

**APPROVED  
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)  
MEETING MINUTES  
CITY OF FORT LAUDERDALE  
100 NORTH ANDREWS AVENUE  
8<sup>TH</sup> FLOOR CONFERENCE ROOM  
WEDNESDAY, SEPTEMBER 14, 2011 – 3:45-5:15 P.M.**

<b>Board Members</b>	<b>Attendance</b>	<b>Present</b>	<b>Absent</b>
Dev Motwani, Chair	P	7	2
Sheryl Dickey, Vice Chair	A	7	2
Miya Burt-Stewart	P	9	0
Al Calloway	P	9	0
Christopher Denison	P	8	1
Cary Goldberg	P	7	1
Jason Hughes	P	9	0
George Mihaiu	P	6	3
Cort Neimark	P	8	1
Ralph Riehl	P	7	2
Adam Sanders	P	6	3

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

**Staff**

Karen Reese, Economic Development Representative  
Patricia Smith, Secretary III, Economic Development  
Matt Little, Public Information Specialist  
Andrew Cuba, Manager of Marine Facilities  
Jonathan Luscomb, Supervisor of Marine Facilities  
Major Raul Diaz, Fort Lauderdale Police Department, District 1  
Major Greg Salters, Fort Lauderdale Police Department, District 3  
Amanda Lebofsky, Recording Secretary, Prototype, Inc.

**Communications to City Commission**

None.

**I. Call to Order & Introductions**

Chair Motwani called the meeting to order at 3:47 p.m. Roll was called and it was noted a quorum was present. The Board members, Staff, and guests introduced themselves.

## **II. Approval of August 10, 2011 Minutes**

**Motion** made by Mr. Riehl, seconded by Mr. Goldberg, to approve the minutes of the August 10, 2011 meeting. In a voice vote, the **motion** passed unanimously.

## **III. Las Olas Marina Redevelopment Concept**

Chair Motwani advised that this proposal has been in development for several years. The Beach Redevelopment Board has approved a conceptual plan for some parking lots on the beach to be redeveloped using CRA dollars; unfortunately, the proposed marina redevelopment was not incorporated into the discussion when this approval was granted. He stated that the concept before the Board today is one alternative available for the marina.

Barry Flanigan, chair of the Marine Advisory Board (MAB), showed the Board a PowerPoint presentation, explaining that the proposed redevelopment would have a great impact on the City's economy. The Las Olas Marina site has been in use for several years; in 1961, the City filled in part of this site to create the Birch/Las Olas parking lot. Mr. Flanigan showed a slide of the marina as it exists today, with a traditional slip design and floating day dockage. He explained that in order to expand the marina, the existing parking lot would need to be dug out. Initial environmental discussions have been favorable, as this step would return the site to its natural state.

Three different concepts have been developed for the site, Mr. Flanigan explained. The existing site has 68 slips; due to state regulations that protect seagrass, the marina may only operate 55 to 56 of these slips at any given time, on a rotating basis. If the parking lot is dug out and the marina is dredged to a depth of 14 ft. as planned, seagrass would not grow at this depth. In addition, Mr. Flanigan advised that the proposed redevelopment would use floating docks, which allows for lineal dockage. The plan would create approximately 6800-6900 lineal ft. of dockage that could accommodate vessels of varying sizes and types on both sides of the docks. The south side of the site would be reconfigured as well. He noted that floating docks are used at Sunrise Harbor and allows for the dockage of vessels of different sizes.

Mr. Flanigan stated that the proposed plan has received letters of support from Show Management, which operates the Boat Show, as well as the Marine Industries Association of South Florida. The City would benefit greatly, as large vessels would no longer have to vacate the marina immediately following the Boat Show, but could remain longer in the marina and in the City. The Florida Inland Navigation District (FIND), which is a source of funding that has partnered with the City on past projects, is also supportive of the proposed plan.

Mr. Flanigan stated that the potential increase in revenue could as much as triple the existing income of the site. He noted that parking and traffic direction is a source of concern to many people who reside in the area; parking is being reviewed by residents of The Venetian, the Central Beach Alliance, and the Beach Redevelopment Board. He emphasized that while the plan is only conceptual at this stage, these other entities are being taken into consideration, as parking will be a major aspect of any final plan. He concluded that he hoped the proposal would receive the Board's support.

Mr. Goldberg asked what the feasibility of getting approval for the plan from various agencies would be. Mr. Flanigan said Staff has looked into this and the report is favorable thus far. At present, the City has a submerged land lease on the site, and would modify the lease as needed in order to make the proposed improvements.

Mr. Flanigan added that Staff is in favor of proceeding with the proposed plan, and the City Commission has asked that the redevelopment of the marina be considered as part of beach redevelopment.

