

Regular Meeting of the
Downtown Development Authority
Wednesday, April 13, 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
D. Fredrico Fazio, Board Member
William H. Bodenhamer, Jr., Board Member
Michael Weymouth, Board Member

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Chuck Adams
Chris Wren, DDA Executive Director	Merissa Amodio
Elizabeth Van Zandt, Planning & Design Manager	Jennifer Lee
Chadwick Blue, Urban Planner	Jay Pietrafetta
Kate Sheffield, Planning Assistant	Natalie Saldarriaga
Jason Robertson	Vivian Kamareddinc
Colin Thompson	Alan Hooper
Miguel Angulo	Neil Sterling
Dana Pollitt	David Coddington

PRESIDING: Dennis O'Shea, Chairman

Chairman O'Shea called the meeting to order at 8:33 a.m. Roll call was taken by Elizabeth Van Zandt. All Board members were present.

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. Durden and seconded by Mr. Ropes. All Board members were in favor.* The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the March 10, 2010 DDA Regular Board Meeting
- C-2) Approval of Outdoor Event Application-Bravo Top Chef: The Tour, 6/2-6/3/11
- C-3) Approval of Outdoor Event Application-Light the Night Walk 2011, 11/11-11/12/11
- C-4) Approval of Outdoor Event Application-Love in the Park, 2/14-2/15/12

REGULAR AGENDA

R-1 Police Report

Chairman O'Shea welcomed Captain Gillis, who reported on the recent crime statistics in the Downtown. There were no Board comments. Chairman O'Shea thanked the Captain for his report.

R-2 Board Retreat Follow ups

Chairman O'Shea asked that the follow up regarding the Performing Arts Center Authority recapitalization request be amended to better capture the Board's intent. **Mrs. Van Zandt said she'd work with the Chairman on the amended language.**

R-3 Committee List

Mr. Wren introduced this item and asked that the Board review and make comments on any changes they would like to see regarding committees and/or assignments. Direction was provided to remove past Board members that are not active on the specific committee.

Chairman O'Shea asked about the Wave's real estate committee efforts and Mr. Wren indicated there is no activity needed right now, but will provide him and other members with ample time when the efforts are re-energized.

Mr. Petrillo asked about the status of doing another DDA Annual Event. Mr. Wren explained the new game plan to partner with the Downtown Civic Association since their event is very similar to ours and had a great turnout last year. Mr. Fazio added that as the Chairman last year, he didn't want to have an event if there was nothing substantial to report on; he was afraid it would be too similar to the 1st event and therefore, decided to skip it until there was more to report on. This discussion transitioned into the marketing efforts the DDA is currently undergoing.

Ms. Sheffield gave a brief update on the efforts she is currently doing regarding marketing, which include primarily identification of the organizations (which she listed for the Board) that are currently marketing downtown, their budgets, their primary mission and joint marketing opportunities.

Mr. Bodenhamer said the most effective way to market is through great websites. He cited his experience across the U.S. and how he uses websites for his company. He suggested that be our number one focus.

Mr. Petrillo said he envisions having subcommittees under "Live, Work and Play" and that will be the most effective way to move forward with the marketing effort.

Mrs. Wren said a marketing committee meeting is being scheduled to enable more detailed discussion on the subject.

R-4 Budget Amendment

Mr. Wren introduced the budget amendment items and walked through each of the recommendations.

General discussion was held regarding the transit expenditures and how the upcoming decision from the federal government plays into needing to use funds for the project after October 1st.

The federal grant administrative fee item was focused on. Since Broward County has taken the position that the 5% costs associated with administering the grants must come from non-grant sources, the Board asked that staff look at having another federal grant recipient take over the last two streetscape grants to take advantage of using grant funds to pay for the administrative cost. **Mr. Wren said that staff would look into the options.**

Mr. Fazio made a motion to approve the budget amendments as set forth in the corresponding memo. Mr. Petrillo seconded it. By roll call vote, all members were in favor.

