

Regular Meeting of the
Downtown Development Authority
Thursday, November 14, 2013
Broward Center for the Performing Arts
Einstein Room

ROLL CALL

COMMUNICATIONS TO CITY COMMISSION

BOARD PRESENT: Tim Petrillo, Chair
John Ropes, Vice-Chair
Michael Weymouth, Secretary
Dennis F. O’Shea, Treasurer
D. Fredrico Fazio, Board Member
Gregory Durden, Board Member

NOT PRESENT: William H. Bodenhamer, Jr., Board Member

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Laura Gambino
Chris Wren, DDA Executive Director	Molly McKay
Marti Brown, Administrative Coordinator	Russell Davis
Chadwick Blue, Urban Planner	Brian Grynbaum
Kate Sheffield, Planning Assistant	Ron Centamore
Neil Sterling	Carrie Caruso
John Bertino	Heather Parnass
Sergeant Fontalvo	Arthur Bartholomew
Patricia Zeiler	Goran Dragoslavic
Peter Agnesi	Alexander Scherer
Mark Mattern	Kelley Shanley
Genia Ellis	Dev Motwani
Cindy Campbell	

PRESIDING: Tim Petrillo, Chair

Chairman Tim Petrillo called the meeting to order at 8:34 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mr. Bodenhamer. Chairman Petrillo asked if anyone had any questions regarding the items on the Consent Agenda. Hearing none, a ***motion was moved by Mr. Ropes and seconded by Mr. Weymouth approving all the items on consent. All Board members were in favor.*** The following items were unanimously approved:

CONSENT AGENDA

- C-1) Approval of the minutes and follow ups from the October 10, 2013 DDA Board Meeting
- C-2) Approval of Outdoor Event Application-New Times Beerfest, 4/12-4/13/14
- C-3) Approval of Outdoor Event Application-Riverwalk Burger Battle V, 5/23/14
- C-4) Approval of Outdoor Event Application-Stephen Siller Tunnel to Towers Fort Lauderdale 5K

Run/Walk, 9/12-9/13/14

C-5) Approval of Outdoor Event Application-2nd Annual Gospel Explosion, 11/27-11/30/13.

Chairman Petrillo welcomed John Bertino.

REGULAR AGENDA

R-1 Police Report

Sergeant Fontalvo said there was a decline of part one crimes. He said there were 19 in September, out of which 13 were larcenies and thefts and there were 16 in October, out of which 9 were larcenies and thefts. Mr. Ropes brought up his concern on traffic at US 1 and Davie Boulevard near Starbucks where there is a backup at the light. Discussion was held. **Chairman Petrillo asked the status of the elevated Segway's for the Riverwalk and Sergeant Fontalvo said he would look into that.**

R-2 TMA Update

Patricia Zeiler said today's presentation would be an overview of all routes and ridership. She said economic vitality is the cornerstone of their mission statement. She showed the comparison of ridership numbers from 2011-2013 saying that there are 482,000 in ridership for 2013. She went through recent increases in service such as the beach route which went from 4 to 7 days. She went through all the route numbers for the Beach, Las Olas, Galt, Downtown, NW Link, Neighborhood and Airport routes. She said the neighborhood link is new as of January and they have already had 30,732 in ridership so far. Mr. Durden asked how people know to access the trolley on the airport link and Ms. Zeiler said the airport has done a great job doing the signage and stops and having collateral material. She said there will be a ground transportation counter at each terminal. She then discussed layover passengers from the cruise port who have later flights and how they are trying to attract those people. She said "Bags to Go" is a partner and said if they can have those individuals surrender their bags at the port they can get them into the downtown. She said two Commissioners are very interested in this concept. She also mentioned a possible tram service for the future. Ms. Zeiler went through the downtown link map and said they want to streamline it. Chairman Petrillo asked what that timeframe would be and Ms. Zeiler said it was supposed to be December 1st but there are 2 agreements with the City and FDOT that have not yet been executed yet. She said it will go to two buses instead of one and that she already has capital funding for two new vehicles within the next six months. Chairman Petrillo asked what the weakest route in ridership was and Ms. Zeiler said the Galt. She then went through the Las Olas/Beach link map and then the Galt link map. She indicated the Galt route is too long of a route. She then discussed the NW Community link map and Neighborhood link map. She said the Neighborhood link is not great transit because there are too many turns but said it meets the needs though and explained further. She said this particular route put in a connection to Melrose Park. She went through the Airport link map and said this is "on time" service which is free. She said Sun Trolley supports tourism, advocates for connectivity, and partners with transit and business. Chairman Petrillo asked what the highest route in ridership was and Ms. Zeiler said the Beach, which is seven days. Mr. Fazio complimented Ms. Zeiler on all her efforts and increases in ridership over the years. The Board expressed the importance of getting the word out that people are riding the trolleys. Mr. Sterling said this is very important and that with the next links on the Wave perhaps this can link with the trolley. The Board thanked her for the presentation.