Chair Motwani asked if revenue projections for the project could be estimated. Jonathan Luscomb, Supervisor of Marine Facilities, said Staff ran very preliminary figures based on the actuals at the existing site in 2010-11 year-to-date. The difference in slip linear footage is close to twice the current size, and the net income, after everything is paid for, would be an additional \$800,000 per year at today's rates. He advised that this is based on 66-67% occupancy, but pointed out that the efficiency of the linear docks creates more opportunity to fill space.

Chair Motwani asked if the increase in revenues for the marina offset the potential loss of income that would be created if a parking garage was built on part of the site. Mr. Luscomb stated that the existing parking lot brings in roughly \$400,000 per year; turning this space into a parking garage would increase both the number of spaces and the income.

Mr. Denison asked what the average rate per foot would be. Mr. Luscomb said it is \$1.13 at present at the Las Olas facility. He explained that it is lower than the cost at other marinas, but pointed out that the discounts they offer to attract business are factored in when this rate is averaged. If larger boats are able to come into a redeveloped marina, they will be charged a higher rate. He did not feel it was reasonable, however, to factor in these prospective numbers until actuals are available.

Mr. Denison commented that he felt the figures were very conservative, and estimated that the average length of the boats coming into a redeveloped marina could be over 100 ft. Mr. Flanigan added that there are also state restrictions on

maximum occupancy at present, which would not apply if the City was not subject to regulations regarding seagrass. Mr. Denison noted that there will also be an increase in vessels at the Boat Show, which will create more revenue for the City as well.

Ms. Burt-Stewart requested confirmation of the rate per foot. Mr. Luscomb explained that the cost of \$1.13 per linear foot is in effect at the existing site, and is inclusive of discounts. The actual rate without discounts would be higher. Mr. Luscomb recalled that rates at Bahia Mar, for example, are up to \$6.50 per foot. He added that larger vessels also have larger crews, which would increase economic impact on the City as well.

Mr. Riehl asked what the cost of the proposed redevelopment would be. Mr. Luscomb said the rough figure for the docks alone would be \$13 million; the figure for digging out the parking lot has not yet been determined. He estimated this would be \$16-\$17 million, and added that the project is eligible to receive up to 50% funding from FIND grants.

Mr. Riehl asked if CRA funds would be used. Mr. Flanigan said there has been no anticipation of using CRA money, although the project lies within the area that has been designated as "blighted" and the marina itself is owned by the City. He felt the project could act as a catalyst to spur other development in the area. He suggested that the City could bond some of the cost.

Ms. Burt-Stewart asked if the redevelopment would create job opportunities. Mr. Luscomb said he felt staffing would have to be increased at the marina in order to provide top-level service. He explained that he had tracked the number of slips per employee at other marinas, and 21 slips per staff member seemed to be the maximum. He added that lineal feet and number of employees in area marinas could also provide a means of measurement.

Mr. Hughes asked if creating a boardwalk or promenade around the marina was still part of the existing CRA plan. Mr. Flanigan suggested that the area between the docks and the seawall could remain green space. He added that other upland activities not part of the marina would come with the redevelopment of the facility, such as retail, cafés, and restaurants. Mr. Denison and Mr. Luscomb noted that marine services such as boat detailing, boat mechanics, and a welcome center might also fit into a redeveloped marina.

Chair Motwani asked where the CRA is in its Master Plan process. Mr. Luscomb said they were going through the Competitive Consultant Negotiations Act (CCNA) process, in which bidders respond to an RFP. He did not know if the CRA has selected a consultant at this time. The concept presented at today's meeting will be considered when a decision is made about the site.

Chair Motwani observed that a vote of support would be the only action the Board could take at this time. Mr. Flanigan said the Beach Redevelopment Board and Marine Advisory Board have both recommended the proposal to the City Commission.

Mr. Luscomb clarified that of the concepts shown, Plan C was considered the most efficient, as it would not limit the slips to accommodate vessels of specific sizes. The linear concept would allow for more boats of varying sizes to be docked at the facility.

**Motion** made by Mr. Denison, seconded by Mr. Riehl, that the Economic Development Advisory Board provide a recommendation in writing to the City Commission in support of the Las Olas Marina concept "C" as a benefit to the City's economic development.

Chair Motwani suggested that rather than supporting a specific plan, the Board might instead support the inclusion of an expanded marina concept within the redevelopment. Mr. Denison **withdrew** the mention of concept "C" from his **motion**.

Ms. Burt-Stewart cautioned that the Board might not wish to extend its support to a plan if it is greatly changed from the concepts shown them. Mr. Flanigan proposed that representatives from Marine Facilities and the Marine Advisory Board could come back to the EDAB every six months and provide updates on the progress of the project.

Mr. Denison asked that his **motion** be restated as follows: **motion** that the Economic Development Advisory Board provide a recommendation in writing to the City Commission in support of a Las Olas Marina concept similar to concept "C," consistent with the recommendations as they evolve.

Mr. Neimark asked on what grounds someone might oppose the plan, such as parking or environmental concerns. Mr. Flanigan said the marina has been designated a clean marina and there are no environmental issues. He noted that other bodies have met to discuss the impact on traffic.

