

**APPROVED
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CAFETERIA
WEDNESDAY, JANUARY 11, 2012 – 3:45-5:15 P.M.**

Board Members	Attendance	Present	Absent
Sheryl Dickey, Chair (arr. 3:56)	P	1	0
Christopher Denison, Vice Chair	P	1	0
Miya Burt-Stewart (dep. 5:04)	P	1	0
Al Calloway	P	1	0
Cary Goldberg	P	1	0
Jason Hughes	P	1	0
George Mihaiu	P	1	0
Cort Neimark	P	1	0
Ralph Riehl	P	1	0
Adam Sanders	A	0	1
Daniel Siegel	A	0	1

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

A quorum was present at the meeting.

Staff

Karen Reese, Liaison, Department of Sustainable Development
Patricia Smith, Secretary III, Department of Sustainable Development
Jenni Morejon, Acting Urban Design and Development Manager
Laura Gambino, Business Development Coordinator, Department of Sustainable Development
Officer Sandi Downs, Fort Lauderdale Police Department
Barbara Hartmann, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order & Determination of Quorum

Vice Chair Denison called the meeting to order at 3:53 p.m.

II. Introductions

The members, Staff, and guests introduced themselves at this time.

Chair Dickey arrived at 3:56 p.m.

III. Approval of December 14, 2011 Minutes

Mr. Calloway noted the following corrections on p.3: change “plans to 5th Street” to “plans to Andrews Avenue south to southwest 5th Street;” also change “on this street” to “development on Andrews Avenue south to southwest 5th Street.”

Motion made by Mr. Riehl, seconded by Vice Chair Denison, that [the minutes] be accepted as corrected. In a voice vote, the **motion** passed unanimously.

The following Item was taken out of order on the Agenda.

V. Election of Officers

Motion made by Ms. Burt-Stewart, seconded by Mr. Mihaiu, to nominate Chair Dickey as Chair and Vice Chair Denison as Vice Chair. In a voice vote, the **motion** passed unanimously.

VI. Cultural Arts & Tourism

Ms. Reese stated that she had previously served as Liaison for the City’s Cultural Arts and Tourism Board, which was a subsidiary of the Community Services Board (CSB). They had met on a quarterly basis to discuss cultural arts and tourism-related issues. Recently, the City Commission voted in favor of moving these duties from the CSB to the Economic Development Advisory Board. She provided the Board members with a handout explaining the cultural arts and tourism-related duties they would be assuming, as well as recommendations for how the Board might change this purpose.

Chair Dickey advised that Broward County also has a very active Cultural Division, which targets businesses in the cultural arena, and the creative industries are also supported by the Greater Fort Lauderdale Chamber of Commerce. She stated that she felt these new responsibilities would fit into the Board’s purview, noting that tourism is the number one industry in the area and includes cultural arts-related pursuits.

Carmen Ackerman, Project Manager of the Riverwalk Arts and Entertainment District, explained that the County’s cultural arts and tourism initiative stems from the Cultural Division’s 2020 plan, which attempts to determine what cultural activity in Broward County will look like in the coming 10 years. Several

committees were formed and multiple interviews were conducted with both stakeholders and non-stakeholders throughout the County. The result was a comprehensive plan that includes several recommendations regarding cultural arts and tourism, such as a proposed one-cent tax, generation of signature events, and creation of a committee to oversee some of the future initiatives.

The Cultural Tourism Committee created as a result is comprised of representatives from the hotel industry as well as the cultural arts industry. Their first act was to hire a consultant who would analyze the existing competitive markets inside and outside south Florida and make recommendations to the Committee. The Committee also asked the consultant to help identify how cultural tourism affects revenue so they can determine how to best measure the success of an event.

Ms. Ackerman commented that emerging cultural markets in India, China, and Australia have shown a focus on cultural and heritage-based attractions. This is a relatively new trend, as visitors previously came into the south Florida market primarily to shop and visit the beach. She felt it is an opportune time to take advantage of this trend toward cultural tourism.

She continued that the nearby ports bring more visitors to the area than any other ports in the world, and provide ripe opportunities to bring these individuals to Fort Lauderdale. A City excursion plan capitalizes on these visitors, bringing them into the City from the port.

