	Doug Sterner
Kate Sheffield, Planning Assistant	Alan Tinter
Neil Sterling	Linda Lewis
Chuck Adams	Randall Robinson
Phil Smelley	George Mihaiu
John Lafferty	Cornelius Van Liere
Renee Quinn	Megan Purdue
Stuart Sigel	Alex Brown
Patsy Mennuti	Yves d'Anjou
Marty Kurtz	Heather Parnass
Ron Centamore	Venessa Santiago Mejia

PRESIDING: Charles B. Ladd, Chair

Chairman Ladd called the meeting to order at 8:37 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mr. Feldman and Mr. Durden.

CONSENT AGENDA

Chairman Ladd asked whether anyone wanted to pull an item 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. O'Shea. All Board members were in favor. The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the May 14, 2009 DDA Regular Board Meeting.
- C-2) Approval of the Financial Audit and Financial Statements as submitted by the DDA's Auditor, Keefe, McCullough & Co., LLP.

REGULAR AGENDA

R-1 Police Report

No officers were present today.

R-2 Review of the G Club on Riverwalk Trust

Patsy Mennuti introduced herself and said she was present today with Renee Quinn. She said at a retreat last September, they discussed putting attention on the park, focusing on things such as beautification, enhancements and activity. She talked briefly about some of the activities and said they want to get people in the habit of using the Riverwalk Park.

Renee Quinn said she came up with an idea of a garden club, calling it the "G Club" and has spoken with the board and past presidents about it. She said they want to create active partnerships. She said they have put 10 years of contacts together and are doing fund raising. She went through the different levels of membership: Friends of the G Club (which currently has 250 members online on Facebook), Supporter Levels and the Trustee Level (which has 10 so far). She said the goal is to raise \$50,000 and that they've raised \$22,500 through a BCIP Grant and they are trying to get a match on that. She said the location is from the Broward Center through the history center. She said it involves decorative pots throughout the park with flowers and trees. She said it will give people an opportunity to invest in the park which will show improvements. She told Mr. Wren that if they can help with the Urban Oasis Project to let them know.

Mr. Hooper said it was a great idea and that the City should have more flowers. Mr. Fazio asked who will keep it watered and Ms. Quinn said they have a partnership with the City and are working with EDSA. She said they will be having an "adopt a pot" program and are working on herb gardens with some of the downtown buildings. She said each pot will be different. The timeframe for the first group is September. Mr. Scherer asked how many pots they will be doing and Ms. Quinn said she would like to start with 24 with a goal of 200. Mr. Scherer asked about South of the River and Smoker's Park and Ms. Quinn said they are doing both sides of the river. Ms. Quinn said she will talk to Mr. Scherer about the South Side.

R-3 Alan Tinter Update on Southern Traffic Study

Mr. Tinter said IBI Group was retained to do a traffic study on the south side of the New River, specifically SE/SW 7th Street improvements. He went through the analysis tools used and said the analysis scenarios are existing AM & PM peak hours and future (2030) AM & PM peak hours. He

said the existing analysis was done without consideration of the Wave Project and the Future analysis was done with and without consideration of the Wave Project. He showed maps of existing conditions in the AM & PM Peak doing nothing, Existing Conditions in the AM & PM Peak Alternative 1 and Existing Conditions in the AM & PM Peak, Alternative 2. He went through the next steps which are: a) Include 2030 Analysis, b) Provide Typical Cross Sections, c) Qualitative Analysis of potential improvements to SE 5th Avenue between SE 7th Street and SE 6 Street, d) Draft a written report, e) June 30 – Submit to DDA, f) DDA Staff to distribution to stakeholders for comment, g) Incorporate comments into final report and h) August 13 – Final presentation to the DDA Board.

Mr. Fazio asked if there was consideration of four lanes from Federal Highway to just 3rd Avenue and Mr. Tinter said they only looked at truncating at Andrews and talked about this further. The Board then discussed Federal Highway and right-of-way issues. Mr. Fazio said the courthouse plans will change things and Mr. Tinter agreed. Chairman Ladd asked what they used as a basis in the 2030 analysis and Mr. Tinter said they used previous studies done for the DDA based on the land use plan. Chairman Ladd said they don't need right-of-way to have sidewalks even though it's assumed. He added that the feeling of downtown is that sidewalks lined with trees are preferred over medians. Mr. Scherer said they should do something now and not wait for development. Mr. O'Shea said that land owner cooperation is most important with going forward. Chairman Ladd thanked Mr. Tinter for his presentation.

