

Regular Meeting of the  
Downtown Development Authority  
Thursday, February 9, 2012  
Broward Center for the Performing Arts  
Einstein Room

**ROLL CALL**

**COMMUNICATIONS TO CITY COMMISSION**

**BOARD PRESENT:** Gregory Durden, Chairman  
Tim Petrillo, Vice-Chair  
John Ropes, Secretary  
Michael Weymouth, Treasurer  
D. Fredrico Fazio, Board Member  
William H. Bodenhamer, Jr., Board Member  
Dennis F. O'Shea, Board Member (by speaker phone)

**ALSO PRESENT:**

John M. Milledge, DDA Legal Counsel	Manny Arroyo
Chris Wren, DDA Executive Director	Ron Centamore
Elizabeth Van Zandt, Planning & Design Manager	Vivian Kamareddine
Marti Brown, Administrative Coordinator	Jackie Carlson
Chadwick Blue, Urban Planner	Norm Adams
Kate Sheffield, Planning Assistant	Jennifer Marcus
Neil Sterling	Robert Lochrie
Alan Hooper	Diana Alarcon
Dana Pollitt	Captain Gillis
David Coddington	
Joe Gehl	

**PRESIDING:** Gregory Durden, Chairman

Chairman Durden called the meeting to order at 8:30 a.m. Roll call was taken by Marti Brown. All Board members were present with Mr. O'Shea participating by speaker phone.

**CONSENT AGENDA**

Chairman Durden asked if anyone had any issues with approving the Consent Agenda. Hearing none, *a motion was moved by Mr. Fazio 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 January 12, 2012 DDA Regular Board Meeting and the January 11, 2012 Committee Meeting
- C-2) Approval of Outdoor Event Application-New Times Beerfest, 3/31/12

## **REGULAR AGENDA**

### **R-1 Police Report**

Captain Gillis reported that there were 29 Part One crimes with the majority being larcenies and thefts. He said there was one aggravated battery, two business burglaries and three robberies. He said the horses are out making their way around downtown. Mr. Ropes mentioned a recent incident at the Water Garden and asked the Captain if he knew about it. He said he will look into it. Mr. Fazio asked whether there was an arrest on any of the armed robberies and Captain Gillis said one is still at large and no to the other two.

Chairman Durden went on to item R-3 since Ms. Alarcon was not yet present.

### **R-3 2011 3<sup>rd</sup>/4<sup>th</sup> Quarter Demographics Report**

Alan Hooper talked about condo sales saying pricing. He said people are taking advantage of short sales. He gave an example of a short sale that recently was in the \$200,000 range versus a unit that he sold recently in The Mill that went for over \$400,000. Mr. Hooper said that regarding the first generation sales in Strada 215, they have sold 61 of the 65 units. He said he believes a large company may have made that purchase and is perhaps sitting on them. Mr. Hooper said more people are looking to buy because mortgage rates are low. Mr. Hooper said rentals are strong. He said the Wave will have a big impact on the market in the downtown. Mr. Fazio asked why there is a huge pricing difference between Progresso Point being less expensive than the Camden and Mr. Hooper said it's subsidized by the federal government. Mr. Hooper said pricing affects the comps and discussion was held.

Norm Adams gave a commercial update on vacant property, then said rental rates have basically stabilized. He talked about the significant leases for 2011 in Broward County such as Baskin Palmer & Citrix. He talked about losses. He discussed significant leases in the CBD in the third and fourth quarter. He then mentioned large tenants in the market such as Fisher & Phillips, Bank of America and Marshall Dennehey. He named some of the large vacancies over 50,000 square feet such as Wells Fargo, Sun Sentinel and 200 East Broward. Mr. Adams finished by talking about the \$350 million in back loans that will be maturing in 2012. He said the properties will get re-priced.

Chairman Durden decided to hear D-2 next.

### **D-2 Greater Fort Lauderdale Alliance Update by David Coddington**

Mr. Coddington said he meets regularly with Elizabeth and Chris. He discussed the coverage the Alliance is getting through CNBC, Fox and Jet Blue. He said there are a lot of great things happening. He said their website has had over 200,000 hits. He mentioned an event that took place in Margate that got national coverage. He said he talks about downtown and the Wave streetcar every opportunity he gets during interviews. He talked about a film studio looking to build in the downtown in a 5 story complex in FAT Village. He finished by mentioning Focus Brazil, a three day event and that there will be a three hour meeting about doing business in Fort Lauderdale. He said he spoke to Mr. Wren and may be speaking with Mr. Adams as well.

### **R-2 Himmarshee Corridor Valet Masterplan Update**

Diana Alarcon said that she met with Dev Motwani and they discussed opportunities available with existing valet companies servicing the downtown area. She said the City will take a back seat to let

the private entities work it out because it will be easier and quicker that way. She said the City will support and facilitate as needed. Mr. Motwani said there are no definite plans yet but suggested the opportunity to coordinate. Again, Ms. Alarcon stated it would be easier for the City to step back to allow more freedom where they can tie in the Himmarshee District with the Riverfront. Mr. Fazio asked about illegal lots and Ms. Alarcon said they are working on changing the ordinance to get them up to code. Brief discussion held.