Ms. Ackerman explained that 10 years ago, a \$600,000 grant was given to the County's Cultural Division so they could create cultural tourism opportunities for the County. Participants in the grant program were asked to demonstrate how they were reaching visitors outside the market. The Broward Center reached out to local partners so a cultural arts destination along the New River was created. The Broward Center, the Museum of Art, the Florida Grand Opera, the Stranahan House Museum, and the Fort Lauderdale History Center formed this partnership. The intent is to create a destination in which there is always something for visitors to do.

Ms. Ackerman stated that the destination marketing initiative means the participants promote all the cultural arts within the Downtown Fort Lauderdale area. The Riverwalk Arts and Entertainment District includes everything along the Riverwalk area, including the entities receiving grant funds. She observed that this District also includes participants outside the immediate Riverwalk area, including the African-American Library, the Bonnet House, Old Dillard, and others.

She pointed out that more than \$500,000 is spent annually to market events in the Riverwalk destination. In 2011, the Broward Center alone spent

approximately \$128,000 on destination marketing. This amount does not include grant funds.

The A&E consortium, which includes the five partners, produced 75,428 room nights, or \$7.5 million, for which the Broward Center was responsible for roughly \$5.8 million. Ms. Ackerman noted that it is very difficult to allocate these figures, which are compiled using the ZIP codes associated with visitors. It is assumed that for every three visitors from outside the County, there will be one hotel room. She observed that this is a significant amount of money created through destination marketing. The number of restaurants, shops, and drivers experiencing an increase in incremental revenue would make this figure even higher if it was added to the calculation.

Ms. Burt-Stewart commented that some entities may disagree with how the \$7.5 million figure was determined. Ms. Ackerman advised that some are "amazed" by the number and tend to feel it may be inflated. She agreed that it is very difficult to prove this figure, as hotels do not necessarily know when their guests are in town to visit a particular cultural destination; the best way to capture this figure is to attempt to package hotel stays and cultural attractions together, so visitors attending a cultural event can book a room at the same time. She noted that this would be particularly difficult for the Broward Center, as most of its shows are in town for only a short time. In addition, prospective participants are often hesitant to create these packages.

Ms. Ackerman continued that the Riverwalk Arts and Entertainment District uses the same agency as the Convention Visitors Bureau (CVB), which creates their website, advertising, and messaging. The District also produces an annual guide, which will be available in brochure size in 2012 and has mass distribution to hotels, ports, train stations, and other local activity centers. The District produces monthly e-blasts to subscribers and is active in social media. The website has recently been renovated and now includes newsletters, recent articles featuring the District, and other activities in the destination area.

The public relations campaign has featured the District in several magazines and travel publications. In 2011, they provided three media familiarization trips into the area, which invites both domestic and international travel media to visit the destination. She concluded that the CVB is a partner of the District and depends upon them to represent cultural activities in the destination area, which extends beyond Fort Lauderdale.

Chair Dickey requested copies of the PowerPoint presentation for interested Board members. She thanked Ms. Ackerman for her presentation.

VII. Homeless Outreach Initiative

Officer Sandi Downs of the Fort Lauderdale Police Department distributed information on the Homeless Outreach Initiative. She works with the Task Force on homelessness, and stated that outreach is done every day in the Downtown area in the back of the old city hall.

Officer Downs explained that the Task Force is a nonprofit entity that interviews, assesses, and places homeless individuals who are seeking shelter. There are two additional intake locations Hollywood and in Pompano. Every day at 2:30, the Task Force reaches out to individuals who want to get off the streets, go to shelters, or seek help in a recovery program. On Thursdays the program operates at St. Andrews Church, where volunteers provide dinner once a week.

She advised that the outreach program begins with the individuals who have called a 211 hotline number and are looking for shelter. Officer Downs estimated that approximately 40 to 60 individuals came to the central location each day. Eight beds each are available for males and females for emergency overnight shelter, which is provided by the Salvation Army in Fort Lauderdale and the Broward Outreach Center in Pompano and Hollywood. The Task Force also relies on the Central Homeless Assistance Center, which is a 60-day program that provides a place to stay while individuals get back on their feet. This Center has a 52% success rate within 60 days.

Ms. Burt-Stewart asked if the Fort Lauderdale shelters were only open to individuals within the City. Officer Downs said because of the amount of people reached by the program, people from out of town may be placed in beds inside the City, although she noted that this has not occurred in over two years. Most of the individuals assisted within Fort Lauderdale are Broward County residents. Other beds and programs are available, but she noted that this process involves paperwork, interviews, and medical evaluations, so it can be time-consuming to move an individual to one of these other programs.