R-3 City Economic Development Update

Laura Gambino said that in August the Commission unanimously approved undergoing the Economic Development Strategic Plan, which is moving forward. She said they are looking at six areas focusing on economic development and research background as part of a comprehensive economic development strategic plan. She said the Commission hired Willdan Consulting with Molly McKay as the project lead. She said the RFP was finalized one month ago. She said they will be having six public stakeholder meetings looking for input in December. The areas are the Galt, North Beach, Sistrunk, Downtown, SE 17th Street & Andrews and Uptown. She said the meetings are December 4, 5, 9, 11 and 12th and that the downtown public meeting is the 12th. She said they will be sending postcards, emails and notices, and that the Board will get noticed. She said they have already included the Homeowner Associations and groups. Chairman Petrillo asked what the goal was and if it ties in with the visioning and master plans. Ms. Gambino said they all tie together. She said these are actionable items and the information is on their website as well. She said this Strategic Plan is one component tied to the “we are prosperous” that the City is doing to be economically prosperous, which is in two parts.

Ms. McKay said they started with 27 planning documents. She said the first step is integrating a focused strategy exercise on economic development with the first phase being an economic profile report. She said they have already done a real estate and economic analysis/demographic analysis of each of the subareas which will be presented at the stakeholder meetings. She said phase two will be conducting a business climate assessment and that she and Ms. Gambino will launch a survey which will be distributed to the DDA and other groups within the next couple weeks. In addition, they will be conducting an industry cluster analysis focusing on job creation. She said probably the most valuable tool to come out of this is that they are constructing an economic dashboard benchmarking the City of Fort Lauderdale against five other cities that the City would like to emulate or there are elements of development activities that the City would like to achieve here. She said they are collecting data and want to provide something the City can take ownership of and manage because it's a five year plan. Chairman Petrillo asked what the date was to have this done and Ms. McKay said March is the end date. She said they have partnered with Renaissance Planning Group who will be conducting the SWOT analysis. Discussion was held on what portion is to be used internally versus externally and Ms. Gambino said externally they have partnered with the Alliance and 60-70% is internal. She said it will be a focused effort on retail and they want to be sure all the plans are speaking to each other. **Mr. Sterling asked what the subareas were again and after stating them, Ms. Gambino said she has a map outlining them which she can send.** Mr. Sterling stressed the importance of coordinated communication with the DDA to avoid conflicting ideas in economic development. Ms. Gambino said they will set up meetings and want input from the DDA. Chairman Petrillo said Flagler Village was left off the areas mentioned and Ms. Gambino said although not identified she believes it's part of Sistrunk. Ms. McKay said they are just getting started and there will be three tiers of interviews being one on one's, phone, email or survey, and the stakeholder meetings. Mr. Sterling suggested that if they are identifying areas the DDA should be included on discussions. Mr. O'Shea brought up the 27 plans they started with and gave an example of an employee he worked with that left the area for Aspen because they merged the planning with lodging/resorts and they have a great model. Ms. Ellis brought up concern of Flagler Village and tying it to Sistrunk when it's tied with the downtown and to take that into consideration. Ms. Gambino said the Commission decided on the boundaries. She said she believes the subarea had Flagler as a connector from Sistrunk to downtown. Ms. McKay said they have graphics if the Board would like those. Mr. Wren asked if they found successful tools in other cities that they've seen and Ms. McKay said there are 10-12 cities that are candidates and she will be happy to work with him

once she has examples to share. Ms. Gambino then mentioned a new company coming to Fort Lauderdale called Neostar and briefly talked about that.