R-5 DDA Office Space

Mr. Wren introduced the item and summarized the progress since the last meeting where this item was heard. Discussion was held regarding the office lease with One River Plaza. The Board agreed to execute the lease agreement with the following additions: 1) include a work order for the list of improvements, 2) include a cancellation provision and 3) cap the annual base rent increase at 2.5% or CPI, whichever is lower.

Mr. Ropes made a motion to accept the lease including the 3 additions stated above. Mr. Bodenhamer seconded the motion. All were in favor.

R-6 Commercial & Residential Activity (4th Quarter 2010, 1st Quarter 2011)

Mrs. Van Zandt reported that Norm Adams was unable to attend and will provide his 1st quarter report at a future meeting. Chairman O'Shea recognized former Board Member, Alan Hooper who provided an update on the residential activities for the first quarter. The overall message was the residential only rental buildings are extremely healthy, currently estimated at almost 100% occupancy!

The Board had general discussion about the current activity in real estate.

Chairman O'Shea thanked Mr. Hooper for his report.

DIRECTOR'S REPORT

D-1 News Articles

No discussion.

D-2 DDA Work Plan

No discussion.

D-3 Federal Courthouse

Mr. Wren summarized the recent efforts with the Federal Courthouse Taskforce he sits on. He indicated Fort Lauderdale's request for a new Federal Courthouse was bumped on the federal list, but has since been re-prioritized due to a focused effort by several community members. He mentioned that a consultant is about to be hired to show designs and the feasibility of building it south of the New River. Discussion was held regarding the DDA's involvement and funding for the study. Mr. Wren clarified that the study is being paid out of the committee funds, which do not impact the DDA's budget.

D-4 PACA Garage

Mr. Wren introduced the item and recognized Alan Hooper again. He indicated that Alan Hooper is requesting changes to the New River Trading Post parking permit agreement in the DDA's parking garage. Discussion was held regarding the requests being made. After discussing the pros and cons of allowing these changes, the Board agreed to them with the understanding that as occupancy levels in the garage start to increase, the Board will revisit these actions.

Mr. Fazio made a motion to approve the changes to the NRTP parking agreement, which include: allowing permit flexibility and removing the rooftop parking limitation. Mr. Bodenhamer seconded the motion. With the exception of Mr. Petrillo who abstained from voting, all Board members were in favor of the changes.

D-5 Wave Update

Mr. Wren provided a status update of the Wave transit project. Mrs. Van Zandt explained that as part of the federal application, she'd like to include a resolution from the DDA Board that explains to FTA the DDA's past, current and future role in the development of this downtown, underwriting the development/investment community's intent to invest in the area because of the implementation of the Wave. She indicated she would work with the Chairman to develop the message.

Mr. Bodenhamer made a motion to create said resolution. Mr. Petrillo seconded it. All were in favor.

Other Items

Chairman O'Shea recognized Mrs. Van Zandt, who brought up the recent homeless taskforce efforts. She asked Kate to summarize the critical points, but warned the members that the recent recommendation by the taskforce was probably something they will not support. With that, Ms. Sheffield provided an update and listed the recent taskforce recommendation of using the Salvation Army facility on Broward Blvd in addition to 2 mobile feeding units currently proposed for either the City's one stop shop site or the City's "J-Lot" site.

Discussion was held regarding the natural fit the Salvation Army is in terms of location and mission. The concept of mobile feeding units was highly opposed, especially in the locations recommended by the taskforce.

After long dialog on the subject, Mr. Fazio made a motion to send a resolution to the City of Fort Lauderdale and recommend the use of the Salvation Army facility on Broward Blvd, to work with the City to find a second location south of the New River and to oppose the remaining taskforce recommendations of 1) using the City's One Stop Shop site, 2) using the City's "J-Lot" site, and 3) using mobile feeding facilities. Mr. Bodenhamer seconded the motion. All were in favor.

Mr. Petrillo brought up parking ease and cabs becoming an issue. **Mr. Wren said he would meet with him to understand the issues.**

As there was no other business, Chairman O'Shea adjourned the meeting at 10:08 a.m.