

Special Meeting of the
Downtown Development Authority of Fort Lauderdale
Wednesday, June 20, 2012
DDA Office, 305 South Andrews Avenue #301, Fort Lauderdale, FL, 33301 @ 9:00 a.m.

BOARD PRESENT: Gregory Durden, Chairman
Tim Petrillo, Vice-Chairman
John Ropes, Secretary
Mike Weymouth, Treasurer
William Bodenhamer, Board Member
Denny O'Shea, Board Member
Fred Fazio, Board Member (By speaker phone)

ALSO PRESENT: Chris Wren, DDA Executive Director
John Milledge, DDA General Counsel
Elizabeth Van Zandt, DDA Planning & Design Manager
Marti Brown, Administrative Coordinator
Neil Sterling

Chairman Durden called the meeting to order at 9:05 a.m. Roll call was taken. Chairman Durden asked Mr. Wren for an update. Mr. Wren announced that after 10 years of working on the Wave Streetcar project, that Congresswoman Debbie Wasserman Schultz called indicating we received our full \$18 million TIGER IV grant request. He asked the Board to clear their calendars for a press conference set up for Friday morning at 9:30 a.m. He said this is the first of two funding asks submitted to the Federal Government. He added that all 31 cities (through the Broward Metropolitan Planning Organization) voted unanimously in support.

Mr. Wren said the next step is that the South Florida Regional Transportation Authority (SFRTA) will issue a bid to hire a designer for project development (design). He said the other funding ask is the Small Starts application. He added that within 60 days more or less they should be receiving additional news relating to this. He said they will be working on the assessment which must go before the City Commission. He said the City needs to hold Public Hearings. Mr. Sterling interjected and said the only vote needed is from the City Commission and explained further.

Mr. Milledge urged the Board to think about what the next extension should be and after discussion the Board agreed it should be the airport. Mr. Wren added that there could be another suggested route linking midtown since a huge supporter of the Wave Streetcar has also been from Congressman Alcee Hastings and Commissioner Bobbi Dubose, and both have talked about this. **Mr. Weymouth asked for a schedule of what is anticipated and Mr. Wren said he would compile an overview with steps and timing.**

Mr. Wren then went onto the Rib Fest update. He said he met with Mr. Gehl yesterday and that he agreed to suspend his contract. He said he needs Board direction on how to proceed. After discussion on the contract, ***Mr. Weymouth made a motion terminating the contract with Mr. Petrillo seconding. All were in favor.*** Chairman Durden then opened the floor for discussion.

Mr. Weymouth said the DDA was not formed to do events. He said the park is an asset and they need to decide what they are trying to accomplish whether it's leasing the park, developing on the space or trading it. Mr. Petrillo agreed that the DDA should not be doing events. He said maybe they could partner with promoters as a way to gain revenue. He mentioned improvements to the park such as adding restrooms and possibly a takeout restaurant such as Shake Shack. Discussion was held about taking risks on events versus renting it out. Mr. Fazio echoed his colleagues and said staff did everything on the event and he doesn't want their time spent on that and he'd like to continue as it has been done by renting it. Chairman Durden said it's important to bring people downtown even if the DDA loses money. He said if businesses in the downtown make money, that's what's important. **Mr. Petrillo suggested they prepare a deck outlining what the park can be used for including cost, pictures, aerials, etc. and to send that out to promoters.** Mr. Petrillo discussed the benefits of using established promoters and marketing the park that way. **Mr. Bodenhamer suggested they look into getting dock space and a boat to use as its permanent home such as the Jungle Queen and create revenue that way.**

Mr. Petrillo said he is getting ready to do an event in the park and while mapping out specifics for his setup, he realized the park is dysfunctional the way it is designed. He brought up lack of bathrooms as just one component. The Board then discussed next steps and agreed with Mr. Petrillo that they should put a deck together and mail that out to major promoters and then they can explore the idea of a swap. Mr. Petrillo added that if they see an event that approaches them that they want to be involved with, that maybe they can give sponsorship monies to help. Mr. O'Shea said they should look into the cost of doing a minimal amount of infrastructure which can be included in the deck idea to entice more people to want to rent the park. The Board all felt strongly that bathrooms were a major hurdle and much needed and they talked briefly about that. They all agreed it would be beneficial to have someone look at the park and make suggestions on what infrastructure could help. **Mr. Wren said he would set up a meeting with Kona Gray of EDSA to get his input.** The Board brought up possible trading ideas and discussion was held with general counsel. **Mr. Wren then said his next steps would be due diligence to see what they can do with the park to make it better for events, checking into boat slips, consulting back with Mr. Petrillo and then following up with the entire Board with a workshop. He also added this will fall in line with the budget and he will be sure to work it into budget discussions.**

As there were no other items to discuss, the meeting ended at 10:00 a.m.