R-4 Inside Downtown Update

Mr. Blue said the first annual event held on May 27th was a success. He said they had approximately 300 guests. Mr. Blue said the public comments have been tremendous. He added that the event cost was approximately \$15,000 and they collected about \$13,000 through sponsors. He said he distributed a package today to the Board that contains information such as articles, press releases, public comments, the sponsor list, photos and the presentations.

Mr. Hooper said staff did a great job and specifically acknowledged Mr. Blue and Mrs. Van Zandt. He said the rest of the DDA staff and Mr. Ladd did a great job and provided support. He said the event went well. He recognized Gale Butler of AutoNation and said they were a major sponsor. **He suggested that the sponsors be given a token of appreciation, perhaps a picture from the event.** Mr. Blue said it was great for the public to hear about all the initiatives the DDA is involved in. Mr. Hooper said that he agrees with a recent article about having more detailed information at the event and appreciated the article. Chairman Ladd elaborated and said the reason they couldn't get into too many details was because they had a lot of speakers so that had to compress the information. He said the next annual event will include more details on what is on the horizon.

R-5 Downtown Residential Unit Report

Mr. Hooper said that in the package is a land use plan amendment application. He said this is necessary to bring in more units and the City is helping. He said the City will be presenting at next month's meeting. Mr. O'Shea brought up discussion on flex units and the process on this that happened about three years ago. Mr. Wren said they would still need to go through the amendment process. He said he wants to see how the City wants to approach this and that he will see what the pros and cons are.

Mr. Hooper said they need to move on the land use amendment now before hometown democracy is in effect. Mr. Scherer asked about the growth management amendment and Mr. Milledge said lawyers have analyzed it and that it has to do with issues like DRI's. He said he doesn't believe it will have an affect but he will look into it.

Chairman Ladd requested staff get something in writing from the City Attorney's office on their interpretation on the Hometown Democracy subject.

Mr. O'Shea said there is an online seminar from DCA on growth management tomorrow at 10:00 a.m. He continued that if your permit expired between last fall and December 30, 2011, you are eligible for a 2 year extension from your date of expiration. **Chairman Ladd asked to get clarification from the City.**

R-6 PB Contract Extension for Month to Month Service

Mr. Wren said he is going to have Mrs. Van Zandt give an update. Mrs. Van Zandt said that since January, they have been retaining Parsons Brinckerhoff on a month to month contract. She said that the board authorization for this retainer is up at the end of June and recommends extending the month to month contract through the end of the current fiscal year (September 30th). She said the memo in the package outlines the expenses monthly, all of which were under the \$20,000 threshold. She said any additional resource beyond September 30th would be part of the new budget message.

Mr. Fazio made a motion to extend the contract to September 30, 2009, not exceeding a monthly rate of \$20,000 and to allocate \$60,000 from the Capital Projects Fund. Mr. Scherer seconded. By roll call, all approved.

Mr. Hooper asked where they were with the FTA application. Mr. Wren said they are submitting the EA and the FTA application to enter into project development no later than July. He said they will be meeting with Secretary LaHood and he believes we get an informal approval from FTA by September. He said in November, the FTA will recommend us for approval and funding in their report to Congress in November. He said the assessment outreach meetings are going very well and feedback has been positive.

Mr. Wren said they were looking for a motion today to modify the FTA Application to be a 60/20/20 formula. Mr. Smelley elaborated. By verbal vote, all Board members approved.

R-7 Committee List Amended

This item was included in their package.

R-8 DDA 2009/2010 Budget Schedule

Mr. Wren said this is the initial start of the budget process. He said they need to vote on the budget hearing dates proposed. He said the dates were coordinated through General Counsel. He said the dates are: ***Changing the DDA Regular Board Meeting from September 10th to September 9th at 4:00 p.m. with the 1st Budget Hearing following at 5:01 p.m. and scheduling the Final Budget Hearing for September 23rd at 5:01 p.m. Mr. Hooper made a motion to adopt the budget hearing dates and Mr. O'Shea seconded. All were in favor.***

Mr. Wren acknowledged Chuck Adams, the budget director who was present today. He said that Mr. Adams has gone through the preliminary numbers and that the downtown has fallen .7% (less than 1%) but that the market is stable. Mr. Adams said the number provided is as of 6/1 and is not expected to go down.

