

APPROVED
MINUTES
NORTHWEST PROGRESSO – FLAGLER HEIGHTS
REDEVELOPMENT ADVISORY BOARD
FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8th FLOOR CONFERENCE ROOM
JANUARY 7, 2015 – 3:30 P.M.

Cumulative Attendance
May 2014 - April 2015

<u>Members Present</u>	<u>Attendance</u>	<u>Present</u>	<u>Absent</u>
Steve Lucas, Chair	P	6	0
Ella Phillips, Vice Chair (arr. 3:45)	P	5	1
Jessie Adderley	P	5	1
Sonya Burrows	P	6	0
Ron Centamore (dep. 5:14)	P	6	0
Alan Gabriel	A	4	2
Camille Hansen	P	3	0
Mickey Hinton (arr. 3:59)	P	4	2
Brice Lambrix	A	3	3
Dylan Lagi	P	6	0
Mark Mattern	P	6	0
Dr. Rosalind Osgood (dep. 4:39)	P	1	0
Yvonne Sanandres	P	3	3
Scott Strawbridge (arr. 4:02)	P	6	0
John Wilkes	A	4	2

Currently there are 15 appointed members to the Board, which means 8 would constitute a quorum.

It was noted that a quorum was present at the meeting.

Staff

Alfred Battle, Economic and Community Reinvestment Manager
Sandra Doughlin, Clerk III, DSD/ECR
Lisa Edmondson, Recording Secretary, Prototype, Inc.

Communication to City Commission

Motion made by Mr. Lagi, seconded by Ms. Sanandres, to send a communication to the CRA Board to consider scheduling a joint workshop with the NPF CRA Advisory Board. In a voice vote, the **motion** passed unanimously.

I. Call to Order / Roll Call

Chair Lucas called the meeting to order at 3:33 p.m. Roll was called and it was noted a quorum was present.

New Board member Dr. Rosalind Osgood introduced herself at this time. Dr. Osgood is President and CEO of the Mount Olive Development Corporation (MODCO) and Vice Chair of the Broward County School Board.

II. Approval of Minutes from October 22, 2014

Ms. Hansen noted the following correction to the October 22, 2014 minutes: the vote on the Wisdom Village project should record her dissent, which would make the vote 8-3.

Motion made by Mr. Lagi, seconded by Ms. Hansen, to approve with the change. In a voice vote, the **motion** passed unanimously.

III. Funding Request – Brooklyn Italian Ice

Sean Jones, developer, introduced Brad Minto, owner of Brooklyn Italian Ice. Mr. Minto explained that the business was previously located on Las Olas Boulevard but will relocate to a shopping center within the Sistrunk Boulevard area.

Ms. Phillips arrived at 3:45 p.m.

Mr. Battle advised that the Staff memorandum recommends a funding request of \$68,671.06. This includes incentives from the façade program and property and business improvement program, as well as funds from the CRA's line of credit with the Community Development Block Grant (CDBG) program.

Motion made by Mr. Centamore, seconded by Ms. Hansen, to accept Staff's recommendation for funding. In a voice vote, the **motion** passed unanimously.

The following Item was taken out of order on the Agenda.

V. Fairfield @ Flagler Village

Chair Lucas clarified that this Item would include a presentation but not a funding request. The project is currently moving through the Development Review Committee (DRC) process and is seeking comments from the Board.

Robert Lochrie, representing Fairfield @ Flagler Village, showed a brief presentation to the Board. The proposed project is a six-story, 292-unit residential development to be located on the southwest corner of 6th and 7th Streets. Amenities include a central courtyard, new sidewalks, and enhanced landscaping, including new street trees. Parallel parking is proposed for 3rd Avenue, if allowed, and will be included on 2nd

Avenue and 7th Street. The main entrance and exit to the parking garage will be on 2nd **Avenue**. The project will include 410 parking spaces.

Mr. Lochrie advised that following a meeting with the project's neighbors, a proposed dog park for residents was moved so it could serve as a pocket park for the entire community. The project's street frontage includes active uses such as walkup units, a lobby, a fitness area, and retail on 3rd Avenue. The length of the buildings will be addressed by adding gaps, and a façade element may be included as well. Costs are estimated at \$70 million, and construction is anticipated to begin in September.