Chair Dickey asked how the Task Force determined an individual was a Broward County resident. Officer Downs said individuals are asked to provide a piece of mail to verify this information. If a person is from out of town, she recommends that he or she return to that location, although not everyone does this.

Mr. Calloway asked how the recidivism rate is determined for these individuals. Officer Downs said according to 2010 figures, the number of chronic homeless individuals who come to the intake locations account for 23% of the homeless population; 72% are considered to be in crisis, which means they have never been homeless before or have been homeless for less than a full year. At the end of 2011, the intake locations made contact with 18,475 individuals, of which 4392 were new to being homeless.

Mr. Riehl stated that he is very familiar with the County's program to address homelessness and was ashamed of it. He asked if the Board could make a recommendation to the City Commission that might help the Task Force solve the issue of homelessness in the City, and asked Officer Downs what resources she could suggest toward this goal.

Officer Downs advised that homelessness is a nationwide issue, and that other locations are more affected by homelessness than Fort Lauderdale. Vice Chair Denison asked if the Task Force could use another member, an additional van to visit intake points, or other resources. Officer Downs said the biggest problem with outreach was a lack of shelters to place everyone who is homeless. She said the best way to solve this issue was permanent supportive housing rather than emergency overnight shelters.

Mr. Calloway requested clarification of what would constitute permanent supportive housing. Officer Downs explained that this would mean placing an individual in a "scattered" site; once that individual has found a job, s/he would be charged 30% of his or her paycheck toward staying in this housing, which can be shared with another person or persons. Social service providers would follow up with these individuals on a weekly basis to ensure that they are receiving any services or keeping any appointments.

Mr. Calloway asked if there was a real possibility of homeless individuals finding employment. Officer Downs said due to mental or physical conditions, many individuals receive Social Security Insurance (SSI) or Social Security Disability (SSD), but these funds are not sufficient for the individuals to find housing with them.

Mr. Goldberg commented that the City could be providing too much for its homeless population, and suggested that the quality of its shelters and facilities were drawing more and more individuals to Fort Lauderdale. He proposed that providing fewer services might be a solution, as he did not feel it was possible to bring more businesses to an area with a visible homeless population. Officer Downs stated that any city would have homeless individuals in it. Mr. Goldberg reiterated that the answer could be "let's not make it easy." Officer Downs advised if Fort Lauderdale did not provide the level of services currently offered, the City would resemble other large municipalities that currently have "tent cities."

Vice Chair Denison commented that in order to break the cycle of homelessness, individuals need an address and a cell phone. He noted that the addition of these resources doubles the success rate of breaking the cycle. Officer Downs agreed with this, and added that individuals can get free cell phones with 60 prepaid minutes. She added that there is also a federal program that offers assistance for individuals who meet certain criteria.

Vice Chair Denison continued that he agreed making the City “too attractive” to the homeless population could increase the problem; however, there has been a tremendous increase in the number of chronically homeless individuals due to the recession. Mr. Goldberg stated that he felt the individuals who have recently become displaced, but who are educated and have held jobs in the past, are more deserving of help than the chronically homeless. He suggested that the Task Force specifically focus on helping this segment of the homeless population.

Officer Downs explained that one issue is the problem of businesses hiring individuals for less than full-time positions; this means individuals make lower wages and cannot sustain themselves. She pointed out that the cost of living in the area is also difficult, as is finding a job offering benefits. This means individuals are often cycled back through the program to return to a shelter, but cannot find a place to live in the meantime on the wages they are earning.

Mr. Hughes noted that the chronically homeless are the individuals affecting economic development. Chair Dickey confirmed this, stating that this specific population was the one with which the Board had previously expressed concern.

Mr. Riehl asserted that there has been a problem with homeless individuals on the beach for several years, as many of these people both create problems for the businesses nearby and are involved in crime. He stated that this problem costs the City a great deal due to the Police hours needed to address it. He reiterated that the Board could make a recommendation to the City Commission that more funds be invested in programs such as the Task Force.

Chair Dickey recalled that the concern expressed by most of the Board members had dealt with the effect of the City’s homeless population on economic development. She asked if they might arrive at a conclusion the Board could then send on to the City Commission, such as a recommendation to direct more funds toward supportive housing, for example. She pointed out that many individuals who earn very low incomes are now homeless or in danger of becoming homeless.

