

ECONOMIC DEVELOPMENT ADVISORY BOARD
Meeting Minutes
December 14, 2005 at 4:00 P.M.
City of Fort Lauderdale
100 North Andrews Avenue
8th Floor Conference Room

Economic Development Advisory Board	Current Meeting	Cumulative Attendance	
<u>MEMBERS</u>		<u>Present</u>	<u>Absent</u>
Robert Boyd	A	1	2
Mark Budwig	P	3	0
William Burrington	P	3	0
Pat DuMont, Chair	P	3	0
Ruchel Louis, Vice Chair	P	3	0
Michael F. McGinn	A	0	3
Cort Neimark	A	2	1
Tim Schiavone	P	3	0
Gerri Washington	P	1	2
Gwen Watson	P	1	2
Lisa Zelch	P	2	1

Staff

Ron Hicks, Economic Development Director
Silver Lee, Clerk II
Jamie Opperlee, Recording Secretary

Guests

Hal Barnes, NCIP/BCIP
Sean Alveshire, City Center Association
Tony Bell, Las Olas Association
John Milledge, Las Olas Association
Jim Ellis, Flagler Village Improvement Association
Mary Jacques, EDI
Andrew Hillier
Robert Heubner
Richard Mancuso, City Engineering
Gerri Pryor, BCIP
Pete Mariposa, BCIP
Silver Lee, City

I. Call to Order

Chair DuMont called the meeting to order at 4:14 p.m.

Board members, City staff and guests introduced themselves in turn.

II. Approval of October and November 2005 Minutes

Motion made by Ms. Watson and seconded by Mr. Budwig to approve the October 12 and November 16, 2005 minutes. Board unanimously approved.

III. Business Capital Improvement Applicant Presentations

Mr. Barnes explained the Business Capital Improvement Program, noting that a total of \$100,000 was available and that there were four applicants this afternoon making presentations, each requesting \$25,000.

Mr. Barnes explained that for each applicant, the following criteria were considered:

- Design concept
- Feasibility of design
- Ability of the neighborhood association to match the funds
- Association's maintenance history
- Association's previous BCIP project history

Mr. Barnes stated that points were allotted for each criterion and then the points were totaled.

North Beach Square Neighborhood Association

Tim Schiavone

Mr. Schiavone explained the North Beach Square proposal:

- Streetscape improvements
- Lighting upgrades
- Installation of benches

Mr. Schiavone stated that the association felt these improvements would attract a better clientele and might give property owners the incentive to rent to higher caliber businesses. They also hoped this would encourage the hotel to enlarge their parking garage.

Mr. Barnes informed the Board that North Beach Square had received 185 of a possible 210 points. The BCIP recommended that this project be moved forward to the City Commission for review and approval.

City Center Association

Sean Alveshire

Mr. Alveshire explained the City Center proposal:

- Install decorative street signs in the downtown area, including the City Center logo

Mr. Alveshire noted that their association included all of the retail merchants in downtown Fort Lauderdale west of the Kinney Tunnel. They wished to include office tenants as well. They felt the signage would help attract people to the downtown area.

Mr. Barnes stated that the City Center project had received 175 of a possible 210 points and the BCIP was recommending the project move forward for City Commission review and approval.

Las Olas Association

Tony Bell

Mr. Bell explained the Las Olas Association project:

- Create a street median just east of the Himmarshee Canal

Mr. Bell stated that the median would provide for a continuous landscape and would help to calm traffic. Mr. Bell noted that the design was based on a traffic study that had been conducted in 1999 and approved by the City Commission then.

Several Board members expressed concern about the loss of lane width and parking spaces. Mr. Barnes agreed that several businesses were concerned about this as well. He said the BCIP was recommending that the project move forward for City Commission review and approval with the following caveat: that adjacent property owners would be included in the design phase, and if lane and parking issues could not be resolved satisfactorily for both property owners and the Las Olas Association, the project would be dropped.

Mr. John Milledge, attorney for The Floridian Hotel, said he had been involved in 1999 and noted that at that time, parking was a major concern for the hotel. He noted that several of the businesses had variances contingent upon the existing parking spaces. Mr. Milledge said the Floridian owner agreed that the median was desirable, but also agreed that every parking space was critical. Mr. Barnes reiterated that adjacent property owners' input would be incorporated in the detailed design.

Chair DuMont reminded Mr. Bell that the Las Olas Association had been awarded a grant to install halos on the palm trees, including the provision that the grant recipient would maintain any improvements, but it did not appear that the halos were being maintained. Mr. Bell said they intended to put out a bid for a project to repair the rings.

