

APPROVED
MEETING MINUTES
NORTHWEST PROGRESSO – FLAGLER HEIGHTS
REDEVELOPMENT ADVISORY BOARD
FORT LAUDERDALE
8TH FLOOR CONFERENCE ROOM, CITY HALL
JUNE 13, 2017 – 3:00 P.M.

Cumulative Attendance
May 2017 - April 2018

| <u>Members Present</u> | <u>Attendance</u> | <u>Present</u> | <u>Absent</u> |
|-------------------------------|--------------------------|-----------------------|----------------------|
| Ron Centamore, Chair | A | 1 | 1 |
| Sonya Burrows, Vice Chair | P | 2 | 0 |
| Leann Barber | P | 2 | 0 |
| Brad Cohen | A | 1 | 1 |
| Rhoda Glasco Foderingham | P | 2 | 0 |
| Alan Gabriel | P | 2 | 0 |
| John Hart | P | 2 | 0 |
| Mickey Hinton | A | 1 | 1 |
| John Hooper | A | 1 | 1 |
| Dylan Lagi | P | 2 | 0 |
| Steffen Lue (arr. 3:29) | P | 2 | 0 |
| Scott Strawbridge | P | 2 | 0 |
| Tina Teague | P | 2 | 0 |
| John Wilkes (arr. 3:29) | P | 2 | 0 |

Currently there are 14 appointed members to the Board, which means 8 would constitute a quorum.

Staff

Jonathan Brown, Northwest CRA Manager
Sandra Doughlin, CRA
Glendon Hall, Housing and Community Development Manager
Vanessa Martin, CRA Business Manager
Bob Wojcik, Planner III
Assistant Chief Michael Gregory, Fort Lauderdale Police Department
Officer Karl Maracotta, Fort Lauderdale Police Department
Jonathan Miles, Information Technology Manager, Fort Lauderdale Police Department
Karen Warfel, Department of Transportation and Mobility
Jamie Opperlee, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order / Roll Call

Vice Chair Burrows called the meeting to order at 3:10 p.m. and roll was called.

II. Approval of Minutes from May 9, 2017 Meeting

Motion made by Mr. Hart, seconded by Mr. Strawbridge, to approve [as amended].

Vice Chair Burrows noted a correction on p.3, paragraph 1: the property acquisition is located on the southwest corner of 7th Avenue.

In a voice vote, the **motion** passed unanimously.

III. CRA Project Funding Update

CRA Business Manager Vanessa Martin reported that the budget balance as of June 1, 2017 is \$3.9 million. The budget summary, which includes figures from fiscal year (FY) 2017 and the proposed budget for FY 2018, projects a 12.7% increase in revenues. Approximately \$8 million is projected in incentives for FY 2018.

IV. Mosaic Update

Ann Marie Sorrell, representing The Mosaic Group, showed a PowerPoint presentation to the Board, stating that the utility box wraps designed by Mosaic are currently in production; however, the wraps in Flagler Village were determined to show too much branding, and will require additional artwork. Window wraps are also in place in available spaces at the 7th Street Plaza.

The CRA Financial Summit was held over the weekend of June 9-10, 2017, with 65 participants in attendance on Friday and 47 in attendance on Saturday. Several local financial and professional institutions also participated in the event. Both the *Sun-Sentinel* and the *South Florida Times* ran articles related to the financial summit, and social media outreach reached more than 8000 people per campaign.

Upcoming events include the launch of the Historic Sistrunk brand, which will be publicized with street decals and banners. The launch will be held on Saturday, June 17, 2017, from 3-7 p.m. in the parking lot of the CRA building.

Ms. Sorrell showed photographs of the wraps planned for the Historic Sistrunk branding launch, explaining that they must comply with the City's Art in Public Places Ordinance. The wraps are planned for boxes of different sizes and dimensions, and will include photos of people and places important to the Sistrunk corridor.

Mr. Lagi stated that he would reach out to a contact in FAT Village for additional artwork to be featured on the boxes. Vice Chair Burrows noted that she has provided

photographs of her father, who was the first licensed black electrician in the City, which she had intended for inclusion on the electrical utility boxes. Mr. Brown advised that photographs will be featured on banners as well as utility boxes, and will be displayed on the Historic Sistrunk website as well. It was explained that many of the utility box wraps were designed to display a single consistent image instead of multiple images.