Mr. Calloway stated that the Board does not presently have sufficient knowledge about homelessness in the City to make an informed recommendation. He advised that it would be helpful to hear the point of view expressed by planners, social workers, and others.

Chair Dickey said while she did not disagree with Mr. Calloway, she felt the level of knowledge to which he had referred was outside the Board’s purview. She advised that effectively addressing the problem of homelessness required a large collaborative effort by different groups. Vice Chair Denison suggested that the

members take some additional time to think about a potential recommendation and discuss it further at the next meeting.

Mr. Goldberg asked if Officer Downs could provide more statistics for the members, as he would be interested to hear more about supportive housing. Officer Downs said the next step for individuals who have found jobs is to move from supportive to transitional housing, which is supplied by the Salvation Army. Chair Dickey cautioned that this would be a discussion of a different homeless population than those who might have a negative effect on economic development in the City's business districts.

Mr. Riehl stated that he felt the recent lack of community Police in the City should be restored. He explained that this would mean Officers left their patrol cars more often and returned to the streets to interact with people. Officer Downs said she did not agree with this representation.

Vice Chair Denison said he felt the subject was sufficiently important to be addressed again at the next meeting with a focus on specifics, such as funding or additional Police activity in some areas. Officer Downs advised if an individual is in an area where trespassing is prohibited, for example, a business owner can sign a trespass affidavit and the incident can be documented. Mr. Riehl asserted that these individuals are usually not arrested.

Motion made by Mr. Goldberg, seconded by Mr. Hughes, to table this discussion for the next meeting, and that [the Board] leave time on the Agenda for the next meeting to have a meaningful discussion as it relates to the chronics that are affecting the business community, the Downtown, Cypress Creek, the beach area, Las Olas, and focus on that. In a voice vote, the **motion** passed unanimously.

Chair Dickey and the Board members thanked Officer Downs for her presentation.

Chair Dickey reminded the Board that they should also take time before the next meeting to think about cultural arts and tourism, as this area would now be part of the Board's charge. Ms. Reese advised that the City Attorney's Office would add this topic to the Ordinance that spelled out the EDAB's responsibilities. She concluded that this was why it is necessary for the Board to arrive at "a clear purpose" regarding cultural arts and tourism.

VIII. Cypress Creek Road / Andrews Avenue / Powerline Road Area

It was noted that this presentation would be postponed until the February meeting.

IX. Economic Development Marketing Presentation Update

Chair Dickey recommended that this Item be presented at the Board's March meeting.

X. 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 5:21 p.m.

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

riverwalk

d&e

arts&entertainmentdistrict

fort lauderdale

RIVERWALK A&E DISTRICT

- **Destination Marketing** initiative
- Broward Center hires a **Full-Time Employee** to Manage Program
- Funds attained through CTP Grant are used solely for marketing and receive a **2 to 1 match**

Carmen Ackerman,
Project Manager
RIVERWALK A&E DISTRICT

- President of Hospitality Sales & Marketing Association, South Florida Chapter
- Recently appointed to Marketing Advisory Committee
- Serve as a member of Visit Florida's Heritage Committee

NUMBERS TO KNOW

- More than a ½ Million Dollars is spent annually in marketing the Destination
- In FY 11, Broward Center alone spent \$128,000 in marketing the destination
- In FY 11, A&E Consortium produced 75,428 room nights or \$7.5 million
- Broward Center was responsible for \$5.8 million (58,000 room nights)

US Airways

ADVERTISING

Travelhost



Tales of Hoffman, Florida Grand Opera at the Broward Center



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<p>Hilton Fort Lauderdale Marina</p> <p>Herzing a new era of Florida, Hilton Fort Lauderdale Marina is one of the city's most stylish destinations offering breathtaking views of tropical landscaping and stunning waterways.</p> <p>Rates from \$129 per night.</p>	<p>The Westin Diplomat Resort & Spa</p> <p>Experience The Westin Diplomat Resort & Spa with great rates from \$209/night - a resort credit of up to \$100 for stays through April 30, 2011.</p> <p>Rates from \$209 per night.</p>

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The Riverwalk Arts & Entertainment Consortium is supported by the Broward County Board of County Commissioners, as represented by the Broward County Council and the Greater Fort Lauderdale Convention and Visitors Bureau.

