

Regular Meeting of the
Downtown Development Authority
Thursday, August 12, 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 H. Bodenhamer, Jr., Board Member
John Ropes, Board Member

NOT PRESENT: William R. Scherer, Board Member

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Kelley Shanley
Chris Wren, DDA Executive Director	Cindy Calvert
Elizabeth Van Zandt, Planning & Design Manager	Doug Tober
Marti Brown, Administrative Coordinator	Genia Ellis
Chadwick Blue, Urban Planner	Scott Wyman
Congressman Ron Klein	Officer Justice
Rebecca Baer	Leas Saraceno
Felicia Goldstein	Chuck Adams
Jim Cho	Karen Reese

PRESIDING: D. Fredrico Fazio, Chairman

Chairman Fazio called the meeting to order at 8:35 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mr. Scherer.

CONSENT AGENDA

Chairman Fazio asked whether there were any comments on any of the items 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. Durden and seconded by Mr. Petrillo. All Board members were in favor.* The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the July 8, 2010 DDA Regular Board Meeting and Finance Committee Minutes of 7/6/10
- C-2) Approval of the Financial Audit and Financial Statements as submitted by the DDA's Auditor, Keefe, McCullough & Co., LLP
- C-3) Approval of Outdoor Event Application- Movie in the Park 2010, 12/10/10

C-4) Approval of Outdoor Event Application – Maroone Rotary Club Run, 2/5/11

REGULAR AGENDA**R-1 Police Report**

Officer Justice introduced herself and said she was filling in for Captain Detrieck. She reported that within the last month, there were no significant changes. She said they've issued over 200 tickets. She said there were two major arrests, one in Stranahan Park regarding narcotics and the other involving a mentally unstable homeless individual trespassing at Nu River Landing. She said they were able to obtain a trespassing affidavit and he was sent to a mental health center where he will get help. Mr. Petrillo inquired if the 200 tickets were mostly pedestrian citations or traffic related and Officer Justice said most were vehicles that were either speeding or not yielding to pedestrians at downtown crosswalks. The Board thanked Officer Justice for her update.

R-2 Congressman Ron Klein

Mr. Fazio said they were honored to have Congressman Klein present. He said Congressman Klein has expressed a lot of interest in the DDA and that Rebecca Baer, his district representative, is present for every meeting and the Board appreciates that. Chairman Fazio said that during the Streetcar Summit, Congressman Klein met with them twice despite his very busy schedule. He acknowledged Klein's staff in attendance, Rebecca Baer and Felicia Goldstein.

Congressman Klein thanked the Board for having him. He said that out of all the cities he represents, that this Board and its constituency have the most organized effort involving the Central Business District. He emphasized the coordination on transportation issues in the region. He talked about the South Florida East Coast Corridor (SFECC) rail project and said he believes it will have a dramatic impact on development and provide the necessary catalyst to get people out of their vehicles. He said he is pushing to get the studies done and the Florida and U.S. Department's of Transportation (FDOT and U.S. DOT) to make this a priority. He said the conceptual phase study is almost done and he and his congressional colleagues pushed for project authorization within the Surface Transportation Act., which is the first step to being eligible for funding. He said he recognizes there are New River crossing issues and associated station location details to be worked out, but emphasized the need to get this project done. He said to keep him in the loop on project elements the Board needs addressed.

He then brought up the future Amtrak project and indicated the project is happening! He also mentioned that alongside Congresswoman Debbie Wasserman Schultz and Congressman Alcee Hastings, they have put in close to a \$1.8 million request in the 2011 appropriations to help fund the Wave. He told the Board to keep him informed on any other issues that need attention. He introduced Jim Cho from his Washington Office and said he works on transportation. Mr. Durden asked if there was anything the Board could do to help the process. **Congressman Klein said he will give the Board names of people to communicate with regard to the SFECC project.**

Mr. Petrillo asked in regard to the SFECC project, if there is an organized effort of all the region's downtown stakeholders in an aligned direction. Congressman Klein said he will help facilitate this. He added that they are competing with other communities regionally and nationally. He said he believes the whole Florida Delegation needs to speak with one voice. He said U.S. DOT Secretary LaHood is coming to South Florida soon to walk the area. Chairman Fazio asked about the letter to Secretary LaHood about the high speed rail. Congressman Klein said the first phase will run from

Tampa to Orlando and the second phase will run from Jacksonville to Miami. The Board thanked Congressman Klein for his update.

