

Regular Meeting of the
Downtown Development Authority
Thursday, July 12, 2018 @ 8:30 a.m.
Broward Center for the Performing Arts, Einstein Room

ROLL CALL

COMMUNICATIONS TO CITY COMMISSION

BOARD PRESENT: Alan Hooper, Chair (via phone)
Jim Ellis, Vice Chair
John Ropes, Secretary
Gregory Durden, Treasurer
Tim Petrillo, Board Member
Michael Weymouth, Board Member

NOT PRESENT: Dennis F. O’Shea, Board Member

STAFF PRESENT:

John Milledge, Legal Counsel
Jenni Morejon, President & CEO
Elizabeth Van Zandt, Executive Vice President
Marti Brown, Office Manager
Alex Saiz, Planning & Program Manager

ATTENDEES PRESENT:

Scott MacLaren	Genia Ellis
Renee Quinn	Bradley Arendt
Chuck Adams	Brooke Berkowitz
Margaret Torok	Bob Swindell
Joe Cox	Robyn Chiarelli
Charlie Palmer	John Gattuso

PRESIDING: Jim Ellis, Vice Chair

Vice Chair Ellis called the meeting to order at 8:30 a.m. Roll call was taken by Marti Brown. Mr. O’Shea was not present and Mr. Hooper was participating by phone. Vice Chair Ellis asked if there was a motion **approving the consent agenda and Mr. Ropes made a motion, seconded by Mr. Weymouth unanimously approving the items as follows:**

CONSENT AGENDA

C-1) Approval of the minutes and follow ups from the June 7, 2018 DDA Regular Board Meeting, the June 20, 2018 Budget Workshop and the July 9, 2018 Governance Meeting.

REGULAR AGENDA

R-1 City of Fort Lauderdale Parking Study

Ms. Alarcon began by saying there will be an application where you can download to learn

about parking and it will show you all parking available in the City. Ms. Alarcon said they are looking at using GIS for City municipal lots and on-street parking with the end game being to tie in private facilities also. She said the study would give them an idea on how to best utilize City parking. Ms. Alarcon said Kimley Horn was the consultant and the study included the following:

- Review of past parking studies
- Public and stakeholder involvement
- Inventory of existing parking supply
- Evaluation of existing parking demand and utilization of spaces
- Review of parking standards and rates
- Assessment of projected needs from new development
- Recommended best management practices

She said the primary study areas were the Downtown Regional Activity Center, Northwest Community Redevelopment Area/Flagler Village, Beach Area and East Las Olas Corridor. She said the secondary study areas were the South Regional Activity Center, Sunrise Boulevard Corridor and 17th Street Causeway Corridor. She said that they conducted two workshops in April 2017 and April 2018 and the public online survey received 569 responses. She then went through the takeaways such as parking issues in residential neighborhoods, adjust parking rates and pricing, update parking policies, requirements to match future development and address safety concerns through design. She said they did a lot of data collection and did apply the season rate. She said parking has two months of downtime: before mid-April and after Labor Day. She said they tracked the weather as well. She said they looked at the primary study areas (Downtown RAC and NW CRA/Flagler Village) with reference to zoning and the RAC parking exemptions. She said they looked at development data through November 2017. Ms. Alarcon said they looked at land use in the primary study areas and the land uses were as follows:

	D-RAC	NW-CRA
Hotel	1.0%	0.4%
Multifamily	16.1%	17.0%
Office	20.5%	8.0%
Retail	10.5%	24.0%

She said they looked at supply in the primary study areas and offered the following: Parking supply: 14,061; Peak hour: 2:00 PM; Peak Demand: 6,814; and Average Occupancy: 39%. She added there is plenty of supply in the Downtown RAC and NW CRA/Flagler Village areas. She said regarding new development in the primary study areas, the projected peak demand is 8,324 representing a 19% increase. She then went through future parking conditions and said there is an estimated unmet demand of spaces within the Downtown RAC and NW CRA/Flagler Village area. She added that on-street parking is reaching capacity. Ms. Alarcon said when looking at land use in the beach areas she offered the following:

Hotel	12.6%
Multifamily	23.7%
Office	1.8%
Retail	4.0%

She said the current parking supply on the beach is 3,228. She said in new developments on

south beach, the projected peak demand is an estimated 21% increase. Ms. Alarcon said future parking conditions for south beach show an estimated unmet demand of 923 spaces which means either more supply is needed or existing supply needs to be made available for people to utilize more efficiently. She went through the land use/zoning for the East Las Olas Corridor as follows:

Hotel	3.9%
Multifamily	6.8%
Office	11.2%
Retail	20.5%

She said the parking supply on the East Las Olas Corridor is 2,677; the peak hour is 2:00 pm, the peak condition demand is 1,754 and the average occupancy is 53%. She said that future parking conditions on East Las Olas Corridor show there are private/restricted parking that is underutilized adjacent to many of the facilities that are operating above effective capacity. She said this presents an opportunity for shared parking among the facilities. She said the secondary study area of the South Regional Activity Center has 1,000 on-street curbside parking and 6,000 off-street parking spaces. She said they looked at the Sunrise Boulevard Corridor and the demand there and the parking facilities within the study area are primarily off-street private lots. Ms. Alarcon said they looked at the 17th Street Corridor for parking demands and recommendations came out of the 2017 Corridor Mobility Plan such as encouraged shared parking and reducing surface parking. She said they found the City's existing parking requirements result in an excess of parking supply when compared to the demand generated from retail and office land uses. She then said the parking policy recommendations were as follows:

- D-RAC: 15 percent more office parking is being required and more than 50 percent more retail parking is being required.
- NWCRA/Flagler Village: Both retail and office uses require about twice as much or more than is actually used.
- South Beach: Parking requirements are meeting the demand of the current uses and projected future parking demand suggests more parking supply is needed or existing supply needs to be made available for people to utilize more efficiently.
- East Las Olas Corridor: parking requirements are meeting the demand of the current uses and too much office parking is being required for the B-1 portion the East Las Olas study area.

Ms. Alarcon said the assessment of parking rates brought out the following recommendations:

- Establish on-street rates greater than adjacent off-street public parking facilities.
- Establish a commission approved rate range of: on-street minimum rate of \$1.50 and off-street minimum rate of \$1.00 and maximum rate of \$4.00 per hour.

She then finished up with parking system management and operations recommendations which included some of the following such as implementing a performance-based pricing system, creating a Comprehensive Citywide Curb Space Management Plan and Policy and implementing a developer fee-in-lieu program. Vice Chair Ellis asked how the DDA could assist and Ms. Alarcon said if the board has any input before they bring it back to the consultant she would like it. Then they would finalize it, post and let the public look at it. She said in October they will come before the City Commission with recommendations to move it forward. Mr. Petrillo said the success is predicated on the application and how will people find it. Ms. Alarcon said they will create a platform for the application and the City will do a

huge marketing campaign which is part of the scope of the project. Vice Chair Ellis said the DDA would like to be involved and Ms. Alarcon said branding will be essential and the DDA could help with that allowing them to know when parking is available versus not. She said they have to process the agreement, build and test the system and do a marketing campaign so she hopes a year from now they will move to the platform.

R-2 Agreement for A&E District Garage Art Mural Project

Mrs. Morejon said the DDA was awarded a grant from the Community Foundation of Broward to create an art mural at the a&e district garage. Mrs. Van Zandt said a Call to Artists was done and nine submittals were received yesterday. She said the committee will meet the first week of August to select an artist. ***She said she is looking for board approval to authorize legal counsel to finalize an artist agreement based on the terms and conditions in their backup today, authorizing the President & CEO to execute the finalized agreement with the selected artist/team once the selection committee reviews, ranks, and makes a selection and authorizes the expenditure of \$50,000 to the selected artist/team.*** Mr. Durden asked who selects the final design and Mrs. Van Zandt named the committee members. She indicated the final design could change. Mr. Palmer asked about graffiti and how high up the placement would be and Mrs. Van Zandt said it would start above the vegetation and will be put in the agreement that the artist uses material that can be removed if graffiti were done. At this time, ***Mr. Durden made a motion in support of the terms previously stated with Mr. Petrillo seconding. By roll call, all board members were in favor.***

R-3 MODS Update

Mr. Cox introduced himself and gave his background. He said the Museum of Discovery and Science is celebrating its 25th anniversary. He said the summer camp went to the history museum this week which is where the original museum home was. Mr. Cox said they receive 450,000 visitors each year. Mr. Cox said he's aligned himself with Brightline and people are reacting well and so far over 5,000 people have used it to get to the museum from other areas. He said he's working on a temporary exhibit in the Miami Brightline Station to get riders to come to the museum in Fort Lauderdale. He said they are focusing the IMAX Theater as our "downtown backyard IMAX" for better marketing and attention. He said since he started in February, he's met with 50 different community partners. He said he's focusing in on three things: 1) Open Doors Initiative, 2) Coastal Resiliency and 3) Strategic Plan. He said the open doors is offering those in the military free entry to the museum on certain days. He said he wants to showcase the science and technology the museum offers and said the museum has one of the biggest aviation experiences in the country. Vice Chair Ellis said he's been on the museum board about 15 years and said Mr. Cox brings a breath of fresh air and wonderful community involvement and he thanked him.

