

Regular Meeting of the  
Downtown Development Authority  
Thursday, May 13, 2010  
Broward Center for the Performing Arts  
Einstein Room

**ROLL CALL**

**COMMUNICATIONS TO CITY COMMISSION**

**BOARD PRESENT:** D. Fredrico Fazio, Chairman  
Dennis F. O'Shea, Vice-Chairman  
Gregory Durden, Secretary  
Tim Petrillo, Treasurer  
William R. Scherer, Board Member  
William H. Bodenhamer, Jr., Board Member  
John Ropes, Board Member

**ALSO PRESENT:**

|  |                  |
|--|------------------|
| John M. Milledge, DDA Legal Counsel            | Jenni Morejon    |
| Chris Wren, DDA Executive Director             | Wayne Jessup     |
| Elizabeth Van Zandt, Planning & Design Manager | Richard Mancuso  |
| Marti Brown, Administrative Coordinator        | Ron Centamore    |
| Chadwick Blue, Urban Planner                   | Doug Sterner     |
| Kate Sheffield, Planning Assistant             | Leas Saraceno    |
| Neil Sterling                                  | Captain Dietrich |
| Kelly Shanley                                  | Ron Feldman      |
| Patricia Zeiler                                | Tom Bluth        |
| Genia Ellis                                    | Mike Ferber      |
| Jennifer Cohen                                 | Lea Kuhry        |
| Rebecca Baer                                   | Jennifer Lee     |
| Alan Hooper                                    |                  |

**PRESIDING:** D. Fredrico Fazio, Chairman

Chairman Fazio called the meeting to order at 8:30 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mr. Scherer who arrived a few minutes later.

**CONSENT AGENDA**

Chairman Fazio asked whether there were any comments or if anyone wanted to pull anything and hearing none he asked if there was a motion approving the Consent Agenda. *A motion was moved by Mr. Ropes and seconded by Mr. Bodenhamer. All Board members were in favor.* The following items were unanimously approved:

C-1) Approval of the minutes and follow-ups from the April 8, 2010 DDA Regular Board Meeting

- and Approval of the Minutes from the 4/28 Finance Committee Meeting
- C-2) Approval of Outdoor Event Application-Walk for K.I.D., 6/4/10-6/5/10
  - C-3) Approval of Outdoor Event Application-Facing it Together 3<sup>rd</sup> Annual Corn Toss, 9/11/10

## **REGULAR AGENDA**

### **R-1 Police Report**

Captain Dietrich introduced herself and then gave a report. She said the new districting is working out great, with a minimum of 3-4 officers assigned to Downtown. She also indicated that business owners are calling officers directly instead of calling City Hall, which allows the officers to better understand the issues and respond quickly.

Captain Dietrich went through 4 arrests made in the area and said the increased police coverage helped make these arrests happen.

### **R-2 Public Realm Plan**

Chris Wren gave a brief introduction of what the Public Realm Plan is and reiterated they agreed to pay \$50,000 towards the total cost of the plan. Jenni Morejon from the City of Fort Lauderdale presented what has been done on the plan to date. Mrs. Morejon stated the three primary goals of the plan: 1) Design and Capital Improvements for the Riverwalk, 2) Programming of the Riverwalk and 3) Management Structure.

Some of the highlights of the presentation included discussion of the existing facilities along the Riverwalk and how those facilities could be improved, fostering more activities and events within the study area. Mrs. Morejon also mentioned that the consultants hired were also looking at how to improve existing policies in order to make hosting events easier. Mrs. Morejon reiterated that the focus of the study is not limited to just long term goals, but also short-term and mid-term. There was ample discussion regarding the use of river ferries to take patrons across different access points of the New River. Mrs. Morejon indicated that part of the plan was to look at existing bridges such as the Andrews Avenue Bridge and to incorporate light art projects into those bridges. There was discussion regarding Related Group's Icon Project and how to take the existing lot and create a temporary public space out of the site.

