

Joint Committee Workshop of the
Downtown Development Authority of Fort Lauderdale
Wednesday, February 1, 2012
DDA Office, 305 South Andrews Avenue #301, Fort Lauderdale, FL, 33301 @ 2:00 p.m.

BOARD PRESENT: Tim Petrillo
Michael Weymouth
Denny O'Shea

ALSO PRESENT: Chris Wren, DDA Executive Director
John Milledge, DDA General Counsel
Elizabeth Van Zandt, DDA Planning & Design Manager
Chadwick Blue, DDA Urban Planner
Michelle Good-Alvarez, DDA Planning Assistant

The meeting started at 2:05 p.m.

Mr. Wren kicked off the meeting and explained that the ITS grant and the Enterprise zone activities will be discussed. With that, he turned it over to Mrs. Van Zandt.

Intelligent Transportation System (ITS) Grant Committee

Mrs. Van Zandt explained a two-step process: 1) The recent Request for Qualifications for a planning and design service contract paid from the federal ITS grant, and 2) the interactive kiosk system ownership structure.

Discussion was held about the process for reviewing, selecting and awarding the planning and design service contract. The Board accepted staff's recommendation for the selection committee and the proposed dates for approval.

Discussion was then held regarding the 3 different ways to implement the interactive kiosk system in terms of ownership, cost to the DDA and associated advertising and sponsorship revenues. The Board seemed to favor a 50/50 deal, pending verification of some follow up questions.

Enterprise Zone Activities Committee

Mrs. Van Zandt went through a list of staff recommendations to generate new revenues for the PACA Garage. The Board was supportive of them so Mrs. Van Zandt indicated she would meet with the City and the Performing Arts Center Authority on next steps.

She then went through a list of recommendations to generate new revenues for Huizenga Plaza. The Board was supportive. Brief discussion was held regarding doing revenue producing events in the park.

As there were no other items to discuss, the meeting ended at 3:30 p.m.