

COMMUNITY REDEVELOPMENT AGENCY MEETING



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

Meeting Minutes - DRAFT

Tuesday, April 19, 2016

City Commission Conference Room

Meeting was called to order at 3:06 p.m. by Chair Seiler.

ATTENDANCE ROLL CALL

Present: Chair John P. "Jack" Seiler
Vice-Chair Dean J. Trantalis
Commissioner Bruce G. Roberts
Commissioner Robert L. McKinzie
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
Jonathan Brown, Manager, Northwest Progresso Flagler Heights Community
Redevelopment Agency (NWPFCRA)
Don Morris, Manager, Beach CRA

CRA-1 16-0539 Minutes for April 5, 2016 CRA Meeting

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

APPROVED

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

CRA-2 16-0424 Friday Night Sound Waves Funding Request

Don Morris, Manager of the Beach CRA, addressed the Commission on the Friday Night Sound Waves' funding request until such time as the event becomes self-sufficient. Mr. Morris requested the CRA Board approve this request for funding in the amount of \$15,000 for the Friday Night Sound Waves Event series. Mr. Morris gave the Commission the background and history of this event. Mr. Morris also addressed questions and comments from the Commission regarding these events that could be funded by private promoters.

Arianne Glassman, rAv Communications addressed the Commission noting some homeowner associations are contributing in kind to these events and explaining the positive impact this event has for locals as well as nonlocals in order to enhance creating community.

Mayor Seiler stated the Commission needs to be aware of this type of funding. Discussions ensued on the appropriateness of utilizing redevelopment funds for this type of event.

Ms. Glassman stated her reasoning for requesting this funding and noting the goal of the CRA is to "...provide for a mix of land use which will foster family activity in the Central Beach Area and will provide opportunities for the expansion of tourist related facilities and activities. It is also to stimulate the redevelopment of the core area as a catalyst for the revitalization of the entire Central Beach Area and provide the elimination of conditions of blight that is currently found with the objective of enhancing the resort image of Fort Lauderdale Beach as a place for tourists and groups, making Fort Lauderdale Beach an integral part of the beach for use by its local residents, by improving the circulation for auto's bicycles and pedestrians throughout the Central Beach Area, to create and enhance a positive visual and physical image of the CBA, and provide for an active pedestrian beach area particularly between the intracoastal waterway and the beach...."

Mr. Morris noted this funding request addresses more than just the need of the hotels in the area. It also addresses other businesses in the Central Beach Area such as restaurants, retail shops, and local residents.

Ms. Glassman discussed the additional sources of the funding, upfront expenses, the community outreach plan, and the importance of having "feet on the ground" and not just "heads in beds" (in hotels) in the area.

Commissioner Rogers requested Ms. Glassman give a more delineated listing of the current sponsors for this event. Further discussions ensued on this topic, funding, and other proposed events.

Don Morris stated he feels this appropriate use of the CRA funding much like other events such as the Great American Beach Party and the Fourth of July Beach Festival.

Don Morris stated this item will be brought back to the CRA Board at the next meeting with a complete accounting of sponsors, contributions, and all budget items clearly identified to enable the CRA Board to make an appropriate decision.

Charles King, 105 N. Victoria Park Road, addressed the Commission giving his ideas, comments and concerns regarding this event and other events at the beach.

There being no one else wishing to speak on this item, Commissioner Trantalis made a motion to close the public hearing, which was seconded by Commissioner Roberts. Roll call showed: AYES: Vice-Mayor McKinzie, Commissioner Romney Rogers, Commissioner, Bruce G. Roberts, Commissioner Dean J. Trantalis and Mayor Seiler. NAYS: None.

Commissioner Rogers motioned to defer this item until May 3, 2016, and was seconded by Commission Roberts.

MOTION TO DEFER UNTIL MAY 3, 2016

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

Mayor Seiler raised the issue a Friday morning Northwest Progresso Flagler Heights Community Redevelopment Agency CRA (NWPFCRA) Event on April 22, 2015. Jonathan Brown, Manager of the Northwest Progresso Flagler Heights Community Redevelopment Agency (NWPFCRA) addressed the Commission explaining the details of the event. Mr. Brown stated it will be a networking event for local businesses, new business, and developers to show them the available space in different areas of the Northwest Progresso Flagler CRA.

Commissioner McKinzie stated he will be in attendance at this CRA Event.

Mayor Seiler also discussed upcoming CRA events on Fridays requesting Mr. Brown forward to the Commission details concerning the attendee headcount for each event.

ADJOURNMENT

There being no additional business before the CRA Board, Chairman Seiler adjourned the meeting at 3:39 p.m.

John P. "Jack" Seiler
Chair

ATTEST:

Jeffrey A. Modarelli
Secretary