

Regular Meeting of the
Downtown Development Authority
Thursday, January 12, 2012
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	Doug Sterner
Elizabeth Van Zandt, Planning & Design Manager	Dev Motwani
Marti Brown, Administrative Coordinator	Jenni Morejon
Chadwick Blue, Urban Planner	Diana Alarcon
Kate Sheffield, Planning Assistant	Renee Cross
Neil Sterling	Fatih Beyhon
Genia Ellis	David Coddington
Tracy Brown	Nanette Jackson
Ron Centamore	

PRESIDING: Dennis O'Shea, Chairman

Chairman O'Shea called the meeting to order at 8:33 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. Durden 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 December 8, 2011 DDA Regular Board Meeting and the December 13, 2011 Streetscape Grant Committee Meeting
- C-2) Approval of Outdoor Event Application-Florida Turkish Festival, 2/17-2/19/12
- C-3) Approval of Outdoor Event Application-Riverwalk Trust Burger Battle III, 5/18/12 (Partnership with Riverwalk Trust-Waive Event Fees)
- C-4) Approval of Outdoor Event Application-Dash for Dads Fort Lauderdale, FL 9/15/12

REGULAR AGENDA

Chairman O'Shea said a few words prior to the elections about his experience as Chair.

R-1 Board Elections

Chairman O'Shea asked if there was a nomination for Chair. Mr. Fazio nominated Mr. Durden with Mr. Ropes seconding the motion. There were no other nominations. Mr. Fazio made a motion to close the nomination with Mr. Ropes seconding the motion. All were in favor. The gavel was handed over to the new Chairman.

Chairman Durden asked if there was a motion to Vice Chair. Mr. Ropes nominated Mr. Petrillo with Mr. O'Shea seconding the motion. There were no other nominations. Mr. Fazio made a motion to close the nomination with Ropes seconding the motion. All were in favor.

Chairman Durden asked if there was a motion for Secretary. Mr. Fazio nominated Mr. Ropes with Mr. O'Shea seconding the motion. There were no other nominations. Mr. Fazio made a motion to close the nomination with Mr. O'Shea seconding the motion. All were in favor.

Chairman Durden asked if there was a motion for Treasurer. Mr. Fazio nominated Mr. Weymouth with Mr. Petrillo seconding the motion. There were no other nominations. Mr. Ropes made a motion to close the nomination with O'Shea seconding the motion. All were in favor.

R-2 Police Report

There were no officers present today.

Other

Chairman Durden told the Board he'd like them to do a lot of their work at the committee meetings to keep the Board meetings moving quickly. He said he has big ideas and there are exciting things. He said the River is the greatest asset and he'd like to see more done along the River to revitalize businesses along the river. He said he really wants it to be a place to come and walk around with police presence.

R-3 Himmarshee Corridor Valet Masterplan

Diana Alarcon announced she is the Transportation Mobility Director at the City of Fort Lauderdale. She summarized the valet masterplan efforts to date and said a preliminary layout has been made. She said the goal is to have one company manage the valet activities in the area with stations, including just east of the FEC tracks. She said they have identified four stations: the existing Tarpon Bend station, one on SW 3rd Avenue and one in front of the Riverhouse. She said there was preliminary discussions with the Broward Center of a 4th one and explained further. She said it will go out for bid. She said they've talked about utilizing the PACA garage during peak and non-peak hours and the City would manage it but there are still issues to work out such as insurance, employee benefits and payroll. She said there is a Valet Ordinance in place since January that allows this change.

Mr. Ropes asked about MODS. Ms. Alarcon said she has not spoken to them but she will look into that and it's a great idea. Mr. Petrillo asked about any other garages since the PACA is so busy and Ms. Alarcon said they are working on peak time parking and this was discussed further. When asked about fees, Ms. Alarcon said it's too early to be at that point yet. Mr. Petrillo briefly discussed

Miracle Mile when they rolled their program out and said people are very sensitive to fees.

Mr. Fazio talked about what they did at the courthouse and said once they start building the courthouse and garage, parking will be crazy. Ms. Alarcon said that parking will be enforced everywhere. Chairman Durden asked when she thought she might have more final answers and she said hopefully soon. The Board discussed fees (an example given was the revenue lost charging \$7 as opposed to \$10) that will be charged and Ms. Alarcon said once they get started she will call Tarpon Bend and get ideas. Mr. Weymouth said he agreed with Mr. Fazio. He said when they own lots they make a lot of money as opposed to valet. He asked how many serve in the a&e district and Ms. Alarcon said one at Tarpon Bend. Mr. O'Shea brought up grass lots and bringing them up to code and what that means as far as costs comparing it as a valet lot which can be stacked. **Chairman Durden asked if they could put this item on for next month for another update and Ms. Alarcon said yes.** Mr. Motwani from the audience said at the Riverfront they have access and maybe they incorporate that. The Board was concerned that whatever the rate is in the garage that it's something that works for the district.

R-4 The Wave Streetcar

Mr. Milledge said there have been some positive developments with the federal government recently. He started off with why Chris was not in attendance at the meeting. He continued that Chris and Bill Cross of the South Florida Regional Transportation Authority (SFRTA) were representing the project team at the first annual Streetcar Roundtable in Portland, OR. He went over the tentative details of an upcoming visit from the Federal Transit Administration's Administrator and emphasized the significance of this visit.

R-5 Capital Projects: Streetscapes, Urban Oasis, ITS and Utility Box Wraps

Mrs. Van Zandt said there was a Board committee meeting yesterday and then summarized what happened.