Mr. Petrillo brought up the Shippey House and said it was moved months ago and is now on wheels in a lot and only six people can park there and asked if the City would be enforcing what the Shippey House representatives said they would do at a Commission meeting with the property. Ms. Alarcon said notices have been sent to them to make sure they carry out their contractual responsibility. Discussion was held about this and about parking on SW 7<sup>th</sup> Street, which Mr. Hooper brought up. Chairman Durden thanked Ms. Alarcon for all her hard work.

#### **R-4 Wave Streetcar**

Mr. Wren said the Wave team was invited to Portland last month by the Federal Government and they were the only City in attendance that has not yet received a grant. He said there is a Streetcar Summit today up in D.C. and Tim Garling and Renee Cross are representing the Wave team. Mr. Wren said there is an upcoming meeting with Congresswoman Debbie Wasserman-Schultz and FTA Administrator Peter Rogoff. He said they are coming here to meet the team. He said there is an item on the MPO agenda today for Wave funding, which could accelerate the project. Mr. Milledge said it's a good sign that Administrator Rogoff is coming. Mr. Sterling asked for the date of the meeting and the Board was told February 24<sup>th</sup>. **Mr. Fazio asked that the Board be sent information on this meeting.**

#### **Walk on Item-Discuss Joe Gehl re: Events**

Mr. Wren said he was looking for a vote to ensure he is moving in the right direction with hiring Joe Gehl for event management. Mr. Wren said he's been working with Mr. Gehl on trying to generate more revenue through holding events in the park. He said he would like to hire Mr. Gehl through a monthly stipend, which will be discussed at the next Board committee meeting in about two weeks.

He said they've been discussing doing a Rib Fest as the first event. Mr. Gehl said he looked into enclosing the park to charge a reasonable cover fee with kids being free. He said they would seek to do six events a year with none in the summer months. He said the proposed Rib Fest would cost approximately \$28,000 and they were looking at doing it October 7<sup>th</sup> and 8<sup>th</sup> and he's already received a radio station's commitment to sponsor \$7,500. Chairman Durden asked what the DDA would be paying for and would like it laid out in more detail for the Board. Mr. Wren said he just wants to be sure he's moving in the right direction subject to details that will be ironed out at the next workshop. He would like permission to negotiate with Mr. Gehl subject to the Board's approval and again said he would like to get resolution at the upcoming workshop. ***Mr. Bodenhamer made a motion in support of Mr. Wren having discussions with Mr. Gehl and to bring the Board further details at the next workshop for resolution with Mr. Fazio seconding. All were in favor.***

#### **R-5 Capital Projects: Streetscapes, Urban Oasis, ITS & Utility Box Wrap**

Mrs. Van Zandt said she was asked to check on the eligibility and timing of the grant and said while she has the answers, she'd like to discuss it at the next Board committee meeting due its complexities. She said she is working on setting up the joint committee meeting for the last week of February to

talk about Streetscapes and Urban Oasis at the Icon site.

Mrs. Van Zandt said she will be setting up an ITS Selection Committee meeting with Mr. Durden as the Committee of one and a representative from both the SFRTA and BCT. She said she hopes to bring the selection committee's recommendation to the March Board meeting, pending successful negotiates with the # 1 ranked firm.

Mrs. Van Zandt said the Utility Box Wrap permit came in from the County. She said they are working on different concepts and showed examples of what is proposed for Avenue of the Arts and 2<sup>nd</sup> Street.

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

Mr. Wren said there is a memo in their package on the recent activities. He said more details will be provided at the workshop.

#### **R-7 Marketing and Outreach**

Mr. Wren said the memo is in their package on recent activities. He said the March edition of Go Riverwalk will focus on downtown branding.

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

Mr. Wren said the Board requested to see the budget, which was handed out. Mr. Wren said this is his third year and he expects 30,000 people to attend. He said this will be his last year as the Chairman and is passing this event onto Kathy Kelleher who does Winterfest. He said they should make enough money to pay off debts and have remaining funds going into next year. Mr. Petrillo asked if they have a fundraising expert and Mr. Wren said yes, Jan Idelman who is getting a 15% premium. Mr. Wren said Jameson is the title sponsor donating \$15,000.

#### **R-9 Updates: Historic Ordinance**

Mr. Milledge said the City's attorney is working on this and it has to go before the Commission on the conference agenda before it can move forward.

### **DIRECTOR'S REPORT**

#### **D-1 News Articles**

Mr. Wren said there were new articles in their packages. He said there is an article in there about Dev Motwani's renovation of Riverfront. Mr. Motwani said they continue to move forward with renovations. He said there has been some leasing activity including an Italian restaurant. He talked about painting the arches and making the complex more upscale where it will target tourists and residents. He said the Living Room night club is leaving and the movie theater will be upgraded. He said existing tenants will be given the opportunity to upgrade.

#### **D-3 Stranahan Landing Dedication**

**Mr. Wren said this was previously Tunnel Park and he will get the details out to the Board and to Mr. Scherer.**

#### **D-4 Fresh Market Opening**

Mr. Wren said he attended the grand opening and the store made record breaking sales. He said he

that this store will have a profound effect on the downtown and the Flagler Village area.

**Other**

**Chairman Durden said he would like a vision workshop that lasts a couple of hours in the near future. Mr. Ropes suggested making it after a DDA meeting, perhaps the March meeting.**

As there was no other business, Chairman Durden adjourned the meeting at 9:42 a.m.