

Regular Meeting of the  
Downtown Development Authority  
Thursday, December 12, 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  
D. Fredrico Fazio, Board Member  
William H. Bodenhamer, Jr., Board Member  
Gregory Durden, Board Member

**NOT PRESENT:** Dennis F. O'Shea, Treasurer

**ALSO PRESENT:**

John M. Milledge, DDA Legal Counsel	Mark Mattern
Chris Wren, DDA Executive Director	Genia Ellis
Marti Brown, Administrative Coordinator	April Kirk
Chadwick Blue, Urban Planner	John Bertino
Kate Sheffield, Planning Assistant	Sandy Ducane
Diana Sutton	Russell Davis
Joe Giulietti	Elizabeth Van Zandt
Bill Cross	Alex Roland
Peter Agnesi	Keith Costello
Josh Stern	Dev Motwani
Raphael Clemente	Mario Echagarrua
Willie Perez	Dana Pollitt
Shaul Maouda	Kelley Shanley
Robert Cortez	Dave Coddington
Larry Barszewski	

**PRESIDING:** Tim Petrillo, Chair

Chairman Tim Petrillo called the meeting to order at 8:30 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mr. O'Shea. Chairman Petrillo welcomed John Bertino, Joe Giulietti, Bill Cross and Elizabeth Van Zandt. Chairman Petrillo asked if anyone wanted to pull or discuss any items. Mr. Weymouth said he wanted to pull C-3 for discussion. Chairman Petrillo asked if there was a motion on the remaining consent items. ***A motion was moved by Mr. Ropes and seconded by Mr. Bodenhamer 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 November 14, 2013 DDA Board Meeting and the 11/13/13 Workshop
- C-2) Approval of Outdoor Event Application-Newton One Year Memorial, 12/14/13

### REGULAR AGENDA

#### C-3) Approval of Outdoor Event Application-Fort Lauderdale 5K and Color Run, 2/15/14

Mr. Weymouth expressed concern about the use of the term Color Run because the Riverwalk Trust whose Board he is on, puts an event on with the same name. He said this event will happen in close proximity to their event and that it appears to run the same course and have similar features. Mr. Stern, the event representative said they are not trying to compete with the other event and gave some background on his Color Run. Chairman Petrillo asked if he was willing to change the name and Mr. Stern said he would take the word color out of it. Mr. Stern assured the Board that his event is not the same. After much discussion, the Board decided to approve the event on the condition that there is no conflict with the other Color Run event and Riverwalk Trust and gave Mr. Wren the authority to move forward with once established. ***Mr. Ropes made a motion approving the event on those conditions with Mr. Bodenhamer seconding the motion. All were in favor.***

#### R-1 Police Report

Captain Alvarez said he is newly assigned to District 3 and that the department is undergoing some changes. He said the three districts are now headed by Captains. He said there were 17 Part One crimes in October and a decrease in November totaling 11. He said in the first part of December there have been 8 so far with 2 robberies on the Riverwalk. He said the Board previously asked about the Segways and said they are not a perfect tool. He said they have new T-3's and all the downtown officers will be trained on them and they are for the Riverwalk and the downtown. Mr. Durden asked what the feedback was for the recent Gospel event and the Captain said it was very well received and well attended. Chairman Petrillo said he was moving item R-4 up on the agenda since the presenters have another meeting to attend.

#### R-4 The Wave Streetcar-Update on Wave Design

Mr. Wren said he was walking the agreement on and then will provide an update on where this project is. Mr. Milledge discussed the agreement. **A motion was moved by Mr. Fazio in accordance with the agreement and as instructed by the DDA's counsel and seconded by Mr. Weymouth. All were in favor.**

Mr. Wren introduced Joe Giulietti. Mr. Giulietti gave background on the project indicating they were granted \$18 million by the FTA for a TIGER grant and gave the other figures from the Small Starts, City, MPO and State match. He showed the federal progress to date. He said what has been approved so far had a maintenance facility identified in the Small Starts submittal which has not yet come back. He said they need a 30% design in for the entire project as soon as possible or they will not get the Small Starts. He went through his concerns with reference to the maintenance and storage facility. He said the project has been delayed by seven months which required an amendment to the agreement and a consensus by the partners. He discussed his concerns in changing locations for the maintenance facility. ***After discussion the Board thought it would be best to have Mr. Giulietti sit down with the City Manager and Mr. Wren said he would organize that.***

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

Mr. Coddington congratulated the DDA and the Riverwalk for all their wonderful activities especially during the holiday season. He said there is a project in the works which is confidential but that it could bring \$168-\$200 million in capital investment to the area. He said there is a tech company also looking to relocate which could bring \$41 million in capital investment along with new jobs. He brought up the Florida Trend insert which he was able to get sponsorships for. He said the December issue is out and 6 out of the 12 projects are in Broward County. Chairman Petrillo asked about the JetBlue advertising from last year and Mr. Coddington said they are now a member of the Alliance and the advertising will be different.

