

Regular Meeting of the  
Downtown Development Authority  
Thursday, January 13, 2011  
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  
Michael Weymouth, Board Member

**ALSO PRESENT:**

John M. Milledge, DDA Legal Counsel	Tom Vogel
Chris Wren, DDA Executive Director	Dana Pollitt
Elizabeth Van Zandt, Planning & Design Manager	Wayne Jessup
Marti Brown, Administrative Coordinator	Kelley Shanley
Chadwick Blue, Urban Planner	Doug Sterner
Kate Sheffield, Planning Assistant	James Shermer
Neil Sterling	Brooke Trace
Mayor Seiler	Reggie Gillis
Norm Adams	Ron Centamore
Alan Hooper	Leas Saraceno
Cindi Hutchinson	John Herbst
Marie Rock	Hugh Johnson
Luisa Fernandez	Jennifer Lee
Jenni Morejon	Patricia Zeiler

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

Chairman Fazio called the meeting to order at 8:32 a.m. Roll call was taken by Marti Brown. All Board members were present. Chairman Fazio welcomed Mr. Weymouth as the newest Board member. Chairman Fazio said that this was his last meeting as Chair and emphasized the need to make the Wave streetcar the number one focus of the Board, as he thinks it will be the most significant endeavor the DDA Board has ever led.

**CONSENT AGENDA**

(Consent was done after the Board Elections)

Chairman O'Shea asked if anyone wanted to pull or discuss any items on consent. Hearing no comments on the Consent Agenda, Chairman O'Shea asked if there was a motion approving the Consent Agenda. *A motion was moved by Mr. Ropes and seconded by Mr. Durden. All Board*

*members were in favor.* The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the December 9, 2010 DDA Regular Board Meeting
- C-2) Approval of Outdoor Event Application-Centennial Riverfest, 3/25/11-3/28/11 (Partnership with the City of Fort Lauderdale-Waive Centennial Riverfest Event Fees)

## **REGULAR AGENDA**

### **R-1 Board Elections**

Chairman Fazio asked if there was a nomination for Chair. Mr. Ropes nominated Mr. O'Shea. Mr. Durden seconded the motion and there were no other nominations. The Chairman closed the nominations, which were approved by majority vote. The gavel was handed over to Mr. O'Shea.

Chairman O'Shea asked if there was a nomination for Vice Chair. Mr. Ropes nominated Mr. Durden with Mr. Bodenhamer seconding. Since no other nominations were made, a motion to close the nominations was made by Mr. Petrillo and approved by majority vote.

Chairman O'Shea asked if there was a nomination for Secretary. Mr. Fazio nominated Mr. Petrillo, with Mr. Bodenhamer seconding. Since no other nominations were made, a motion to close the nominations was made by Mr. Petrillo and approved by majority vote.

Chairman O'Shea asked if there was a nomination for Treasurer. Mr. Petrillo nominated Mr. Ropes with Mr. Durden seconding. Since no other nominations were made, a motion to close the nominations was made by Mr. Durden and approved by majority vote.

### **R-2 Police Report**

Captain Gillis said that in December there were 27 part one crimes, down 4 from November. He said there were 2 aggravated assaults, 1 burglary on a business and 1 burglary on residential. He said vehicle burglaries were down 2 and robberies were 2 in December and 4 in November. He added there was 1 vehicle theft. He said there have been 20 arrests in parks. The Board thanked the Captain for his update.

### **R-3 Service Award to Bill Scherer**

This item was postponed until a later date when Mr. Scherer can attend.

### **R-4 Riverwalk District Plan Update**

Chairman O'Shea said that Jenni Morejon and Wayne Jessup were here today from the City to provide an update. Mr. Jessup said they've made a number of presentations on the plan and that the consultant has completed the project. He said they had intended to go before the City Commission on Wednesday, but there were some agenda concerns so it will be postponed until February. Mr. Jessup said they received the Board's memo and that they will be able to accommodate a lot of items the Board listed. He said the next step is underway and that it's really great that the DDA, Riverwalk Trust and Broward Center are working together.

Mr. Wren said he was looking for a vote from the Board to move forward with the recommendations and that he would represent the Board at the Commission meeting. Mr. Wren went through the list of recommendations. Mr. Petrillo expressed concern about the execution once the plan has been

adopted. He said he feels someone should be responsible for all the agencies and that the expense should not fall solely on the City; that perhaps the DDA should offer money. The Board discussed the ombudsman position. Mr. Ropes suggested when they have the ombudsman position, that person should attend the DDA meetings. ***Mr. Fazio made a motion in support of the recommendations outlined in the staff memo and Mr. Durden seconded. All were in favor.***

