

Regular Meeting of the
Downtown Development Authority
Thursday, March 8, 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
Dennis F. O'Shea, Board Member
William H. Bodenhamer, Jr., Board Member

NOT PRESENT: D. Fredrico Fazio, Board Member

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	David Osborne
Chris Wren, DDA Executive Director	Jill Capelli
Elizabeth Van Zandt, Planning & Design Manager	Phyllis Pittman
Marti Brown, Administrative Coordinator	Bob Swindell
Chadwick Blue, Urban Planner	Vivian Kamareddine
Kate Sheffield, Planning Assistant	Gregory Salters
Neil Sterling	Ron Centamore
David Coddington	Kelley Shanley
Maurice Gill	Dana Pollitt
Sheriann Namer	Barbara Handrahan
Genia Ellis	Diana Alarcon

PRESIDING: Gregory Durden, Chairman

Chairman Durden called the meeting to order at 8:32 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mr. Fazio.

CONSENT AGENDA

Chairman Durden asked if anyone had any questions with approving the Consent Agenda. Hearing none, a *motion was moved by Mr. O'Shea and seconded by Mr. Bodenhamer 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 February 9, 2012 DDA Regular Board Meeting and Minutes from the February 1, 2012 Committee Meeting and the February 29, 2012 Committee Meeting
- C-2) Approval of Outdoor Event Application-Making Strides Against Breast Cancer, 10/12-

10/13/12

C-3) Approval of Outdoor Event Application-Light the Night Walk, 11/2-11/3/12

REGULAR AGENDA

R-1 Police Report

Major Salters said there was a shift change from January to February. He said there are more bike officers out and more police on foot along the Riverwalk. He said the issues that still remain are aggressive panhandling. He said the City started a citywide panhandling education campaign. He indicated the crime is down City and County-wide. He said there is another program happening where a team is working together to get individuals who've been arrested more than once off the streets. The Board thanked the Major for his update.

Item R-2 was delayed.

R-3 Federal Streetscape Grant Proposals

Mr. Wren said they had a workshop last week to discuss this item and that the federal money must be used for streetscape projects. He said certain projects discussed were: the Riverwalk Connection at the east to Las Olas Boulevard (anchored around Stranahan House and the ICON site). He said they anticipate more information from the City regarding cost and design. He said the next project considered was streetscape improvements on NE 3rd and Andrews Avenue from Sistrunk to Broward Blvd. He said this will need to be coordinated later this year with the Wave's design. The last project Mr. Wren was asked to consider by the Board was Stranahan Park Improvements. He said the City Manager is trying to make the park a place the community can enjoy again. It was decided that the Board would wait until after the 4/12 workshop to make decisions. **Chairman Durden asked that the City Manager and Diana Alarcon be invited to this meeting so we can get information directly from them. It was also decided to invite the Mayor and Commissioners.**

R-2 Greater Alliance Marketing Plan

David Coddington showed a marketing commercial which you can find on YouTube that is focused on recruitment of businesses.

Mr. Coddington said his newest recruitment in the downtown area is a financial consulting firm coming, which is estimated to bring 30 new jobs create new jobs. He also mentioned an international toy maker coming to Las Olas.

Mr. Ropes talked about the airport runway coming in 2014 and how that will hopefully increase international flights. Mr. Coddington said Focus Brazil will take place May 3rd here and it will help the businesses. He said he met with Brazilian companies and met with the Consulate and said that they asked for help with the airport on flights. He said they are working on getting direct flights and plan on doubling the size of the flights. Chairman Durden asked if the Board could help and Mr. Coddington said that the Brazilian Ambassador and other officials will be coming here on March 22nd and the DDA is welcome to get involved. Chairman Durden asked that Mr. Coddington work with Mr. Wren. Mr. Wren also mentioned that Jameson has moved their corporate office into the Sun Sentinel building and that they are the title sponsor for the St. Pat's event.

Other-Himmarshee Corridor Valet Master Plan

Ms. Alarcon updated the Board on the City's "Complete Streets" initiative they are doing with the County and the Broward Metropolitan Planning Organization (MPO). Chairman Durden asked Ms. Alarcon to attend the April Board workshop.

Ms. Alarcon showed typical sections of 3rd and Andrews Avenues between Sistrunk and Broward Boulevards. She said they will tie in the Wave Streetcar project, with focus on the pedestrian and not the vehicle. Ms. Alarcon said the City is currently working on a greenway plan, which has a segment already funded. Mr. Weymouth said this design change can impact traffic. Ms. Alarcon said there are plans in place to mitigate this, along with having the Wave Streetcar and other non-vehicular modes of transit offered.

