

COMMUNITY REDEVELOPMENT AGENCY MEETING



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

Meeting Minutes - DRAFT

Tuesday, September 20, 2016

City Commission Conference Room

Meeting was called to order at 9:12 p.m. by Chair Seiler

ATTENDANCE ROLL CALL

Present: Chair John P. "Jack" Seiler
Vice Chair Dean J. Trantalis
Commissioner Bruce G. Roberts
Commissioner Romney Rogers
Commissioner Robert L. McKinzie (arrived at 6:05 p.m.)

QUORUM ESTABLISHED

Also Present: Lee R. Feldman, Executive Director
John Herbst, City Auditor
Jeffrey A. Modarelli, Secretary
Cynthia A. Everett, General Counsel
Sergeant at Arms Adam Solomon
Jonathan Brown, Area Manager, Northwest Progresso Flagler Heights
Community Redevelopment Agency (NWPF CRA)

CRA-1 [16-1163](#) Minutes for August 16, 2016, CRA Board Meeting

Commissioner Roberts made a motion to approve the Minutes of the August 16, 2016, CRA Board Meeting which was seconded by Commissioner McKinzie.

ADOPTED

Aye: 4 - Commissioner McKinzie, Commissioner Rogers, Commissioner Roberts and Chair Seiler

Not Present: 1 - Vice Chair Trantalis

CRA-2 [16-1101](#) Motion to Approve a Services Agreement between the City of Fort Lauderdale and the Fort Lauderdale Community Redevelopment Agency

Commissioner Rogers made a motion to approve a Services Agreement between the City of Fort Lauderdale and the Fort Lauderdale Community Redevelopment Agency and was seconded by Commissioner Roberts.

ADOPTED

Aye: 4 - Commissioner McKinzie, Commissioner Rogers, Commissioner Roberts and Chair Seiler

Not Present: 1 - Vice Chair Trantalis

CRA-3 [16-1103](#) Northwest Progresso Flagler Heights (NWPFH) Community Redevelopment Agency (CRA) Brand Launch

Jonathan Brown, Area Manager, Northwest Progresso Flagler Heights Community Redevelopment Agency (NWPFH CRA) addressed the Commission regarding the presentation of the Northwest Progresso Flagler Heights (NWPFH) Community Redevelopment Agency (CRA) Brand Launch and The Mosaic Group's marketing and advertising efforts over the past few months.

Mr. Brown stated going forward he would ensure the Commission receives updates that are presented to the CRA Advisory Board.

Mr. Brown introduced Ms. Ann-Marie Sorrell, President and CEO of The Mosaic Group (Mosaic) who addressed the Commission on this item. Members of Ms. Sorrell's staff passed out materials to each Commission member. Ms. Sorrell spoke about Mosaic's efforts since the Commission approved the branding in April 2016 and outlined Mosaic's efforts to introduce and get the community familiar with the Fort Lauderdale Village District brand. Ms. Sorrell shared with the Commission the rollout of the Fort Lauderdale Village District Brand with a business recruitment breakfast event. Ms. Sorrell showed the Commission a video of this event.

Ms. Sorrell reviewed the materials that were distributed to the Commission members, outlined Mosaic's marketing to date, and their proposed collaborative/partnership marketing efforts with the

Chamber of Commerce, the Greater Fort Lauderdale Business Alliance and the Convention and Visitors Bureau. Ms. Sorrell showed the Commission an additional video giving an overview of the District's Small Business Week. Further comments from Ms. Sorrell focused on future marketing efforts and Mosaic's monthly updates to the CRA Advisory Board for the Northwest Progresso Flagler Heights (NWPFH) Community Redevelopment Agency (CRA) Brand.

A copy of the materials Ms. Sorrell had distributed to the Commission is attached to these minutes.

Commissioner Rogers questioned how Mosaic's branding relates to the individual neighborhoods and what advice Mosaic is giving to the Progresso, Sistrunk, and Flagler Heights neighborhoods about their use of the main Brand versus their individual neighborhoods.

Ms. Sorrell stated the overarching Brand is for the NWPFH CRA Agency and marketing economic development to the target groups, i.e., the developers, and location selectors. Regarding the individual neighborhoods, Ms. Sorrell stated it is important for them to individually market and promote their neighborhoods. Mosaic is working with each of these neighborhoods on their marketing efforts via micro websites to highlight their unique aspects of opportunities, events, and initiatives specific to each community.

