

Regular Meeting of the
Downtown Development Authority
Thursday, July 9, 2009
Broward Center for the Performing Arts
New River Trading Post

COMMUNICATIONS TO CITY COMMISSION

The Board made a motion regarding the advertised millage rates indicating that the operating millage rate is .4970 and the debt service millage rate is .4313.

The Board increased the treescape and urban oasis project to \$200,000.

ROLL CALL

BOARD PRESENT: Charles B. Ladd, Chair
Alan Hooper, Vice Chair
William R. Scherer, Board Member
Dennis F. O'Shea, Board Member
Gregory Durden, Board Member

NOT PRESENT: D. Fredrico Fazio, Secretary
Peter Feldman, Treasurer

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Shelly Hall
Chris Wren, DDA Executive Director	Carola Hooper
Elizabeth Van Zandt, Planning & Design Manager	Gregory Salters
Marti Brown, Administrative Coordinator	Richard Mancuso
Chadwick Blue, Urban Planner	Doug Sterner
Kate Sheffield, Planning Assistant	Ron Centamore
Neil Sterling	Mike Ferber
Chuck Adams	Heather Parnass
Ed Marquez	Jim Ellis
Jeremy Mullings	Anthony Williams
Jim Udvardy	Norm Adams
George Mihaiu	Brittany Wallman
Robyn Chiarelli	Laurie Watkins

PRESIDING: Charles B. Ladd, Chair

Chairman Ladd called the meeting to order at 8:38 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mr. Fazio and Mr. Feldman.

CONSENT AGENDA

Chairman Ladd asked whether anyone wanted to discuss or 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 June 11, 2009 DDA Regular Board Meeting and Approval of the Finance Committee Meeting on 6/29/09.
- C-2) Approval of Outdoor Event Application – City Link’s Annual Beerfest, 12/4/09-12/5/09, Shelly Hall
- C-3) Approval of Outdoor Event Application – Fight for Air (Formerly Blow the Whistle on Asthma Walk), 10/2/10, Liz Roberts

REGULAR AGENDA

R-1 Police Report

Captain Salters said there has been an increase of robberies. He said some of the individuals were taken into custody, some of which were homeless. He said that in between shifts, officers have been targeting difficult areas and they have been staying in the area to be more responsive. He said they are making more individual contact. He said there was a change a month ago where the bus terminal detail was shifted from BSO to the City of Fort Lauderdale who is now running the operation. He said they are trying to get horses back on the streets. He said that Sergeant Cortez has been meeting with the homeowner’s associations on issues.

Mr. Hooper mentioned a conversation he had with a gentleman who lives at the Riverhouse who said that Huizenga Plaza has some homeless issues there and that residents feel intimidated from them and skateboarders. Captain Salters said the City is looking at both issues and that they are meeting with Parks and Recreation that specifically deals with skateboarding issues. Discussion was held.

Chairman Ladd asked about golf carts driven both on the streets and sidewalks and asked what the City’s position is on the dual use. Captain Salters said he would look into it. Mr. Ellis from the audience asked about the homeless at the One Stop Shop. Captain Salters said they do sweeps in the morning and they are aware of the situation. Mr. Ellis inquired about food drop offs and Captain Salters said there are none at that location and if he sees it, to call him. Chairman Ladd recognized Major Williams in attendance and then thanked the officers for coming.

R-2 Commuter Services, Robyn Chiarelli, South Florida Commuter Services

Mr. Wren recognized Robyn Chiarelli and said she was going to talk about how employers are utilizing this service to move people around without using fossil fuel. Ms. Chiarelli said she was with South Florida Commuter Services, which is a program of FDOT. She said their mission is to reduce traffic congestion in South Florida by increasing the use of alternative modes of transportation. She said in the downtown, there has been tremendous growth in recent years and that the residential population is expected to increase 20% by 2013. She said the workforce is over 30,000 who commute to Downtown Fort Lauderdale each day. She said they need to focus on shifting mobility habits from single commuter driving to taking alternative modes of transportation. Ms. Chiarelli said they use a 3 pronged approach: to work with employers to identify commuter issues and to develop customer solutions, to work with transportation partners to provide information on available modes and to work with employees to get the best alternative for their commute. She added that they promote all types of transportation. She said they find carpool partners and that there are 70,000 registered users. She said

they also promote the Vanpool Program where five or more people share the cost of a leased vehicle. She said the average cost is \$100 per month per rider and that there is no long term commitment required. She added that they do Telework South Florida. She said there are many incentives to employees and that some are the emergency ride home, preferred parking and commuter tax benefit. Ms. Chiarelli said that once an employer's program is developed, they do program marketing. She went through what a company can expect: enhanced benefits package, retention & morale, recruitment, reduced parking demand, decreased traffic congestion and improved air quality. She said there is a sheet in their packages for them to fill out and return to her. She mentioned that the program has no cost to the employer and they are protected from liability. She said the telephone number was 1-800-234-RIDE and that the web address was 1800234ride.com.

