

## COMMUNITY REDEVELOPMENT AGENCY MEETING



City of Fort Lauderdale  
100 N. Andrews Avenue  
Fort Lauderdale, FL 33301  
[www.fortlauderdale.gov](http://www.fortlauderdale.gov)

### Meeting Minutes - APPROVED

Wednesday, September 7, 2016

City Commission Conference Room

Chair Seiler called the CRA Board Meeting for September 7, 2016 to order at 9:42 p.m.

### ATTENDANCE ROLL CALL

**Present:** Chair John P. "Jack" Seiler  
Vice Chair Dean J. Trantalis  
Commissioner Bruce G. Roberts  
Commissioner Romney Rogers  
Commissioner Robert L. McKinzie

### QUORUM ESTABLISHED

**Also Present:** Lee R. Feldman, Executive Director  
John Herbst, City Auditor  
Jeffrey A. Modarelli, Secretary  
Cynthia A. Everett, General Counsel  
Jonathan Brown, Area Manager, Northwest Progresso Flagler Heights Community  
Redevelopment Agency (NWPf CRA)

- CRA-1 16-0909** Motion to Approve Funding Agreements between the Fort Lauderdale Community Redevelopment Agency and 315 Flagler Village LP for the Flagler Village Hotel located at 315 NW 1 Avenue Streetscape Grant Program - \$329,933 Property Tax Reimbursement Program- \$ 1,711,020 (Request Deferment to October 5, 2016)

Vice Chair Trantalis moved to defer this item to October 5, 2016, and was seconded by Commissioner Roberts.

**DEFFERED to October 5, 2016**

**Aye: 5 -** Vice Chair Trantalis, Commissioner McKinzie, Commissioner Rogers, Commissioner Roberts, and Chair Seiler

- CRA-2 16-0810** Motion to Approve a Community Redevelopment Agency Streetscape Funding Agreement with Steven B. Greenfield As Trustee of the Flagler Village Land Trust for The Quantum at Flagler Village Project – \$500,000.00

A motion to approve this item was made by Vice Chair Trantalis and was seconded by Commissioner McKinzie.

**APPROVED**

**Aye: 5 -** Vice Chair Trantalis, Commissioner McKinzie, Commissioner Rogers, Commissioner Roberts, and Chair Seiler

Vice Chair Trantalis asked Executive Director Feldman about incentivizing projects in the Flagler area and if the Commission will be seeing less of them unless it is specific to the street itself. Executive Director Feldman stated he was not sure he can control the volume of what is visible because he, as City Manager, will present to the CRA Board what is presented to the City. Executive Director Feldman stated that the CRA Board should see less. Further discussions ensued on continuing to incentivize on Flagler and more funds should be spent on the public realm areas.

- CRA-3 16-0904** Motion to Execute an Office Lease for the Community Redevelopment Agency (CRA)

Vice Chair Trantalis commented the lease is a great one. Commissioner Rogers commented on his concern about the City subleasing to itself and charging more for the leased space. Executive Director Feldman stated the City is not trying to make a profit stating the ground floor space is going at the rate of \$12.00 per square foot. Further discussions ensued. Jonathan Brown, Area Manager for the Northwest Progressive Flagler Heights CRA, stated the lease is broken up into two spots, one is the existing space where the CRA is located and the new space on the ground floor retail from the landlord is at a cost of \$12.00 per square foot. Commissioner Rogers asked who the tenant on the

lease is, and Mr. Brown stated the lease is for the CRA but the space is for Housing and Community Development. Further discussions ensued confirming there would be a sublease between the CRA and Housing and Community Development. Further discussions and explanations ensued on how the lease was developed with the landlord and how and to whom the lease payments will be made noting that it will be a one for one reimbursement.

A motion to approve this item was made by Vice Chair Trantalis and was seconded by Commissioner Rogers.

**APPROVED**

**Aye: 5 -** Vice Chair Trantalis, Commissioner McKinzie, Commissioner Rogers, Commissioner Roberts, and Chair Seiler

**CRA-4 16-1016 Tentative Community Redevelopment Agency (CRA) Operating Budget and Community Investment Plan Allocations for Fiscal Year 2017**

Chair Seiler asked Jonathan Brown, Area Manager Northwest Progresso Flagler Heights Community Redevelopment Agency (NWPF CRA) if the CRA Advisory Board had approved the Tentative Community Redevelopment Agency (CRA) Operating Budget and Community Investment Plan Allocations for Fiscal Year 2017. Mr. Brown stated the only thing the CRA Advisory Board had discussions regarding were related to the proposed administrative marketing expenses with the Mosaic Group, but they did not have any input regarding the other operating expenses and were not provided this document.

Discussions ensued on the existing Mosaic Group contract. Chair Seiler stated that the CRA Budget and Community Investment Plan Allocations for Fiscal Year 2017 needs to be reviewed and vetted by the CRA Advisory Board prior to being presented to the City Commission regardless of the CRA Board's duties per enabling legislation. Further discussions ensued on the backup to this item, improved scheduling of event dates by the Mosaic Group, and the recommendations of the CRA Advisory Board. Mr. Brown stated the marketing plan will come before the City Commission in late October or early November 2016.

