

Regular Meeting of the
Downtown Development Authority
Thursday, March 10, 2011
Broward Center for the Performing Arts
New River Room

ROLL CALL

COMMUNICATIONS TO CITY COMMISSION

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

NOT PRESENT: D. Fredrico Fazio, Board Member
William H. Bodenhamer, Jr., Board Member

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Lisa Goodlin
Chris Wren, DDA Executive Director	Phyllis Pittman
Elizabeth Van Zandt, Planning & Design Manager	Jenni Morejon
Marti Brown, Administrative Coordinator	Nate Ernest-Jones
Chadwick Blue, Urban Planner	Dana Pollitt
Kate Sheffield, Planning Assistant	Patsy Mennuti
Mayor Jack Seiler	Gregory Salters
Vice Mayor Romney Rogers	Jennifer Lee
Kate Wesner	Sharon Brooks
Bill Spute	Kelley Shanley
Genia Ellis	Andy Mikulski
Ron Centamore	

FORMER BOARD MEMBERS:

Neil Sterling
Charlie Palmer
Jack Loos
Alan Hooper

PRESIDING: Dennis O'Shea, Chairman

Chairman O'Shea called the meeting to order at 8:40 a.m. Roll call was taken by Marti Brown. Chairman O'Shea mentioned that Mr. Bodenhamer and Mr. Fazio were not present today. He said Mayor Seiler is here along with some former Board members and that he wanted to go through the agenda and then the issues left over from the last retreat but because the Mayor has a court date at 9:00 a.m., he was going to deviate from the agenda a bit.

Mayor Seiler

Mayor Seiler thanked the DDA and its good leadership through Chris Wren. He said Mr. Wren is awesome to work with and gets everything done. The Mayor said unemployment numbers are headed in the right direction as is the economy and feels real estate will follow suit. He said projects need to get done now. He spoke about what issues are most important moving into the future. He began with the need for more downtown residential development to get people out of cars so they can live, work and play in one place. He said he encourages the Board to promote residential development. He then emphasized the need to expand the DDA boundary. He said expanding down South Andrews could be positive as well as east on Las Olas. He said the DDA should take the next steps and should have support from groups.

Mayor Seiler continued that universities are a resource and are valuable and need a greater presence in the downtown. He said they are thinking of putting a courtyard between FAU and BC to mix and mingle. He said they should look for items that unite and move forward and gave Amendment 4 as an example. He said he'd like to see focus on the Riverwalk within the next 2-3 years as a resource that unites us as a destination. He said with the beach and the river, they can be a premiere City in the Southeast.

Mr. Ropes expressed concern about the City's building department and the Mayor indicated he had heard over the last 2 months that it has improved tremendously. He said that as part of the search for a new City Manager, he wants to put the building department in the Malcolm Baldrige Program. He said he's had discussions about doing this. Chairman O'Shea said he's seen a difference with the building department and Mr. Petrillo agreed but said there are a few issues. The Mayor departed at 8:55 a.m.

CONSENT AGENDA

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 February 10, 2010 DDA Regular Board Meeting and the 2/9/11 Finance Committee Meeting
- C-2) Approval of Outdoor Event Application-Making Strides Against Breast Cancer, 10/7-10/8/11
- C-3) Approval of Outdoor Event Application-City Link Beerfest, 12/2-12/3/11

REGULAR AGENDA**R-1 Police Report**

Major Salters said they are still working on the noise ordinance and that he's in communication with Code Enforcement and that Mr. Petrillo has been helping. He said they are talking to both sides on the issue to ensure the outcome is fair to everyone. He said there was a protest yesterday around the courthouse. He said they have a skywatch in Stranahan Park and nothing significant has happened. He said crime has gone down from January to February. He said earlier in the week, they did charge someone selling narcotics in Stranahan Park and he was removed. He said they've met with Broward County Traffic Engineering about installing a permanent crosswalk between FAU and the Sun-

Sentinel building. The Board thanked Major Salters for his update.

R-2 Committee List

Chairman O'Shea welcomed Vice Mayor Rogers. He said he'd like to defer going through the committee list if there were no objections, which there was not.

R-3 Wave

Mr. Wren reported on the recent South Florida Regional Transportation Authority (SFRTA) meeting that occurred on 02/25/11. He said SFRTA Board voted unanimously to lead the design, procurement and construction of the system and to be the project sponsor through the federal process. He gave a tentative timeline for submission into FTA. He said once the application is submitted to the FTA, they will ask Congresswoman Debbie Wasserman Schultz to be the lead with the FTA meeting. Mr. Milledge added that Tim Garling, the new Broward County Transit Director has been a big advocate as well as SFRTA. Mr. Wren acknowledged Kate Wesner from Congressman West's office.