V. Presentation

- **Business Engagement, Assistance, and Mentorship (BEAM)**

Mr. Lue and Mr. Wilkes arrived at 3:29 p.m.

Michael Chen, Economic and Business Development Manager, provided a presentation on the Fort Lauderdale Business Engagement, Assistance, and Mentorship (BEAM) program, noting that 81% of all businesses in Broward County have fewer than 10 employees. There are 33,000 such businesses in Fort Lauderdale alone; however, within the first five years, approximately half of these go out of business. The BEAM program is intended to address the needs of these existing businesses.

Mr. Chen described the program as follows:

- Business Engagement: most businesses in Fort Lauderdale need to recognize that they have an advocate and point of contact with the City
- Business Assistance: the program provides a “business academy” with three different types of certification, and offers workforce development and City-wide incentives, as well as State incentives through Enterprise Florida and a direct cash incentive for business relocation
- Business Mentorship: the program connects businesses with collaborative partners, some of whom specialize in mentoring activities and can offer one-on-one consulting services or assessments

Mr. Chen characterized the business academy as the heart of the BEAM program, stating that the certifications it offers include Solid Foundations, which primarily affects new, small start-up businesses by providing them with the foundation they need for success. Another program, Build on Success, targets more seasoned businesses that have been in existence for some time and can show revenue qualifiers, such as an excess of \$200,000/year in revenue. The final certification program is International Commerce, which recognizes that Fort Lauderdale is a global hub for trade and helps businesses become more successful at this trade.

Housing and Economic Development Manager Glendon Hall noted that the BEAM program will work to incorporate businesses located along the Sistrunk corridor, even though not all these businesses may meet revenue qualifications. Mr. Chen advised that BEAM’s first class in business certification will be held on August 1, 2017 at the Greater Fort Lauderdale Chamber of Commerce. A certification course typically consists of three

classes at an estimated value of \$750. Economic and Community Investment plans to underwrite the cost of these classes.

Mr. Hall added that businesses located within the Sistrunk Corridor that complete certification will be provided with marketing and accounting assistance and web page development once they are certified. They may also be eligible for build-out funding.

Ms. Teague asked how long it typically takes a business to complete BEAM certification. Mr. Chen replied that each certification is slightly different, depending upon what the participating business may need. He estimated that the Build on Success level of certification would include three classes over a period of three weeks. BEAM will also offer a segment on doing business with the City itself. He noted that the Solid Foundation certification may include additional classes with information that startup businesses will need, while International Commerce certification is currently planning for five very intensive classes.

Vice Chair Burrows asked how often the certification classes will be offered. Mr. Chen explained that after the Build on Success programs are offered in August, the next cycle will be either Solid Foundations or International Commerce. This cycle will begin at the end of August 2017 once the Build on Success series has concluded.

Ms. Barber asked how BEAM allocates funding between very basic start-ups and more established small businesses. Mr. Chen replied that all coursework in the programs is provided by BEAM's collaborating partners, including Broward SCORE, Enterprise Florida, the United States Chamber of Commerce, and others. He noted that BEAM is responsive to market demand for its courses, pointing out that several businesses have already expressed interest in the Solid Foundations program.

VI. CRA Updates

- **Cameras on Sistrunk**

Assistant Chief Michael Gregory of the Fort Lauderdale Police Department showed a PowerPoint presentation on the City-wide camera surveillance system and how this system will be installed and used on Sistrunk Boulevard and within the CRA.

The Police Department has created a Real-Time Crime Center, which helps the Department leverage its number of employees by visually covering more areas of the City. These systems include capabilities such as fixed and portable digital video cameras throughout the City. Once the cameras are in place, Command Staff and system operators use a viewing room to monitor their input and make real-time decisions. The cameras create a video wall known as a hyperwall.

The Crime Center also has the capability to access cable news channels, as well as the Department's dispatch computer. This allows them to monitor calls and reports of activity in real time. License plate reader (LPR) technology is deployed at three locations around the City, which helps the Department look for stolen vehicles and monitor activity of individuals who may have warrants. All Police Department vehicles have automatic vehicle location systems, which allow the Department to see where they are at any given time and provide assistance from Command and Control.

