



CITY OF FORT LAUDERDALE

APPROVED
REGULAR MEETING MINUTES
NORTHWEST-PROGRESSO-FLAGLER HEIGHTS
REDEVELOPMENT ADVISORY BOARD
CITY OF FORT LAUDERDALE
MARCH 8, 2022 – 3:00 P.M.

<u>Board Members</u>	<u>Attendance</u>	Cumulative Attendance	
		<u>Present</u>	<u>Absent</u>
Rhoda Glasco Foderingham, Chair	P	7	1
Dylan Lagi, Vice Chair	P	7	1
Leann Barber	P	6	2
Sonya Burrows	P	8	0
Lisa Crawford	P	8	0
John Hooper	P	7	1
Michael Lewin	P	6	2
Steffen Lue	P	6	2
Lorraine Mizell	P	7	1
Christopher Murphy	P	6	2
Alfredo Olvera	P	5	0
John Quaily	P	6	2

Staff

Lizeth DeTorres, Sr. Administrative Assistant
Jonelle Adderley, CRA Project Coordinator
Clarence Woods, III, NPF CRA Manager
Vanessa Martin, NPF CRA Business Manager
Corey Ritchie, CRA Project Manager
Jamie Opperlee, Prototype Inc. Recording Secretary

Public

Dale Saunders
Beverly Chambers
James Carras, Carras Community Investment
Stephanie Rosendorf-Diaz
Elbert Waters
George Gadson
Dr. Pamela Beasley-Pittman
Matt Walters

Currently there are 12 appointed members on the Board, which means eight (7) would constitute a quorum.

I. Call to Order/Roll Call

Chair Foderingham

Chair Foderingham called the meeting to order at 3:00 p.m. and roll was called.

II. Approval of Minutes

NPF CRA Board

- February 8, 2022 Minutes

Motion by Mr. Qualey, seconded by Mr. Olvera, to approve the minutes of February 8, 2022. In a voice vote, the motion passed unanimously.

III. Project Funding Update

Vanessa Martin

Ms. Martin reported there had been no changes since the last meeting.

IV. Funding Request - Dale's Wheels & Tires Direct, Inc.

CRA Staff

200-250 West Sunrise, Boulevard, Fort Lauderdale, Fl. 33311

\$377,500 Property and Business Improvement Program

\$350,000 Non-Residential Façade Improvement Program

Ms. Ward said the total project cost was estimated at \$970,000 and the applicant was requesting 75%: \$727,000. The developer would contribute \$243,000. She said the business employed many area residents and was one of the top wheel, tire, and maintenance shops in Broward County. The business also made charitable contributions to the community.

Ms. Ward said the business wished to modernize and renovate an adjacent building they had acquired in 2004 and to construct another building in between the original and the adjacent building. The purpose was to create a business incubator for professional offices along the Sunrise corridor and to assist entrepreneurs to become business owners.

Ms. Ward stated Mr. Saunders also owns Dale's Plaza, which was renovated in 2018-2019 with a \$350,000 contribution from the CRA. The plaza was almost completely occupied and no tenants had requested additional funding. Mr. Saunders was committed to giving people a second chance, offering training and employment to ex-offenders and others with employment challenges. With this project, he proposed to create 12 new jobs and provide vocational training. Ms. Ward noted there were no mortgages on any of Mr. Saunders's properties. The renovation of these properties would add value to the CRA and the northern border.

Mr. Ritchie noted that one of the properties slated for renovation was an eyesore in the community, with code violations. Mr. Saunders would add four retail spaces in the new building for entrepreneurs and/or professional offices. Mr. Ritchie said the additional warehouse space on site would allow Dale's Tire Shop to be more efficient.

Mr. Lewin noted the volatility of construction costs and Mr. Ritchie stated the estimate was based on square footage and they had estimated a bit high. There was also a 5% contingency.

Mr. Saunders said this would help clean up the area, especially at night. The warehouse would allow his business to be more efficient and provide faster service. He anticipated he could hire eight to twelve new employees and said he often hired ex-offenders and taught them a trade they could use in any automotive shop.

Chair Foderingham asked if the nine-month completion date was realistic. Mr. Ritchie stated it should be no more than 10 months.

Mr. Lewin suggested incorporating security cameras and/or lights and Mr. Ritchie described the lighting on the property, which would illuminate the entire area.

Ms. Barber said she supported the project but remarked that the homeless in this area would just be pushed somewhere else.

Motion made by Mr. Lewin, seconded by Ms. Burrows:

To grant the funding request from Dale Sauders for: \$377,500 from the Property and Business Improvement Program, and \$350,000 from the Non-Residential Façade Improvement Program.

In a roll call vote, motion passed 12-0.

**V. Funding Request - Finally Friday on Sistrunk Series
For \$330,000**

CRA Staff

Ms. Adderly showed a video of a recent Finally Friday event. She explained that the event was meant to market the Northwest CRA area. The CRA had a tent informing the public about the available incentives and programs. They were requesting \$330,000 funding for one more event this year and five events in the next fiscal year.

Ms. Burrows asked about educating businesspeople attending the events about opportunities available. Ms. Adderly said they made announcements inviting people to the CRA tent, where staff talked to them about the opportunities and programs.

