

Regular Meeting of the
Downtown Development Authority
Thursday, June 9, 2016
Broward Center for the Performing Arts
Einstein Room

ROLL CALL

COMMUNICATIONS TO CITY COMMISSION

BOARD PRESENT: Dennis F. O’Shea, Chair
Tim Petrillo, Vice Chair
Michael Weymouth, Board Member
Jim Ellis, Board Member
Gregory Durden, Board Member

NOT PRESENT: Alan Hooper, Secretary
John Ropes, Treasurer

ALSO PRESENT:

John Milledge, DDA Legal Counsel	Llyssa Shacter
Chris Wren, DDA Executive Director	Chuck Adams
Marti Brown, Administrative Coordinator	Ron Centamore
Chadwick Blue, Urban Planner	Jenni Morejon
Charlie Ladd (former board member)	Sorin Garber
Robyn Chiarelli	Liran Friedman
Frank Castro	Charlotte Rodstrom
Marcus Peterson	Dale Reed
Peter Agnesi	Kelley Shanley
John Bertino	

PRESIDING: Dennis O’Shea, Chair

Chairman O’Shea called the meeting to order at 8:33 a.m. Roll call was taken by Marti Brown. All members were present with the exception of Mr. Ropes and Mr. Hooper. Chairman O’Shea asked if anyone had any questions regarding the consent agenda and there were none. *A motion was moved by Mr. Ellis and seconded by Mr. Durden approving the items on the consent agenda.* The following items were unanimously approved:

CONSENT AGENDA

C-1) Approval of the minutes and follow ups from the May 12, 2016 DDA Board Meeting and the May 25, 2016 Workshop

REGULAR AGENDA

R-1 Monthly Security Ambassador Update

Marcus Peterson said they did the Stranahan Park cleanup and that the process does work but would take time. He said 6th Street had panhandling issues which has been cleaned up. Mr. Peterson said

there is a meeting on June 15th at 2:00 at the Police stables. Mr. Wren said that Mr. Peterson has talked to the businesses east of Stranahan Park and they all care about the area. He said they found out several employees were feeding the homeless and they've asked them to curtail that.

R-2 Parking Study Proposal

Mr. Castro introduced himself as the Parking Services Manager and began with an overview. He said they have been working with T.Y. Lin on a City Wide Parking Study. He said they are trying to focus on being more pedestrian, bicycle and transit oriented. He discussed project management and coordination and explained what T.Y. Lin is responsible for. He discussed a comp rate study and said they will be looking at the 2007 study and explained the duties. Mr. Castro also talked about the final assessment report where data will be collected and they will review the 2011 Barrier Island Study and the ULDR. Mr. Castro said they are looking at various areas such as a&e, residential/professional, transitional mixed use, central beach, and A1A just to name a few. Mr. Ellis asked if they are including the County in on the process and Mr. Castro said they will be working jointly. He said this initial scope of services should be completed in a couple of weeks and then the City Manager needs to sign off. He said they will begin the study in August which will take one year. Chairman O'Shea showed concern about how they are comparing need and demand which could lead to regulation changes with regard to the downtown. He said the RAC in the DDA area is parking exempt. Mr. Castro said they are looking at rates. He indicated the City has inexpensive parking and that maybe they will develop a program that they can market with this information and perhaps do a smart parking application in the future. The Board thanked Mr. Castro.

R-3 TMA Update

Mrs. Chiarelli talked about the partnership with the DDA focusing on transit and making it a world class downtown. She said they have 8 rubber tire routes and one water trolley. She said they carry 550,000 passengers per year. Mrs. Chiarelli said the DDA contributes \$25,000 per year to the TMA and they have a budget of \$2.8 million which includes monies from Federal, County, City, private and fare box. She went through their ultimate goals. She said their audience consists of downtown employees, college students, residents using government services, corporate groups, transit riders making connections, tourists, etc. She said people want to go to the courthouse, library, City hall, Lauderdale-by-the-Sea, Broward County Transit and Tri-Rail among a few. She said the sun trolley is unique because they can track trolleys in real time, they can charter and they can advertise. She said the trolleys promote Fort Lauderdale as a world class destination, it's nostalgic, unique and offers sightseeing and enjoyment. Mrs. Chiarelli said they are a marketing powerhouse because they contract with a professional PR/marketing firm and they have a marketing team with a budget. She said they want to include map orientation and they have some connections that will touch the Wave Streetcar route and Brightline. She said they will be working on a downtown map and estimated times of arrival on an app. She added that they want to close the 2-4 p.m. gap for Riverwalk and are looking into bringing back the evening service. She said Brightline will have a station in the downtown near the Broward terminal and have estimated a June 15, 2017 goal and the TMA is thinking of some on demand service to get customers to the Brightline.