The Department determines where most incidents occur within the CRA in order to find the best location for camera installation. This determination considers criminal activity, anecdotal knowledge, and special event activity. Thus far, 17 cameras are deployed at "hot spots" throughout the CRA.

Asst. Chief Gregory continued that the 17 cameras deployed along the Sistrunk Corridor are similar to the cameras located along the Fort Lauderdale Beach. Cameras can pan left to right and zoom in. They are also adjustable to provide higher visibility at night. Future enhancements to the system could include additional LPR technology, as only one of the City's license plate readers is deployed on Sistrunk Boulevard.

The project began through the City's Capital Improvement Program (CIP) and was funded with approximately \$1 million, as well as a supplement of roughly \$300,000 by the CRA for cameras and related infrastructure within that area. Asst. Chief Gregory acknowledged that this is not, however, a low-cost solution. Cameras are not limited to City property, but may be placed in the middle of a street or neighborhood where there is no existing network infrastructure. A large part of the project's cost is used to build this network and provide electricity to the cameras. This secure wireless network allows cameras to communicate with one another and transfer their video images. The cameras also send their images to receive points, which requires the purchase of receive antennae.

Asst. Chief Gregory advised that another consideration is emergency management/special event integration software, which brings together the aerial, weather, automatic vehicle location (AVL), and LPR technologies in the Real-Time Crime Center. Software is available to provide a single computer interface that brings all these images together on a single screen.

Several homeowners' and civic associations, as well as private citizens and businesses from throughout the City, have expressed interest in partnering with this camera system using their own cameras. The Police Department is exploring how it can come to an agreement with these entities and ultimately access their cameras on an as-needed basis. They have spoken with representatives of Brightline, which has expressed an interest in allowing the Police Department to access their camera system, as well as the Wave Modern Streetcar, the Florida Department of Transportation (FDOT), and

Broward County Engineering. Partnering with these private entities can lessen the cost of the camera system to the City.

Asst. Chief Gregory recalled that the CRA's contribution toward cameras and infrastructure came to approximately \$300,000, of which \$179,821 has been spent thus far. The remaining budget is \$120,179 for cameras within the CRA portion of the project.

Mr. Strawbridge observed that these remaining funds could be used to add more cameras to the existing system within the CRA. He recalled that when the Board first discussed this program in 2013, the proposed budget was \$700,000. He pointed out that while the Fort Lauderdale Beach is seen as a "family-friendly" area, the Sistrunk Corridor has a reputation as a high crime area, and asked why there are nearly 80 cameras on the beach and only 17 on the Sistrunk Corridor.

Mr. Brown explained that the project has completed what it first committed to with regard to cameras in the CRA. He has discussed the possibility of using the remaining funds to purchase additional security and/or LPR cameras with the Police Department in order to be consistent with the Agenda Item.

Asst. Chief Gregory added that the Police Department was not limited to a specific number of cameras within the CRA; the 17 cameras were installed using the funds available for the project. He reiterated that cameras cannot be placed at every location, but must be located where they have lines of sight to other cameras or technology to bounce the signals to City or other existing infrastructure. The existing cameras were placed in locations where they were determined to be most needed and could be installed while remaining within the budget.

Mr. Wilkes commented that the CRA is also limited in what it can fund: while it can pay for the equipment or a facility, the real cost comes in operations, storage, and services. Mr. Lagi noted that both new and reuse developments have come before the Board at recent meetings, and suggested that Staff discuss the possibility of assisting in infrastructure needs with these projects' developers. Mr. Brown confirmed that this could be done. Mr. Strawbridge added that as part of the Development Review Committee (DRC) process, law enforcement can compel developers to include this infrastructure in their projects.

Mr. Strawbridge asked if there is an initiative to expand the CRA's camera system throughout the district now that the testing phase is complete. He noted that the CRA is scheduled to sunset within the next nine years and would not be able to make further infrastructure investments after this time. Jonathan Miles, Information Technology (IT) Manager for the Fort Lauderdale Police Department, advised that there have been discussions of prioritizing parks, as they are often used for events, as well as adding

more LPR technology. Mr. Brown stated that additional LPR cameras would be included in budget discussions for the next fiscal year.

