

**PARKS, RECREATION & BEACHES ADVISORY BOARD MINUTES  
CITY OF FORT LAUDERDALE  
100 NORTH ANDREWS AVENUE  
8<sup>TH</sup> FLOOR CONFERENCE ROOM  
WEDNESDAY MAY 28, 2008 - 7:00 P.M.**

<b>Board Members</b>	<b>Attendance</b>	<b>Cumulative Attendance October 2007- September 2008</b>	
		<b>Present</b>	<b>Absent</b>
Mark Hartman, Chair	P	7	0
Michael Natale, Vice Chair	P	5	2
Curtiss Berry	P	6	0
Betty Shelley	P	5	1
John Verkey	P	5	1
Matthew Weiss	P	5	1
Sean Fee (arrived 7:03)	P	5	1
Robert Payne (arrived 7:37)	P	5	1
James LaBate (arrived 7:08)	P	3	3
Joann Medalie	P	5	1
Ed Angelbello (arrived 7:38)	P	5	1
Robert Hoysgaard (arrived 7:03)	P	5	1
Larry Mabson	P	5	1
Kevin May, Jr.	P	4	2
Donna Guthrie	A	1	3

**Staff Present**

Phil Thornburg, Parks and Recreation Director  
Terry Rynard, Parks and Recreation Assistant Director  
Earnest Jones, Park Ranger Supervisor  
Suzanne Broucek, Community Program Supervisor  
Stephanie Brady, Recreation Programmer II  
Debbie Bylica, Recreation Programmer II  
Stacey Daley, Administrative Assistant  
Dr. Elizabeth Hays, Council of Fort Lauderdale Civic Associations  
Hilda Testa, Recording Secretary, Prototype, Inc.

**Call to Order**

The meeting was called to order at 7:01 p.m. Roll call was taken and all stood for the Pledge of Allegiance.

### **Approval of April 23, 2008 Minutes**

**Motion** made by Vice Chair Natale and seconded by Ms. Shelley, to approve the Minutes of the April 2008 Meeting, as submitted. In a voice vote, the motion passed unanimously.

Chair Hartman allowed a walk-on item to be placed on the Meeting's Agenda to accommodate the Department's schedule.

### **2010 Beach Festival**

**Phil Thornburg**

Mr. Thornburg explained that the Board Members of the Business Improvement District Advisory Board continue to explore and develop methods to promote the businesses in and around the beach area.

Mr. Thornburg introduced A. J. Wasson, C.E.O. of Live Nation present to provide a proposal for a beach festival on Fort Lauderdale Beach in 2010. Mr. Wasson introduced Sarah Barnes, Production Manager from Live Nation, and presented the background and experience of their company.

Mr. Wasson stated that their goal is to create a destination vacation for the national and international traveler. The concept proposed for the Fort Lauderdale Beach area would be fashioned after the Sun-Fest Festival in Palm Beach, and taken to the next level with the use of A-List talent such as the Rolling Stones or Sheryl Crow.

#### **Event Schedule -**

- Friday Night – Small intimate A-List performances at a number of local venues such as the Parker Playhouse, Broward Performing Arts Center and local night clubs.
- Saturday and Sunday - Free street party from noon until 3:00 p.m. taking place at the Las Olas Boulevard area to include skate boarding, sand sculptures and other family friendly events. Main Concert from 3:00 p.m. until 11:00 p.m. at the Yankee Clipper with secondary stages and concerts at Cortez and/or Las Olas Boulevard.

Large screens with delayed sound at strategic locations on the beach will enable all patrons attending to view the main music event. The South Beach parking area would house the food, beverage and vendor mall next to the main stage and would include the sale of alcohol.

Attendance of approximately 200,000 people per day is expected, similar to the Air and Sea Show. An event of this magnitude would require substantial investment dollars and production efforts, including police, city services and clean up, which would be paid by Live Nation. Sponsorships and sales of VIP packages would fund the event with general admission price ranging from free to \$50 for a two-day pass to the festival with limited, free and VIP boat anchorage off shore.

#### Event Operations -

The set schedule would allow open beach during the prior weekend and begin construction during the six days prior to the event. Mr. Wasson detailed some of the set up procedures with regard to crowd control, traffic, police and emergency vehicles.

A target date had not yet been chosen; although a holiday weekend would best facilitate the planned activities and maximize the expenditure of tourist dollars. Environmental considerations will be observed with regard to turtle nesting season and weather, as well as any permits or permission necessary from state or local agencies.

#### Benefits to the City of Fort Lauderdale –

- Boost the City's profile to a national and international audience and generate more annual visitors.
- Fill local hotel rooms and restaurants.
- Provide local residents free access to a major entrainment event.
- Designate a portion of ticket sales to a local charity or to support community projects.

Mr. Thornburg stated that the details of the logistics for the event would be addressed at a later date. The 17<sup>th</sup> Street Bridge and the Las Olas Bridge would likely be closed, leaving the bridge on Sunrise Boulevard open. Using the experience gained from the Air and Sea Show, use of the shuttle service and pedestrian and bicycle traffic will be encouraged.