R-4 DDA Appointments to Outside Boards and Committees

Mr. Durden said he wanted to move a motion to reappoint Mr. Palmer to the PACA Board. Chairman Hooper asked if they could discuss it first. Mr. Hooper said he feels a Resolution should be done which outlines that appointments should be provided to the DDA Board members first, then the Director and then qualified candidates brought forward by the DDA. He said appointments should represent the DDA and its best interests. Mr. Petrillo agreed with this saying the board members should get more involved on other boards. Mrs. Morejon said there are about 9 different boards and committees where a board member or staff sits on and said she suggested guidelines in the backup material. After legal counsel indicated if they made no motion to reappointment Mr. Palmer today, he would remain in the seat month

to month, it was decided to not take a position at this time to allow the board to take their time to develop the criteria. ***The Board decided Mrs. Morejon and Mr. Hooper would continue to work on the criteria and a workshop would be scheduled in August with recommendations.***

R-5 Fiscal Year 2019 Tentative Millage Rates

Mrs. Morejon said the next process in our budget is to advertise a tentative operating millage rate and tentative voted debt millage rate which will require a vote. She said this year there is a lower voted debt millage rate and a slight increase in the operating millage rate but this results in a rate lower than last year and a net savings of \$4 on the tax bill of a property assessed at \$1 million. ***Mr. Ropes made a motion to advertise a tentative operating millage rate of 0.5357 and a tentative voted debt millage rate of 0.3978 for a total combined millage rate of 0.9335 for Fiscal Year 2018/2019. Mr. Petrillo seconded the motion and by roll call, all board members approved.***

R-6 Executive Director Annual Evaluation

Vice Chair Ellis said the Governance Committee met to discuss Mrs. Morejon's annual performance evaluation in detail. He said there was consensus and agreement that they are pleased with her work and that they need, as a board, to work closer with her to implement DDA initiatives. He said the committee suggested a bonus in the full amount outlined in her contract of \$5,000 and a 5% salary increase with all other contract items remaining the same. Vice Chair Ellis said she brings such enthusiasm to the job, does a lot of community outreach, serves on numerous boards and takes initiative. Mrs. Morejon thanked the board for their support and for granting her with the bonus and raise. Mr. Ropes said Mrs. Morejon has exceeded their expectations. Mr. Durden said raises should also be considered for the Office Manager, Marti Brown and Executive Vice President, Elizabeth Van Zandt. The board agreed that was Mrs. Morejon's decision to evaluate staff. Mr. Durden said he wanted to recognize Mrs. Brown for all her years of hard work. Chairman Hooper said staff works really hard. He said when there is an opportunity for a board member to sit on other boards they should do it to support staff. ***Mr. Ropes suggested that the DDA website reflect the community involvement that each board member does. Mr. Weymouth made a motion in support of a bonus of \$5,000 and a 5% salary increase with all other contract items remaining the same. Mr. Ropes seconded the motion. By roll call, all board members were in favor.***

Comments from the Chair

Chairman Hooper said the board should monitor the City's affordable housing position and that the board should be aligning its interests with Broward Workshop and the Chamber of Commerce and the business community for a unified voice. He said they need to show up for meetings. Chairman Hooper said if the City and County want affordable housing, then they should be budgeting for the gap. He said the gap should be paid through a dedicated revenue stream through taxes. He said inclusionary zoning is just a response to overdevelopment but this would stop any future affordable housing development to happen. He touched upon the proposed one way pairs on Andrews Avenue and 3rd Avenue and ***suggested Greg Stuart come in August to present to the Board.***

President's Report

- 1) Affordable Housing - Mrs. Morejon said there was a joint workshop Tuesday between the City and AHAC Committee where the direction was that AHAC will now evaluate inclusionary zoning. Mrs. Morejon said they should look to collaborate with others on the economic development side to affordable housing and find information that can

bring solutions. Mr. Ropes suggested the local Urban Land Institute district council be involved, and the Board requested that Mrs. Morejon organize efforts to communicate solutions to the City Commission

- 2) Las Olas Boulevard Public Meeting - Mrs. Morejon said the City had a public meeting in June to discuss improvements to Las Olas and that there will be a dedicated working group. She said she will keep the board posted. Mr. Weymouth said the City should hire a world class firm to evaluate it.
- 3) Downtown Building Enhancements - Lighting, Signage, Facades: Mrs. Morejon said the board has backup where she is looking for direction relative to enhancements such as lighting, signage and facades. She said they've analyzed the code and regulations and she is looking for specific direction on what they'd like to move forward with. Mrs. Morejon said she spoke to the Alliance and so far there have been no specific requests or issues that businesses have communicated regarding the desire to implement certain signage or lighting as a premise to locating in or remaining in downtown. Mr. Petrillo said it's critical that the downtown embrace what AutoNation wants to do and that lighting would be easier than banners and how a building is lit should be the focus. He said they should incentivize businesses to want to do this. Mrs. Morejon said she will focus on lighting and will meet with others to execute this.
- 4) Staff Updates-Mrs. Morejon wanted to officially introduce Alex Saiz, the DDA's new Planning and Program Manager to the Board.

Mrs. Morejon thanked DDA Staff, specifically Marti Brown, Elizabeth Van Zandt and DDA legal counsel John Milledge for their support and noted that her positive review was the result of a team effort. She mentioned that on July 24th the South Florida Business Journal is having an event where she is sitting on a panel to discuss downtown efforts. As there was no other business, Vice Chair Ellis adjourned the meeting at 10:05 a.m.