Asst. Chief Gregory noted that the Police Department already knows where it would like to place additional security cameras, and was awaiting consensus from the Board regarding whether or not to proceed with their installation, using the remaining funds. He added that while the existing camera system is relatively unobtrusive, there is also the option of using more visible box cameras including Police logo. The Board discussed these options, pointing out that easily visible cameras may serve as a deterrent but may also suggest that individuals are in a high-crime area.

Asst. Chief Gregory continued that the necessary engineering infrastructure is currently in place; the greatest impediment to additional installation is staff time, as the Police Department's IT staff is implementing other projects throughout the City and has limited time available.

Mr. Brown clarified that no motion was necessary to continue the installation of security cameras using funds already budgeted, although he observed that a separate Agenda Item may be necessary if the Board chose to fund the installation of additional LPRs or other crime prevention technologies.

Ms. Teague requested clarification of the other areas within the CRA for which the Police Department recommended additional security cameras, as well as the number of cameras they felt could be purchased using the remaining CRA funds. Asst. Chief Gregory stated that these locations would depend in part on where electricity is available. He concluded that 22nd Road, Carter Park, and Flagler Village are among the recommended areas.

VII. Sun Trolley

Karen Warfel, representing the Department of Transportation and Mobility, and Robyn Chiarelli, Executive Director of the Downtown Fort Lauderdale Transportation Management Association (DFLTMA), showed a PowerPoint presentation on the Transit Master Plan as it relates to the CRA. The goal for this plan was to create an efficient community bus system to move individuals throughout the City, connecting to key activity centers and other transit services such as Broward County Transit (BCT) and Tri-Rail.

Ms. Warfel explained that in order to achieve this vision, the Transit Master Plan considers activity centers, land uses, fixed bus stops, awareness of marketing, equity of use throughout the Sun Trolley's system, direct connections, and safety and comfort. The City provided a public engagement process with stakeholder surveys and partner agencies. A transit market analysis was conducted to determine existing system efficiencies and make short- and long-term recommendations for the Sun Trolley.

Ms. Warfel showed an overall network map of the trolley's system including short-term goals and recommendations. She reviewed the Northwest Community Link, which is located within the CRA, with consideration to density, land use, ridership, and employment along the route. She also showed a map of the route's proposed realignment, noting that the Board's recommendation to ensure that the route runs along the entirety of Sistrunk Boulevard has been taken into consideration. The route is also simplified to improve headways without changing so much that it does not access the areas where riders need to go.

Ms. Chiarelli added that there are currently two vehicles operating on this route, one moving clockwise and the other counterclockwise, in order to provide access to both sides of the roadway. This system is in use on other Sun Trolley routes as well. The Sun Trolley Tracker mobile app allows users to see where trolleys are located in real time, and plans to implement a system that will provide estimated times of arrival.

Mr. Hall suggested that the Sun Trolley's maps reflect points of interest throughout the City, such as locations along Sistrunk Boulevard. Ms. Chiarelli agreed, adding that the DFLTMA is considering the addition of guided tours from its vehicles. A pilot historical tour of the City is scheduled for July 15, 2017 and will include landmarks such as the African-American Research Library, Stranahan House, the Arts and Entertainment District, and the Fort Lauderdale Beach. Members of the community may be invited to participate in tours by providing historical information and anecdotes.

Mr. Strawbridge observed that many visitors to Fort Lauderdale come in through Port Everglades and are seeking a cultural experience during their time in the City. He emphasized the economic potential of this tourism, suggesting that tours allow riders to exit the trolleys at certain stops.

Mr. Strawbridge also expressed concern with the revised Northwest Community Link, pointing out that this route would require riders to change buses at a central terminal in order to access any major grocery stores. He pointed out that the route is only a few blocks from other such stores and could be modified to access them.

Ms. Barber commented that there is a great need for transportation among young people, which the Sun Trolley could help provide. Ms. Warfel agreed, stating that marketing and outreach to the community are important components of the Transit Master Plan. Community outreach is also important to keep senior citizens informed of the services the DFLTMA can offer.

Ruby Bogins, member of the public, stated that she regularly uses the Sun Trolley's Northwest Community Link, and shared her concern that modifying the route could limit access for residents with limited mobility who need to access the bus terminal. Ms. Warfel explained that the route will still access the neighborhood on 15th Street and will

continue to include the terminal. Vice Chair Burrows encouraged the DFLTMA to reach out to older residents in the communities located to the north and south of Sistrunk Boulevard.

