

Regular Meeting of the
Downtown Development Authority
Thursday, December 8, 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	Gary Martin
Chris Wren, DDA Executive Director	Genia Ellis
Elizabeth Van Zandt, Planning & Design Manager	Viviane Kamareddine
Chadwick Blue, Urban Planner	Dana Pollitt
Kate Sheffield, Planning Assistant	Kelley Shanley

PRESIDING: Dennis O'Shea, Chairman

Chairman O'Shea called the meeting to order at 8:30 a.m. Roll call was taken by Mrs. Van Zandt. All Board members were present.

CONSENT AGENDA

Chairman O'Shea asked if anyone wanted to discuss any items on consent. *A motion was moved by Mr. Weymouth and seconded by Mr. Ropes 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 November 10, 2011 DDA Regular Board Meeting

REGULAR AGENDA

R-1 Police Report

Sgt. Gary Martin gave a report of crime statistics since the prior month. No major fluctuations were reported. Mr. Petrillo brought up a recent problem with kids selling candy on Las Olas Blvd. and then turning around and stealing purses. He indicated it may be time to change the ordinance to address kids panhandling.

Sgt. Martin indicated there will now be officers on a golf cart in addition to officers on bicycle, which should help the situation.

R-2 Overall DDA Project List

Mr. Wren introduced the Board to Andy Mikulski, Michelle Good-Alvarez and Mildred Mereus and explained each role they have with the DDA. He then went through the DDA project list on a macro level and explained it is the intent to have more committee meetings to allow detailed discussion on projects and initiatives.

R-3 The Wave Streetcar

Mr. Wren summarized recent efforts on the Wave project and provided a snapshot for the next 4 months to come. Mr. Ropes asked for a status on the maglev research and staff explained what they found. **Mr. Ropes indicated there was a demonstration project at a University in the U.S. and directed staff to find out more information.**

R-4 Urban Oasis

Mr. Blue provided the Board with a project update, including a new concept staff is working on along Broward Blvd from I-95 to 3rd Avenue that serves to create a gateway with the implementation of art wraps along the corridor. Staff said they are currently working on cost estimates and plan to give recommendations on how to use the remaining project funds. Discussion was held about partnering with the site owners so the financial burden is not solely on the DDA. **The Board asked that a committee meeting occur before the January Board meeting, if possible.**

R-5 Marketing

Mrs. Sheffield provided a snapshot of the overall marketing efforts to date, including launching a newly designed DDA website, collateral materials she has developed and plans for an upcoming committee meeting.

R-6 Enterprise Zone Projects: PACA Garage & Huizenga Plaza

Mr. Wren went over the recent activities in the Huizenga Plaza aimed at increasing revenue including a recent multi-year amphitheater sponsorship deal with AutoNation.

Mrs. Van Zandt went over the progress being made at the PACA garage and asked Mrs. Good-Alvarez to report on the tasks she has been working on and she gave the Board a snapshot. Mrs. Van Zandt also mentioned the valet masterplan efforts being worked on with the City of Fort Lauderdale. **After much discussion, the Board asked for an update from Diana Alarcon at the City. In addition, Mr. Weymouth asked that staff provide the history of the illegal surface parking lot issue.**

After Mr. Wren brought up the 2012 St. Patrick's Day Parade & Festival Event, Mr. Durden voiced his concerns over how much staff resource is being used to administer it. Discussion was held.

R-7 Streetscape Grant Funded Projects

Mrs. Van Zandt provided a quick update on the streetscape grant transfer and indicated the holdup has been due to the Federal government. She also said there is an upcoming committee meeting scheduled for December 13th to discuss what projects to complete with the remaining grant funds. **She indicated she would bring this item back to the January Board meeting with an update on progress.**

R-8 ITS Grant Funded Interactive Kiosks

Mrs. Van Zandt explained that progress is being made on the kiosk project and that a request for qualifications solicitation package will be issued within a week of the Board meeting. **She said that staff will work with Mr. Durden as the committee of one and will report back on progress at the January Board meeting.**

R-9 Utility Box Wrap Program

Mrs. Van Zandt explained that since the last Board meeting, the County administration brought this item before their Commission to receive a policy decision for a County-wide utility box wrap program. She indicated DDA was present for the meeting and was happy to report that it was approved. She said staff is working with the Broward County Traffic Engineering Department on the permit for the 15 boxes in downtown and is hopeful to have the boxes wrapped in January.

R-10 P.O.L.O Initiative

Mr. Wren explained the Property Owner Las Olas (POLO) initiative led by Mr. Weymouth. Discussion was held.

R-11 St. Patrick's Day Parade & Festival

Mr. Wren summarized the successful events in 2009 and 2010 as the event chairman and went through the upcoming plans for the 2012 event, scheduled for Saturday, March 10th.

R-12 TMA (Sun Trolley)

Mr. Wren explained that he planned on stepping down as the interim Director of the TMA organization. Mr. Fazio gave the Board some history of where the TMA organization was years ago before Mr. Wren became the volunteer interim Director. He applauded him for his efforts and great successes, including financial stability and increased ridership.

DIRECTOR'S REPORT**D-1 News Articles**

There was nothing to report.

D-2 Approval of 2012 DDA Board Meeting Schedule

Mr. Petrillo made a motion to approve the 2012 DDA Board meeting schedule included in the Board backup. Mr. Ropes seconded the motion. All Board members were in favor.

D-3 Greater Fort Lauderdale Alliance Update by David Coddington

There was nothing to report.

D-4 2nd Street Undergrounding Update

There was nothing additional to report.

OTHER:

Mr. Wren walked on various items to include: the Panhandling ordinance efforts at the City, a new initiative being led by the City Manager to get building permits approved within 90 days, naming of the Tunnel Park and efforts of an exploratory committee for the Miss America pageant. The Board discussed each briefly. *Mr. Bodenhamer made a motion to approve the name, "Stranahan*

Landing” as the official park name with the caveat that, given their capital funding participation, the DDA be listed as a sponsor on the sign. Mr. Ropes seconded the motion and all Board members were in favor.

Chairman O’Shea brought up a historic ordinance being considered at the City that would negatively impact the DDA. **The Board discussed further and asked that Mr. Milledge bring back a recommendation on the subject at the January Board meeting.**

As there was no other business, Chairman O’Shea adjourned the meeting at 10:02 a.m.