R-3 Commercial Real Estate Activity, Norm Adams

Norm Adams introduced himself from Stiles. He said he wanted to provide an update on the downtown commercial office leasing market. He said he has been working with Mr. Wren and Ms. Sheffield on the downtown market stats. Mr. Adams said the core group of downtown office owners meets quarterly. Mr. Adams said he has a narrative today, which shows the different transactions done over the quarter that he can pass around. He said the demand has slowed. He talked about 2008 figures and the 2009 figures for the 1st and 2nd quarters. He said there were more subleases in the 2nd quarter in 2009. He said this trend should continue through 2009. He said he believes they have not seen the full affects of the market but that tenants are stable. He said the largest vacancy will be in the 110 Tower when AutoNation moves out. Mr. Scherer asked how much will be vacant and Mr. Adams said over 200,000 square feet. He said one of the major renewals was the extension of Ruden McClosky's lease of 91,000 square feet. He said they did a blend and extend and explained further. He said they are working with tenants and going through their financial records to see what the situations are.

Mr. Adams went through the rental rates, which average between \$16-\$29 a square foot net and operating expenses are between \$11-\$17. Mr. Adams said parking rates are between \$75-\$90 per space per month. He said the vacancy rate is 19.1% with a total of 766,000 square feet vacant. He said after the 110 Tower, the next biggest vacancy would be the Corporate Center. Mr. Adams said the vacancy rate off Las Olas is 19% and the vacancy rate on Las Olas is 9%. Chairman Ladd asked about the differential in vacancy and Mr. Adams said it is significant and discussed this further. Chairman Ladd asked if there was anything the DDA can do to assist and Mr. Adams said marketing why downtown is a great location making it attractive to corporate users and doing the transit project are both important.

Mr. Adams went through some of the big deals that occurred, such as: Ruden McClosky, Centurian Partners, and Certified Tours. He said the real concern is job loss. He said in 2008, Broward County had 30,000 job losses, reaching the highest unemployment level in 33 years. He said 1 out of 10 people are out of work. Mr. Scherer asked if anyone is building and Mr. Adams said no. Chairman Ladd said it is an elective decision to stay in the downtown so they need to continue to provide amenities and discussed this further. Mr. Hooper explained that Miami's over supply of housing units will actually be a benefit to them in the future, as corporations look for available housing stock when making the decision to locate to an area.

Chairman Ladd said he was going to move the budget item up on the agenda because one of the Board members had to depart early.

R-6 2009/2010 DDA Budget

Mr. Wren said this was their first budget workshop before the hearings in September. He said they will need a motion today to set the millage rate for general and debt service for advertising purposes. He said for the past six years, he's recommended the highest millage rate at this initial meeting, since the rate cannot go higher in subsequent meetings. **Mr. Wren said in August he will bring back the history of millage rates to the Board.** Mr. Wren talked about the debt service rate and that they have an increased bond payment in 2019 that Chuck Adams and Ed Marquez are working on to come up with options. **Mr. Wren said he would discuss the bond options at their one on one's before the August meeting.** Mr. Wren said they are not increasing the levels of activity but maintaining the initiatives and activity in the general fund. He said there is no growth rate and that the budget is conservative. He went through the project timing and source of funds document that was in their package. Discussion was held on each item as follows:

The Wave Efforts:

Chairman Ladd asked when they were anticipating expenditures to stop. Mrs. Van Zandt said the budget goes out to fiscal year 2010/2011, specifically in October 2011.

Streetscape Efforts:

Mr. Wren said they have been working on the Streetscape efforts for the last 6-8 months and he went through the various streets involved. Mr. Wren then added that he met with the consultant on the traffic analysis and it warrants the widening of 7th street and that he will bring this back to the Board, hopefully in August. Mr. Hooper wanted clarification that the cost is \$45 million towards the four streets and Mr. Wren said yes. The Board briefly talked about the bond and Chairman Ladd said they will discuss the bond next month, but that it matures in 2019. After discussion, Mr. Scherer asked what the interest rate was and Mr. Adams said 5.11%, tax exempt. Mr. Scherer brought up the possible monies available within the next 18 months through the City and County with respect to Stimulus. Mr. Milledge explained to the Board what he had found out about the recovery zone information.

ITS Demonstration Project:

The Board briefly talked about the ITS Grant.

Treescape and Urban Oasis:

Mr. Hooper asked how the \$100,000 amount was calculated. Mr. Wren said he thought the number was appropriate for both projects and said they would be done on a case by case basis. Chairman Ladd suggested the Board look for opportunities where they can have shade trees and talked further about this. He also addressed 8th Avenue with Richard Mancuso present in the audience and what they can do in that area. **Mr. Hooper said he believes \$100,000 is not enough and said the figure should be increased to \$200,000 and the other members agreed.**

Huizenga Plaza Amphitheater Redesign:

Mr. Wren said he spoke with Sixth Star Promotions on how to increase events in the park. He said there are grading issues and the stage size is also an issue.

Riverwalk Lighting Partnership:

Mr. Wren touched upon the Riverwalk Lighting Partnership and said the Board asked him to raise

funds to increase lighting on the north side of the Riverwalk. He said he is allocating monies in case they don't raise enough.