R-4 St. Patrick's Day Parade & Festival Event-March 12th

Mr. Wren recognized Kate Sheffield from staff and said she's been doing all the work for this event and he thanked her and said she's done an outstanding job. Ms. Sheffield said the Mayor will be striping the ground at noon in front of Huizenga Plaza and then there is a reception following at Briny's. She said Saturday will be a jam packed day with para commandos, a helicopter flyover, a U2 tribute band and fireworks. She said there are 105 parade entrants. She urged everyone to come out on Saturday, March 12th. Mr. Wren said last year there were 16,000 people in attendance and this year over 20,000 are expected. Chairman O'Shea welcomed Alan Hooper and Jack Loos, who arrived for the Board retreat.

DIRECTOR'S REPORT

St. Pat's

Mr. Wren said he's talked to the Mayor, Vice Mayor and City Commission about police costs for the event. He said that since the Police services are being done as a detail, Police the cost has been reduced drastically. Mr. Wren said they have a cash flow issue right now and asked the Board for authorization to help pay off the shortfall and that the 5013C will pay the DDA back. He was looking for authorization to front the organization \$30,000. Mr. Durden said this is a good event and he'd like to see it grow. ***Mr. Durden made a motion authorizing the expenditure of \$30,000 contingent on 100% repayment. Mr. Petrillo seconded and by roll call, all were in favor.***

Mr. Ropes said that if the event continues to grow they should try to find a part-time or full-time person to help raise money. Mr. Wren said during the planning he tried to bring in three different fund raisers and agrees he needs a full-time person.

D-1 News Articles

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

As there were no other items to discuss, the Regular Meeting was adjourned and the Board Retreat began at approximately 9:40 a.m.

BOARD RETREAT

B-1 Board Requests & Status from Last Year's Board Retreat/Current DDA Workplan

Chairman O'Shea said he wanted to go through the items left over from the last retreat and then go through some new topics.

MISSION STATEMENT

The mission statement was agreed upon from the last retreat as follows: To focus on growing the residential community and the amenities that service it, highlighting the regional activity center as the downtown of Broward County, and facilitating it's physical and economic development.`

MARKETING OUTLINE

Mr. Wren said a marketing outline was presented to the Board in September. He said he sees Kate Sheffield migrating into this position. Chairman O'Shea asked for an update on the marketing plan.

Mrs. Van Zandt gave a very brief update. She said that the plan focuses on increasing the collaboration with other stakeholder agencies that have similar missions, maximizing everyone's marketing budget. She gave an example of the Greater Fort Lauderdale Alliance's \$1 million marketing campaign and said there is definitely opportunity there to expand the marketing of downtown within their message.

She continued on that at the Board's desire, the DDA should serve more as a concierge. She brought up the current DDA marketing budget of \$50,000 per year and said that we will need to relook at the marketing budget/corresponding supportive resources given the limited funding.

Mr. Ropes said he'd like to see the DDA as the leader bringing the City and other organizations in a collective effort moving together providing everyone markets the same entity. Mrs. Van Zandt said she agreed and also said the Public Realm Plan has a component of marking in it that looks at bringing together all the agencies and marketing the area together. Mr. Wren added that there is an opportunity for branding and he anticipates discussions with the stakeholders.

Mr. Hooper said he agrees with collaborating with others. He suggested something such as Downtown Fort Lauderdale Beach as a name. Mr. Loos said they should have more of a global approach and said Las Olas is critical to the downtown. Discussion was held.

Vice Mayor Roberts said there is an opportunity to leverage the Greater Fort Lauderdale tag and said a brand is important. He said the City puts a lot of money into marketing and they need to focus on it now. Chairman O'Shea asked about getting some kind of plan back. **Mr. Wren said he'll set up a committee meeting and that in about 2 months from now he will bring back an action plan. Mr. Ropes suggested Stephen Scott and someone from the County attend.** Mr. Petrillo suggested getting the CVC involved.

INCLUDING RESIDENTIAL PROPERTIES IN DDA'S TAX BASE

Chairman O'Shea said that Mr. Milledge indicated a charter change will be required. He said there are a number of residential rental properties that will be built within the next 2-3 years. Mr. Milledge said they need a local act of legislature and then a referendum. He said the only people to vote will be the residential parties. Mr. Loos said the Board looked into this issue in depth years ago and

discussion was held. Mr. Hooper said the Board previously addressed this issue twice and said the DDA is a business organization and it will change if you get residential involved. He said it's the business group that pushes economic development.

EXPANSION OF THE DDA BOUNDARIES

Mr. Ropes said he heard that the Board does not want to start the process before the Wave assessment. He said because it's a long process, he feels they should start now. Mr. Milledge discussed the issue.

Mr. Palmer suggested polling people. Mr. Sterling agreed with starting the process now and examining what boundaries they want to include. Mr. Milledge said you don't want to send any mixed messages combining it with the assessment. Vice-Mayor Rogers asked about expanding into Las Olas. The Board asked about the voting procedure and Mr. Milledge said it's waited voting based on assessed values. Vice Mayor Rogers said between Himmarshee bridge and 17th looks dysfunctional. Mr. Weymouth said it's important to brand Las Olas from the downtown to the Isles. The Board discussed having informal discussions to measure the interest. Mr. Hooper said he agrees with Mr. Sterling's suggestion of a handful of people discussing this. Mr. Milledge said it could be done by a number of referendums or you could put it all together.

