

Regular Meeting of the  
Downtown Development Authority  
Thursday, February 10, 2011  
Broward Center for the Performing Arts  
Einstein Room

**ROLL CALL**

**COMMUNICATIONS TO CITY COMMISSION**

**BOARD PRESENT:** Dennis F. O'Shea, Chairman  
Gregory Durden, Vice-Chair  
Tim Petrillo, Secretary  
John Ropes, Treasurer  
D. Fredrico Fazio, Board Member  
Michael Weymouth, Board Member

**NOT PRESENT:** William H. Bodenhamer, Jr., Board Member

**ALSO PRESENT:**

John M. Milledge, DDA Legal Counsel	Anthony Abbate
Chris Wren, DDA Executive Director	Patricia Zeiler
Elizabeth Van Zandt, Planning & Design Manager	George Mihaiu
Marti Brown, Administrative Coordinator	Brad Williamson
Chadwick Blue, Urban Planner	Anthony Lauro
Kate Sheffield, Planning Assistant	Mark Budwig
Neil Sterling	Dana Filetti
Charles Palmer	Reginald (Captain) Gillis
Sanders Lewallen	Kevin Denell
John Cotter	Courtney Crush
Stan Brown	Doug Sterner
Kelley Shanley	Jan Goodheart
Genia Ellis	Ron Centamore
Dana Pollitt	Jennifer Lee
Pete Witschen	Alan Hooper
Kate Wesner	Ron Feldman
Alan Tinter	Jenni Morejon
Irvin Lippman	

**PRESIDING:** Dennis O'Shea, Chairman

Chairman O'Shea called the meeting to order at 8:33 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mr. Bodenhamer.

**CONSENT AGENDA**

Chairman O'Shea asked if anyone wanted to pull any items on consent and then mentioned that C-5

was already pulled. 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. Fazio 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 January 13, 2010 DDA Regular Board Meeting
- C-2) Approval of Outdoor Event Application-Las Olas Gourmet Food Event, 4/30/11
- C-3) Approval of Outdoor Event Application-Walk Like MADD, 5/1/11
- C-4) Approval of Outdoor Event Application-FLIPANY Health and Fitness Festival, 5/14/11

### **REGULAR AGENDA**

Chairman O'Shea recognized Kate Wesner, who is Congressman West's Aide.

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

Captain Gillis gave statistics on crimes stating that the highest increase was in larcenies. He said he projects the numbers should go down this month. He said there were three arrests today in Stranahan Park. Captain Gillis said there are businesses on Las Olas feeding the homeless, which are contributing to the disorderly feedings in our parks. The Board thanked the Captain for his update.

#### **R-2 Broward Center Recapitalization**

Mr. Shanley said the Broward Center is celebrating its 20<sup>th</sup> Anniversary. He said the Center is one of the top 10 venues of its kind and is a driving force in economic development. He said Mr. Palmer is the DDA designee on the Board. Mr. Palmer gave the history of the DDA's involvement in the Broward Center. He said the DDA was one of the leading factors the Broward Center was built. He explained to the audience that the DDA was the first to commit funds for the initial facility. Mr. Sterling then gave a history as well and emphasized the need to have DDA step into this leadership role again.

Mr. Shanley said they are looking towards the future and trying to guarantee that Broward Center is nationally and regionally competitive and as self-sustaining as possible. He said they are continuing to position themselves as a lead destination as part of a larger destination which is Fort Lauderdale. Discussion continued between the Board and the presenters on the nexus of the DDA's initial leadership and the success of building the Center. ***Mr. Fazio made a motion that the Board approve \$1 million for the PACA recapitalization project, funded out of the BOND account, contingent on receiving a favorable FTA rating for the Wave and upon approval, will release payment to PACA according to an agreed upon payment schedule. Mr. Durden seconded and by roll call vote, all were in favor.***

#### **R-3 MOA/Nova Streetscapes**

Mr. Wren said the Board previously approved financial support of the MOA/Nova streetscape project, but due to the way the MOA/Nova procured the project it does not meet the requirements of the grant and therefore grant funds cannot be used. He said they have BOND funds that can be used towards this project and recommends doing so.

Mr. Witschen thanked the Board for their support from a couple of meetings ago and said they are on a fast track to get the plaza completed before the Vatican exhibit. Mr. Fazio clarified for the Board that the support was towards lighting and that the amount was still the same. ***Mr. Petrillo made a***

***motion to approve \$110,554 for the project funded out of the BOND account contingent upon certification of the completed project. Mr. Ropes seconded. By roll call vote, all approved.***

#### **R-4 ITS Grant Expenditures**

Mr. Wren introduced Mrs. Van Zandt who summarized this item. She started off saying that since the last update to the Board, staff was contacted by the Federal Transit Administration (FTA) who directed the DDA to make progress on this grant since it is so old. She emphasized to the Board the importance of progressing on this project.