Utility Box Art/Signage Demonstration:

Mr. Wren explained the project and said they would initially look to commence in March 2010. Chairman Ladd asked where this project came from and Mr. Wren responded that Mr. Fazio and Mrs. Van Zandt are recommended it. Mr. Wren finished by saying that he's proposing contingency for new board initiatives.

Mr. Wren then talked about events they are or will be working on such as the DDA Annual Event, the St. Patrick's Day Event where the Mayor has a surprise grand marshal, the boat parade, the New Year's party, the Christmas tree/holiday decorations and the Breakfast for Champions of the Homeless where the assistance center has asked Mr. Wren for help. Mr. Wren said he would be looking for direction on these initiatives either this month or in August. Mr. Hooper said they should help the center with the breakfast and that the DDA should try and get assistance on the homeless issues in the downtown. He said there are housing and feeding issues and maybe they can have the center partner with the DDA on this.

Mr. Wren said the Mayor mentioned to him that the City turns 100 years old in 2011 and that he is using the St. Patrick's Day Event to flow into this. Chairman Ladd said that all these initiatives are hard to say no to and that he is looking at the marketing piece of the budget.

The Board then discussed what should be advertised for the operating millage rate and debt service millage rate and talked about the rates from last year. They also discussed the bond and how it relates to the millage rates and the details of the amortization and payment schedule. After lengthy discussion *Mr. Hooper amended his original motion with Mr. Scherer seconding to advertise the operating millage rate at .4970 and to advertise the debt service millage rate at .4313 which is the millage rate staff calculated that will keep revenue the same as last year. By roll call, all were in approval.* At this time, Mr. O'Shea departed.

R-4 Courthouse Update

Mr. Durden asked if this item could be moved to next month's agenda. He said there will be new information next month and that Commissioner Lieberman wants to come to address the Board.

R-5 TMA Report

Mr. Wren said that along with Mr. Kurtz and Mr. Adams, he has been working hard to understand where the agency is (in terms of liabilities and opportunities). Due to circumstances that came up, he doesn't have all the details hammered out though, but anticipates having the necessary information in the coming week. General discussion was held.

Mr. Hooper commended Mr. Wren and the DDA staff for not only the work being done with the TMA, but for the successful operation of the DDA. He said that with Mr. Fazio and himself on the TMA Board and working with Mr. Wren that he doesn't believe the agency will ultimately fall on Mr. Wren's shoulders. He said they'd have to hire someone. He said he believes the organization is in trouble. Mr. Hooper said that Mr. Wren is refocusing the Board and that the TMA Board is very thankful for that. He said he thinks they can work through it and that the operator, in order to keep the business going, will most likely work something out with them on the debt that is owed to him. He

said they are refocusing on ridership and customer service. He said the DDA will have to decide whether to participate or not.

Chairman Ladd clarified that basically what the DDA staff is working on is to present (also to the TMA Board) a viable business plan and the cost to run the administrative side. Mr. Wren said yes. Chairman Ladd also said that his understanding is that whatever expenses the DDA has will be refunded from the TMA or they will pay a portion. Mr. Wren said those are the choices. Chairman Ladd asked if they would be hearing more on this in August. Mr. Adams said he'll have better numbers next week.

Chairman Ladd then brought up the trolley with respect to the July 4th holiday when numerous people wanted to take the trolley to the beach for the fireworks. He said there were no trolley's running that route. Mr. Blue explained that it came down to running the trolleys without revenue to support it, as the County does not fund on holidays. Mr. Wren added that he is trying to run the organization conservatively. Chairman Ladd stressed the importance of running it during holidays and asked that a process be set up that at least affords the opportunity to make a decision on issues like this.

Other Business

1) Mr. Wren said the MPO is amending all their long range plans. They are trying to figure out where the East/West rail project should go. The City and FDOT have been discussing this in terms of that future support link from Tri-Rail to the Wave. Mr. Wren said he is looking for Board action to *recommend that a possible future extension of the Wave should go to Tri-Rail on Broward Boulevard. Mr. Hooper made the motion with Mr. Durden seconding. All were in favor.*

2) Mr. Wren said that Senator Mel Martinez's State Director, Kevin Doyle is coming to the office today.

3) Mr. Hooper reminded everyone to please bring support to the 7/21 City Commission Meeting on the Wave at 1:00 at City Hall on the 8th Floor. He said the item is on the conference agenda.

DIRECTOR'S REPORT

D-1 News Articles

Nothing discussed.

D-2 Emergency Event Approval – Criss Cross, 7/2/09, Jennifer Radzikowski

Nothing discussed.

As there was no other business to come before the Board, Chairman Ladd adjourned the general meeting at 10:30 a.m. and continued in workshop to discuss marketing. Mr. Scherer departed.

Mrs. Van Zandt explained that the purpose of the meeting was to get ready for the upcoming City Commission meeting. She went through the database of supporters planning on attending in support of the project and explained how the Wave presentation would fit into the overall transit item.

The group discussed ways to get the word out about the meeting and went through talking points about the project.

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