

Regular Meeting of the
Downtown Development Authority
Thursday, October 13, 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
William H. Bodenhamer, Jr., Board Member
Michael Weymouth, Board Member

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Ron Centamore
Chris Wren, DDA Executive Director	Martin Shuham
Elizabeth Van Zandt, Planning & Design Manager	Dev Motwani
Marti Brown, Administrative Coordinator	Shannon Vezina
Chadwick Blue, Urban Planner	Sybille Abberley
Kate Sheffield, Planning Assistant	Captain Gillis
Neil Sterling	Randall Vitale
David Coddington	Vivian Kamareddine
Genia Ellis	Tim McGovern

PRESIDING: Dennis O’Shea, Chairman

Chairman O’Shea called the meeting to order at 8:32 a.m. Roll call was taken by Marti Brown. All Board members were present.

CONSENT AGENDA

Chairman O’Shea asked if anyone wanted to discuss or pull any items on consent. *A motion was moved by Mr. Petrillo and seconded by Mr. Durden approving the items on consent. All Board members were in favor.* The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the September 8, 2011 DDA Regular Board Meeting and September 8th & September 22nd Budget Hearings and the Minutes from the Finance Meeting on 9/6/11
- C-2) Approval of Outdoor Event Application-Centennial Gourmet Truck Expo, 12/8/11
- C-3) Approval of Outdoor Event Application-Fort Lauderdale Take Steps Walk 2012, 4/28/11

REGULAR AGENDA

R-1 Police Report

Captain Gillis said that in August there were 22 Part One crimes and in September there were 17 so they are down 5. He said there were 4 burglaries, 1 business burglary and 12 larcenies in the entertainment district. He talked briefly about the Occupy Wall Street protest and about some issues that may impact Stranahan Park the upcoming Saturday. He thanked Mr. Wren for removing the benches behind the main library and said it's nice to call him about an issue and then to get immediate resolution. The Board thanked the Captain for his update.

R-2 Fort Lauderdale Our City, Our Vision

Mr. Wren indicated the Mayor could not attend but that Randall Vitale is present and he is the Chairman of the Visioning Committee. Mr. Vitale said he works for Gibraltar Private Bank & Trust. He said they've held four open houses in the Commission districts with the most recent one on Monday evening. He said this will be a long process. He said they've only been given approval for Phase 1 and there are four phases. Mr. Vitale estimates it will take about 10 months to do the other phases once they have approval for Phase 2 which should be around November. He said they are keeping the lines of communication open with all the stakeholders. He encouraged anyone interested to sign up for updates on the website which is fortlauderdalevision.org. He added there is also a Twitter and Facebook page.

Mr. Fazio asked what the intent of hiring a consultant was. Mr. Vitale said to manage the process and explained further. He said there will be a series of open houses and they need the community to be involved and discussed the process. Mr. Petrillo asked if the City Commission is driving the process or someone else and Mr. Vitale said the community leaders and people who've asked the Commission. He said the Commission then appointed a group. Mr. Motwani from the audience said he believes it was the Centennial Committee who suggested it. Mr. Vitale said they are using Charlotte, NC as the model for success. Mr. Petrillo asked about the implementation and Mr. Vitale responded that it will be done through the commitment from the City Manager and the Assistant City Manager and this process will guide their work. Mr. Petrillo asked if City Staff are on the committee and Mr. Vitale said the Assistant City Manager is on the committee. He said there are 11 appointees with 2 from each Commissioner and the Mayor and 1 mutually appointed which is Dan Lindblade.

Chairman O'Shea said he attended the meeting Monday night and he said on the final board for the future there were three references to the Wave project which he was encouraged to see. Mr. Vitale said at the visioning meeting on Tuesday the overall themes were Transit, Safety and Jobs. The Board thanked him for his presentation.

R-3 Wave Update

Mr. Wren said they flew to D.C. to meet with federal staff on the application. He said they are planning additional trips to D.C. in two weeks to meet with Senior FTA staff. He said he's optimistic. He said they will continue meeting with political supporters. He then added that he will be at the annual Railvolution Conference next week.

Mr. Ropes asked about a recent article he read on Maglev train systems and whether that could be something that could impact the Wave project. Mr. Wren said he will look into it and report back.

DIRECTOR'S REPORT

Other

Mr. Wren said the annual event is tonight and both Ron Centamore and Genia Ellis will be there. He said this is a partnership with the Downtown Civic Association and it's at the Museum of Art. He said they will have access to the Museum's new feature. Mr. Centamore said they will discuss what is coming up in the season at the Museum of Discovery and Science, the Broward Center and others. He said there will be five minutes presentations and it's open to everyone. He thanked the DDA for its participation.

Mr. Wren recognized Tim McGovern and said he's anticipating another successful St. Patrick's Day event on March 10th and thanked him for his help.

D-1 News Articles

There was nothing additional to report.

D-2 DDA New Initiatives

Mr. Wren said the memo outlines new initiatives in addition to the prior ones. He thanked Elizabeth Van Zandt for her help in preparing the memo. He said they are looking to make the park more of a business model. He mentioned the potential \$100,000 budget gap next year and he estimates they've already come up with \$50,000 in new recurring monies.

D-3 Greater Fort Lauderdale Alliance Update by David Coddington

Mr. Coddington said they have their big annual event tonight. He said they have a premier commercial featuring people like Wayne Huizenga and Mike Jackson that will be airing on selective channels and also on some Jet Blue flights between here and New York. He talked about new initiatives just passed including FPL having a new incentive. He discussed the numbers relating to direct jobs and retained jobs. Mr. Ropes brought up the Alliance's advertising of Broward County and Mr. Coddington said they are using Greater Fort Lauderdale. He said there are 1000 direct jobs in Broward County from either companies expanding or a company's presence in the County. He said very few came from Dade County because there is no incentive County to County. Mr. Petrillo asked how people find him and Mr. Coddington said through multiple ways such as their website, relationships with site selectors or through a consultant or broker. Mr. Bodenhamer suggested the Board consider using Greater Fort Lauderdale as a branding name.

Mr. Durden brought up the Brazil Trade Mission and asked if staff could provide some input. Mr. Wren said they would look into it and provide feedback.

As there was no other business, Chairman O'Shea adjourned the meeting at 9:05 a.m.