R-4 The Wave Streetcar

Mr. Wren said the DDA was granted the State's loan to help leverage the assessment. He said next they will be looking at a full funding grant agreement and explained further. Mr. Ropes asked who the project coordinator is and Mr. Wren said the RTA and that they've hired Martin Benzaquen as the official Project Manager. **The Board asked if he could come and provide an update on where the Wave design is.** Chairman Petrillo asked what the latest date to ride is and Mr. Wren said late 2016/early 2017 but it could be sooner. Mr. Milledge elaborated on the state loan and how it is a major success for the project. He said Mr. Wren deserves the credit because he brought everyone together. He said they can use the program to leverage it to get federal money. He also said the interest rate is lower. Mr. Milledge said they met with Elijah Cummings, the ranking member of the house transportation committee last week on the Wave on behalf of Congresswoman Debbie Wasserman Schultz and he believes the DDA Wave could be a nationwide model. **He said they talked about the DDA speaking to Congress on the success of the Wave partnership. Mr. Milledge said he is following up on this.** Mr. Wren finished by saying a local group went to Railvolution in Seattle and Kristin Jacobs was in attendance. He said the word is that the Wave is turning into a national model and that he's been asked to go to Kansas City.

R-6 Projects Update

Streetscape: Mr. Blue said the hanging baskets are here and there is a meeting next week with the City to talk about the installation. Mr. Wren thanked Mr. Blue for his work on this project. **Mr. Wren said he has a new streetscape idea on painting/wrapping utility poles which he recently saw in Cape Coral. He said he would work with staff and the Chair on the remaining streetscape monies.**

Urban Oasis: Mr. Wren said they are working on new wraps. Mr. Blue said he's been coordinating with Russ Davis to meet with local businesses to see if they are interested in wrapping their boxes. He said the DDA would do the paperwork and permitting and that he wanted to find a way to identify the boxes with the company's name. He said he is working with the County on this to figure out if it can be done. He said AutoNation wants three boxes. Chairman Petrillo said he would be interested. Mr. Blue said the same material could be used on the light poles that were used on the utility boxes because painting would be difficult and a vinyl wrap easier.

Riverwalk Connection: Ms. Ellis said they obtained the easements from the property owners and are redrafting them and will have them done hopefully tomorrow. She said there will be two others next week. She said there is a meeting with the City Manager next week. She said once the easement issue is solved then they will start the permitting process and then construction would be short. She added that the Related Group agreement has been completed for their contribution.

Tunnel Top Park: Chris said he met with the City and that the City went to FDOT regarding how far they can extend the bridge over the tunnel and said he is encouraging them to think bigger and will be assisting them.

Mr. Wren said that he continues working on the Federal Courthouse with Susan Lent and Ian Rayder. He said two new congressmen have a strong interest in this project as it's become a big project in

Washington and Debbie Wasserman Schultz is herding it. He said he is constructing a scope that the City, County and DDA can contribute to. He said a consultant needs to be hired to do a Performa to ensure the public/private partnership has a good end and to ensure there is no financial gap. He said that work is being done. He said the task force and local committee continues to meet. He said staff continues to stay on top of the historic ordinance, affordable housing and TOD ordinance.

TOD: Chris said they had a meeting yesterday and are gaining good ground. He said they will make positive recommendations to the committee which he will be assembling. Mr. Milledge said City staff drafted initial starting points and that the TOD needs to be done with the Wave to incentivize development moving forward and he elaborated. He said the City has been keeping in contact. **It was suggested the Mr. Wren meet with Greg Brewton and staff on ideas.**

Mr. Durden brought up the jail and asked if moving it out of downtown was even a possibility. Mr. Milledge felt it was a legal issue.

DIRECTOR'S REPORT

Other:

Mr. Wren said there has been a lot of activity with downtown security and the homeless. He said POLO is struggling, as well as the condos, and he's been doing a lot of research into a model that can provide more help. He said he found a good one to start with in WPB. He said they have a seven year award winning security program that they partnered with the City on that costs \$500,000 per year. **He said he'd like to ask Mr. Clemente in WPB and his security chief to come to the December meeting to present.** He said it doesn't necessarily solve the social issue but it solves others. **Mr. Wren asked Ms. Gambino if she could come back to hear it as well.** Mr. Sterling addressed the jail issue and provided the context as to why the jail was built where it was.

D-1 News Articles

All information was in their packages.

D-2 Office Staffing Plan

Mr. Wren said that Elizabeth has now been gone a month and he's been working with the partners to find out what their needs are for resources on the Wave. He said he will continue to talk to the Board on where we are now and where we should be in five years along with staffing. He said he hopes to conclude this by December. He said in the meantime, he has elevated Chad Blue and Kate Sheffield and they've done a marvelous job and there are no gaps. He said as he continues to move forward, the focus is the Wave and expansion, Federal Courthouse and quality of life issues such as parks/open space, streetscape, security and business outreach. **Mr. Ropes suggested they have a Board workshop to discuss priorities and staffing for the coming year. Mr. O'Shea asked that the memo he saw on the courthouse gets circulated to the Board.**

As there was no other business, Chair Petrillo adjourned the meeting at 10:02 a.m.



