

**COMMUNITY REDEVELOPMENT AGENCY MEETING**



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

**Meeting Minutes - DRAFT**

**Tuesday, June 2, 2015**

**City Hall Commission Chambers**

The meeting was called to order at approximately 4:27 p.m.

Roll was called.

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

**Quorum Established**

Also Present: Lee Feldman, Executive Director  
John Herbst, City Auditor  
Jonda K. Joseph, Secretary  
Cynthia A. Everett, General Counsel  
Alfred Battle, Deputy Director for Sustainable Development Department

No public comments were submitted by email for this meeting.

**CRA-1 15-0792      Approval of Minutes of March 17, 2015 and  
April 21, 2015 Meetings**

**Motion** made by Commissioner Roberts and seconded by Commissioner Trantalis to approve the item as recommended.

AYES: Commissioner Trantalis, Vice-Chair McKinzie, Vice-Chair Rogers, Commissioner Roberts and Chairman Seiler – not present. NAYS: None.

## APPROVED

### **CRA-2 15-0254**      Presentation - Urban Land Institute Technical Assistance Panel - Sistrunk Corridor Recommendations

Jenni Morejon, Sustainable Development Director, addressed the Commission noting this is the third Technical Assistance Panel Report they have seen in the last 12 months. Ms. Morejon also announced the following appointments in Sustainable Development.

Al Battle, Deputy Director, Sustainable Development  
Jeremey Earle, Deputy Director, Sustainable Development

Ms. Morejon introduced Carla Coleman the Florida Director of the Urban Land Institute, and Mr. Ken Stapleton of Stapleton and Associates. Ms. Coleman turned the presentation over to Mr. Stapleton. Mr. Stapleton reviewed the highlights of the report in his PowerPoint presentation. These included the following:

- Strategies to encourage economic development;
- Redevelopment along the sistrunk corridor;
- Answering where and how to phase efforts and activities;
- Incentives needed;
- Marketing and branding strategies;
- Organization structure changes necessary to accomplish change more quickly;
- Access to capital; and,
- Immediate next steps to build momentum.

*A copy of this presentation is attached to these minutes.*

Mayor Seiler returned to the meeting at 4:38 p.m.

Mayor Seiler asked why there was a need to create a Small Business Council rather than utilizing the CRA. Mr. Stapleton noted that the Small Business Council is comprised of small businesses already in the neighborhood or an adjacent neighborhood and has unique viewpoints enabling their input to advise the CRA about the best way for small businesses to succeed and to attract other small businesses to succeed. The possibility of the Small Business Council being a Chamber of Commerce Subcommittee was discussed.

Commissioner Trantalis asked what types of incentives and vision would Mr. Stapleton recommend bringing to mixed-use residential. Mr. Stapleton stated the rezoning is just one piece of the puzzle. Additionally, market research, communications material about the shared vision. The incentives (cash or non-cash) are all pieces of a clear, initial package that needs to be put in front of an experienced developer for shared vision among all stakeholders. Further discussion ensued among the Commission and Mr. Stapleton regarding this item.

Janice Hayes, 665 SW 27<sup>th</sup> Avenue, commended the City Commission and the Urban Land Institute's Report for keeping its focus on the Sistrunk Corridor issue to find a viable solution that supports economic development and cultural values for the businesses and residents of this historic community. Ms. Hayes asked where do we go from here and how do we get it done recommending restructuring the incentive programs to be more effective and more robust for infusing money into the business in the Sistrunk Corridor. Ms. Hayes also stated current businesses have a vision to attract business from other communities.

Mr. Cedric Alexander, 4520 NW 12<sup>th</sup> Court, as a lifelong resident of Sistrunk, expressed his desire for action about the recommendations. He thanked the panel for their efforts in creating a vision of what this community should look like.

Frank Schnidman, Florida Atlantic University, spoke in support of this item noting the incredible success in bringing change to the beach and downtown areas of the City as compared to 30 years ago as a result of the DDA's vision. Mr. Schnidman noted a vision that everyone can get behind is critical for investors and looking back to what was done with the redevelopment of the downtown area and the beach.

Sonya Burrows, 1600 NW 4<sup>th</sup> Street, representing Burrows Electric Company and as a member of the Negro Chamber of Commerce made up of many second-generation business owners on the Sistrunk Corridor, spoke in support of getting a developer who has a proven track record of developing an area similar to Sistrunk. She had questions about the vision. Mayor Seiler responded that the vision for Sistrunk was a collaborative effort established over time and collectively agreed upon via compromise and negotiations that included the neighborhood.

Charles King, 105 Victoria Park Road, expressed his views on the City's proposed vision for the Sistrunk Corridor.

City Manager Feldman stated no formal action was required from the Commission and this item was on the agenda for discussion about the comments of the CRA Board.

Mayor Seiler stated this item needs to be approached with more urgency regarding the window of opportunity that currently exists with people choosing Fort Lauderdale over Miami as a better place to do business from an economic perspective. Vice-Mayor McKinzie stated he concurs with the Mayor's position to move this forward with due diligence and expediency with the planning stage for the revitalization of Sistrunk Corridor. Discussion and comments ensued.

## **PRESENTED**

Walk-On      Consent Resolution Approving the Hiring of Bankruptcy Council to Represent the CRA in Bankruptcy Litigation Involving Sixth Street Plaza, Inc., and Maria J. Freeman.

City Attorney Everett requested adoption of a resolution to approve the appointing the law firm of Hough Law Group, P.A., as special counsel representing the City in bankruptcy litigation filed regarding Sixth Street Plaza, Inc. and Maria J. Freeman.

The consent resolution was introduced by Commissioner Roberts, which was read by title only.

**ADOPTED**

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

There being no other matters to come before the Board, the CRA meeting adjourned at 5:27p.m.

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John P. “Jack” Seiler  
Chairman

ATTEST:

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Jonda K. Joseph  
Secretary