

## 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 - DRAFT

**Tuesday, November 3, 2015**

### City Commission Conference Room

Meeting was called to order at 5:31 p.m. by Chair Seiler.

### ROLL CALL

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

### QUORUM ESTABLISHED

**Also Present:** Lee R. Feldman, Executive Director  
John Herbst, City Auditor  
Jeffrey A. Modarelli, Secretary  
Cynthia A. Everett, General Counsel  
Alfred Battle, Deputy Director for Sustainable Development Department

No public comments were submitted by email regarding this meeting.

**CRA-1    15-1434    Minutes for May 19, 2015 Community Redevelopment Agency Meeting**

Commissioner Trantalis moved to approve the minutes and was seconded by Commissioner Roberts.

**APPROVED**

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

**CRA-2    15-1413    Approval of a Contract with Retail Strategies Alabama, LLC for a Retail Feasibility Study, Strategic Planning and Business Recruitment within the Northwest Progresso Flagler Heights Community Redevelopment Area - \$34,000**

Chair Seiler noted the amount of this contract had been scaled back and City Manager Feldman confirmed that was correct.

Mr. Matthew Petra of Retail Strategies gave a presentation to the Board addressing Retail Strategies' Retail Feasibility Study, Strategic Planning and Business Recruitment within the Northwest Progresso Flagler Heights Community Redevelopment Area.

***A copy of Mr. Petra's presentation is attached to these minutes.***

Discussions ensued regarding the possible opportunities Retail Strategies could provide to the Northwest Progresso Flagler Heights Community Redevelopment Area.

Commissioner Roberts moved to approve the motion and was seconded by Commissioner Trantalis.

**APPROVED**

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

Chair Seiler recessed the CRA meeting at 5:45 p.m. and reconvened the CRA Meeting at 7:15 p.m. in the City Commission Chambers on the first floor of the City Hall.

**CRA-3    15-1354    Presentation of the Marketing and Branding for the Fort Lauderdale Community Redevelopment Agency**

Commissioner Trantalis asked Ms. Ann Marie Sorrell, President and Chief Operating Officer of The Mosaic Group (Mosaic), if this presentation she was about to give to the Community Redevelopment Area (CRA) Board was presented to the CRA Advisory Board. Ms. Sorrell stated it was not presented to the CRA Advisory Board. Discussions ensued on this topic between the Board members, Ms. Sorrell, and Mr. Jeremy Earle, Deputy Director Department of Sustainable Development.

Commission Roberts asked City Auditor Herbst to confirm a review of Mosaic's invoices. City Auditor Herbst confirmed after his department's review of Mosaic's invoices and comparing them to their contract, the RFP and the scope of services, Mosaic was properly paid for deliverables. Mr. Herbst noted there are still services to be performed based on City Staff's recommendations and that Mr. Herbst had not seen tonight's presentation.

Vice-Chair McKinzie stated there is no one running or taking ownership of the NORTHWEST CRA's day-to-day operations. Chair Seiler noted there has been a complete disconnect between Mosaic, the CRA Advisory Board, the CRA Board, and the City Staff/City Manager. Further discussions, explanations ensued as well as instructions to Ms. Sorrell by Chair Seiler on how to proceed and interact as a consultant for the NORTHWEST CRA with City Staff, the CRA Advisory Board and the CRA Board.

Robert Larson, President of the Flagler Village Civic Association and also representing the Flagler Village Improvement Association expressed his ideas regarding the NORTHWEST CRA noting retail only gets activated with density. He also expressed his thoughts on the three-in-one branding initiative for the CRA. He said the Flagler Village Civic Association turned down any brand support as they have spent over \$100,000 over the past 10 years and they feel very comfortable with their current branding. Additionally, the Flagler Village Civic Association would prefer not to have a third party, not of their choosing, spending large amounts of money to promote their neighborhood. Alternatively, they would prefer to carve out those funds and Flagler Village Civic Association do their own promotions and events to reach their target markets. Mr. Larson also noted the City's funding of 26 events in Flagler Village last year were very successful.

James Saint spoke questioning the reason why the confusion regarding Mosaic's presentation noting it only happens in the black CRA community and not in other CRA areas of the City.

Charles King, 105 N. Victoria Park Road, expressed his concerns regarding the Mosaic's ability to the job.

There being no additional business before the CRA Board, Chair Seiler adjourned the meeting at 8:23 p.m.

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John P. "Jack" Seiler  
Chair

ATTEST:

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Jeffrey A. Modarelli  
Secretary