Comments and discussions ensued on the funding and the performance of the Mosaic Group which should go before the CRA Advisory Board for their input, comments, and possible recommendation to renew the Mosaic Group. Chair Seiler requested the proposed funding for the marketing and advertising events budget to be capped at \$480,000 and will come back to the Commission for a separate vote by the Commission. Further discussions ensued on the breakdown of the budget and aspects of the CRA incentives.

Budget Manager Laura Reece addressed the Commission stating there is no capital budget for the NWPFH CRA and those funds are being moved into the operating budget. City Auditor Herbst further expounded on the City Auditor's recommendations to the CRA Budget as it relates to the CRA's capital budget and the CRA's operating budget. Further discussions ensued on the need for additional information, and a breakdown of the budget figures. City Auditor Herbst stated that adopting a budget with heavy details at this time, would require constant future budget amendments. Chair Seiler emphasized the need to ensure certain projects get done, the funds are put into the budget specifically for

that certain project thus setting policy via the budget. Further discussions ensued on the way incentives are done within the CRA.

Vice Chair Trantalis requested all items that come before the City Commission be presented and vetted to the appropriate City Advisory Board.

A motion to approve this item was made by Vice Chair Trantalis and was seconded Commissioner Roberts.

**APPROVED**

**Aye: 5 -** Vice Chair Trantalis, Commissioner McKinzie, Commissioner Rogers, Commissioner Roberts, and Chair Seiler

**CRA-5 16-1066** Motion to Approve Information Technology Security Services - Firewall and Management Console Purchase for the Northwest Progresso Flagler Heights (NWPF) CRA - \$62,637

Executive Director Feldman stated this is the remaining piece the City needs in order to get the cameras in the Northwest CRA activated. Executive Director Feldman confirmed for Chair Seiler that this cost is in the 2016 budget. Vice Chair Trantalis requested an explanation. Executive Director Feldman stated it is a fire wall which is a proportionate share for the entire firewall system which will ultimately support all of the City's cameras (over 300) throughout the City.

A motion to approve this item was made by Vice Chair Trantalis and was seconded by Commissioner Roberts.

**APPROVED**


**Aye: 5 -** Vice Chair Trantalis, Commissioner McKinzie, Commissioner Rogers, Commissioner Roberts, and Chair Seiler

**ADJOURNMENT**

There being no additional business before the CRA Board Chair Seiler adjourned the meeting at 9:53 p.m.

  
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John P. "Jack" Seiler  
Chair

ATTEST:



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Jeffrey A. Modarelli  
Secretary



CITY OF FORT LAUDERDALE

COMMUNITY REDEVELOPMENT AGENCY (CRA)

9-7-16 E  
CRA-4  
Additional  
Information

**Northwest Progresso Flagler Heights (NWPF) CRA Proposed  
Advertisement, Events and Marketing Expenditures for the 2016-2017**

**CRA Event Budget**

Event	Timeline	Estimated Cost
Historic Sistrunk Brand Launch	Friday, February 10, 2017	\$10,000.00
Small Business Week	May 4-6, 2017	\$25,000.00
Restaurant Week	September/October 2017	\$25,000.00
Start Weekend	November 10-11, 2017	\$10,000.00
Sistrunk Historical Festival	Saturday, February 27, 2017	\$2,000.00
Broward Cultural Division	Ongoing	\$2,500.00
Touch Broward/ Sistrunk Soup	Ongoing	\$2,000.00
Mount Bethel CDC	Saturday, August 2017	\$500.00
Light Up Sistrunk	Friday, December 2017	\$25,000.00
Flagler Village Food in Motion & Art Walk Marketing	Ongoing	\$1,500.00
<b>Total Estimated Costs:</b>		<b>\$103,500.00</b>

**Program Year**

**CRA Advertisements, Sponsorships and Promotions**

Newsletters (Print QTY. 500 per issue @ 4 issues) - March, June, September, December	\$8,000.00
Business Development Folders (QTY. 500)	\$3,500.00
Promotional Items	\$15,000.00
Print/Digital Media/Available Property/CRA Investments Signs	\$40,000.00
Trade Shows/Conferences (6)	\$15,000.00
Print Advertisements ( <i>Florida Trend, SFBW, SFBJ, ULI, Westside Gazette, SF Times, Sun Sentinel</i> etc.)	\$45,000.00
Business Recruitment Tours (4)	\$15,000.00
<b>Total Estimated Costs:</b>	<b>\$141,500.00</b>

**CRA Marketing**

Mosaic ( <i>agreement renewal November 4, 2016 – November 3, 2017</i> )	\$247,500.00
<b>Total Estimated Costs:</b>	<b>\$247,500.00</b>

\$480,000  
CAP