#### **R-5 Federal Grants Continued (streetscape)**

Mr. Fazio gave a brief history of the grant indicating they have approximately \$1.2 million to spend on future streetscape projects in the downtown. He said several recommendations have been made about how to use the funds, but as the Board committee of one on this item, he would like to start small by focusing on hanging flower baskets at 4 of our prime intersections. He said back in the 90s he wanted hanging baskets and FPL said they couldn't do them on their poles. He said he had staff explore doing artificial flowers to eliminate the ongoing costs and maintenance requirements associated with real flowers. Mr. Fazio said four intersections were selected (Andrews Avenue and Las Olas Blvd., Andrews Avenue and SE 6<sup>th</sup> Street, 3<sup>rd</sup> Avenue and SE 6<sup>th</sup> Street and 3<sup>rd</sup> Avenue and Las Olas) and staff showed pictures giving the Board an idea of what the baskets could look like. Mr. Wren said Hugh Johnson has researched brackets and other associated costs to implementing this project.

Mr. Weymouth asked what the cost was and Mr. Fazio said approximately \$8,090 per intersection and the total proposed allocation is \$47,008.24. He went into detail on the various costs per item. Mr. Fazio said just because they authorize the total doesn't mean they will spend all of it. Mr. Weymouth raised concerns regarding hurricane preparedness and how that would be addressed. Mr. Wren said that if they move forward, they will have to do all the due diligence such as permitting and going to the property and right of way committee and address this and other concerns. ***Mr. Durden made a motion to move forward with the initial allocation of grant funds in the amount of \$47,008.24 following the federal requirements of the grant with the four intersections outlined in the Board memo. Mr. Bodenhamer seconded. By roll call vote, all were in favor.***

Mr. Petrillo expressed concern about the continuous spray paint graffiti that the Florida Power and Light Company and other utility companies are placing on our streets and public right of ways. Mr. O'Shea gave some history on his involvement with this issue and said that the City indicated there was little they could do. Mr. Milledge said he looked into this and that utility companies have some leeway and that legislation gives them the authority and does not restrict them. He said that bills to change it have been defeated. He said the way to do it is to use sources to get their attention, not through legal measures. Discussion was held after which Mr. Milledge said that he and Mr. Wren will work with FPL representatives checking into using non-permanent materials possibly. He said he would take pictures and set up a meeting. ***Mr. Bodenhamer asked if they could get the sidewalks on the four intersections restriped and Mr. Wren said yes.*** They talked briefly about stamped concrete. ***Mr. Ropes made a motion to get a continued resolution on getting an amicable settlement with the utility companies with regard to defacing public sidewalks and buildings with Mr. Petrillo seconding. All were in favor.***

#### **R-6 DDA Office Space**

Chairman O'Shea said that Norm Adams was here today and as an employee of Stiles, Mr. Adams did this work pro bono. Mr. Wren thanked Mr. Adams for all his help. He said currently staff is in the

One River Plaza (Travelguard) Building and recognized Mr. Vogel present today. He said Mr. Vogel has a proposal on the table and that they are presenting other variables to the Board. Mr. Adams said the Board and staff did most of the legwork and had an RFP. He said the Board removed themselves from the process by removing their own property proposals. He said they did further research on buildings in the DDA area. He said three buildings were identified including the existing landlord as possible locations. He said the one selected was One Corporate (110 E. Broward Blvd). He said they offered a low rental rate and that he negotiated them down even lower than the asking price. He said they offered six months free rent and an initial rate fixed for two years. He said they offered a couple of years free parking for staff. He said the draft lease went through John Milledge and that comments were made and they are waiting on the last couple comments to be addressed. He said they have an opportunity to get a Class "A" office space for Class B pricing.

Mr. Petrillo asked about parking for visitors and other concerns. Mr. Adams said parking would be in the City garage at their rates. He then talked about improvements the landlord was offering such as no build out charge for the conference space retrofit, new carpeting, paint, etc. The Board then discussed cost. Mr. Bodenhamer said he would be in favor of the upgrade. Mr. Fazio expressed concern about less square footage, moving costs and parking. The Board asked what the current landlord was willing to include. Mrs. Van Zandt said the rate was reduced with additional space being added and she went through the amounts. Mr. Petrillo asked if the current landlord was giving the TMA gratis space and Mr. Wren said yes. The Board all agreed that the current building location needs improvement, but that the location is right across from the park, in the core of the downtown and that the rent is covering two agencies right now. Mr. Vogel thanked the Board for their comments and said he plans to fully renovate the first floor. *Mr. Durden made a motion that the DDA office remains where they are and to negotiate with the existing landlord and bring back a lease agreement. Mr. Petrillo seconded. All were in favor with Mr. Bodenhamer opposing.*

#### **R-7 Downtown Code Enforcement**

This item was removed from the agenda.

