

COMMUNITY REDEVELOPMENT AGENCY MEETING



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

Meeting Minutes - DRAFT

Tuesday, October 20, 2015

City Commission Conference Room

Meeting was called to order at 4:24 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 15-1320 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

Jenni Morejon, Sustainable Development, addressed the Board on this item in lieu of Robert Jolly of Retail Strategies Alabama, LLC (Retail Strategies) because of a family matter. Ms. Morejon gave an overview of the contract with Retail Strategies and what they could offer to accomplish the goals of the Northwest Progresso Flagler Heights CRA.

Questions and discussions ensued from the Board members including the need to select a brand for the Northwest Progresso Flagler Heights CRA and subsequent follow-through with the marketing the brand. Discussions also included comments and evaluations on Mosaic's efforts in the Northwest Progresso Flagler Heights CRA and their possible interaction with Retail Strategies. City Manager Feldman explained the qualifications of Retail Strategies and what they can offer to reach intended goals for this specific geographic area of the City.

City Auditor Herbst reviewed what Mosaic has accomplished under their contract with the City. Discussions ensued as to who was giving Mosaic direction and the actual results of Mosaic's efforts. It was announced that both Retail Strategies and Mosaic will give a presentation to the Board regarding this item on November 3, 2015.

Commissioner Roberts motioned to defer this item and was seconded by Vice-Chair McKinzie.

DEFERRED

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

There being no additional business items before the CRA Board, Chair Seiler adjourned the meeting at 4:45 p.m.

John P. "Jack" Seiler
Chair

ATTEST:

Jeffrey A. Modarelli
Secretary