PACA RECAPITALIZATION REQUEST

Chairman O'Shea discussed the recent request for funding by the Performing Arts Center Authority for their recapitalization program and the subsequent \$1 million capital contribution the DDA made (with conditions set forth at the February 10th approval).

ADDITIONAL RESIDENTIAL UNITS & DISCUSSION ON COLLAPSING THE FLEX ZONES

Chairman O'Shea said they decided to hold off until after the Wave. He said it should be the City's to run with this not the DDA although the DDA should support it. Mr. Wren said it will be the City's application.

Mr. Loos talked about the danger of collapsing the flex zones and said he would avoid it. Mr. Milledge gave some details. Vice Mayor Rogers said the City should consider this. Mr. Sterling asked how long 6,000 units will last. Mr. Hooper talked about his previous experience and said they have a lack of land. He said in the next 10 years they will have 300-500 unit complexes and said 6,000 is not a lot and that they should be looking at the future. Mr. Loos said they should look more globally to encourage development. Discussion was held regarding getting 3,000 units shifted before the next retreat. Mr. Wren said in the City's Master Plan, there is a vision for 20,000 units. Discussion was held. Mr. Milledge suggested they mirror the units with the Wave project and doing a unit study to forecast how many units are needed to have a healthy rail system so they can forecast the number or units. Mrs. Van Zandt said she's been working with the MPO and they can show a 3D Modeling Software program they have which is the first of its kind. She said it's a good marketing tool.

B-2 Board Discussion on Goal's & Priorities

- 1) Mr. Durden said the DDA staff works hard and that anytime you want something, they are there and they are always ready to assist you. He said they don't complain and they work well together. He said he'd like to do something to thank them by perhaps giving them a raise and

feels it's important.

- 2) Mr. Hooper said streetscape is important and that streets define the future of the downtown. He added that he also appreciates the staff. Mr. Petrillo talked about the importance of streetscapes as well.
- 3) Chairman O'Shea said the utility graffiti program continues to be a form of blight and that they continue to find relief.

4) RIVERWALK/RIVERFRONT

Mr. Ropes said there are two projects of concern to him, the Riverwalk near Stranahan House and Riverfront. Chairman O'Shea said Stiles had been managing Riverfront at a level that doesn't work and the property is going back on the market. Mr. Sterling said he we should talk to Nova` about the Riverfront as a possible place for additional space. Mr. Palmer suggested other universities might be interested also. Jenni Morejon said the City has had discussions with Nova and Broward College about the Riverfront to see if they would use the sites on an interim basis.

Vice Mayor Rogers thanked the Board for Chris' help with the TMA. Mr. Hooper thanked Chris as well. Vice Mayor Rogers said it's important to the City if the DDA would partner with them on the Public Realm and activating the Riverwalk and to focus on all activities. He said they have chosen to emphasize residential so they need to be sensitive to the noise ordinance which is a big issue. He said he believes there are parts the DDA can help with. He agreed that streetscapes are important. The Board discussed the noise ordinance in more detail.

5) HOMELESS

Mr. Ropes said the Board supported the city on this issue. Vice Mayor Rogers said their last discussion was before Christmas and that the last site suggested was turned down. He said the Mayor indicated he would come back with a recommendation but he's not comfortable yet. The Vice Mayor said he encourages the Board to speak to the Mayor. He said he asked the City Attorney's Office to come up with a reasonable way to enforce panhandling and said they need to find a solution. Genia Ellis said the item is back with the Commission on Tuesday with a request that they pick a location. Mr. Wren said there are two items on the next Commission (Public Realm and Homeless) and said he will send a reminder to the Board. He urged the Board to show up and speak.

Mr. Petrillo said the DDA contributed to the Public Realm and it's a good plan that needs to be pushed forward and implemented.

6) PETER FELDMAN PARK

Mr. Durden said he drives by Peter Feldman Park and said although there is a sign with his name on it, there is nothing there that talks about him or his involvement with the DDA. He suggested they do a plaque to show what he's done. **Mr. Wren said he'd come back with concept ideas and will talk with Mr. Durden.**

7) SIGNAGE

Mr. Hooper brought up signage in the downtown. Mr. Wren said that Mrs. Van Zandt has done a marvelous job working with different agencies on this. He said wayfinding is in the works. Mrs. Van Zandt said there's a chance it may be fully funded. She said Riverwalk Trust successfully applied for

and was awarded a City BCIP grant and the Downtown Civic Association (through the DDA's financial match) successfully applied for and was awarded a City NCIP grant. . Mr. Wren said he will be bringing reports back.

8) URBAN OASIS

Vice Mayor Rogers complimented the Urban Oasis Project. Mrs. Van Zandt said the Jeff Ostrow site is next and that in 60-90 days you will see something. She said it will be a mini park.

As there was no other business, Chairman O'Shea adjourned the meeting at 11:19 a.m.