

**APPROVED
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY, MARCH 9, 2011 – 3:45-5:15 P.M.**

Board Members	Attendance	Present	Absent
Dev Motwani, Chair	P	2	1
Sheryl Dickey, Vice Chair	P	3	0
Miya Burt-Stewart	P	3	0
Al Calloway	P	3	0
Christopher Denison	P	3	0
Cary Goldberg	P	2	0
Jason Hughes	P	3	0
George Mihaiu (arr. 4:04)	P	2	1
Cort Neimark	A	2	1
Ralph Riehl	P	1	2
Adam Sanders (arr. 4:21)	P	2	1

At this time, there are 11 appointed members to the Board, which means 6 would constitute a quorum.

Staff

Stephen Scott, Economic Development Director
Don Morris, Beach CRA
Earl Prizlee, Engineering Design Manager
Patricia Smith, Economic Development Secretary III
Loretta Cronk, Public Works Department
Heather Steyn, Public Works Department
Barbara Hartmann, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order & Introductions

Chair Motwani called the meeting to order at 3:52 p.m. Roll was called and it was noted a quorum was present. The members, Staff, and guests introduced themselves.

II. Approval of February 9, 2011 Minutes

Mr. Calloway requested that the February 9 minutes reflect he arrived late to the meeting due to jury duty.

Motion made by Mr. Goldberg, seconded by Mr. Denison, to approve the February 9, 2011 minutes as delivered, with the addition that Mr. Calloway was there at 4:15 because of serving jury duty. In a voice vote, the **motion** passed unanimously.

Smart Watts Small Business Energy Efficiency Program

Mr. Scott requested that the following walk-on Item be heard before proceeding with the Agenda. He explained that Heather Steyn and Loretta Cronk of Public Works would briefly discuss the Smart Watts Small Business Energy Efficiency Program, a rebate program for small businesses.

Ms. Cronk said in 2010, the City received over \$2 million in Energy Efficient and Conservation Block Grants (EECBG); the Smart Watts program makes up roughly 50% of total grant funding. The program includes rebates for small- to medium-sized businesses and nonprofit organizations, which are defined as those with annual receipts of \$7 million or less. Most rebates are processed internally through the Public Works Department. She introduced Ms. Steyn, who serves as project manager for the small business rebate program. Ms. Steyn explained that they hope to promote the program throughout the small business community of Fort Lauderdale.

Ms. Cronk said items eligible for small business rebates include Energy Star doors and windows, solar panels, and other energy-efficient improvements. Rebates are up to \$1000 and are a cash match. She advised that the Department is seeking small business owners who own their own property or have obtained the permission of their property managers to install energy-efficient devices. The program's purpose is to provide an incentive to defray the costs of these improvements. She advised that for small businesses, the rebate will include equipment costs but not installation costs.

The program will be available on the City's website by Friday, March 11, and will include the application. Applicants go through a pre-approval process by which the program solicits bids from three contractors. The pre-approval process enables the program to encumber the funds. Ms. Cronk noted that it is a first-come first-served program. Once an applicant has been approved, he or she has four months to implement the energy retrofit and provide documentation that it has been paid for; the City will then reimburse the applicant up to \$1000. The website provides further information about the program, including small business requirements.

Mr. Riehl asked if the program comes from the Federal government. Ms. Cronk confirmed that the Department of Energy provides the City with the funds to distribute to individual businesses.

The Board thanked Ms. Cronk and Ms. Steyn for their presentation.

III. City Excursion Project

Mr. Scott introduced Patricia Zeiler, Managing Director of the TMA, who recalled that she has been working with the Economic Development Department to put together a City excursion program that moves visitors from ports and airports into Fort Lauderdale. The Convention and Visitors' Bureau (CVB) first proposed this project out of a desire to develop a pilot program with Gray Line Tours; another important partner is Bags to Go, which will handle participants' luggage so they may move freely about the City. The Riverwalk Arts and Entertainment District is also a partner in bringing visitors to "places where we want folks to go," including cultural destinations in the Downtown area. She provided the Board members with the entire list of partners.

She referred the members to a map of the tour, noting that a Sun Trolley route already exists on A1A and Las Olas Boulevard. There is a hub at Beach Place where visitors may change trolleys. Sun Trolley is 501C3 organization that provides a community bus for the City, and is funded almost completely through grant dollars and the City's local option gas tax.

