

Regular Meeting of the
Downtown Development Authority
Thursday, July 14, 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 (by conference call)
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	Tracy Brown
Elizabeth Van Zandt, Planning & Design Manager	Bill Spute
Marti Brown, Administrative Coordinator	Ron Centamore
Chadwick Blue, Urban Planner	Vivian Kamareddine
Kate Sheffield, Planning Assistant	Genia Ellis
Neil Sterling	April Kirk
Sergeant Sousa	Marcie Nolan
Kate Wesner	Vanessa Santiago
Brooke Cranor	Dev Motwani
Jonathan Schwartz	Jennifer Lee
Lunsie Estes	Dana Pollitt
Heather Geronimus	Leas Saraceno

PRESIDING: Dennis O’Shea, Chairman

Chairman O’Shea called the meeting to order at 8:30 a.m. Roll call was taken by Marti Brown. All Board members were present with Mr. Fazio participating by speaker phone.

CONSENT AGENDA

Chairman O’Shea asked if anyone wanted to discuss any items on consent. Hearing no comments, Chairman O’Shea asked if there was a motion approving the Consent Agenda. *A motion was moved by Mr. Bodenhamer 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 June 9, 2011 DDA Regular Board Meeting

- and the Finance Committee Meeting of 6/1 and the Marketing Committee Meeting of 6/20
- C-2) Approval of Outdoor Event Application-Florida Panthers Blueprint Tour, 9/3/11
 - C-3) Approval of Outdoor Event Application-Emerge Broward Movie in the Park 2011, 12/9/11
 - C-4) Approval of Outdoor Event Application-CF Cycle for Life, 3/17/12-3/18/12
 - C-5) Approval of Outdoor Event Application-2012 Broward Walk Like M.A.D.D., 5/6/12

REGULAR AGENDA

R-1 Police Report

Sergeant Sousa said it was a good month for the downtown. He said larcenies are still the majority of the problems. There were 39 crimes total. He said they made over 120 arrests, mostly misdemeanors. The Board thanked him for his update.

R-2 Streetscape/Hanging Baskets

Mr. Wren summarized the hanging flower basket progress, including obstacles staff has faced since the Board approved doing these improvements at 4 specified downtown intersections. He said as a next step, he wants the Board to do a site visit of artificial plants in two hanging baskets on an existing City light pole prior to proceeding with the demonstration project. He said they cannot use the County's poles. He added that the Board previously authorized the funds. Mr. Fazio expressed concern about using live plants as it relates to upkeep and said he'd like to get at least one intersection done with the artificial plant material as soon as possible. Mrs. Van Zandt explained the issues with the pole ownership and the impact that has on the consistency between intersections. Mr. Ropes arrived.

R-3 Marketing

Mr. Wren explained that he and a few Board members met with Marjorie Ferrer, the Executive Director of the Delray Beach DDA to understand how Delray has been so successful with marketing. He indicated that following those meetings, staff held a Board committee meeting to go over next steps. He said it is the intent to work on a collaborative effort to market the downtown and/or the City. He said they need to determine goals and boundaries and to determine the partners. He said the committee would like the meeting moderated by an outside facilitator. Mr. Ropes said the effort should be focused on a 5 or 10 year horizon. Mr. Bodenhamer said they need to tie the message under the convention bureau since that is their specialty and they have significant funds. Mr. Petrillo asked what the goal is and emphasized the need to wrap the marketing message cohesively. Mr. Bodenhamer added that the web and smart phones should be a major component of the plan since that is the future. Mr. Wren said the next step is to have another workshop to finalize the "to do" list, and then start inviting stakeholders to a meeting facilitated by a moderator. Mr. Bodenhamer suggested staff work with the PR person who works for the County and said he'd get staff her contact information. **Mr. Durden said he was impressed by Ms. Ferrer and said he'd like to include her in some capacity and Mr. Wren said he would keep her involved in the process.**

R-4 Wave-Approval of Grant Agreement with SFRTA

Mr. Wren said that a grant agreement with the South Florida Regional Transportation Authority (SFRTA) is being presented for approval. He explained that Broward County Transit (BCT) is currently our federal grant sponsor, but with SFRTA's new role as the Wave federal project sponsor, we need to transfer the funds to them. Brief discussion was held. ***A motion was made by Mr. Durden and seconded by Mr. Ropes giving authority for the DDA general counsel to finalize and execute a***

grant agreement with the SRFTA for the Wave preliminary engineering earmark, in the amount of \$500,000. All were in favor.