**R-3 WPB DDA Security Plan**

Mr. Wren introduced Raphael Clemente the WPB DDA Director. He said he's been speaking with Mr. Clemente on various issues, with one being homelessness and that Mr. Clemente explained how they dealt with that issue so he wanted him to come and present their plan. Mr. Clemente explained how the Downtown Security Ambassador Program evolved over the past seven years. He said it started with two officers as a pilot program. He said it has become very beneficial and they log 400 hours per week in the program. He said this is an important component on how they revitalize the downtown. He said they have security officers integrated with the police. He said they leveraged their millage rate and receive a portion of their funding from the CRA. Mr. Clemente said their millage rate applies to residential also. He introduced Willie Perez the security manager, Shaul Maouda and Robert Cortez. He said they had a big challenge in the beginning and they evolved from a business district to an entertainment district. He showed a map of their district. He said his districts are separate which is where the crime issues were occurring. He said in 2006 they hired a private security firm and sat with law enforcement and defined the roles. He said they required entertainment district police be put in place. The Board asked about the officers and Mr. Clemente said they have 2 shifts with 9 officers. He described the challenges they faced such as: perception of being unsafe, nuisance crimes, quality of life and business attraction. He said visibility is the key piece. He said they then set the goals such as crime reduction and community outreach. He said they have a radio network where the ambassadors can call the police officers. Mr. Perez said police tend to be reactive not proactive and explained the difference in approach and how it benefits the program. He said they are not there to replace the police, they are there to add to their job. He said they have over 200 homeless in the downtown and he said he addresses them in a very polite approach. He said because of the radio system the security team can talk directly to the police which minimizes their work. Mr. Ropes asked if the valet services have this ability and Mr. Clemente said they do and that they can use the iwatch channel. He said from 7 a.m. to 1 a.m. it's the security team and after 1:00 a.m. it's the police's jurisdiction. Mr. Perez said the security team carries cell phones. Mr. Weymouth asked how the jail impacts the issues and Mr. Clemente said the jail is 4 miles away so it's not a real impact because of how it's set up and the location. Mr. Clemente said they coordinated with the Police Department to develop the scope and to develop an understanding of needs and a clear delineation of roles. He then went through the program implementation and outcomes which included a 50% reduction of crime and an improved perception of downtown. He said there are some months where there are no part one crimes. Mr. Maouda explained the data system and how data is collected. He said the key is partnership with the private company and the DDA to develop a program where the police have access as well as the City. He said the system allows them to see common problems and trends. He said they provide a global turn-key solution that provides solutions such as time and attendance, risk management analysis and customer service. Mrs. Van Zandt asked if the system software can show what is missing where incidents take place such as lighting and Mr. Maouda said yes and explained

further. Chairman Petrillo asked for clarification that the program started as a pilot program with two officers and Mr. Clemente said yes and that it was six weeks. He said they pay for it out of their millage and it's their biggest line item. He said the cost is \$500,000 for 400 hours per week and they have the ability to ramp up services around events. Mr. Ropes asked who comprises the DDA and Mr. Clemente said commercial and residential. Mr. Clemente said his budget is \$3.2 million and the trolley and security take up \$1 million of that amount. Discussion was held. ***Mr. Perez suggested the Board come up to see the program in operation and Mr. Clemente said he'd be glad to host that. Chairman Petrillo thought it would be beneficial to get a group of partners together such as Las Olas, Himmarshee, a&e, Riverfront and Flagler Village where Mr. Clemente can come and speak first before visiting.*** Mr. Ellis of Flagler Village said they have an off-duty program they will be starting which is funded for \$60,000 and that they are interested and Mr. Motwani said he'd be interested in partnering also. Mr. Clemente stressed the importance of getting the police on board and Mr. Perez suggested including the Chief and Captains and Lieutenants also. ***Mr. Perez said contacting the WPB Chief would be a good idea. Mr. Ropes said they should meet with the Police Chief, Mayor and stakeholders first and then have a workshop.***

#### **R-5 2014 Calendar of Meetings**

This item required no motion. The backup was in their packages.

#### **R-6 Projects Update**

Mr. Wren asked if the Board had any questions. Mr. Blue mentioned that the flower baskets were installed on Andrews and that 2<sup>nd</sup> Street is being done today.

### **DIRECTOR'S REPORT**

#### **Walk on-Retail Research**

Mr. Wren said he was walking on an item about retail research and the population needed to make a vibrant retail impact downtown. He complimented Ms. Sheffield and said this report is not conclusive but that additional resources could be explored. Chairman Petrillo noted that the report states a minimum of 20,000 people within a half mile radius is needed to support a vibrant retail environment. He said that the additional units coming to Downtown could result in such an environment.

#### **Riverwalk Connection**

Mr. Wren said they have been working on the Riverwalk Connection behind Stranahan House and the Related Company site connecting the north side of the Riverwalk on Las Olas. He said until recently they were making progress but there are easement issues. Ms. Kirk explained that when the deed was originally created there was a covenant put in place that if Stranahan House enters any easements regarding land, it would then revert back to the Historical Society. She said their Board unanimously voted for the agreement to move forward. Mr. Wren said that Stranahan wants to sign but they cannot. After discussion Chairman Petrillo said he would reach out to Kim Sweers the Historical Society President. ***Mr. Wren said he would organize Chairman Petrillo and the call.***

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

All information was in their packages.

As there was no other business, Chair Petrillo adjourned the meeting at 10:18 a.m.