Sun Trolley

Transit System



TMA MISSION

*The mission
of the Downtown Fort Lauderdale TMA
is to provide convenient, accessible,
and reliable transportation
in the advancement of economic vitality,
a clean environment,
and support of our community.*

TMA RIDERSHIP



Passengers per Route

	<u>FY 2011</u>	<u>FY 2012</u>	<u>FY 2013</u>
Beach Link	58,253	96,725	161,900
Las Olas Link	36,823	54,838	56,038
Galt Link	21,616	33,807	53,711
Downtown Link	54,212	60,190	57,643
NW Link	59,876	87,227	115,478
Neighborhood			30,732
Airport			7,705



TMA RECOGNITION

2012

**Florida Travel Choices Award
for Innovative Program
*Sun Trolley Tracker Launch***

2013

FPTA 2nd Place – Social Media

2013

FPTA 2nd Place – Electronic Media

TMA DOWNTOWN LINK



TMA DOWNTOWN EXPANSION





TMA LAS OLAS/BEACH LINK



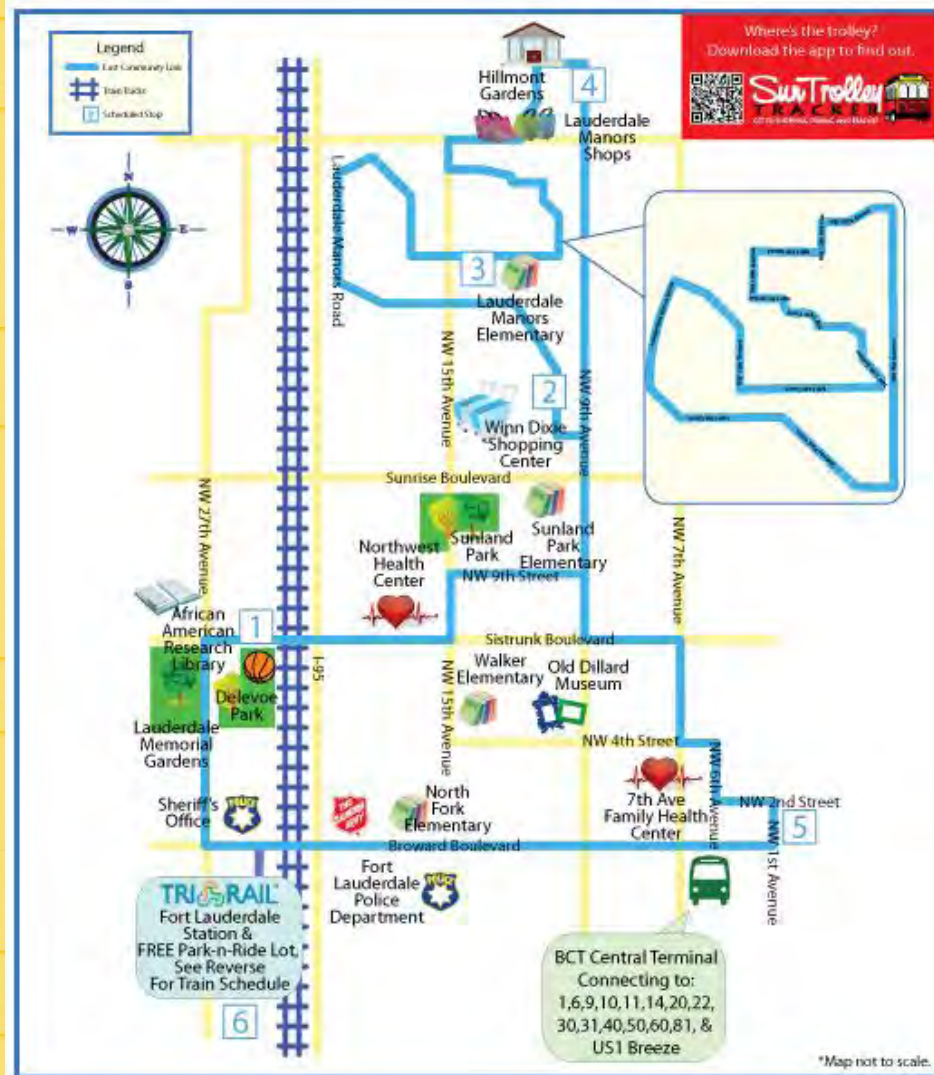
Where's the trolley?
Download the app to find out.

