

City of Fort Lauderdale

*City Hall
100 North Andrews Avenue
Fort Lauderdale, FL 33301
www.fortlauderdale.gov*



Meeting Minutes

Wednesday, January 4, 2017

2:30 PM

**OR AS SOON THEREAFTER AS POSSIBLE
City Commission Conference Room**

COMMUNITY REDEVELOPMENT AGENCY BOARD

**FORT LAUDERDALE COMMUNITY REDEVELOPMENT AGENCY BOARD OF
COMMISSIONERS**

**JOHN P. "JACK" SEILER - Chair
DEAN J. TRANTALIS - Vice Chair
BRUCE G. ROBERTS - Commissioner - District I
ROBERT L. McKINZIE Commissioner - District III
ROMNEY ROGERS Commissioner - District IV**

**LEE R. FELDMAN, Executive Director
JOHN HERBST, City Auditor
JEFFREY A. MODARELLI, Secretary
CYNTHIA A. EVERETT, General Counsel**

ROLL CALL

Present 5 - Vice Chair Dean J. Trantalis, Commissioner Robert L. McKinzie, Commissioner Romney Rogers, Commissioner Bruce G. Roberts, and Chair John P. "Jack" Seiler

QUORUM ESTABLISHED

Also Present: Executive Director Lee R. Feldman, Secretary Jeffrey A. Modarelli, General Counsel Cynthia A. Everett, City Auditor John Herbst, Jonathan Brown, CRA Manager for the Northwest Progresso Flagler Heights Redevelopment Area, and Sergeant at Arms Francisco Vetancourt

CALL TO ORDER

No public e-comments were submitted for this meeting.

BOARD REPORTS

[16-1374](#)

Discussion of the Upscale Events by MOSAIC, LLC dba The MOSAIC Group

Chair Seiler recognized Jonathan Brown, Community Redevelopment Agency (CRA) Manager for the Northwest Progresso Flagler Heights (NWPFH) Redevelopment Area, who addressed the CRA Board regarding The Mosaic Group (Mosaic) agreement. Mr. Brown expounded on this topic from a CRA perspective as to what the CRA Board has requested regarding the area's redevelopment efforts. He stated the need for type of marketing and public relations efforts offered by Mosaic. Mr. Brown noted the level of marketing services is at the direction of the CRA Board.

Mr. Brown stated he had an opportunity to discuss the Mosaic contract with the NWPFH Board on two occasions and the NWPFH Board voted to renew this agreement at their October 26, 2016, meeting. He noted that City Staff requested the details and scope of Mosaic's services and they have been received and are noted in the item backup. Mr. Brown stated he is before the CRA Board today for direction on this issue.

Vice Chair Trantalis asked Mr. Brown what were Mosaic's objectives during the first and second year of their contract with the City, noting that he did not see the value or the expected return for Mosaic's performance over the last two years. Vice Chair Trantalis suggested

putting the contract out to bid again and allow Mosaic to rebid along with other possible bidders to enhance future opportunities for the area. Further comments and discussions continued.

Commissioner Rogers stated the CRA Board has not received the minutes of the NWPFH Board meetings.

Chair Seiler recognized Ron Centamore, NWPFH Board Chair, who discussed what transpired at the October 26, 2016, and the December 13, 2016, NWPFH Board Meetings. Mr. Centamore noted the importance of the NWPFH Board not having to rush to make financial decisions and a rush to vote without a thorough discussion was what happened prior to their vote on this issue. He further stated that at the December 13, 2016, meeting it was noted that the work done in the second year by Mosaic was the same as what they had done in the first year of their contract.

Commissioner Rogers discussed his concerns over getting the City's money's worth based on the City's goals. He noted the positive aspects of what has happened in the Flagler area which needed to move west.

Commissioner Roberts commented on the history of the changes within the CRA and the current measurables that now exist. He stated he would like to defer this item until City Staff's recommendations are worked out with Mosaic. Executive Director Feldman noted the context of the negotiations is an ongoing conversation of what the deliverables should be from Mosaic.