R-4 Charlie Ladd-Discussion on Federal Hwy Projects

Chairman O'Shea welcomed Mr. Ladd back to the Board to present. Mr. Wren said Mr. Ladd has changed blight and crime and he thanked him for all he's been doing. Mr. Ladd said since he left the DDA Board in 2009, he's been active with a lot of projects. He said on Las Olas there is the addition of Louie Bossi and Alex and Ani. He then went through projects on Federal Highway starting with

Tunie's, which is an organic grocery. He said he will upgrading the property at the Victoria Park Shoppes soon. He said he just renewed a 10 year lease with FedEx. Mr. Ladd said CVC came into the area in 1994 and they did a 20 year lease which just came up this year. He said he renewed everyone in that plaza for 10 years. He said that Fresh Market is the second highest volume fresh market in the country. He added that Temple Street has done well and there is an upscale diner coming. He said the big thing for them now is building multi-story buildings. He said some buildings will be Art Deco and some Chicago Style and showed renderings. He said they're trying to get places people want to go. He mentioned that Doc B's is coming along with Midici's Pizzeria and a new AT&T location. Mr. Ladd said a later phase could be retail, parking, combined with a possible movie theater. Mr. Wren asked how many square feet he has and Mr. Ladd said when done, 500 Federal will be 200,000 feet with 7-800 parking spaces. The Board thanked Mr. Ladd.

R-5 The Wave Streetcar

Mr. Wren said they had a quarterly report with FTA and it was very good. He said they are happy that FDOT has taken over as the sponsor. Mr. Wren said FDOT held 2 industry forums and 1 public forum and all were well attended. He briefly touched on the bidding process. He said they've added incentives to finish with the least amount of disruption to get it built quickly. He said this increased the cost. He said he continues to do more outreach and coordinating with FDOT and that it's going well. Mr. Milledge said they have discussed the D.C. Administration changing in November and they want to ensure they get the full funding grant agreement and \$11 million supplemental agreement. He said there are commitments but need agreements and that they are encouraging FTA to move forward with a goal before November. He said the local partnership agreements have been approved and they are favorable to the DDA.

R-6 Monthly Financials

Mr. Wren said they are preparing the budget process and **a workshop will be scheduled**. He said he's still working on the lease with the City. He said he will integrate the committee meeting work into the budget. Mr. Wren added that there is an increase in the taxable value.

R-7 Public Outreach-Board Input

Mr. Wren said he emailed his latest presentation material and wanted to know if there was any questions and welcomed Board members to attend when they can. **The Board requested the dates of the outreach meetings.**

R-8 DDA 2016/2017 Budget Schedule

Mr. Wren said he would be looking for a motion to advertise. *Mrs. Brown said she is looking to change the September 8th regular meeting from 8:30 a.m. to 4:00 p.m. with the first budget hearing following at 5:01 p.m. and to have the final budget hearing on September 14th at 5:01. Mr. Petrillo made a motion to accept the dates as mentioned above with Mr. Durden seconding and all in favor.*

R-9 Downtown Symposium Update

Mr. Wren said so far they have Austin, Nashville, Charlotte and Miami confirmed. He said they are working on one more city and that Denver could not make it. He said he continues to work on sponsorships and that will be included in the budget.

DIRECTOR'S REPORT

D-1 News Articles

All information was in their packages.

D-2 Project Status

Mr. Wren said Broward County approved by a 5-3 vote to place an infrastructure tax on the November ballot. Mr. Milledge said it's actually a County Transit Tax and two infrastructure tax items. He said there is a potential for a compromise to come into play and explained. He said he would continue to update the Board.

Mr. Wren said the Riverwalk Connection Project is close to obtained the final permits needed and the City agreement is scheduled for the next Commission meeting to be given as a grant in a lump sum. He added that a railing is now required and explained.

D-3 Broward Partnership Letter of Support & May 13th Agenda

Mr. Wren said we supported more beds for the HAC.

D-4 Lien Settlement Agreement

Mr. Wren said he has been working with Rodney Eli and Barry Smith pertaining to the gravel lots. He explained the lien issue.

Mr. Wren said he sent a job description to the Board for their input. Mr. Ellis said he wants to be sure the position would be an executive level person and that they are all on the same page. Mr. Wren said it would be a Deputy Director position.

Mr. Ellis asked about One Stop Shop and Mr. Wren said he spoke with Jonathan Brown on this and the Ambassadors and requested it be placed on the CRA agenda. He said he will call him today to follow up. Mr. Wren said he continues to work on both issues getting them on the Advisory Board and City Commission.

As there was no other business, Chairman O'Shea adjourned the meeting at 10:03 a.m.