

Regular Meeting of the
Downtown Development Authority
Thursday, September 9, 2010
Broward Center for the Performing Arts
Einstein Room

ROLL CALL

COMMUNICATIONS TO CITY COMMISSION

BOARD PRESENT: Dennis F. O’Shea, Vice-Chairman
Gregory Durden, Secretary
Tim Petrillo, Treasurer
William H. Bodenhamer, Jr., Board Member
John Ropes, Board Member

NOT PRESENT: D. Fredrico Fazio, Chairman (participated by speaker phone)
William R. Scherer, Board Member

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Alex Lazolvick
Chris Wren, DDA Executive Director	Doug Tober
Elizabeth Van Zandt, Planning & Design Manager	Debbie Bylica
Chadwick Blue, Urban Planner	Gregory Salters
Kate Sheffield, Planning Assistant	Chuck Adams
Neil Sterling	Catherine Givens
Rebecca Baer	Jenni Morejon
Karen Reese	Ted Lawson
Ron Centamore	Wayne Jessup
Leas Saraceno	

PRESIDING: Dennis O’Shea, Vice Chairman

Vice Chairman O’Shea called the meeting to order at 4:05 p.m. Roll call was taken by Mrs. Van Zandt. All Board members were present with the exception of Chairman Fazio, who participated by speaker phone and Mr. Scherer.

CONSENT AGENDA

Vice Chairman O’Shea 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. Bodenhamer 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 August 12, 2010 DDA Regular Board

Meeting

- C-2) Approval of Outdoor Event Application-Miami Dolphin's Pep Rally, 9/24/10
- C-3) Approval of Outdoor Event Application-10th Annual Halloween Car Show, 10/30/10
- C-4) Approval of Outdoor Event Application-Junior League Riverwalk Run, 2/26/11-2/27/11

REGULAR AGENDA

R-1 Police Report

Major Greg Salters updated the Board on new developments in the Downtown. Major Salters indicated that between July and August, reported crimes reduced by 40%. However, auto burglaries increased. He urged the Board and public not to leave valuables in their cars. Vice Chair O'Shea thanked Major Salters for his report.

R-2 Public Realm Plan Update

Jenni Morejon, Wayne Jessup and Ted Lawson were present from the City to provide an update on the status of the Public Realm Plan. Mr. Lawson told the Board this is a priority to the City and thanked them for their participation. Mr. Jessup gave a brief overview of the project and goals that were established. He indicated the management plan is the most critical part of the plan. He discussed the proposed structure of the management entity and stated the City would likely be the lead agency, with the DDA, PACA and Riverwalk Trust helping out in areas specific to their expertise.

Mr. Jessup stated that the next step is to develop a business plan and indicated that this item would be going before the City Commission on October 5th. Vice-Chair O'Shea encouraged members to attend this meeting. Discussion continued on the structure of the new management entity and Mr. Lawson emphasized the need to have Board member input in drafting the business plan.

R-3 Marketing Outline

Ms. Sheffield gave a brief presentation on the marketing outline that staff prepared. Board members gave input and suggestions on focus areas and how to implement them. In response to the proposed www.downtownfortlauderdale.com website, Mr. Bodenhamer offered out his help and mentioned the recent release of the .co domain extension.

Vice-Chair O'Shea asked if there was a nexus between this marketing plan and our marketing budget. Mr. Wren responded that there was room within the budget to implement some of these ideas.

After a lot of Board member input, *Mr. Wren was directed to schedule a Board workshop on marketing after doing more research on the subject. Mr. Bodenhamer requested that at this workshop, staff have materials from the DDA and from other agencies/cities on display.*

R-4 Continued Discussion of Federal Grants

Mr. Wren said that as directed by the Board at the August meeting, staff has detailed the expenditures of past grants and provided the 2nd Street streetscape project costs. He told the Board that staff will be bringing back preliminary budget information for the proposed use federal grants for Intelligent Transportation System improvements and streetscape improvements. The Board had no questions.

R-5 Update on Tunnel Top Park Phase II

Mr. Wren gave an update on the current status of the Tunnel Park construction project. Mr. Blue indicated that construction of Phase I should be completed by September 15, 2010 and said the schedule was delayed because of seawall erosion problems and issues resulting from improperly buried utilities.

Mr. Wren confirmed that Phase II construction should begin by the end of the year after a formal bidding process is held. He said that Phase II is primarily landscaping improvements, with the installation of benches, lighting, trash cans and plant materials. He said the final plans were included in the Board package and indicated he planned on meeting with Mr. Scherer regarding the project.

R-6 Resolution in Support of FDOT's SFECC Project

Mr. Wren explained where FDOT is in the evolution of the FEC project. He indicated that FDOT requested a resolution of support for the project. *Mr. Ropes made a motion to approve the draft resolution. Mr. Durden seconded the motion. All were in favor.*

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

No discussion.

D-2 Downtown Issues

Mr. Wren referred to the list of Manager focus areas in the package and the Board engaged in general dialog. The Board agreed that a measurable system of evaluation should be included. *Staff was directed to send the Board the list again, solicit their comments and then provide a consolidated document for finalization.*

As there was no other business, Vice Chairman O'Shea adjourned the meeting at 4:56 p.m.

First Public Hearing on Budget
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Rebecca Baer	Chuck Adams
Karen Reese	Catherine Givens
	Jenni Morejon

PRESIDING: Dennis O'Shea, Vice Chair

Vice Chair O'Shea called the First Public Hearing on the Proposed Millage Rate and Tentative Budget for 2010-2011 to order at 5:06 p.m.

Vice Chair O'Shea opened the Public Hearing on the Proposed Millage Rate for 2010-2011. Vice Chair O'Shea made the announcement of the following: The name of the taxing authority, the rolled-back rate of .5544, the percentage increase (-4.33%) of the Proposed Millage Rate over the Rolled-back rate, the Proposed Operating Millage Rate of .5304, the Proposed Debt Service Millage Rate of .4603 and the Proposed Total Millage Rate of .9907.

Mr. Milledge read Resolution 9-1-10 by title only adopting the Proposed Millage Rate for 2010-2011.

Vice Chair O'Shea asked if there were any comments from the public. Hearing none, he closed the Public Hearing on the Proposed Millage Rate for the 2010-2011 Fiscal Year.

Vice Chair O'Shea asked if there were comments from the Board.

Mr. Ropes brought up the concern of a no-tax increase budget versus a tax reduced budget. Discussion was held. After which, Vice Chair O'Shea asked if there was a Motion to Adopt the Resolution Adopting the Proposed Millage Rate for the 2010-2011 Fiscal Year. ***Mr. Durden made the motion and Mr. Petrillo seconded. Roll call was taken and all approved.***

Vice Chair O'Shea opened the Public Hearing on the 2010-2011 Budget. Mr. Milledge read Resolution 9-2-10 by title only adopting the Tentative Budget for the 2010-2011 Fiscal Year.

Vice Chair O'Shea asked if there were comments from the public. Hearing none, he closed the Public Hearing on the 2010-2011 Budget. Vice Chair O'Shea asked if there were comments from the Board. Mr. Bodenhamer complimented Mr. Wren on the proposed budget. Vice Chair O'Shea asked if there was a Motion to Adopt the Resolution Adopting the Tentative Budget for the 2010-2011 Fiscal Year. ***Mr. Durden made the motion and Mr. Bodenhamer seconded. There was no discussion. All were in favor, none opposed.*** Vice Chair O'Shea closed the Public Hearing at 5:30 p.m.