Mr. Wasson explained that the original concept was to provide an event at no cost to the residents. There will be free areas in addition to other areas and services that would have a fee associated with them, with the goal of providing different levels of product and service. Much planning and study is required to completely understand the costs involved and to determine the amount of ticket sales necessary to augment the sponsorships and VIP sales.

Vice Chair Natale clarified that Live Nation will use the Fort Lauderdale Beaches for three days without a fee payable to the City of Fort Lauderdale. Mr. Thornburg stated

that the City of Fort Lauderdale is not looking for payment, as the benefit to the City is through the exposure and patronage of the beach businesses. Mr. Wasson reminded the Board of the charitable aspect of the event, which could be designated to support a specific community project.

The Board discussed the fiscal responsibilities of Live Nation with regard to the production of the entire event, from payment to the artists to clean up after the event. Vice Chair Natale felt the event should require some type of admission fee from the residents and guests.

Several Board Members voiced their support for the concept of a beach music festival. Mr. Wasson stated the next step required to move forward, would be a recommendation from the PRAB to the City Commission to support the concept of a beach festival. Live Nation would be seeking a multi-year commitment (3 years) from the City of Fort Lauderdale for this marquis event.

**Motion** made by Mr. Berry and seconded by Vice Chair Natale, to recommend the City Commission vote to move forward with the discussions and negotiations regarding the beach music festival.

Mr. Weiss suggested free passes for the residents of Fort Lauderdale. Mr. Wasson advised that there had been discussions regarding perks for the residents impacted by the festival.

Chair Hartman felt free general admission would result in an increased attendance in this current economy and the VIP packages would cater to the residents with more disposable income. Proceeds and/or the charitable aspect could be dedicated to the beach redevelopment effort on the seven miles of beaches through the Parks and Recreation Department by way of plantings, lighting, life guard stands, etc.

Mr. Wasson stated they had also discussed working with the Parks and Recreation Department for activities directed at the younger population.

In a voice vote, the motion passes unanimously.

## **1. Department Report**

**Terry Rynard**

- Ann Herman Park and Coontie Hatchee Park have moved forward into the Development Review Committee and Planning and Zoning, construction scheduled to start by December 2008.
- The Department's budget had been submitted and is expected to be an approved with no substantial cuts; adjustments may be necessary at a later date. The B7

Package, also known as the above and beyond budget, was submitted with such items as play ground replacements, shade structures, possible staffing for South Side School and other more expensive items.

- On-line surveys continue to be conducted for residents in the sports programs with very favorable results.
- Croissant Park now has an additional restroom for the convenience of its patrons.
- The total park acreage totals 784.7 and includes the Tarpon River and Horte properties, but did not include the Gore property of 1.82 acres or Middle River Terrace Addition of .47 acres.
- The Broward Jewish Federation and their 350 volunteers, had contacted the City of Fort Lauderdale and had listed Snyder Park as a potential site for a large-scale workday that is scheduled to include environmental education opportunities open to the public on December 14, 2008.
- Numerous surveys, bids, appraisals and meetings were the focus of Mr. Thornburg's efforts for the past two weeks, working towards securing the bond properties slated for Fort Lauderdale.
- The Bill Keith Preserve is currently under going a progressive invasive plant removal project, pursuant to the requirements from Broward County, entirely by community volunteers.
- A Planning and Zoning Meeting is scheduled for June 19, 2008 to discuss the proposed move of Fire Station 46. Two neighborhood meetings are scheduled for Lake Air and Rock Island neighborhoods, impacted by the proposed Station 46. Vice Chair Natale formally requested meeting minutes from the Lauderdale Manors neighborhood meeting.

## **2. Summer Events**

**Susan Broucek**

Ms. Broucek highlighted some of the events scheduled for the upcoming summer. Brochures for the Jazz Brunch and Starlight Musical are currently in their draft stages and awaiting approval.

- Big Toy & Truck Extravaganza at George English Park. The Police Department, Marine Unit and Fire Department will be on hand to demonstrate vehicles such as the ladder truck, helicopter, boat and the Sun Trolley.
- At the Summer Jazz Brunch, Valerie Tyson and Ruby Baker will be performing.
- The Bank of America Starlight Musical is celebrating 30 years under the stars. Visitors may participate in the theme competitions in the seating areas. The barge is set up for the fireworks display and will commence at 9:00 p.m. with a music simulcast from the stage. The day's festivities start at 1:00 p.m.
- The David Deal Play Day, celebrating it's 55<sup>th</sup> year, will be held in Carter Park on July 30th in honor of David Deal, a teacher and recreation worker devoted to children in our community. The purpose and mission of Play Day is to develop

community relations, foster teamwork and promote good sportsmanship. The Carter Park staff is working with the Marcus Garvey Roots Extravaganza and Pan-African Book-Fest featuring a mobile museum of African-American history and a holistic health fare.

