

COMMUNITY REDEVELOPMENT AGENCY MEETING



City of Fort Lauderdale 100
N. Andrews Avenue Fort
Lauderdale, FL 33301
www.fortlauderdale.gov

Meeting Minutes - DRAFT

Tuesday, October 6, 2015

City Commission Conference Room

Meeting was called to order at 5:18 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

CRA-1 15-1299 Minutes of May 5, 2015 CRA Meeting

Commissioner Roberts motioned to approve this item and was seconded by Commissioner Trantalis.

APPROVED

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

CRA-2 15-0978 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 - \$50,000

Chair Seiler noted he had received emails on this CRA item from the CRA Advisory Board members and their feeling that it was rushed through. City Manager Feldman clarified this item is a completely different product and service noting this item builds on what has already been accomplished, the targeting of national tenants for the Northwest CRA. This company would do a feasibility study, the marketing, and will knock on doors to match up companies out there who would do well in this market and have been successful in other cities.

Commissioner Rogers noted the City was piggybacking on the City of Lake Worth's existing contract and felt the City needs to be more strategic and have a better contract. Commissioner Trantalis felt this item should go back to the CRA Advisory Board if they felt it was rushed through.

City Manager Feldman noted the vendor has a success fee model; however, the City's Procurement Code is not geared for that. Further discussions ensued on what the City needs to do to move forward. The Commission requested Retail Strategies Alabama, LLC come and give a presentation at their next meeting.

Commissioner Trantalis motioned to defer this item and was seconded by Commissioner Roberts.

DEFERRED

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

Discussion of Mosaic's performance ensued among the Board. It was decided that Mosaic would present an update to the Board on the items they have accomplished, how Staff has been directing them, and their performance in general.

There being no additional business before the CRA Board, Chair Seiler adjourned the meeting at 5:28 p.m.

John P. “Jack” Seiler
Chair

ATTEST:

Jeffrey A. Modarelli
Secretary