R-3 Remaining Federal Grants for New Projects

Mr. Wren said the memo in their package summarizes all federal grants received to date. He said they have remaining grants going through the County grant process, with future monies restricted to use on the Wave, streetscape improvements and intelligent transportation system (ITS) components. He said staff has suggested projects to spend the future grant money on and was looking for Board input and direction on these suggestions, as follows:

1. A partnership with the County and the owners of the 110 tower for streetscape improvements along SE 6th Street between Andrews Avenue and 3rd Avenue.
2. An intersection demonstration project at Las Olas Blvd and 3rd Avenue.
3. Stamped Asphalt crosswalks and resurfacing on as many downtown intersections as possible.

Chairman Fazio said with reference to the \$1,145,453 for streetscape, they should figure out how much it will cost for 6th Street before making any commitments to how the money is spent. Mr. Bodenhamer asked if there is a time limit on spending the money and Mr. Wren said yes, but it's more important to have the Board feel comfortable about their decision and should not feel pressured today.

Chairman Fazio brought up the \$711,165 ITS monies. Mr. Wren went through the types of improvements the ITS could pay for. Mr. Petrillo said he recently sat in on a meeting with the County on a similar effort and he will get the name of the contact. He said it would be a good idea to leverage DDA funds in the downtown with the County's funds. **Mr. Wren said he would contact Mr. Petrillo for the contact at the County.**

Mr. O'Shea asked if Mr. Wren could give him a breakdown on how the \$3,766,557 was spent. Mr. Wren said he would provide this detail at the September meeting. Chairman Fazio said it would be good to contribute to the 6th Street improvements and Mr. Ropes agreed. Mr. Wren said the 110 Tower owners are anxious to do improvements to lease office space. Mr. Fazio said they should see the design first.

Chairman Fazio asked Mr. Wren to meet with the County contact that Mr. Petrillo was talking about with regard to traffic lights and come back to the Board and to monitor the 6th Street plan. Mr. Petrillo expressed concern about maintenance issues after streetscape projects are done. Mr. Wren said it's generally the City's responsibility, but that he and Chadwick Blue from staff do weekly monitoring and reporting to the City on areas of concern. He said they need to think about existing bricks and how to maintain them in the future. He said the City puts asphalt in them if they can't find the bricks. Mr. Petrillo said they need to keep an inventory of the bricks and to put money aside for future maintenance out of the total project cost when begun.

R-4 PACA Appointment

Chairman Fazio said everyone had the letter from Kelley Shanley in their packages. Mr. Durden said Mr. Palmer is doing a good job. Chairman Fazio asked if there was a motion to reappoint Mr. Palmer. **Mr. Ropes made a motion to reappoint Charlie Palmer with Mr. Durden seconding. All were in favor so the nominations were closed.** Chairman Fazio said Mr. Palmer is a good representative for the DDA.

R-5 Business Tax on Outdoor Events

Mr. Petrillo said the City is enforcing an additional charge to hold outdoor events. He said he feels this is counterproductive in trying to bring in more events. He said a tax was issued without warning and it's subjective. He said they sometimes enforce it and it's not consistent. Chairman Fazio asked how much and Mr. Petrillo said it depends on the size and length of the event and you don't know until you apply. Mr. Petrillo said Chadwick Blue has done some research. Mr. Blue said this was not a new tax, but something they never collected in the past. He gave the Board more information. Genia Ellis said that with the Urban Market, they pay a business tax fee annually and the tax charge goes to the event host not to every vendor but she said it would be per event unless you do an annual fee. She suggested this annual event agreement so you're only charged one time a year. Mr. Blue said they charge the event coordinator \$367 whether it's for one or five days. Mr. Blue said he and Mr. Wren met recently with Ted Lawson and Jenni Morejon from the City on the Public Realm Plan and brought this issue up. He added that Mrs. Morejon will be coming before the Board at the September DDA Meeting and perhaps they could ask for an update on this issue then.