She explained that there will be a kiosk located under the pergola at the Harbor Shops. Gray Line will supply a large passenger bus to move visitors from the airport or seaport and drop them off at this hub, where they will meet the trolleys that will take them into the City. The visitors' baggage will be checked, so cruise port passengers can access the trolleys while their bags go to their cruise ship or hotel. The same process applies to airport passengers, who can check their bags for their flights. There will be no charge for these passengers to ride the Sun Trolley.

Ms. Zeiler showed the Board an example of the temporary signage used for the program, noting that this wayfinding signage will be updated and made more attractive at a later date. She also showed a list of the attractions both Downtown and on Las Olas Boulevard that visitors may want to see.

The CVB will e-market the program through their website, and is training the volunteers who will staff the program's kiosks. Gray Line is devoting a full-time employee to the project. They will market the program through online channels as well as a network of travel agents. Bags to Go is also marketing the program through their website. The Riverwalk Arts and Entertainment District will also "wrap" the large bus supplied by Gray Line with signage to attract visitors from

the airport and seaport. They will help market the program through the Broward Center for the Performing Arts Consortium.

Galleria Mall will also assist in marketing, as Sun Trolley has extended its route to include this site. They have printed route maps and provided valets who will assist visitors in accessing the line. Ms. Zeiler has spoken to their customer service associates to ensure they know how to help visitors navigate the City through this program.

She explained that hubs will be located at the ends of both routes, at the Harbor Shops and the Galleria. The program is still facing challenges developing a hub at the Broward Center for the Performing Arts. The present plan allows for a portable kiosk in this area during the four days on which the Sun Trolley operates; however, Ms. Zeiler noted that there may be a better site which has yet to be determined.

The program launches on Saturday, March 12, 2011. Ms. Zeiler explained that this tour will be pre-booked: in other words, an individual cannot walk up to a kiosk and buy tickets, but must purchase them before coming up to the counter.

Mr. Scott added that the project is a trial program that will run for a minimum of 45 days. He hoped it would be a successful program, as it has amassed an "amazing partnership;" by next season, he said it will hopefully have proved its worth, and the program can be further developed. He concluded that he felt the program has great potential to help local businesses in the future.

Mr. Denison asked if the program is a for-profit venture. Ms. Zeiler said purchasing a \$29 ticket allows for baggage check, passage on the Gray Line bus to the hubs, and discounts at the cultural organizations and other attractions for Gray Line passengers. There will be no charge for use of the Sun Trolley.

Mr. Riehl asked how frequently the Gray Line bus will return to the airport and seaport. Ms. Zeiler estimated this would be "close to every half hour." Gray Line has committed to sending a taxi if a visitor misses bus passage; this will not be the TMA's responsibility.

Mr. Hughes asked if Sun Trolley receives any part of the cost of the ticket. Ms. Zeiler said thus far they do not, as they are a 501C3 organization. It is possible that they will receive a charitable contribution in the future if it will not affect their grant.

Mr. Hughes asked if the visitors will feed into the existing trolley service already provided. Ms. Zeiler confirmed this, and noted that a recent ridership study led to Sun Trolley's hours of operation ending at 6:30 p.m. She added that she helps any visitors who miss the trolley access a taxi or Broward County Transit; there

have been few issues thus far. The collateral material of the program will make the hours of operation clear to visitors so they will know when they must return to the hub.

Vice Chair Dickey asked if Ms. Zeiler envisioned expanding the program to include Sistrunk Boulevard and other locations. Ms. Zeiler said the TMA Board has discussed making a connection between Sistrunk and the Galleria. Broward County Transit has approved this expansion as well as the addition of a second trolley; they are currently waiting for the necessary agreements to pass City and County approval.

Mr. Denison asked if it might be possible to incorporate water taxi service into the program at a future date. Mr. Scott noted that water taxi stops are listed on the visitors' materials. Ms. Zeiler said she believed the water taxi is partnering with Gray Line, and that the cost of a City excursion ticket may include the option of water taxi service at a higher price point.

The Board thanked Ms. Zeiler for her presentation, and commended her and Mr. Scott on their hard work on this program.