Discussion shifted from capital projects to the management structure of the plan. Mrs. Morejon stated that utilizing the resources of existing community stakeholders was more realistic than creating a new entity to handle the management of the Riverwalk. She mentioned that work would need to be done in the areas of operations, real estate, communications, marketing, finance and programming. She said the consultants believe that establishing a Business Improvement District (BID) would be the best way to handle the financial aspect of this management entity. Mrs. Morejon mentioned the consultants believe the City should be in charge of implementing the overall plan. The consultants envision the Riverwalk Trust providing community and educational programming, the Broward Center could provide cultural programming, the Riverwalk A&E Consortium could provide marketing support and the DDA could manage and expand funding sources for the District.

Mr. Petrillo was concerned with the example operating budget presented and the allocation of dollars within certain line items (specifically as it relates to events). He indicated at the end of the day, the management entity might have to spend too much money on security and clean-up and that not

enough money on marketing, which he believed to be the most important element to making the events successful.

Mr. Scherer raised concerns regarding how the plan would be implemented once it was approved by the Commission in late summer. Mrs. Morejon responded that hopefully the Commission would set aside money in the upcoming budget for capital improvements and the management element. Mr. Durden showed concern regarding whether or not there was a dedicated funding source available now to take advantage of. Mrs. Morejon indicated there was not a dedicated funding source, but the establishment of a BID might take care of the funding issues in the future.

Former DDA Board member Alan Hooper spoke from the audience regarding the current noise ordinance. Mr. Hooper believes that City staff should be aware of how the current noise ordinance impacts economic activity in the Downtown and that the City should attempt to relax the current ordinance, as part of the plan.

### **R-3 Panhandling**

Mr. Wren told the Board that he, John Milledge and Denny O'Shea met with Ginger Wald, the City's Attorney on panhandling issues and that she provided options to explore.

Mr. O'Shea explained that a City ordinance currently exists that deals with aggressive panhandling. He said it is a subsection of the disorderly conduct element. He indicated that in order to enforce it, 3 steps must happen, which collectively could be difficult. He then explained the option of creating a new ordinance that is specifically targeted at panhandling. He said Mrs. Wald explained that a study must be completed that shows the nexus between the criminal act and the impact on both safety and economic viability.

Mr. Wren brought up the City's panhandling ordinance on the beach. **The Board decided that as a first step, examination should be made on both the beach case study that the City ultimately won and the beach nexus study that was completed. Mr. Petrillo also asked staff to identify the date the beach ordinance passed.**

### **R-4 Homeless Taskforce**

Ms. Sheffield mentioned the taskforce members that were present today and said they are looking at several properties within a two mile radius of Stranahan. Ms. Sheffield said three properties will be presented to the City Commission on 5/18/10 and gave the addresses. She said more information is in their backup. Ms. Sheffield said DDA staff recommends 901 NW 5<sup>th</sup> Avenue as the most appropriate site and that it's a lease-to-own option.

Mr. Petrillo asked what the City's thoughts were. Genia Ellis said the task force did not vote on this site, but the majority agrees with this recommendation. Mr. Petrillo asked who's presenting at the Commission and Ms. Sheffield said Cate McCaffrey. Discussion was held about what the task force and City's views are. Mr. Hooper urged DDA Board Members to attend. Mr. Sterner expressed interest in the City picking multiple sites, not just one so the burden is not on just one community. Mrs. Ellis said the intent is to look at other sites in the City once a first site has been determined.

Mr. Hooper said they looked at a lot of sites and this one near the housing authority fits the bill. He said they need to identify the first one, otherwise, feedings will continue to occur anywhere in the

City.