Regarding streetscape, she indicated there was consensus to use the funds to complement the pedestrian experience as it relates to the Wave Streetcar and said she had to follow up on a couple of items related to the grant. **Chairman Durden asked about the New River/Riverwalk and whether there are any monies available to implement improvements. Mrs. Van Zandt said she will find out if these are eligible expenses under the streetscape grants.**

Mrs. Van Zandt reported that since doing the successful implementation at the Simmons Vedder site (Las Olas Blvd between SE 1st and 2nd Avenues), a series of additional options were presented to the Board. She indicated there was interest in one specific site and the Board would like to know the opportunities available and the interest from the property owner before moving forward on any other options.

Mrs. Van Zandt announced that a Request for Qualifications (RFQ) was advertised on December 21, 2011 for a design and planning contract as part of the Intelligent Transportation System (ITS) grant. She indicated the closing date was scheduled for January 20, 2012. **She said she will report the findings at the next scheduled Board ITS committee meeting.** She said the DDA, along with the City of Fort Lauderdale and other entities like the Riverwalk Trust have been contacted by companies that provide all-inclusive kiosk systems. Chairman Durden said Walgreens called him about this, talked further about this and he said he will refer them to Mrs. Van Zandt. Mr. Ropes said it needs to be an integrated process with other groups.

Mrs. Van Zandt said regarding the utility box wrap program, staff is still working with the County on the special permit for the Board approved 15 locations. Chairman Durden said he'd like the Board to be aware of the progress on projects so they can step in and help if something is not moving forward.

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

Mrs. Van Zandt said they are looking at the PACA Garage and Huizenga Plaza as revenue producing entities.

She said they installed a banner onto the exterior of the garage promoting the 6:00 a.m. to 6:00 p.m. Monday-Friday monthly permits. She indicated that staff is currently evaluating the size of the banner. She also indicated there is no longer a parking attendant.

Regarding the Huizenga Plaza, she said the Amphitheater Sponsorship agreement was sent to AutoNation and hopes to finalize and execute soon. She indicated that Mr. Wren is working with Joe Gehl on a contract to do services (events). She said a committee meeting on the Enterprise Zone is planned for the end of January.

R-7 Marketing and Outreach

Mrs. Van Zandt provided a recap of the committee meeting held a day prior. She said staff presented a video on why the DDA is valuable. The Board liked it, but offered a few tweaks to improve. In addition, she said staff showed the Board the redesigned DDA website, which focuses more on Fort Lauderdale and less on the DDA. She said she hopes to launch this in February, including an interactive user-friendly downtown map. Mr. Ropes expressed his satisfaction with both the video and the website.

She said staff also brought up the need to expand the DDA database of contact information. Chairman Durden mentioned perhaps surveying what the downtown constituents want. Mr. Petrillo said to reach out to Nova or FAU and have an intern program since it's a lot to put on staff. Mr. Ropes said he'd like to have contact with them via email to let them know what we are doing and so they can provide feedback. Mr. Fazio talked about getting input from businesses on what they'd like to see on our website.

Mr. Ropes said he thought they previously discussed meeting with the Greater Fort Lauderdale Alliance and the Chamber of Commerce and other small groups to see if a marketing meeting could be set to see if all of our messages can be more integrated. Mrs. Van Zandt indicated that staff is working with the Director and plans to hold this meeting soon.

R-8 St. Patrick's Day Parade & Festival Event

Mrs. Van Zandt said there is a lot of money to be raised and sponsorships are welcomed. **She said she will bring a financial snapshot at the next Board meeting.** Ms. Sheffield said parade applications are being accepted and it's on the website. Mrs. Van Zandt said there is a Float Building 101 article coming out in February in the neighborhood newsletters.

R-9 New: Historical Ordinance

Mr. Fazio said he asked Mr. Wren to put this on the agenda. It was an article about a group wanting the Miami Herald Building to be given historical status. He said he feels the Board should follow this.

Mr. Milledge said he will follow up on how it could affect property rights for downtown businesses. He said there are a series of steps where it has to go to Commission first, then if approved it would go to the Planning and Zoning Board and then back to Commission. **Mr. Milledge said both he and Mr. O'Shea will watch the item and will put it on the agenda for next month.**

R-10 Riverfront Activity

Mr. Motwani from the audience said they are renovating the Riverfront now. He has looked at various options. He said they want to renovate and rejuvenate it to elevate the clientele to fit it with a new downtown. He said he's received amazing feedback from the community and there is a new property management group. They are working on signing leases or ready to sign some. Chairman Durden said to let the Board know how they can help as he moves forward. Mr. Motwani said he needs events there. Mr. Motwani said there will be bars, restaurants, and retail and they will be looking to upgrade the movie theatre and will focus on lighting. He said they have to renovate before they can do the lighting. Mr. O'Shea said that he and Tim Petrillo both sit on the Riverwalk working group.

Ms. Alarcon said she'd like to help with anything she can. Mr. Petrillo said the Assistant City Manager attends the meetings.

Mr. Ropes asked what Mr. Motwani was trying to achieve at the site and Mr. Motwani said they were doing a complete facelift and dealing with operational issues and to make it more mission style.

DIRECTOR'S REPORT

D-1 News Articles

There was nothing additional to report.

D-2 Greater Fort Lauderdale Alliance Update by David Coddington

Mr. Coddington gave an update on news businesses coming to town. He said that he gets together regularly with Chris and Elizabeth. He said there is a meeting scheduled about a film, TV, sound and stage company. He said they've had 3 counsel general visits: Brazil, Columbia and Germany. He said they started at PACA, then the port and finished at the Riverside Hotel. He said he continues to get negative feedback about the homeless issue in Stranahan Park.

D-3 South Side Development Activity

The backup was in their package, but no discussion occurred.

Mr. Weymouth mentioned that Las Olas Company just entered into a lease with an Apple Service Company.

As there was no other business, Chairman Durden adjourned the meeting at 9:38 a.m.