Commissioner McKinzie gave his comments and recollection of the history of this issue and the current deliverables. Discussions continued on expectations as it relates to the costs of the annual contracts with Mosaic.

Commissioner Roberts recommended deferring this item to fully digest the information regarding this issue.

Executive Director Feldman stated the contract is a fixed fee contract. Chair Seiler stated year three of the contract with Mosaic was not approved by the CRA Board. Mr. Brown stated that he renewed this contract during the early summer of 2016. Further discussions continued on what transpired.

City Attorney Everett stated she requested signed copies of the contract renewal which she has not yet received. Discussions continued on the NWPFH Board vote. Chair Seiler emphasized the

inaccuracy of City Staff's backup to this item regarding the NWPFH Board's vote.

Commissioner Roberts reiterated his desire to defer this item due to the issues between NWPFH Board and City Staff.

City Auditor Herbst recommended going back to the tape of the NWPFH Board meetings to ascertain what had occurred and if there was an affirmative vote on the third renewal of the Mosaic contract as noted in City Staff's backup for this item.

Vice Chair Trantalis reiterated the need for people in this community to be assured that their tax dollars are being spent appropriately, referencing the feedback he has received from his constituents in NWPFH area.

Chair Seiler stated he would support Commissioner Roberts and Commission McKinzie's recommendation to defer this item for two weeks to determine the status of the Mosaic contract year, confirming the NWPFH Board's vote, understanding Mosaic's counter proposal, and determining if there is an opportunity to move forward with Mosaic under a rewritten proposal.

Chair Seiler recommended if the City renews Mosaic's contract, it would begin on the date the CRA Board approves the contract, noting this should occur after CRA Board discussions and discussions with Mosaic.

Executive Director Feldman recommended addressing this at the first CRA Board Meeting in February due to the full agenda for the meeting on January 18, 2017.

Commissioner Rogers concurred with Chair Seiler's assessment and stated he would like input from Vice Chair Trantalis and Commissioner McKinzie as to what they want to have Mosaic accomplish in terms of marketing and advertising for their respective areas of the NWPFH CRA area. He stated he also would like to know what would the City lose if another marketing firm were selected.

Commissioner McKinzie commented that the needs of his area in the NWPFH CRA are "brick and mortar." He also noted Mosaic's billing being based on their performance, and the need to move forward. Vice Chair Trantalis commented on his sense of what is and is not being accomplished as communicated to him by his constituents and the neighborhood associations located in the NWPFH area in addition to his own observations. Further discussions continued on the

performance of Mosaic relative to what they are being paid.

Commissioner Rogers commented on delays by Mosaic and the expenses. Commissioner Roberts noted City Auditor Herbst would assess and reconcile Mosaic's charges.

The CRA Board asked for confirmation on what has been paid to Mosaic. Executive Director Feldman stated what work Mosaic should be paid for up to this time.

The Sistrunk Council was discussed and explained by Commissioner McKinzie. Chair Seiler confirmed that this item would be deferred.

Chair Seiler recognized Count Rosenthal, 1237 NW 7th Avenue, who addressed the Commission. He recommended deferring this item until the relevant issues can be clarified.

Chair Seiler recognized Charles King, 105 N. Victoria Park Road, who addressed the Commission. Mr. King noted his concern that funds being paid to Mosaic are wasted dollars. He also stated that as a property owner in the NWPFH, he would like to see his tax dollars go towards building market rate housing on the west side of the railroad tracks and suggested using funds spent on Mosaic to accomplish that goal.

Chair Seiler recognized Raymond Cox, 420 SW Broward Blvd., who addressed the Commission with his comments, thoughts, concerns, and questions regarding this item.

Commissioner McKinzie made a motion to defer this item and was seconded by Commissioner Roberts.

DEFERRED to February CRA Meeting

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

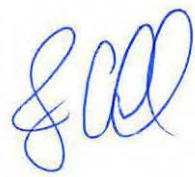
ADJOURNMENT

There being no additional business before the CRA Board, Chair Seiler adjourned this CRA Board meeting at 4:24 p.m.



John P. "Jack" Seiler
Chair

ATTEST:



Jeffrey A. Modarelli
Secretary