*After discussion, Mr. Petrillo made a motion that a Resolution be prepared stating they do not support the 120 NE 4<sup>th</sup> Street site, but they recommend 901 NW 5<sup>th</sup> Avenue as the preferred site and requests the City look at other additional sites to include once a first site is determined. Mr. Bodenhamer seconded the motion and all were in favor.*

**Mr. Scherer asked for a copy of the Arnold Abbott vs. City of Fort Lauderdale case and Ms. Sheffield said she'd provide a copy.**

#### **R-5 TMA Update**

Mr. Wren gave the Board a quick update on the TMA. Mr. Wren mentioned that he had been working with Patricia Zeiler, the Managing TMA Director on a number of projects that included a 3-6-9 month business plan. He said the TMA has currently been working on several initiatives that include building community stakeholder groups for each route, creating a future vision of what the organization should strive towards, as well as securing funding sources.

Patricia Zeiler mentioned that ridership was up 15% on all TMA routes. Mrs. Zeiler also mentioned that she has been working with community groups like the Beach CRA and Beach BID in order to achieve financial support from these organizations. Mrs. Zeiler also mentioned that she has been in discussion with the Galleria Mall to allow the trolley to stop there provided that the Galleria Mall donates to the TMA.

Mr. Wren brought up the conflict he has of sitting as an alternate TMA Board member and being the acting Director. He said the Board needs to appoint an alternate, which Mr. Hooper reiterated. Mr. Durden said he would volunteer. *Mr. O'Shea made a motion in support of Mr. Durden being the alternate with Mr. Bodenhamer seconding the motion. All were in favor.*

#### **R-6 Federal Courthouse**

Kate Sheffield presented brief information regarding the Federal Courthouse Committee and the Broward County Courthouse Task Force. She mentioned the members of the Federal Courthouse Committee and then Mr. Scherer indicated that the Federal Courthouse Committee Chair is no longer George Platt, but that it is Judge William P. Dimitrouleas. Mr. Scherer also explained that the Fort Lauderdale Courthouse has been removed from the Federal Judiciary's list for projects. Ms. Sheffield concluded her presentation and Chris Wren explained that the purpose of the presentation was for marketing the importance of courthouses in the downtown.

#### **R-7 DDA Inside Downtown Annual Event**

Chadwick Blue presented a memo regarding the DDA's Annual Event - *Inside Downtown*. Mr. Blue summarized the annual event that was started in 2009 for the new board members. Mr. Blue recommended that the 2010 event be held in October and that a committee-of-one be established to help guide staff during the planning of the event. **Mr. Tim Petrillo volunteered himself to be the committee-of-one.**

#### **R-8 Feldman Backyard Bash-Recap of Event**

Kate Sheffield gave a brief summary of the Backyard Bash event that occurred on Thursday, April 29, 2010. Ms. Sheffield said everyone had a good time with the food, drinks, live band, and

puppeteer. She said the committee is already at work on the next bash (tentatively scheduled for late June) and that if anyone would like to get involved, please contact her.

## **DIRECTOR'S REPORT**

### **D-1 News Articles**

Various articles were in the Board's packages.

### **D-2 FDOT Letter on FEC Project**

Mr. Wren said that staff sent a letter to FDOT on their concerns regarding the FEC river crossing. He indicated the response letter was included in the package. He said the letter had standard language and that FDOT will include an analysis in the next phase that addresses our concerns.

### **D-3 4/20/10 City Commission Agenda Item-Peter Feldman Park & Tunnel Top Park**

Mr. Wren briefly mentioned that the Commission had adopted the DDA Board's conditions surrounding the Peter Feldman contribution. He said that in order for the DDA Board to authorize payment for the remaining gap funding for the construction of Peter Feldman Park, the Commission had to agree to allocate the remaining Tunnel Park monies and to incorporate that money into additional capital improvements for Tunnel Park. The Commission approved this.

### **D-4 Calenderized Workplan**

No discussion was made on this item.

Mr. Ropes asked for a status of the follow ups from the Board retreat, to include the boundary expansion. Mr. Wren responded that he and John Milledge have had initial discussions regarding the strategy and are working on the next steps.

As there was no other business, Chairman Fazio adjourned the meeting at 11:15 a.m.