Commissioner Rogers questioned if the Progresso or Sistrunk neighborhood has come up with their individual economic identity similar to that of Flagler. Ms. Sorrell stated that is the next phase Mosaic is working. Mr. Brown addressed the Commission stating that they have introduced to the NWPFH CRA Advisory Board a desire to begin a visioning session. The session will include discussing the types of businesses and industries to attract and recruit. Mr. Brown noted that following the visioning input from the NWPFH CRA Advisory Board and the community, they would bring it back to the CRA Board for approval in order to move forward. Further questions and discussions ensued on this topic.

Chair Seiler questioned what exactly the CRA Board is approving tonight regarding this item. Mr. Brown stated this item is just an update as the CRA Board was not receiving the updates that were being sent to the CRA Advisory Board to enable CRA Board members to evaluate Mosaic's marketing efforts.

Chair Seiler asked what events were coming up and whether Mosaic is coordinating with other events within the District such as Art Walk to ensure cross-selling and cross-marketing. Ms. Sorrell stated Mosaic would begin this effort as they would be setting up their new trade show booth at community events such as Art Walk to get Mosaic's information out to the community. She noted this booth would be staffed by both Mosaic Staff and City Staff.

Chair Seiler and Vice Chair Trantalis continued discussions regarding the need for a plan to utilize the successful events currently available in the area. This would allow Mosaic to take advantage of opportunities for cross-selling and cross-marketing within the Flagler Village District such as the FAT Village and would take the momentum to the next level, feeding off of it, and utilizing existing resources such as the trolley.

Discussions ensued on Mosaic's current contract with the City and what the City has realized thus far. Mr. Brown stated the marketing plan is currently in draft form and the next step is the visioning process to complete the marketing plan. Mr. Brown noted he hoped to have a final marketing plan to the CRA Board by November 2016. Chair Seiler was concerned that there had been nothing to

show thus far by Mosaic. He recommended Mosaic meet with the CRA Advisory Board as soon as possible to come up with a final marketing plan focused on the NWPFH CRA.

Further discussions and comments ensued from the Commission on this topic including the marketing of the Flagler Village District's incentives, the results the CRA Board would like to see from Mosaic, and the direction of Mosaic and Mosaic's upcoming events to promote the Flagler Village District.

Ms. Sorrell noted Mosaic's upcoming initiatives and events promoting the Flagler Village District include:

- The marketing initiative for the Village Dine (a Social Media Push for six eateries within the Flagler Village District who have signed on for Mosaic to promote them from October 3rd – October 9th)
- Open House on October 25, 2016, at the CRA Office
- Start Up Weekend October 11th and October 12th

Further discussions ensued on the Village Dine marketing initiative. Mr. Scott Strawbridge of the NWPFH CRA Advisory Board commented on the interaction of the CRA Advisory Board and Mosaic.

Chair Seiler requested the CRA Staff, Mosaic, and the CRA Advisory Board meet to coordinate and promote the Flagler Village District brand.

Ms. Sorrell reiterated Mosaic's marketing events to date as noted in the packet distributed to the Commission. Executive Director Feldman stated City Staff would develop a plan to provide the NWPFH CRA Advisory Board with all items being produced by Mosaic for a vote and recommendation for CRA Board approval.

Chair Seiler recommended that Mosaic coordinate upcoming Flagler Village District events with the Commission several months in advance similar to the way events are produced by the City's Public Affairs Office to address and coordinate with the City Commissioner's calendars, event promotion, traffic concerns, and other issues pertinent to the event. Further discussions ensued.

Chair Seiler reviewed the Commission's previous recommendations regarding the process and discussions ensued. Jonathan Brown stated tonight's item related to the launch of the Flagler Village District Brand and asked the Commission to take a group photo. The Commission recommended having a Brand launch on Sistrunk with the entire City Commission and the entire NWPFH CRA Board. Jonathan Brown stated he would work with Chaz Adams, Public Affairs Manager, to come up with a date for the Brand Launch that works with everyone's schedule.

Chair Seiler recognized Charles King, 105 N. Victoria Park Road, who addressed the Commission with this comments, questions and concerns regarding this item.

Vice Chair Trantalis moved to approve a motion to approve the Northwest Progresso Flagler Heights (NWPFH) Community Redevelopment Agency (CRA) Brand Launch and was seconded by Commissioner Roberts.

ADOPTED

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

ADJOURNMENT

There being no further business before the CRA Board Commission at their Meeting of September 20, 2016, Chair Seiler adjourned the meeting at 10:23 p.m.

John P. “Jack” Seiler
Chair

ATTEST:

Jeffrey A. Modarelli
Secretary