IV. Proposed Beach CIP Improvements

Mr. Scott explained that he felt it was very important that the Board be apprised of some major happenings on Fort Lauderdale Beach. After several public meetings and discussions, the City Commission has approved the funding plan for "multiple major CIP [Capital Improvement Plan] projects on Fort Lauderdale Beach." This includes programming all the remaining dollars the Beach CRA has at present or will have prior to its expiration in 2019. He introduced Don Morris, Beach CRA Director, and Earl Prizlee, Engineering Design Manager, to give a presentation on many of these projects, as they are relevant to the City's economic development.

Mr. Morris said the presentation includes proposals from the Beach CRA, the Beach Redevelopment Advisory Board, and Staff regarding how best to move forward within the Beach CRA. On November 9, 2010, the Beach Redevelopment Advisory Board held a joint meeting with the Beach CRA to discuss the proposed CIP projects outlined in the Central Beach Master Plan and to set priorities on how to proceed through 2019. The Beach CRA gave the Beach Redevelopment Advisory Board instructions to review, prioritize, and recommend the public improvements and as funding commitments. On December 9 and December 15, 2010, the Beach Redevelopment Advisory Board reviewed these proposals, and recommended the following:

- \$25 million toward the redevelopment of the International Swimming Hall of Fame / Aquatics Center Complex;

- \$34,475,000 toward nine capital improvement projects, using both present and anticipated Beach CRA revenues;
- That the CRA instruct Staff to advertise for a Consultants' Competitive Negotiation Act (CCNA) for all projects.

At the February 15, 2011 meeting, the CRA Board approved the recommendation to proceed with the nine CIP projects and instructed Staff to advertise for a CCNA. They also set the 2010-11 events budget at \$371,902, or 8.2% of the projected CRA budget, which is roughly \$4.5 million.

Mr. Prizlee showed the Board the CRA's funding boundary, which extends between Alhambra Street, Sebastian Street, the Intracoastal Waterway, and the Beach. All funds above a specific amount come to the Beach CRA to be spent within this district. He provided the Board with a handout encompassing all these like projects, which included the following:

- The Oceanside Parking Lot, which currently contains 242 parking spaces. The plan is to stack the parking on the southern portion of the lot and make it into a parking garage, which will increase parking and open up a plaza area to use as public space for off-beach activities. This will enhance the sight line to the ocean.
- A1A: there are coconut trees, lights, and other features in this area that seem "randomly placed" along the sidewalk. All these features would be "lined up along the road" and consolidated to form a clear walkway through the restaurant and shop area. This project would extend from Alhambra to the Oasis Café on the west side of the roadway. Areas to the north are outside the CRA boundary and would require separate consideration. Costs are estimated at \$5 million.
- The Intracoastal Parking Lot was shown "at full build-out" to show how it would be developed according to the Sasaki Master Plan. It would include a new marina, daytime boat slips, parking garages, and other amenities. The Beach Redevelopment Advisory Board focused closely on which aspects of this plan could be implemented right away; one of their greatest desires was to develop a contiguous promenade, creating a consistent perimeter on which pedestrians can walk and enjoy the view. This is also estimated at \$5 million.
- The Las Olas Beach Plaza is becoming a major focal point for activities, tourism, and events. The CRA would like to expand this portal, changing the piers and the landscaping, and add power for future events. Sasaki estimated this cost at \$600,000.
- Adding more bike lanes, green space, and pedestrian access along A1A is considered "one of the more controversial projects." Currently there is an 11 ft. utility corridor; the Sasaki Master Plan would put a boardwalk or pathway on this area. Mr. Prizlee cautioned that this may or may not happen, as the project will require the approval of various State Departments. A feasibility study will be done to determine how far this

