

Regular Meeting of the
Downtown Development Authority
Thursday, May 12, 2011
Broward Center for the Performing Arts
Einstein Room

ROLL CALL

COMMUNICATIONS TO CITY COMMISSION

BOARD PRESENT: 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

NOT PRESENT: Dennis F. O'Shea, Chairman

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Gregory Salters
Chris Wren, DDA Executive Director	Cindy Campbell
Elizabeth Van Zandt, Planning & Design Manager	Hillary Reynolds
Marti Brown, Administrative Coordinator	Ron Centamore
Chadwick Blue, Urban Planner	Dana Pollitt
Kate Sheffield, Planning Assistant	Norm Adams
Neil Sterling	Jennifer Lee
Genia Ellis	Kate Wesner
Lee Sheffield	

PRESIDING: Gregory Durden, Vice-Chair

Vice Chairman Durden called the meeting to order at 8:31 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Chairman O'Shea.

CONSENT AGENDA

Vice Chairman Durden asked if anyone wanted to discuss any items on consent. Hearing no comments on the Consent Agenda, Vice Chairman Durden 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 April 13, 2011 DDA Regular Board Meeting and the Finance Committee Meeting of 4/11/11
- C-2) Approval of Outdoor Event Application-Stephen Siller Tunnel to Towers Run, 9/10/11
- C-3) Approval of Outdoor Event Application-Making Strides Against Breast Cancer, 10/8-10/9/11 (Originally Scheduled for 10/7-10/8/11)
- C-4) Approval of Outdoor Event Application-12th Annual Riverwalk Run, 3/23-3/24/12

REGULAR AGENDA

R-1 Police Report

Major Salters said they have been focusing on benches in the downtown and they plan to move some benches. He said crime has not escalated although larcenies are still an issue. He said he's been attending the Downtown Council Meetings so information can be shared between organizations. Major Salters said he's been working with the Las Olas Company on speeding concerns along the boulevard and it has now decreased the speed to 25 MPH along the main boulevard, with feedback of potential interest to expand the speed reduction beyond there. He said the homeless task force is still having meetings. He added that with regard to noise issues they are working with City Code Enforcement. Mr. Bodenhamer asked about safe hit polls at crosswalks and said they will slow people down. Mr. Ropes asked if there could be police presence on 4th Street between 3rd and 4th Avenue from 8:30-9:30 a.m. when people are parking there illegally. Major Salters said he would look into it.

R-2 Wave Update

Mr. Wren said they just went to Atlanta on 4/15 with the principals from the partnership to include: DDA, Greg Stuart with the MPO, Tim Garling with the BCT and Bill Cross with the South Florida Regional Transportation Authority (SFRTA aka Tri-Rail). He said the meeting was great and that FTA is impressed with the progress. Mr. Wren said Dr. Taylor, the Region Administrator, even talked about new funding opportunities to come available soon. He mentioned that Keith Melton, a Region FTA Planner came to Fort Lauderdale recently and walked the proposed route. He said additional staff will be here on the 19th. Mr. Wren added that Mr. Melton mentioned he has seen Miami and West Palm's Downtown's and thought Fort Lauderdale's geography was better. Mr. Wren talked about the upcoming FTA submission timeline.

Mr. Wren brought up the local assessment efforts and indicated staff was going through a support letter campaign, of which, many of the Board members had sent in updated letters. For those that have not, he asked them to kindly do so. Mr. Bodenhamer asked how many dollars will be needed for consultants beyond what has been budgeted and Mr. Wren said no monies. Mr. Milledge said once they get rated by the federal government, there is already a federal grant that is available to support the next phase of required work. Mr. Petrillo asked about the \$250,000 the Board authorized back in May 2010 and whether there are funds left. Mrs. Van Zandt said that as part of the recent budget amendment in April 2011, there are funds remaining that will cover additional work on the maintenance and storage facility site refinement and other consultant needs that the SFRTA has pledged to partner with and help fund.

R-3 Tunnel Park Update

Mr. Wren said the last report was from the City and indicated they would be wrapped up by May. They just finished Phase 1 and Phase 2 will be awarded this month. He said they expect to start 5/24 and finish by 7/29.