#### **R-8 Briefing on Cultural Storefront Oasis Revival Project**

Mr. Wren introduced the item and recognized John Herbst from the City. He said the City asked the DDA to look at empty storefronts along Las Olas Blvd and try to figure out how to stimulate activity and promote foot traffic in the corridor. He indicated a team has been assembled of various local expertises. He called the team by name, with some of them in attendance: Irv Rosenbaum, Randi Karman, Brooke Trace, Leslie Fordham and James Shermer. Mr. Herbst said he has seen this type of project in other cities and it's a great way of activating storefronts and a great opportunity for the DDA to lead the effort with the economic development component. Mr. Wren added that they would target vacant retail spaces in the downtown and try to make it an attraction that people want to come to. Brooke Trace said it's a great way to revitalize empty spaces and also provide opportunities for local artists.

Discussion was held after which Mr. Fazio asked who would pay for it and Mr. Herbst said typically it's free of charge because it's short term occupancy and then artists vacate and move on. Mr. Wren said it would be beneficial for the landlord and artist involved. Mr. Petrillo suggested they go to other municipalities such as the CRA in Lake Worth to talk to people who've been involved with this type of project. Discussion was held on how to contact artists. Brooke Trace suggested they talk with landlords first to see what they want and then qualify artists to match. Mr. Adams echoed that

statement and said landlords would be concerned about liability and to address that early on. **Mr. Fazio asked that staff contact other downtowns that have done this, talk to potential landlords and report back to the Board. Mr. Wren said he would.** Mr. Fazio complimented Chadwick Blue on the Urban Oasis project recently completed at the Simmons Vedder site along Las Olas Blvd.

## **DIRECTOR'S REPORT**

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

Mr. Wren said there were articles in their packages.

### **D-2 DDA Workplan**

Mr. Wren said he will provide this each month.

### **D-3 Huizenga Plaza and Homeless Task Force**

Mr. Wren said the backup is in their packages and that Mayor Seiler will be stopping by to speak.

### **Other**

Mr. Ropes brought up the retreat they had last year and said there were missions to focus on. He brought up several issues including the DDA boundary expansion idea. Mr. Milledge said it will be very time consuming as they need a local bill and changes to the charter. Discussion was held. Mr. Milledge suggested they finish the assessment first, but should look into starting the process since it's a lengthy one. Mayor Seiler arrived at 9:48 a.m.

Chairman O'Shea asked if everyone was in favor of another retreat. Mr. Petrillo suggested that they walk out with items which can be followed up on and delivered. ***All Board members were in favor of another retreat.***

### **Huizenga Plaza & Homeless**

The Mayor thanked the Board for their comments regarding the Public Realm Plan. He said the item got delayed going to Commission because the agenda has way too many complex items and wants to make sure the Public Realm Plan have adequate time at the meeting. He said the item will go to commission sometime in February. He said regarding the water main issue in the park, he will get with his staff on this. He said there are options available and will get back to the Board.

Mayor Seiler said the homeless issue has been very difficult. He said they are trying to find a location for a feeding facility and they are receiving a lot of resistance so he'd like to know what the DDA's thoughts are. He publicly recognized Ron Centamore for all the help he's given to this effort. He said he believes there needs to be 2 locations to start out with so no one neighborhood will think they're being isolated. He continued that one location should be south of the New River and one should be north. He said the courts have indicated that the feeding location(s) have to be in reasonable distance to the urban core/downtown. He said the sooner we can designate a feeding center, the sooner they can enforce no feeding in parks and other public spaces. Mayor Seiler said they are looking at a possible area west of City Hall as a temporary location but he's wondering if that does enough in terms of moving the activity away from our parks. He said the Homeless Assistance Center is maxed out. Mayor Seiler wanted to know if that site west of City Hall helps or not. Mr. Fazio said he feels it just moves the problem. Mayor Seiler said he's looking to have a temporary site for 6 months to a year to see the impact.

Alan Hooper said the old one stop shop is in an industrial district on the fringe of a residential neighborhood and with 200 units in the Avenue lofts development alone, there will be major resistance. He said he worked with the task force from the beginning and talked about a site previously discussed. They talked about other possible locations. Mr. Hooper said he feels the size of the facility got larger than is needed. Mr. Wren said the Mayor is trying to figure out how to get consensus on this issue. Mr. Petrillo suggested book ending it which the Mayor said he's trying to do. Chairman O'Shea said the Board took a position on a site a while back. Mayor Seiler said he needs to bring two places at the same time, two temporary sites for 3-6 months. After discussion ***Mr. Fazio made a motion that the Chairman sends a Resolution that the DDA is in favor of multiple temporary short term sites. He said it should include the codicil that upon notice from Mr. Wren that as many Board members attend the Commission meeting to stand up and voice their support. Mr. Petrillo seconded. All were in favor.***

Mayor Seiler said he'd love to sit down with the Board to talk about their vision for the downtown.

As there was no other business, Chairman O'Shea adjourned the meeting at 10:18 a.m.