

Joint Committee Workshop of the
Downtown Development Authority of Fort Lauderdale
Wednesday, January 11, 2012
DDA Office, 305 South Andrews Avenue #301, Fort Lauderdale, FL, 33301 @ 2:30 p.m.

BOARD PRESENT: Tim Petrillo
John Ropes
Michael Weymouth
Denny O'Shea
Fred Fazio

ALSO PRESENT: John Milledge, DDA General Counsel
Elizabeth Van Zandt, DDA Planning & Design Manager
Chadwick Blue, DDA Urban Planner
Kate Sheffield, DDA Planning Assistant

The meeting started at 2:38 p.m.

Mrs. Van Zandt explained that Chris Wren was in Portland, OR. for a last minute trip for the Wave Streetcar project and indicated the Federal Transit Administration made a special invite for two representatives from our project team. She went through the proposed agenda and the Board agreed with the format.

Urban Oasis Committee

Mrs. Van Zandt explained that since the last update at the December Board meeting, staff has explored the Broward Blvd. gateway concept further and does not recommend moving forward given the multiple initiatives in the corridor, including one specifically aimed at improving the entrance and exit experience through gateways. She then had Chadwick Blue of DDA staff provide an update on various sites available to do an Urban Oasis installation on. After much discussion, the Board reached consensus on the Icon site near the Stranahan House. Further follow up is needed before making any decisions on the program.

Streetscape Committee

Mrs. Van Zandt explained the intent of the grant and the need for the Board to make decisions on how to spend the remaining funds. After a detailed discussion, the Board asked Mrs. Van Zandt to find out the true time limitations on using the funds as they'd like to do improvements along the Wave alignment while maximizing the funds and minimizing the construction of both projects.

Intelligent Transportation System (ITS) Grant Committee

Mrs. Van Zandt went through the recent advertisement for a Request for Qualifications as part of the ITS grant. She indicated the closing date was January 20th. She said another committee meeting would be scheduled to go over the next steps and the process moving forward after the closing date of the RFQ.

Marketing Committee

Mrs. Van Zandt said there are three marketing initiatives that staff is proposing: 1) DDA District Focus 2) Larger Branding Campaign and 3) Project Specific Marketing/Outreach. Discussion was held about each and the Board seemed to be comfortable with the three focus areas.

As part of the larger branding campaign, Mr. Ropes asked that meetings start with other stakeholder agencies. Ms. Sheffield indicated she has started the dialog with these stakeholder agencies and they're willing to work with us.

Ms. Sheffield then showed a marketing video she prepared that answers the question, "Why your DDA tax dollars are a good investment." The Board gave some areas to improve, but overall the Board was happy with the video.

Ms. Sheffield then presented the working draft of the newly designed DDA website and went through the different pages. Mrs. Van Zandt emphasized that the goal of the site is no longer to focus on the DDA, but rather to focus on what Downtown Fort Lauderdale is and how to use it. The Board was pleased with the new design and new direction, but suggested a few minor changes.

As there were no other items to discuss, the meeting ended at 4:10 p.m.