Mr. Wren said the PACA garage revenue is down about \$30,000 but that they believe it's manageable next year and hopes it goes up to the anticipated amount of \$80,000. Mr. Wren said interest revenues are down but he and Mr. Adams believe there will be a manageable budget. He said in their package is a 2 year budget sheet that will be recurring. He said the office work load is also in the package. He said now is the time the Board should suggest things they are looking at next year so he can incorporate it into the budget.

Chairman Ladd asked what the cost to run Huizenga Park is in round numbers. Mr. Adams said about \$75,000-\$80,000. Chairman Ladd asked if he could get a specific income statement outlining the costs and expenses so it's easy to read. Mr. Adams said he would put this information on a separate page. Chairman Ladd asked about the bonds maturing in 2019. He said they need a long range plan on how to handle this.

Mr. Wren said Gale Butler and Marty Huizenga will not be paying for the Christmas tree which runs about \$10,000. He said it's festive and they will look into how they can pay for it if the Board likes the tree. Chairman Ladd said tough decisions will have to be made this year. Mr. Hooper suggested the idea of sponsors and said he'd like to see on one night, kids caroling to add to the experience. Mr. Hooper also suggested having a budget of \$5000 as contingency for the Inside Downtown Event next year in case they don't get enough sponsors.

R-9 TMA Status

Mr. Wren said he was approved to handle the day to day activities for the TMA and to look into a fiscal plan for the organization. He said that Chuck Adams and Marty Kurtz are helping him on the budget. He said financially, the number is between \$20,000 to over \$100,000 in debt. He said there are a number of things that are unresolved that could help financially. He said all indicators are that the financial burden will be reduced and that he is trying to streamline the budget process. He said that the route operation is being done by Mark Levitt and he's doing a good job. He said they are looking at streamlining the route process and looking at the charters to look into options of making revenue. Mr. Wren said he is looking at having a Manager come in with a part time assistant position. He said he believes the budget will be sustainable within two years. He said they will be looking at outreach for the trolley perhaps deals that can be done with hotels, the MODS and others. Chairman Ladd wanted to know what the involvement has been with the TMA and the status of getting a report. Mr. Hooper said that Mr. Hollingsworth was relieved of his position and that Mr. Wren is handling this on an interim basis. He said they want to hire a manager and assistant to help or they will have to hire an Executive Director. Chairman Ladd wanted clarification that the DDA's role currently is in the management of the agency to help them save costs and asked if there will be a report in July. Mr. Wren said yes. Mr. Hooper said this is not a permanent solution. Mr. Wren said he believes the operation can make money but he prefers to finish the analysis first. He also said that there are two County and City Commissioners on the board who appreciate the DDA's assistance in helping out.

Chairman Ladd said as long as it's financially neutral to the DDA its fine. Mr. Hooper said that Mr. Wren has done a lot in two weeks and he's thankful that he and staff are as good as they are to be able to help.

Other Business

1) Mr. Scherer said it has come to his attention that there maybe federal stimulus money available for shovel ready projects of a private nature. He said money has been allocated nationally in the amount of \$88 billion dollars and that Florida's share is over \$1 billion dollars for qualified projects. He said regulations need to be met but they are not out yet. He said his understanding is that if a government entity can issue bonds and declare their area a recovery area and if the project is qualified and identified, the government entity will issue tax exempt bonds. He talked about tax credits involved. He suggested the Board consider declaring the DDA area a recovery area and was hoping for a motion on that. He added that they may not qualify or it may be too late but if it works and they are a recovery area, funds are available. Discussion was held. After which, ***Mr. Scherer made the following motion: To declare the DDA a recovery area within the meaning of the stimulus bill and that the DDA's Counsel and Consultant will look into this further to ensure there is no cost and no harm to the DDA. If any Board member wants another meeting on this or has an objection, they will retract it. The DDA will have the final say on which projects are chosen and who will get the tax credits. By verbal vote, all were in favor and no one opposed.***

2) **Mr. Scherer brought up discussion about Chairman Ladd's project with tree farming involving potted trees. Discussion was held, after which he said he would like Mr. Wren to look into this. Mr. Wren said he would.**

As there was no other business to come before the Board, Chairman Ladd adjourned the meeting at 10:27 a.m.