R-4 Budget Update

Mr. Wren said the next Finance meeting is scheduled for Wednesday, May 18th at 7:30 a.m. and he thanked Mr. Weymouth for hosting the location. Mr. Ropes asked about the pros and cons of managing the PACA garage versus outsourcing it. Mr. Bodenhamer said there is City involvement

that you have to consider. He said you could save money and explained why. Mr. Weymouth said there is a lot of parking downtown and that they need to try and get people to go to different locations. He said a great way to get people parking in garages is to offer a coupon on line that appears on sites for restaurants and events where they can purchase it ahead of time (prepaid coupon). Mr. Petrillo said an issue he's experiencing is that parking at PACA is from 6:00 a.m. – 6:00 p.m. so anyone staying late has to leave that garage, making it very inconvenient and less desirable. After discussion, Mr. Milledge said that they may want to talk to PACA to have the cars stay until 7:00 p.m. or sometime more reasonable. **Mr. Wren said he'd discuss with the appropriate people how they can make the timing more flexible to suit the needs of the permit holders.**

Vice Chairman Durden recognized Kate Wesner from Congressman West's office. Vice Chairman Durden recognized Norm Adams and asked if he had an update on commercial activity.

COMMERCIAL ACTIVITY

Mr. Adams said the market has bottomed out. He said Sun Sentinel hopefully will be doing a lateral move. He talked about a couple businesses that have gone out of business. He mentioned a new company coming in called Cherry Beckert and then talked about businesses that expanded. He said McCalla Raymer and YUM Brands came in. Vice Chairman Durden asked what marketing is used to bring in businesses. Mr. Adams said it's driven by those individual companies. Mr. Petrillo mentioned that YUM Brands came in because of access to the airport and ease of getting into the downtown. Mr. Adams said occupancy levels have stabilized, vacancies are flattening out and rental rates are flattening out. He said rates off of Las Olas proper are \$14-\$20 per sq ft and on Las Olas proper, the rates range from \$17.50-\$25/\$28 (plus operating rates). He said Mellon Bank is still in the market and Bank United is looking for a downtown branch.

DIRECTOR'S REPORT

Other

Mr. Wren said that Las Olas Riverfront was bought and the representatives are the Motwani's and that they hope solicit the DDA Board's input and are looking to do adaptive re-use and ultimately redevelopment.

Homeless Task Force

Mr. Wren said the task force had a meeting and they made a motion which passed 5-0 to have Tim Smith get training at Salvation Army to operate a feeding truck in Tunnel Park. He said the item goes before Commission on Tuesday. The Board discussed getting the members to show up at the meeting and voice their concerns. Mr. Bodenhamer brought up the panhandling ordinance on the Beach and asked of its applicability to the downtown. **Discussion was held and decided to have this topic be revisited at an upcoming Board meeting.**

After much discussion on what the Board's message should be as it relates to the taskforce's recent recommendation, the following motion was made: ***Mr. Ropes made a motion that since the DDA is a financial partner in the Tunnel Park, the DDA is adamantly opposed to any consideration of feeding homeless in the middle of a residential neighborhood and along the Riverwalk. Mr. Fazio seconded. All were in favor.*** Mr. Sterling stressed the importance of going on record at the Commission meeting.

D-1 News Articles

There was nothing to report.

D-2 DDA Work Plan

There was nothing to report.

D-3 Marketing Update

Mr. Ropes said that they went to the Delray DDA and met with the Director and that they were blown away. It was announced that the next marketing meeting is scheduled for Monday, 5/23. Mr. Wren said when they have a follow up meeting, he plans to invite other agencies. Mr. Petrillo mentioned that while at a recent Miami Heat game in downtown Miami, he received a DDA produced brochure which outlined restaurants, arts and museums. ***He asked if staff could obtain a copy of the brochure and send to the Board.*** Norm Adams suggested they invite the Greater Fort Lauderdale Convention and Visitor's Bureau, Nikki Grossman and the Greater Fort Lauderdale Alliance.

As there was no other business, Vice Chairman Durden adjourned the meeting at 9:40 a.m.