Mr. Riehl called the question. In a voice vote, the **motion** passed unanimously.

#### **IV. Beach Police Report**

Chair Motwani explained that police reports were once a regular feature of the Board's meetings, and he would continue to invite representatives of the Police Department regularly to discuss safety and crime issues, as they have a great impact on economic development. The Board would also provide feedback on what the business community is hearing with regard to crime and safety.

Major Raul Diaz of the Fort Lauderdale Police Department distributed information on Raids Online. This is a regional analysis and information-sharing center. Criminal data is collected and sent to the website each day, and the site is updated every 24 hours. He showed the members how to access the site, which shows the exact location and nature of specific crimes. Users can also supply tips to the Police Department through the site.

Major Diaz explained that the site allows nearly all types of crimes to be looked up. The only crimes not reported by the City are homicide, rape, and domestic and narcotics violations, as there are privacy issues involved with these crimes. The crimes that are listed include robberies, vehicle and residential burglaries, auto thefts, and larceny. Information can be narrowed down by crime type and date range as well. Users can also see the data in different formats, including crime type frequency. A brief tutorial for Raids Online is available on YouTube.

Major Diaz moved on to the beach Police report, noting that the Boat Show is coming up, and provided a contact number for the individual overseeing this event. Major Diaz advised the Board that parking and trolley services will be the same as provided for past shows, and 5 Street will be completely closed to vehicles other than buses or taxi services.

Mr. Riehl recalled that during a recent presentation regarding the marine industry and the Boat Show in particular, a comment had been made that some of the participating officers were "less than polite" at the gate of the event. Major Diaz said he would communicate this concern to the appropriate individual.

Major Diaz continued that there has been a great increase in larcenies, and there has been discussion of holding a meeting with all hotel security management to address this trend. He noted that some larcenies could be prevented through common sense, such as not leaving valuable objects unattended.

Mr. Denison added that there have been multiple boat burglaries along the south side of Riverwalk, which makes individuals hesitant to bring their boats to this area.

## **V. Downtown Police Report**

Major Greg Salters, who covers the Downtown area, stated that Staff in the Downtown area has been increased from two to a minimum of three Officers on different shifts. He clarified that the Downtown area is considered north of the river, while south of the river is the Central area. Major Salters noted that crimes related to boats may be addressed by the Marine Unit, which operates on the water, or Officers on land. A recent grant will provide the Downtown Officers with a golf cart in the near future, which will allow them to patrol the area more effectively.

He advised that while homelessness is a major problem in this area, crimes in the area are not always committed by homeless individuals. The Department is also working with the Las Olas Business Association to address issues related to traffic, traffic calming, and signage. Other issues include skateboarders and vandalism. Major Salters asserted that Officers, including undercover Officers, are active in this area and talk with business owners and residents. He asked that the members let the Police Department know if they have concerns.

As an agency, the Police Department is also practicing Intelligence-Led Policing (ILP), which recognizes that a small percentage of offenders commit the majority of crimes. The ILP Unit includes both a Captain and an analyst who work with State Attorneys and judges to find the best way to keep these individuals off the street. If prolific criminals are caught and convicted, this helps the Department reduce crime more effectively.

Mr. Riehl asked how many sworn Police Officers are currently in the Department. Major Salters estimated there were close to 500. Mr. Riehl asserted that the City should have its goal of 512 Officers on the streets, and asked to be kept apprised of this figure.

Mr. Denison noted there is a graffiti issue at I-95 and the New River at the corner of Marina Bay. Major Salters asked him to take pictures of instances of this problem, explaining that seeing photos might help Officers determine who is responsible.

The Board members thanked Major Diaz and Major Salters for their reports.

Mr. Goldberg asked if Officers from different parts of the City could be invited to address subsequent Board meetings. Chair Motwani agreed this could be done.

Mr. Calloway asked if any members were aware of redevelopment plans for the South Andrews area, particularly from 5 Street to 17 Causeway. Ms. Reese advised she was not aware of any such plans, but said she would reach out to Planning and Zoning for more information. Mr. Calloway explained that this was a blighted area in need of development.

Mr. Mihaiu asked if it would be appropriate to invite local activists to address the Board. Chair Motwani said these individuals may always attend meetings and offer comments even if they do not make formal presentations. Meetings are always open to the public.

## **VI. Presentation of New Draft Economic Development PowerPoint**

Ms. Reese advised that the draft would be presented at the next Board meeting. The PowerPoint was compiled by the Economic Development Department,

working with the Public Information Office, and shows several reasons it is economically advantageous to visit Fort Lauderdale. She explained that the draft is rather lengthy, as the Department did not wish to leave reasons out.

## **VII. Old / New Business**

Chair Motwani informed the members that a representative of the Florida Department of Transportation (FDOT) would address next month's meeting regarding the potential passenger rail project on the FEC tracks, as well as other issues.

- **Communications to City Commission**

None.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:12 p.m.

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