R-5 DDA 2011/2012 DDA Budget

Mr. Wren said he'd be looking for a motion to advertise the proposed millage rates for operating and debt service. He said the budget has been decreased several times over the years. He said at the workshops, the group has decided that in lieu of raising taxes that staff should focus on increasing revenue from the agency's two capital assets. He said in September they will have more details about the revenue possibilities and said he's already met with Kelley Shanley on partnering with the Broward Center. Mr. Wren explained that he is recommending a roll back millage rate with no new taxes as follows: operating at .5171 which would be net neutral and a debt service rate of .5499 for a total combined millage rate of 1.0670. He said there will be workshops with final adoption in September. Discussion was held on the proposed rates as it relates to taxes and property values. It was mentioned that the Board can always lower the rate before final adoption but they cannot increase them once advertised. **Mr. Petrillo said he'd be interesting in knowing the past 4 year history of the advertised millage rates compared to the final adopted millage rates.** The Board discussed concern about the proposed rates. Mr. Wren said the debt service millage rate is not bringing in enough to diffuse the debt. He said there is a shortfall of approximately \$131,000 and that is why the debt service rate is proposed to increase. Mr. Bodenhamer said he doesn't want to increase the combined millage rate so the \$131k approximate shortfall will need to be diffused another way. He did say he's okay approving the recommended rates today to provide the needed short term flexibility. General discussion held. Mr. Wren said he could show the Board a menu of options and work with them one on one on how he will manage this \$131k shortfall.

A motion was moved by Mr. Durden, seconded by Mr. Ropes to advertise the proposed 2011/2012 operating millage based on the rolled-back rate of .5171 and the voted debt millage rate as .5499. Roll call was taken and all approved.

DIRECTOR'S REPORT

D-1 Panhandling Process

Mr. Wren said there is a panhandling ordinance currently in place. He said he needs direction on how the Board wants him to proceed. Mr. Petrillo expressed concern over the City's hesitation on this issue. Discussion was held on how to extend the beach's ordinance into the downtown. Ron Centamore from the audience expressed his concern on the issue. Discussion was held on when to bring this up with the City. Genia Ellis from the audience said her feeling was to do it today and not wait until the elections are over. Mr. Ropes said that in order to get the downtown incorporated into the same ordinance as the beach they'd have to do a nexus study and the Board discussed this. **Chairman O'Shea said he recalled the City Commission directing the City Attorney to research a recent court case, with a report back in September. Mr. Wren was asked to follow up on this.**

D-2 News Articles

There was nothing additional to report.

D-3 DDA Work Plan

This was nothing additional to report.

D-4 TMA Courthouse Shuttle Map

Mr. Wren said the new courthouse shuttle map is in their package outlining where the County will have 300 courthouse employees park in the garage on 2nd Street and the TMA will be increasing shuttle service Monday through Friday.

Other

Mr. Petrillo asked if there were any updates on the Wave. Mr. Wren said they meet almost daily and they are fine tuning the Small Starts application which will be delivered to the federal government this month and then they will be completing the EA report. He said they are on schedule and gave a brief update. He said everything he is hearing is positive and the scheduled opening is 2015. Mr. Milledge said the State has a new Transportation Secretary. He said they've had good success with the previous Secretary and the new Secretary is supportive.

Mr. Durden expressed his desire to better quantify what the DDA does and how our objectives benefit the commercial property owners. He said he's been working with Kate Sheffield from staff and on a Power Point that tells this story. He indicated it will be presented at the next finance committee meeting.

Mr. Ropes mentioned that at the Tunnel Park site, bulldozers are moving and there is activity. He said he was told by City staff that the construction project would be completed by August.

Chairman O'Shea recognized Kate Wesner from Congressman West's office.

As there was no other business, Chairman O'Shea adjourned the meeting at 9:40 a.m.