Discussion then briefly focused on adding a passenger rail system to the FEC line and Ms. Alarcon brought the Board up to date on what she knew. Mr. O'Shea asked if the complete streets initiative superseded the existing codes and Ms. Alarcon said yes. She also indicated the goal is to make it county-wide and will be part of their code but it will take time. She said they also want to do improvements to the Flagler Village area but the challenge is getting a design. Mr. Petrillo said there is a challenge for retail and that they will have no pedestrians because of the sidewalk on Andrews Avenue. He asked how long before it would be a shovel ready project and she said by next year. They then discussed the right of way constraints on Andrews and 3rd. Mr. O'Shea asked if the idea was that the cross section adapted into the existing right of way and Ms. Alarcon said the intent was to work within the existing right-of-way.

R-4 ITS Grant Funded Planning & Design Contract

Chairman Durden recognized Maurice "Skip" Gill from Broward County Transit and Barbara Handrahan from the South Florida Regional Transportation Authority and told the Board they are the technical experts that sat on the selection committee. Mr. Wren summarized the recent solicitation for a planning/design contract as part of the Intelligent Transportation System (ITS) federal grant.

He indicated this was primarily to help define the ITS interactive kiosk systems, while making sure it integrates with the technologies being used by the local and regional transit agencies. He said the had selection committee reviewed the three submittals. He said the number one ranked firm was Kimley-Horn and Associates and their representatives were Jill Capelli and Dave Osborne, in attendance. ***Mr. Wren said he was looking for a motion to authorize the DDA General Counsel to finalize a contract for service with Kimley-Horn and Associates for planning and design services related to the DDA's RFQ #2011-1, funded through the DDA's Federal ITS Grant (FM# 718931-1), authorizing the DDA Executive Director to sign and execute said contract.*** Mr. O'Shea asked Mr. Milledge if he should abstain from the vote because Stiles is using Kimley-Horn for other projects and Mr. Milledge said yes. Before voting Mr. Weymouth asked about the timeline and Mrs. Van Zandt said it should take 90 days to come to the Board to choose the technology and then bid documents and specifications could be completed. ***Mr. Bodenhamer made the motion in support of what Mr. Wren stated but adding that it is not to exceed \$71,000 and Mr. Petrillo seconded the motion. By roll call vote, all were in favor with Mr. O'Shea abstaining.***

R-5 Joe Gehl Contract for Event Promotion/Management

Mr. Wren summarized the item and indicated that Mr. Petrillo raised some questions regarding the DDA's level of risk that he'd like addressed before moving forward. Mr. Wren said they are trying to create successful events in the downtown, while bringing additional revenues to the agency. Mr.

Petrillo explained his concerns and said the goal is to be fiscally responsible and under the current proposal, the DDA would be risking \$36,000 to make somewhere in the range of \$16,863. Discussion was held. Mr. Petrillo said he would like a more detailed budget. After further discussion, the Board decided to have another meeting next week. Chairman Durden said he believes Mr. Wren was looking for authority to utilize funds with a cap amount. After discussion, *Mr. Bodenhamer made a motion to authorize Mr. Wren to spend no more than \$36,000 subject to final ratification from the committee meeting next week. Mr. Ropes seconded the motion. By roll call vote, all were in favor.*

R-6 Wave Streetcar Update

Mr. Wren talked about the recent roundtable/streetcar tour with the Federal Transit Administrator Peter Rogoff that was hosted by Congresswoman Debbie Wasserman-Schultz and attended by Congressman Alcee Hastings and our local, regional and State leaders.

R-7 Other Project Updates

Mr. Wren said they are working on a downtown logo and that in this month's Go Riverwalk Magazine and neighborhood newsletters, staff has presented a concept and welcomes feedback from the community.

R-8 St. Patrick's Day Parade & Festival Event, March 10th

Mr. Wren said that this is his 3rd year of chairing the event and recognized Kate Sheffield's efforts. Mr. Wren said that on Friday, March 11th at noon, the Mayor will stripe the ground green followed by a free lunch at Briny's. He urged everyone to come out and talked about some of the day's events planned for Saturday. He said they added a leprechaun run, which is a new feature. Mr. Wren said the parade starts at noon and the entertainment will continue at the Huizenga Plaza throughout the day.

R-9 Upcoming Board Visioning Workshop, April 12th

Chairman Durden said this workshop will give the Board the opportunity to look at what they want to do next. He said he would like the Board to come together with new challenges and projects and to lead the downtown to be the best. Mr. Ropes asked about inviting former Board members and the Mayor and Commission and City Manager and staff indicated they were working on that.

DIRECTOR'S REPORT

D-1 News Articles

Nothing to report.

D-2 Stranahan Landing Sign

Nothing to report.

D-3 Full Sails in Fort Lauderdale

Nothing to report.

As there was no other business, Chairman Durden adjourned the meeting at 9:30 a.m.