Ms. Warfel noted that in order to make any changes to the route, a public hearing process for the community is necessary in order to ensure that the system understands the needs of its riders. She briefly reviewed some of the recommended changes to other Sun Trolley routes, noting that new service has been requested for the Melrose Park area. A series of public meetings will be held over the next six months for all routes on which modifications are proposed.

Mr. Strawbridge commented that the Northwest Community Link has the highest ridership of any of the Sun Trolley routes, and noted that the CRA's total investment in premium transit is approximately \$900,000 per year to the east of the railroad tracks and \$170,000 per year for basic transit services. He added that he did not see a Sun Trolley connection to the Wave loop, which was one reason the Board had previously voted to provide \$7.5 million to that loop. He continued that the Sun Trolley is not compliant with the Americans with Disabilities Act (ADA), and pointed out that many residents living west of the railroad tracks have disabilities.

Mr. Strawbridge contined that premium transit service west of the tracks should be comparable to the service provided east of the tracks, and that this inequity creates an environmental justice issue. He pointed out that Broward County has recently passed a policy related to environmental justice through municipal services and infrastructure. He concluded that although the TMA benefits from the gas tax, federal grant funds, and sponsorship dollars, they also receive funds from the Northwest CRA. He asked how the non-CRA sources of revenue are used.

Mr. Brown advised that the Board has elected to fund the Northwest Community Link using CRA dollars. Mr. Strawbridge felt that according to the recently adopted environmental justice policy, it is incumbent upon the Board to take equity into account as part of their decision-making process.

Ms. Chiarelli explained that the DFLTMA has funds coming in from Broward County Transit (BCT) and other resources, which help to pay for the portion of the route within CRA boundaries. The DFLTMA typically operates at a deficit. Mr. Strawbridge observed that there are plans to expand other Sun Trolley routes with lower ridership than the Northwest Community Link. Ms. Chiarelli noted that it has not yet been determined whether or not other routes will be expanded, as the DFLTMA does not yet know if the community will be supportive of expansion or realignment.

Mr. Brown recommended that the Board focus on the portion of the Northwest Community Link located within the CRA, as this is the only route that receives CRA funding. Mr. Strawbridge replied that the overall system is relevant to the CRA with

respect to equity. Mr. Brown added that the CRA is not suggesting the DFLTMA cannot secure funds from other sources for its routes, including the Northwest Community Link: the question is whether or not the proposed Northwest route is what the Board would like to see within the CRA community.

Ms. Chiarelli clarified that the CRA does not pay 100% of the cost of the Northwest Community Link within the CRA boundaries. Mr. Brown pointed out that when the DFLTMA had secured sufficient grant funding to cover the CRA portion of the Northwest route, they did not draw down the funding provided by the CRA.

Mr. Hart expressed concern with the ADA accessibility of the Sun Trolley. Ms. Chirelli explained that while the vehicles themselves are ADA-compliant, the lack of designated ADA-compliant stops is the reason service is considered non-compliant.

VIII. Communication to CRA Board

None.

IX. Old / New Business

- **ULI Summary Matrix**

Mr. Brown advised that Item #9 on the ULI Summary Matrix, entitled "Increasing Access to Capital," has been updated to include reference to the recent CRA financial summit.

- **Summer Break Schedule / Canceling July 11 Meeting**
- **July Meeting Date Change to July 6th or 19th**

Mr. Brown stated that the City Commission has moved its first July 2017 meeting to July 11, 2017, which means the Board's meeting scheduled for that date may not be held at its regular location. He concluded that he would send the Board members an email requesting their availability on the substitute dates.

Motion made by Mr. Strawbridge, seconded by Mr. Wilkes, to cancel [the July 11 meeting]. In a voice vote, the **motion** passed unanimously.

Mr. Brown advised that CRA Staff is working on a solution to ensure that the tax documents of developers applying for CRA funds are not made public.

X. Public Comment

None.

XI. Adjournment

There being no further business to come before the Board at this time, the meeting was adjourned at 5:40 p.m.

Any written public comments made 48 hours prior to the meeting regarding items discussed during the proceedings have been attached hereto.

[Minutes prepared by K. McGuire, Prototype, Inc.]