- project can actually progress. The cost is estimated at \$3 million, half of which would be funded by the CRA.
- The CRA has contracted with a consultant to develop a set of standardized signs that would guide visitors through the resort area's various venues. The City Commission has given conceptual approval to the idea, but the project would be costly; the CRA is planning to bring back a less expensive version of this project, which would be funded partially with scenic grant funds and partially by the CRA and the General Fund.
 - Almond Avenue is one of the last remaining streets in the CRA that requires improvement. It is intended to be a "people street." This project would address the City's infrastructure in this area, improving sidewalks, lighting, surfaces, and pavers, to bring it up to a standard that equals the rest of the area. It is considered a minimal project and would cost \$2.6 million, all of which would come from the CRA.
 - The Sebastian/Alhambra site includes two areas that are privately owned; the remainder of the block is owned by the City. It could be developed further through consolidation or possibly land swaps. Mr. Morris said the initial proposal for this site was for a parking garage, but this could be subject to change if a land swap is done. Parking would increase to 530 spaces, and Sebastian Street, which is a water taxi stop, would become a "people street" with retail and beach destinations. Total costs would be estimated at \$60 million for the parking garage and \$6 million for site improvements or property purchases.
 - Channel Square would take a vacant lot owned by the CRA, adjacent to The Venetian condominiums, and put in a two-storey building with an information center, a café, and flex office space. This could be a public-private partnership. The cost would be \$4 million.

Mr. Prizlee showed the Board members the estimated costs of these projects, which would total \$71 million, not all of which would be paid by the CRA. The CRA would pay \$34,475,000 for the above projects. He noted that the CRA's current cash in the bank is \$27,275,000. When expenditures are complete, \$2.9 million would be left over. If this figure is divided by the remaining eight years of the CRA, it would leave an annual expense of \$371,000 to be spent on special events and reserve for additional capital improvement projects. Mr. Prizlee advised that these figures would require annual review to ensure revenue is coming in as expected and final estimates for expenditures are adjusted.

He continued that the CCNA would be required in order for the City to hire consultants. The City is in the process of writing these CCNA's for advertisement.

Mr. Riehl asked if Mr. Morris and Mr. Prizlee were aware of the recommendation by the Marine Advisory Board that the City Commission remove the parking lot from the Intracoastal promenade area and reconstitute it into a marina. Mr. Morris said they had not heard of this recommendation.

Mr. Riehl added that in 1991, the City had voted via referendum to limit the Oceanside parking lot to parking only with no commercial activity. Mr. Morris said this space would not necessarily need to be retail; the intent is to activate the space, which could be done through other uses.

Chair Motwani thanked Mr. Morris and Mr. Prizlee for their presentation.

V. Director's Report

Mr. Scott said he would give a presentation on the Economic Development Ordinance and the Economic Development Department at the next meeting, to discuss what the Department does and the various projects that are currently underway. He provided the Board members with a copy of this Ordinance, the latest version of the qualified target industries for the City's incentive purposes, and a copy of the Business F1rst report, which was first circulated to the Board when it came out.

He also provided members with the job description announcement for a Business Assistance Coordinator. This business concierge position was one of the earliest recommendations of Business F1rst. Mr. Scott said it may be the only new position that is being funded by the current City Commission, although he noted that it was offset by a vacant funded position.

The Business Assistance Coordinator will be tasked with helping Mr. Scott deal with issues in the business community that relate to the City's regulatory agencies, including Building, Permitting, Planning, and Zoning. He noted that this had been the number-one concern expressed by businesses during the first year of Business F1rst's site visits. The position will go out for recruitment "almost immediately" and will hopefully be filled by May or June 2011.

He recognized the Board's support of the Business F1rst program, which is continuing throughout 2011. Chair Motwani and Vice Chair Dickey are both integral members of the Business F1rst team, which is continuing with its other objectives, including a website. The Business Assistance Coordinator position, however, is their "first solid takeaway." Mr. Scott stated that the entire committee's efforts were instrumental in creating this position, which will help create a more complete economic development program for the City. The Board applauded the team's efforts, and Chair Motwani congratulated Mr. Scott on the creation of this new position with no increase to the budget.

Chair Motwani said at the next meeting, he has requested a report on what the City of Hollywood's CRA has done to promote tourism. He noted that Fort Lauderdale once had its own Department of Tourism, but this responsibility has since been delegated to the Convention and Visitors' Bureau, which is a County entity. He welcomed any additional recommendations for presentations to be

added to upcoming agendas. Mr. Scott recalled that some of these suggestions had been made at the February meeting.

VI. Old / New Business

- **Communications to City Commission**

None.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:06 p.m.

[Minutes prepared by K. McGuire, Prototype, Inc.]