

Regular Meeting of the  
Downtown Development Authority  
Thursday, May 10, 2012  
Broward Center for the Performing Arts  
Einstein Room

**ROLL CALL**

**COMMUNICATIONS TO CITY COMMISSION**

**BOARD PRESENT:** Gregory Durden, Chairman  
Tim Petrillo, Vice-Chair  
Michael Weymouth, Treasurer  
Dennis F. O'Shea, Board Member

**NOT PRESENT:** John Ropes, Secretary  
D. Fredrico Fazio, Board Member  
William H. Bodenhamer, Jr., Board Member

**ALSO PRESENT:**

John M. Milledge, DDA Legal Counsel	Major Gregory Salters
Chris Wren, DDA Executive Director	Vivian Kamareddine
Elizabeth Van Zandt, Planning & Design Manager	Dev Motwani
Marti Brown, Administrative Coordinator	Vanessa Santiago
Kate Sheffield, Planning Assistant	John Newstreet
Jason Robertson	Diana Alarcon
Genia Ellis	Kate Wesner
Hans Huseby	David Coddington
Sgt Hugo Fontalvo	

**PRESIDING:** Gregory Durden, Chairman

Chairman Durden called the meeting to order at 8:31 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mr. Ropes, Mr. Fazio and Mr. Bodenhamer.

**CONSENT AGENDA**

Chairman Durden asked if anyone had any questions regarding the Consent Agenda. Hearing none, a *motion was moved by Mr. O'Shea and seconded by Mr. Weymouth 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 April 12, 2012 DDA Regular Board Meeting and Minutes from the April 18, 2012 ITS Workshop
- C-2) Approval of Outdoor Event Application-Team FootWorks Corporate Run, 3/27-3/28/13

## **REGULAR AGENDA**

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

Sergeant Fontalvo said that in the 30 day period ending April 30<sup>th</sup>, there were 2 vehicle burglaries and 16 larcenies. Mr. Weymouth asked about Stranahan Park and whether police have noticed individuals leaving and the Sergeant said the information he is getting is that they are moving to other parks. Mr. Petrillo asked about the panhandling ordinance and whether it is in effect and Major Salters said it was approved by the Commission and there are still ongoing discussions they are working out to move forward with enforcement. Mr. Wren thanked the Major for making this a priority and Major Salters said the City Manager has been out to the park and he's made the issue a priority. Sergeant Fontalvo said he's been instructed to have more officers in the downtown. The Board thanked them for the update.

### **R-2 Greater Fort Lauderdale Alliance Update**

David Coddington said on April 17<sup>th</sup> they had an event with the Quebec delegation where they are looking into investments. He said May 3<sup>rd</sup> was a three day Focus Brazil event. He said this event is only done in Fort Lauderdale, London and Tokyo. Mr. Coddington said the next step is a meeting he has on Friday. He said they are assisting them in getting direct flights out from Fort Lauderdale to Brazil. Chairman Durden asked how the DDA can assist. Mr. Coddington said after the meeting on Friday, he will report back. He said on June 5<sup>th</sup> they will host Italy's Consul General tour and would like the Board to attend if possible. Mr. Petrillo congratulated the Alliance on receiving a national award for their partnerships.

### **R-3 Wave Streetcar**

Mr. Wren said the project team is planning to go to Washington D.C. to meet with the Federal Transit Administration (FTA) to discuss the Small Starts application and how to move it forward. He also indicated the TIGER IV grant awards should be announced by the end of May. He said the City hosted a Transit Summit yesterday and that there was a variety of agencies and it was well attended.

### **R-4 Projects Update**

Mrs. Van Zandt went through the key points of each of the projects.

Streetscape/Urban Oasis: Mrs. Van Zandt said that the Board and staff participated in a walkability meeting on April 17<sup>th</sup> that the City's Transportation Department hosted with Jeff Speck. She indicated that Mr. Speck was asked to identify improvements that can be made in the near term. She said she hopes these results will assist in programming projects as part of the DDA's federal streetscape grant funds.

She mentioned that the pedestrian realm and improved streetscapes were seen as priorities during the April 12<sup>th</sup> vision workshop.

ITS: Mrs. Van Zandt said there was a stakeholder meeting held on April 18<sup>th</sup> that had a great turnout and good feedback from the community. She said DDA staff, the consultant and the partner agency team members did a field review on April 25<sup>th</sup> to assess the opportunities and challenges of each proposed location and prepared a ranking system. She said the technology research should be done by the end of the month and is anticipated to be presented at the June 14<sup>th</sup> Board meeting.

Utility Box Wrap Program: Mrs. Van Zandt said they continue to receive compliments. She said the box in front of the PACA garage has been wrapped with the new Broward Center future expansion and a “you are here” map. She added that the Sun Trolley logo and QR code for the new phone tracking app has been added to all the “you are here” maps on the boxes. She said staff is working with the Museum of Art on wrapping their box.

Enterprise Zone Projects: Mrs. Van Zandt said staff is working with Joe Gehl on the Rib Fest event. Mr. Wren said Kate Sheffield has done an excellent job and that she did the logo, flier and video. Ms. Sheffield said the slogan is “get your bib on and get your rib on”. Mr. Wren thanked her for her efforts.

### **R-5 Vision Workshop Results**

Mr. Wren said the short and long term priorities have been summarized and will be put into a strategic plan. He said he hopes to complete this as part of the budget cycle to determine where the DDA should put their resources into developing partnerships and where the Board thinks the agency should go. Mr. Wren said he met yesterday with Commissioner Rodstrom to provide her with an update on the workshop.

### **Walk on item-Resolution regarding the “All Aboard Florida” Project**

Mr. Wren said they have a relationship with the FEC and explained the “All Aboard Florida” project briefly. He said there will be 3 stops: Miami, Fort Lauderdale and West Palm Beach. He said he had a meeting with the FEC representatives and that they are working with each City to determine where the stops will be. He said they asked for the DDA to be their local outreach coordinator and to help determine where the station will be, tying in the Wave project. **Chairman Durden asked that Mr. Wren keep the Alliance in the loop.** Chairman Durden said that Mr. Milledge has approved Resolution 5-1-12 and he was looking for a motion. *Mr. Weymouth made a motion approving the Resolution with Mr. Petrillo seconding. All were in favor.*

## **DIRECTOR’S REPORT**

Mr. Wren talked about an initiative being led by Hope South Florida regarding homeless feeding consisting of a 45 member committee. He said there will be 25 houses of workshop handling the feeding.

Mr. Wren said he met with the Mayor yesterday and they discussed keeping FAU downtown. **The Mayor would like the DDA’s strategy sent to him.** Mr. Wren also said the Mayor wants him to Chair St. Patrick’s Day Parade & Festival again.

Mr. Wren brought up the Miss America pageant relocation and said they missed the deadline for this year, but are still interested and will be working through this year to make next year’s deadline.

Mr. Wren said the City’s New Economic Development Manager met with him yesterday and they are restarting the initiative of getting people from the port into downtown through excursions. **He said he will meet with City staff and come back to the Board.**

Mrs. Van Zandt recognized Vanessa Santiago, Flagler Village President and asked her to brief the Board on the Build a Better Block initiative. Ms. Santiago said the project will take place June 16<sup>th</sup>.

She said they are creating a living charette constructed in one day. It will showcase how a block can be built incorporating trees, furniture made out of pallet wood, shading, etc. She said they need donations and are looking for volunteers. She added that this is a first in Florida but it's big in Texas.

**D-1 News Articles**

Nothing to report.

As there was no other business, Chairman Durden adjourned the meeting at 9:10 a.m.