Mr. Wren mentioned that the Mayor has asked that the Board financially participate in the Public Realm Plan. He suggested the Board start creating a list and when the recommendation of the Public Realm Plan goes before Commission. **Mr. Petrillo asked if they could do an annual event application for Huizenga Plaza and Mr. Wren said he'd look into this.**

DIRECTOR'S REPORT**D-1 News Articles**

Mr. Wren said there were various articles in their package.

D-2 Homeless Task Force Update

Mr. Wren said an update was in their package and he will continue to monitor this. He said all sites were rejected and the task force is looking at new sites.

D-3 Date Change of November Board Meeting (10th to 18th)

Mr. Wren said that because of the Veteran's Holiday, he feels the Board should consider rescheduling the Board meeting to November 18th. Since there was no objection, ***Mr. O'Shea made a motion to reschedule the meeting to November 18th with Mr. Petrillo seconding. All were in favor.*** Mr. Wren said he would make sure the Board members were sent an email with the new date.

Other Business

a) Mr. Petrillo said he believes the Board should create a white paper of the most important issues in anticipation of a new City Manager being hired. He said they should create a relationship right from the start. **Chairman Fazio asked the Board to write down ideas and send input to Mr. Wren.**

Mr. Durden asked about the process in hiring a new City Manager. Mr. Wren said the City Commission did not meet in late July or early August, but that Allyson Love was appointed the interim City Manager for a few weeks until they meet again. He said at the next Commission meeting they will discuss hiring an interim manager and discuss the process of hiring a permanent City Manager.

b) Mr. Ropes said he feels the Board needs to focus their efforts using Ms. Sheffield as a Marketing

point person to start formulating a downtown strategy, focusing on why people would want to locate here and who occupies downtown space and to coordinate this strategy effort with other downtown stakeholder agencies and partners. He said they have marketing monies allocated. He said they need to make it easier for groups to relocate to Fort Lauderdale. He said it's really important to have a true marketing effort and be a liaison for other agencies. Mr. Petrillo said he agrees with Mr. Ropes but feels the approach should be different. He believes if the goal is to get people here who want to live, work and play, they need to come up with a marketing plan and then have a global effect. He said they need to figure out who they want to target. Mr. Ropes said there should be a Marketing Director such as Ms. Sheffield. **Mr. Bodenhamer suggested staff come back with an outline and Mr. Wren said he'd bring this item back in September.**

Mr. Durden said the DDA should know what events are going on in the downtown and should advertise those. Mr. Wren said staff has already begun discussing this and they have concepts. He said they've also talked about this at the Public Realm Meetings. He said they need to come up with a draft approach and then take the next step to implement. Mr. Wren said he believes the City should take the lead. The Board discussed the DDA possibly taking a lead role. **Mr. Wren said he would bring this back in September for further discussion.** Mr. Bodenhamer said they need to link every restaurant and event on one website with links and that it's doable.

Mr. Ropes said as part of this plan, he'd like to have Marketing meetings quarterly to discuss things like this so they can report back. Mr. Bodenhamer added that they need a good website. Mrs. Van Zandt said they've discussed purchasing downtownfortlauderdale.com.

c) Mr. O'Shea reminded the Board that it's 82 days before Amendment 4 and to educate their staff and others now about this if they haven't already. Mr. Bodenhamer asked what the poll to date is and Mr. O'Shea said it seems to be running relatively close.

As there was no other business, Chairman Fazio adjourned the meeting at 9:42 a.m.