IV. Funding Request – Flagler Village Civic Association

Mr. Battle explained that this request includes the second phase of efforts by the Flagler Village Civic Association, which is related to special events. Some months ago, members of the Association went before the City Manager and Staff to discuss enhancements to special events within the Flagler Village neighborhood, including additions to the budget approved for events in this area. Because there is no mechanism by which new events may be added to the existing budget, the enhancements would require the CRA to amend its operating budget in order to provide additional funds to the Association.

Mr. Battle noted that events and CRA spending do not go together easily, as the State Statute governing CRAs assumes that the elimination of slum and blight will be achieved through infrastructure improvements, renovations, or support of new construction. However, in order to keep the community involved in CRA efforts and attract new investment, marketing funds have been set aside to enhance the CRA's brand. He advised that the Board will have to determine how much it wishes to spend toward these goals, as well as how much funding is enough to invest in events and when the events should become self-sufficient.

Mr. Strawbridge arrived at 4:02 p.m.

Mr. Battle cautioned, however, that when funds are spent toward special events, that means they are not being spent toward public improvements or incentive programs within the CRA. He concluded that the Civic Association's request is in addition to the \$40,000 already slated for marketing efforts within the CRA budget, and would add another \$102,500 to this allocation for the current year.

Chris Gaidry, representing Atlantic Studios, explained that his marketing firm has worked with the Flagler Village Civic Association on special events, including the recent Night Owl Market. He asserted that special events provide dividends over time and can be worthy investments on a similar scale to infrastructure and other improvements. He showed a brief film featuring clips from recent events in Flagler Village.

Mr. Gaidry advised that the funds requested from the Board would go toward infrastructural reimbursements such as street closures and emergency services. This allows special events to be held outside private venues. The City has offered annual approval for events held in Peter Feldman Park and other key locations within Flagler Village beginning in February 2015. Artists based in the Flagler Village area expressed support for the special events, stating that they have led to an increase in sales and attracted new businesses to the neighborhood.

The Board discussed the presentation, with Mr. Strawbridge requesting additional information on the process by which Atlantic Studios' services were procured. Mr. Gaidry replied that the firm receives only reimbursements for costs such as Police and Fire services or traffic assistance. Mr. Strawbridge observed that it is unprecedented for any civic association to receive \$100,000 or more in public funds, particularly in the absence of a competitive bid. He noted that there was no community involvement in the contract negotiation for Atlantic Studios, and concluded that the evidence presented in favor of community events bringing additional business to the area was anecdotal.

Mr. Gaidry stated that while sponsors could be sought for special events, the costs associated with those events are currently in excess of any funds that could be raised through sponsorships. He added that the firm is not profiting from events held in the Flagler Village area.

Mr. Battle observed that the City has recently adopted the reimbursement agreement approach, as it had recognized similar issues with the procurement of an event coordinator. With regard to the governance issues raised by Mr. Strawbridge, he noted that this could be addressed through a contractual agreement similar to those used in the incentive programs, where dollars in the budget are capped at a specific amount and any reimbursements must be for City expenses only. The event agreement would be for one year, after which time the Board could reevaluate its success.

With regard to the measurement of this success, Mr. Battle continued that certain metric points could be used to provide feedback at the end of the year, such as the ability to attract event sponsors, average attendance at events, and social media response, among others. He noted that the marketing team itself will be tasked with the responsibility of measuring the impression made by special events.

Chair Lucas suggested that the Board will need to develop a process for the development of events, including selection of vendors and a level of accountability. Mr. Gaidry clarified that because all events are free and open to the entire community, the only revenue Atlantic Studios receives is from vendor fees, which are earned through the marketing they put into the event.

Vice Chair Phillips recalled that the CRA has recently engaged a marketing firm that could look into special events. She requested more information regarding the \$40,000

reimbursement. Mr. Battle noted that when the Board approved its operating budget, there were separate funding requests for the Flagler Village Civic Association and Flagler Village Improvement Association. These funding requests included dollars specifically for special events, including \$40,000 for the Civic Association. The budget is capped at this amount unless the Board votes to amend it.