- Summer Fest on August 2, 2008 will feature an Olympic Day at the Swimming Hall of Fame, Rib-Fest, basketball, swim competitions and more.

Recycling efforts are incorporated in all of the summer events and will have program marketing booths to promote the summer programs. All events are free to the public and children are bussed from other parks to participate.

### **3. Coconut Island**

**Terry Rynard  
John Fiore**

A packet with information, charts and maps were distributed for the Coconut Island presentation. Mr. John Fiore, Planner for the Broward County Parks Division and Staff Liaison for the County Marine Advisory Committee presented a project to assist recreational boaters to have an enjoyable experience on the water.

The project proposes to restore a small island to the intra-coastal waterway by using the fill from the dredging of the intra-coastal from the 17th Street Causeway, north to Sunrise Boulevard to a depth of 18 feet. The island is privately owned by Reed Bryant III and was purchased by his family in 1926 from a partner of Frank Stranahan. The property is currently zoned RS 4.4 single-family homes.

The initial design called for the dredging crew to deposit the fill on the island, which has largely eroded away due to boat wakes and currents, to create a 2+ acre park with picnic areas, a dock and a nature trail. The Marine Advisory Committee suggested the construction of a restroom for the convenience of the boaters.

The surrounding neighbors had voiced their concerns the island may become an attractive nuisance due to parties or loud music. An alternate plan was put together to create a nature preserve with a smaller dock, landings for kayaks and a nature trail with a 25-foot mangrove barrier. There would be no picnicking, open at daytime hours only with coastal hardwood hammock trees covering the island.

The Florida Inland Navigational District, who would obtain the permits, construct the island and contact developers seeking salt-water mitigation and provide the funding for the island. The Development of the island will be split between FIND and the Broward County Boating Improvement Program, using grant dollars to fund the entire program.

More discussion with Mr. Reed is required to secure the site. Additional monies are available through the 2000 Land Bond, FURDAP, Land and Water Fund and SET Funds. The property is currently appraised at \$6,800 with annual taxes due in the amount of \$49. The County's Real Property Section will be contacting Mr. Reed to begin negotiations regarding the purchase of the area.

The Broward County Parks and Recreation Department and the Broward County Marine Advisory Committee, the Broward County Biological Resources Division and the Fort Lauderdale Marine Advisory Board support the project. The island not only provides a recreational amenity to the City, but also give boaters and opportunity to visit a destination other than a bar or restaurant. The mangrove areas may provide a bird rookery and a fish hatchery and nursery for tropical reef fish.

No anchoring around the island will be allowed due to the use of coral rock in the construction of the island. The dry land area of the park at high tide will be in the range of 75% of the island and the height at the center of the island would likely be approximately 4 to 5 feet. Broward County would be responsible for the maintenance of the park.

**Motion** made by Mr. Berry and seconded by Mr. Mabson, to recommend the concept of Coconut Island to the City Commission. In a voice vote, the motion passed unanimously.

#### **4. Board Comments**

**Mark Hartman**

- Vice Chair Natale would like to make known, the Board's feelings regarding the offshore oil distribution station to the City Commission. Ms. Shelley advised the City had made a proclamation they were not in favor of allowing the oil distribution station. The County had approved the project and the State is also expected to give their approval. Ms. Rynard advised she would pull any information available from the City Commission for the next Parks and Recreation Advisory Board Meeting.
- Vice Chair Natale reiterated his feelings against the taking of parkland for use by Fire Station 46. The Planning and Zoning Board had deferred the issue several times and is yet to be discussed. Ms. Rynard stated the idea for a two-story firehouse was not feasible due to the requirements for the bays that house the vehicles. In addition, the deed restrictions on the old property have been lifted and can be used for public purposes.
- Mr. Verkey expressed concern that the Parks and Recreation Department would allow large corporations such as Live Nation to use the beach parks at no charge, yet fees are being charged to volunteer organizations using the parks.

Chair Hartman advised the City uses a formula to determine the economic impact to the City for a specific event. If the event provides a positive economic impact by way of hotels, restaurants, gasoline, etc, beyond a the collection of a rental fee, waivers of fee would be in order.

- Mr. May commented he had attended the Green Living Expo and stated the event was enjoyable and would like to see similar events in the future.
- Dr. Hays asked for details regarding the special lifeguard program offered to the residents of the 33311 zip code. Ms. Rynard stated the program is run by the Fire Department with scholarship opportunities available for those who qualify. Phase I of the program is free to the target area of the 33311 zip code, paid by grants; however, Phase II of the program is open to all residents at a charge of \$85 for a one week program.
- Chair Hartman advised there will be no July Parks and Recreation Advisory Board Meeting.

## **5. Adjournment**

**Mark Hartman**

With no further business to come before the Board, the meeting was adjourned at 9:02 p.m.

[Minutes prepared by H. Testa, Prototype, Inc.]