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<p>Hilton Fort Lauderdale Marina</p> <p>Herzing a new era of Florida, Hilton Fort Lauderdale Marina is one of the city's most stylish destinations offering breathtaking views of tropical landscaping and stunning waterways.</p> <p>Rates from \$129 per night.</p>
<p>The Riverwalk Arts & Entertainment District</p> <p>A destination for those seeking sunshine with a cultural flair. Experience the art, concerts, history, music and sites of the Riverwalk.</p> <p>Get your FREE Guide.</p>
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New York Times E-Mail Blast



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A&E Annual Guide



- 100,000 copies
- Distributed to out-of-area subscribers, Travel Agents, Wholesalers, at Trade Shows, Area Hotels, Car Rental Agencies, Port Everglades, and more...
- Features on Hotels, Restaurants, Retail Outlets, and more...

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- Your choice of either lunch or dinner for four at YOLO (You Only Live Once) restaurant
- \$50 gas card
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Contest dates, Monday, April 18 through Thursday, April 28, 2011 at 10am

Prizes may be redeemed between Saturday, April 30 and Sunday, May 8, 2011

Photo © Città del Vaticano

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The Riverwalk Arts & Entertainment Consortium is supported by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council and the Greater Fort Lauderdale Convention and Visitors Bureau. Contest entry rules: No purchase necessary. Void where prohibited. Certain restrictions apply. This contest is open to persons twenty-one (21) years of age or older at the time of entry to win. All entries must be received between April 18 and April 28, 2011. One winner will be randomly selected on April 29, 2011. Prizes must be redeemed and used between the dates of April 30 through May 8, 2011, based on availability. Certain limitations apply. Officers, directors and employees of the Museum of Art | Fort Lauderdale, Riverwalk Arts & Entertainment District and Performing Arts Center Authority and their immediate families are not eligible to win. All contest entrants must be able to be contacted by phone and email. Mail-in entrants must provide the following information on a 3x5 card: First and last name, mailing address, valid email address, daytime phone number, with the words: "My Mother is a Saint" Contest. All mail-in entries must be received between April 18 and 10 am April 28, 2011. Mail entries to: "My Mother is a Saint", Riverwalk Arts & Entertainment District, Broward Center for the Performing Arts, 201 SW 5th Ave, Fort Lauderdale, FL 33312.



It's about to get Wicked in Fort Lauderdale.

WICKED **spirit** **W**

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Congrats to Broward Center's Au-Rene Theater for Hitting the Top 10 in Pollstar's Worldwide Ticket Sales Ranking

Hats off to Riverwalk A&E District cultural partner Broward Center for the Performing Arts ... its Au-Rene Theater has once again made it to the "top 10" in Pollstar's worldwide ticket sales ranking!



[Read the full story](#)

Published on October 14, 2011 in A&E Blog.

EmBARK on a Pet-Friendly Trip to Fort Lauderdale

Anyone with a pet knows that when they grab their car keys and head for the front door, their playful pal adorably gives them those large, whiny eyes, as if to say, "Please take me with you." At the Riverwalk A&E District, pets can join the family and have an equally good time.



[Read the full story](#)

Published on October 9, 2011 in A&E Blog.



What's Happening This Week?

■ Art
 ■ Dance
 ■ Family
 ■ Festival
 ■ History
 ■ Music
 ■ Opera
 ■ Theater

Monday, October 24



What's News?

October 27, 2011
 Riverwalk Arts & Entertainment District Partners Celebrate the Holidays With Bountiful Cultural Events

PUBLIC RELATIONS

- Vision Airlines & Airtran's "Go Magazine"
- Endless Vacations
- Travel Time (Chile and Argentina)
- Convention South Magazine



MEDIA FAMS

- Domestic Travel Media done in conjunction with W
Hotel, *October 8 – 11, 2010*
- International Travel Media (United Kingdom) done in conjunction with CVB,
October 13, 2010
- Domestic Meetings Media done in conjunction with Westin
Beach Resort, May 19-22 , 2011
- Domestic Media done in conjunction with W
Hotel, *September 22 -26, 2011*

Riverwalk A&E has worked cooperatively with:

- Greater Fort Lauderdale CVB
- Visit Florida
- Area Hotels: Marriott Harbor Beach, W Hotel, Westin Beach Resort, Riverside Hotel, il Lugano, Riverside Hotel, Ocean Sky Resort, B Hotel, Pier 66, among many others.
- Sun Trolley and Water Taxi
- Downtown Development Authority
- City of Fort Lauderdale
- City of Hollywood
- Port Everglades

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