The Board members discussed the request further, with Ms. Burrows expressing concern with providing an additional \$102,500 in CRA dollars for events, while Ms. Hansen commented that events are a growing attraction and bring the public to the area. Mr. Strawbridge revisited the governance issue, pointing out that having a civic association, rather than a nonprofit, act as an intermediary for special events was unusual. He noted that providing City funds for special events would allow other civic organizations to request similar funds, even if they serve neighborhoods that have not been affected by slum and blight. He expressed concern once more for the procurement process and the use of public dollars.

Dr. Osgood left the meeting at 4:39 p.m.

Mr. Lagi advised that reimbursement agreements were recommended in lieu of establishing a separate nonprofit entity. He stated that there are elements the CRA's marketing consultant cannot provide under its scope of services, and emphasized that both infrastructure and marketing elements would be included in the \$102,500 figure. He added that Staff had recommended against going through the competitive bid process, and expressed support for a motion that would include stringent means testing in order to determine what events are most beneficial to the neighborhood.

It was noted that in addition to covering City services for events, the requested funds would also be used toward a marketing element not supplied by the CRA's consultant. Mr. Lagi clarified that members of the Civic Association, including himself, had procured quotes from several creative/coordinating agencies that could provide these deliverables for events. These services were outside the scope of the Mosaic Group. Mr. Strawbridge characterized the agreement as a government-subsidized means for an entity to earn revenue, and reiterated that he was troubled by the procurement, as CRA funds are at the core of the subsidy. He concluded that he did not feel the proposal was appropriate for CRA involvement.

Chad Scott, representing the Flagler Village Civic Association, stated that the agreement is for 12 monthly sustainable events, two annual events, and one holiday event, as well as photography and/or video documentation of these events. He explained that the events will need to have month-to-month consistency in order to be successful, and added that the neighborhood has discussed the events extensively.

Mr. Battle observed that similar projects could be devised for other areas of the CRA and could be funded through the CRA budget as well. He advised that in this case the

CRA could act as a facilitator of the events without becoming directly involved, and pointed out that capital dollars within the Flagler Village area are typically put toward the Flagler Transit-Oriented Development project; the requested funds would come from that \$1.75 million allocation.

Ms. Burrows also expressed concern with using public dollars to cover event costs, pointing out that this would lead to many similar requests from promoters in the future. She noted that higher vendor costs could help defray some of the events' expenses.

Motion made by Mr. Lagi, seconded by Ms. Hansen, [to approve] with a process and means testing to work with Staff on by end of fiscal year.

In a roll call vote, the **motion** passed 6-5 (Vice Chair Phillips, Ms. Adderley, Ms. Burrows, Mr. Hinton, and Mr. Strawbridge dissenting).

VI. Informational Presentation – 2014 Creative Artist Advancement Program

This Item was deferred to the next meeting.

VII. NW Regional Activity Center Amendments – Update

Mr. Battle recalled that several Board members had attended the December 2014 City Commission meeting at which the proposed Regional Activity Center (RAC) amendments were presented for first reading. He reported that the amendments were positively received, although there was continued discussion of the height boundary at 7th Avenue. The proposals for the area east of 7th Avenue may be slightly amended to allow more mixed-use development. Mr. Battle noted that the second reading will include any changes regarding height. The next step will be zoning amendments intended to stimulate development with reduced parking requirements and clearer design criteria.

Mr. Centamore left the meeting at 5:14 p.m.

Mr. Strawbridge requested clarification of whether or not the \$7 million in the TOD account would be used toward the proposed Wave streetcar loop. Mr. Battle explained that \$7 million will be borrowed and set aside within the CRA's finance plan for TOD over the next four years, beginning in 2015, at \$1.75 million per year. Approximately \$875,000 of these funds will be used toward debt service. Any money remaining after debt service could be used for other infrastructural programs or initiatives.

VIII. Communication to CRA Board

Motion made by Mr. Lagi, seconded by Ms. Sanandres, to send a communication to the CRA Board to consider scheduling a joint workshop with the NPF CRA Advisory Board. In a voice vote, the **motion** passed unanimously.

IX. Old / New Business

Ms. Hansen requested an update on the lighting study. Mr. Battle advised that this study is still underway, and it may be a year before the design and building phases are underway. He noted that some development projects are taking up the landscape areas where lights may be installed, which means these areas will be less dark.

The Board agreed by consensus that its next meeting will be held on January 28, 2015.

X. Adjournment

There being no further business to come before the Board at this time, the meeting was adjourned at 5:19 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.]