She explained that she has worked with all the partnering agencies to come up with the best use of these funds for Intelligent Transportation System improvements. She acknowledged Mr. Durden who volunteered himself to assist as the Board committee of one. She then went through the recommendations for use of the funds to include: purchasing GPS tracking devices to be put on the Sun Trolley vehicles, the SFRTA trains and downtown shuttle and BCT buses that stop in the downtown and tracking that information through real time information on a website, on a smart phone application and through interactive kiosks to be located throughout high pedestrian areas in downtown. Mr. Hooper spoke regarding the TMA's support of the project. Mr. Petrillo raised concerns about the monitoring and maintenance of this project and Mr. Wren indicated it is not the DDA's intent to be caretakers of this infrastructure and that as part of the development of the project, the logical operators and maintainers would be identified to ensure a successful outcome.

***Mr. Petrillo made a motion authorizing staff to move forward with the procurement of the recommended ITS expenditures as outlined in the memo, funded through the federal ITS grant. Mr. Fazio seconded and by roll call vote, all approved.***

#### **R-5 Wave Update**

Mr. Wren said they've gone through peer review and are sorting out the governance issue. He said they had a great meeting last week and in addition to FDOT, Broward County and the City, they now have a partnership with MPO and the SFRTA (aka "Tri-Rail"). He said they need to go before the SFRTA Board for official approval, which is tentatively scheduled for February 25<sup>th</sup>. Mr. Wren said Commissioner Kristin Jacobs is a big supporter and she represents the County, SFRTA and MPO. He said he estimates submitting the application to the federal government by early spring. He said the next step is to get approval from the federal government to move into the design development phase by May/June. He said they have congressional support. Mr. Wren talked briefly about funding. He said they are still talking about the assessment and that he met with Terry Stiles and Doug Eagon last week to continue discussion on it.

Mr. Petrillo asked about the rating and about rewriting the plan to get a better rating. Mr. Wren said they have HDR on board with Dave Vozzolo who was a senior staff member at FTA who offers his expertise from both sides. He said the feedback they are getting indicates they are right where they need to be and that he hopes to be in the federal budget without exploring earmarks. Mr. Petrillo asked about anything that could create an issue and Mr. Wren said anything can happen but he doesn't foresee anything at this point. Mr. Milledge said that budget is the main battle. He said everyone is in place and they feel comfortable with the application. He said issues in the budget environment are unknown but they should be ranked well. Chairman O'Shea asked about the economic development benefit component and Mr. Wren said they have the benefit of HDR's expertise. Chairman O'Shea asked that they share information with the development community. Mr.

Wren agreed to solicit their input.

#### **R-6 Subtropical Cities 2011 Conference Sponsorship**

Tony Abbate said he is a representative of FAU and is pleased to present this sponsorship opportunity today. He said the conference began six years ago in Australia and this will be the first time in the United States and it will be hosted in Fort Lauderdale. Mr. Cotter said he wanted to talk about opportunities the conference brings. He talked about the tracks of the conference and said there are 16 keynote speakers. He talked further. Stan Brown gave his background and said this is an opportunity to bring an international event to Fort Lauderdale and it's because of efforts like those of the DDA. He explained what he thought would be the benefit for the DDA such as recognition and a product that is recognizable. Mr. Fazio asked if the conference will focus on how to get more people walking and Mr. Abbate said part of the session will deal with that but that they could focus a session specifically on that if the Board would like to. Mr. Ropes said he feels the DDA should support it but doesn't feel it should be the lead on funding. Mr. Wren said if the Board approves any type of support that it would be from the general fund such as marketing and that there are different ranges of support. The Board briefly held discussion, after which, a motion was made by Mr. Fazio to authorize \$5,000 in support but the motion failed for lack of a second to the motion.

### **DIRECTOR'S REPORT**

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

Mr. Wren said there are various articles in their backup.

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

Mr. Wren said he includes this in their monthly package.

#### **St. Patrick's Day Parade**

Mr. Wren said that in about a month the St. Patrick's Day Parade will be here for the second time. He said Kate Sheffield is doing a lot of the work and is doing a great job. Mr. Wren said this is an exciting community event with a family component. He said they've upgraded the entertainment and have expanded the area to the gazebo at Las Olas Riverfront. He said there will be aerial performances and Irish eateries and urged the Board to come out and participate.

#### **Hanging Baskets**

Mr. Fazio asked if they've made progress on the hanging baskets. Mr. Wren said they had their first round of plants but it was not what they wanted so they are doing more research with other cities. Elizabeth Van Zandt said staff hopes to meet with Mr. Fazio in the next few weeks to show a mock flower display for his approval.

As there was no other business, Chairman O'Shea adjourned the meeting at 9:29 a.m.