Flagler Village Improvement Association

Jim Ellis and Mary Jacques

Mr. Ellis explained the Flagler village proposal:

- Signage in Flagler Village with their logo

Mr. Ellis noted that they intended to install new, decorative signposts that had already been approved and were in use in other neighborhoods. Ms. Jacques explained that the Flagler Village Civic Association had put in an application for a neighborhood entrance monument. This project was the second phase of a project for the decorative street signposts that had already been approved.

Mr. Barnes explained to Mr. Hicks that the signpost project was approved last year. The grant money was put into an account for their project while locations were determined and final designs were concluded.

Mr. Barnes informed the Board that this project had received 200 out of a possible 210 points and the BCIP was recommending the project move forward for City Commission review and approval

IV. Discussion and Recommendations of Applications

EDAB Members

Ms. Louis asked how they could be sure the City was getting value for their grant money. Mr. Barnes explained that since this was public money, it must be put out for competitive public bid.

North Beach Square Neighborhood Association

Mr. Schiavone left the Board while the North Beach Square application was voted on.

Motion made by Mr. Burrington and seconded by Ms. Watson to approve the proposal. Board unanimously approved.

City Center Association

Ms. Watson pointed out that City Center had not been incorporated for a full year. Mr. Barnes admitted they were not, but noted that because they were working to grow the grant program and because City Center had been uniting the property owners and operating on a consistent basis, the BCIP would not disqualify them. Mr. Hicks felt that some language should be included in Mr. Barnes's recommendation to the City Commission explaining that this had been allowed because the association had proven to staff that they were a viable entity.

Motion made by Mr. Burrington and seconded by Ms. Louis to approve the proposal. Board unanimously approved.

Las Olas Association

Ms. Watson was concerned about the palm tree halo maintenance and wanted to incorporate this into the grant award requirements. Mr. Hicks assured her that he intended to meet with the association and would discuss it with them and would include this as part of the staff recommendations when presenting the proposal to the City Commission for approval.

Motion made by Mr. Burrington and seconded by Ms. Washington to approve the proposal, including the caveat described by Mr. Barnes regard plan approval by property owners. Board unanimously approved.

Flagler Village Improvement Association

Mr. Budwig was unsure how much benefit the City would derive from these projects, noting how expensive they seemed. Mr. Hicks thought they could request changes to the requirements so that the projects fit all of the criteria they were concerned about.

Motion made by Mr. Burrington and seconded by Ms. Louis to approve the proposal. Board unanimously approved.

Chair DuMont felt they had a responsibility to encourage associations to get involved in this process to reach a broader section of the community. Mr. Barnes stated that packets explaining the program were mailed to all associations in the City at the start of the grant cycle. However, since it was a matching grant program, many associations did not have the financing to put toward the matching funds.

Mr. Barnes introduced Gerri Pryor and Pete Mariposa, the new grant administrators. Ms. Pryor explained to Ms. Louis that the program was advertised by word-of-mouth, through the City's web site, and through grant workshops.

V. Presentation of Certificate of Appreciation to Ruchel Louis & Michael McGinn Chairperson Patricia DuMont

Chair DuMont presented Ms. Louis with a plaque for the City, thanking her for her service on the Board. Ms. Louis agreed to deliver Mr. McGinn's plaque to him.

VI. Old/New Business EDAB Members

Chair Dumont hoped that the two Board vacancies would be filled by January and asked the Board to think about a new Chair and Vice Chair for next year.

Chair DuMont said they also needed to continue working on the outline and update of workshop issues in the coming months, and to schedule the BCIP to attend a meeting for discussion.

Chair DuMont advised Mr. Hicks that they should also have a full Board orientation, discussing what the Board's actions should be and advising members of Sunshine issues.

VII. Manager's Report Ronald Hicks, Director, Economic Development

Mr. Hicks agreed it was important to continue with the workshop outline. He wanted to be able to bring their ideas to a future Strategic Planning meeting. Mr. Hicks informed the Board that he intended to have the Economic Development Department's operations and incentive program prepared by January 27 to present to the City Manager and hoped to present it to the City Commission as soon as possible after that.

Mr. Hicks reported that he and the DDA would be meeting with the Las Olas Association to discuss cleaning up downtown.

Mr. Hicks informed the Board that they had managed to install 52 holiday lights at the beach this year; the number was down from last year due to the hurricanes.

Ms. Watson asked Mr. Hicks if the City was exploring possible resources for future post-hurricane supplies. Mr. Hicks stated that the City was considering ways to make itself more self-sufficient in the future. Some ideas included stockpiling more gasoline, use of AM radio to keep the public informed, and having local banks accept applications for bridge loans.

VIII. Adjourn

Thereupon the meeting adjourned at 5:45 p.m.