SunTrolley TRACKER
GET TO SHOPPING, DINING, AND BEACHES

TMA GALT LINK

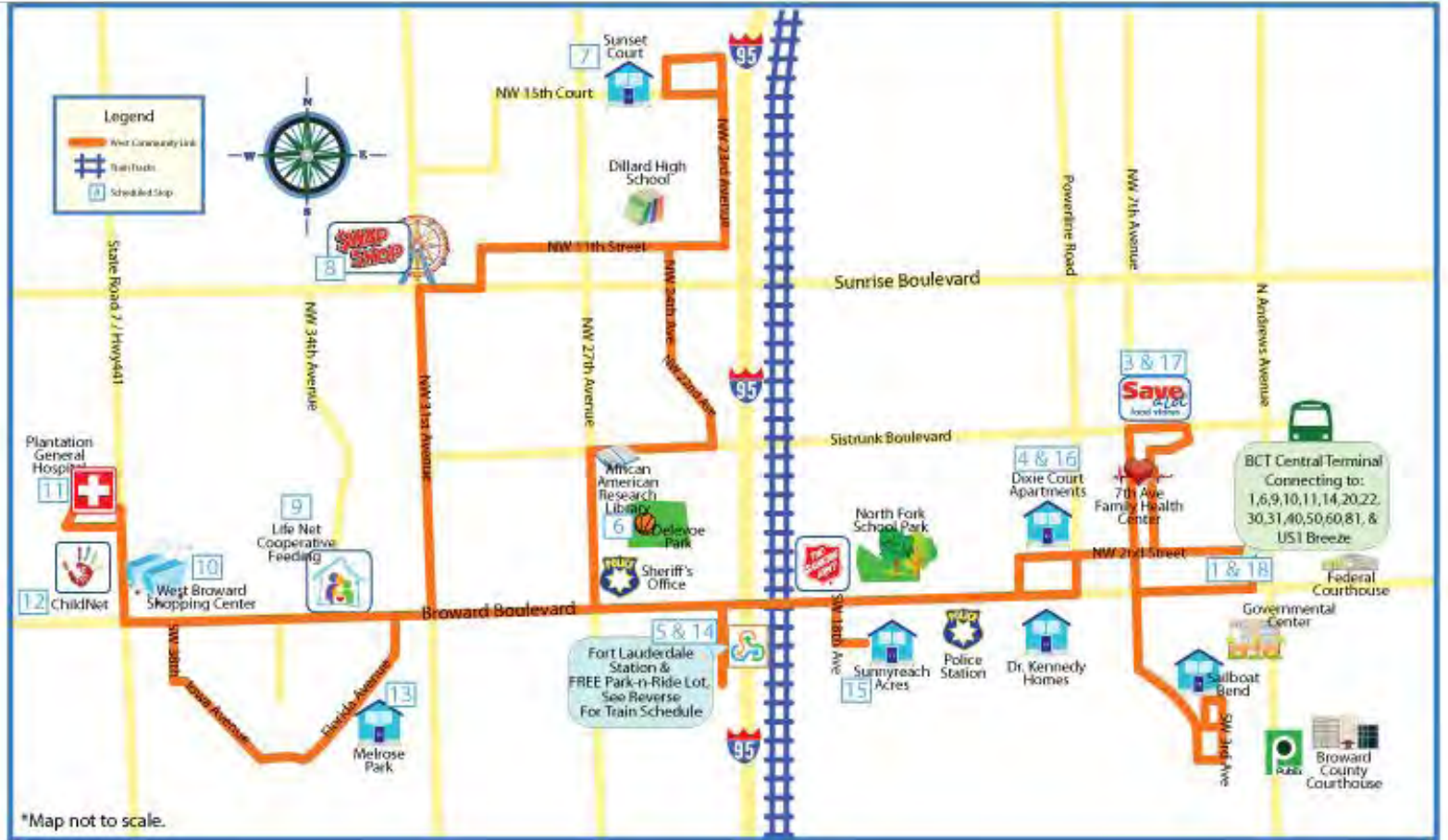


TMA NW COMMUNITY LINK





TMA NEIGHBORHOOD LINK



TMA AIRPORT LINK





SUN TROLLEY SUPPORTS TOURISM

- **Economic/Cultural Tourism**

- Beach events (i.e. Air Show)
- City of Fort Lauderdale Events
- Value add for beach hotels
- Tie-in to Downtown
- Riverwalk/Las Olas events



- **Advocates for connectivity**
- **Partners with Transit & Business**



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