Ms. Crawford asked about holding a virtual event to connect the community with opportunities and resources. Ms. Adderly agreed they could perform additional outreach. She clarified that the \$30,000 was to finish the event series for this fiscal year and the other \$300,000 would be for the next fiscal year, for five events, starting in October.

Ms. Burrows wanted to put more “purpose in the party” to get people more involved on the front end. Mr. Woods said people were guided to the CRA tent and if they expressed interest, they would learn about the forgivable loans for small businesses. Ms. Burrows suggested Mr. Woods get on the stage and address attendees.

Mr. Woods noted that over time, the event had grown in popularity. He also wished to seek a title sponsor, which would allow them to hold a few more events over the year. Mr. Woods noted the event would have to cease after next year because development would be happening on those lots.

Ms. Mizell said this was a positive event because it brought people back to the community.

Ms. Adderly stated this event supported a lot of local small businesses. Dr. Beasley-Pittman asked if the vendors were local and Ms. Adderley said most were from Broward County. They encouraged businesses from within the CRA.

Ms. Barber stated they should form relationships with the vendors to give them greater contact with the public.

Mr. Lagi suggested introducing a theme to each event, perhaps tied to the headline act. He said his organization hosted Collective Canvas, which involved creating a live art piece for an event, with contributions from the public.

Chair Foderingham announced the next Finally Friday event would be on April 1.

Motion made by Ms. Crawford, seconded by Mr. Hooper:

To approve the Funding Request from Finally Friday on Sistrunk Series for \$330,000.

In a roll call vote, motion passed 12-0.

VI. Proposal Presentation

James Carras

Carras Community Investment, Inc. Planning and Implementation Study for the Arts and Cultural District

Mr. Carras provided a Power Point presentation regarding investment in cultural assets, a copy of which is attached to these minutes for the public record.

The team members introduced themselves: Stephanie Rosendorf-Diaz; Elbert Waters; George Gadson.

Mr. Carras and team members discussed: why Arts and Culture Districts were important; the proposed scope of services; key themes; their process and implementation. Mr. Carras stated this Board would be his team’s first and last stop for input before going to the CRA Board.

Mr. Woods said the next step was to present the proposal to the CRA Board at their next meeting. He said this was not just a study; it was implementation. This proposal was looking at their assets and development to create a codifiable cultural district. He hoped there would be certain entitlements in the district, like not needing to go before the City Commission for certain event permits.

Mr. Woods stated if the Board approved, they would be recommending the CRA Board approve the planning and implementation study for the creation of an arts and cultural district. This would include the scope of work in the proposal. Mr. Rosendorf stated the funding was for the study, including all the work they had discussed.

Mr. Woods said the cost was \$197,000 over two years and included the deliverables for the Economic Development Corporation (EDC). The team would also be tasked with finding funding.

Mr. Carras said their proposal indicated that 55% of the budget was for his team to act as staff to the EDC.

Ms. Crawford asked the location of the proposed district and Mr. Woods said from 7th Avenue to the City line at 24th Avenue and it would tie all the projects they were doing together. Ms. Crawford wanted historical designations and tours for Black communities that had been neglected and Mr. Woods said they were creating a cultural tourism destination. Mr. Carras stated Overtown in Miami was a good example of this strategy and noted the publicity about the art institutions there. Having an implementation plan allowed them to identify the assets, create a theme and make it an economic boom for the residents and businesses in the area.

Mr. Carras said per the RFP, half of the funding would be for staffing the EDC and half for the arts and culture implementation strategy. The EDC would provide cash flow and would survive the CRA and could act as a developer, investor, and lender.

Mr. Woods recalled that some of the current projects would provide funds back to the CRA through the EDC. They were finding ways to put money into the EDC so it would continue after the CRA sunsetted.

Mr. Woods stated the EDC Board included Chris Smith, Mandy Bartle, Josh Miller, Bernadette Norris-Weeks, and Dr. Pamela Beasley-Pittman. Ms. Burrows asked if there was a difference between this and the ULI TAP report. Mr. Carras said they would build off of the TAP report and update it. He noted the implementation side of the TAP report was weak. He said there must be community engagement along the way.

Ms. Burrows asked Mr. Carras not to discard what was done in 2015. She stated many people in the community they would speak to now were not aware of the culture and history. Mr. Woods stated they would not discard anything that had consensus built around it.

Mr. Woods said they were working on the Provident Park monuments with Mr. Gadson and said they had met with the Trailblazers and the Pioneers. Mr. Gadson said he had also talked with Seminole representatives.

Matt Walters wanted to be sure that the African American Research Library and Cultural Center would be included in the marketing and branding. Mr. Woods said it would be an asset. Beverly Chambers asked about collaboration between the City and County to include the library. Mr. Woods said all they could do was mention it as an asset since it was not in the CRA or the City. They could not spend money outside the CRA boundaries.

Ms. Crawford felt the arts and cultural side must be married to the business growth and development.

Mr. Woods noted that after the CRA sunsetted, the EDC would be established City-wide, not just within the boundaries of the CRA.

Ms. Barber said the great cultural communities of the world were built organically and she was concerned that “you’re going to create a cultural destination and you’re going to manufacture some culture and ...impose it on the people.” She was also very concerned that the culture should be developed by the people who were here. Ms. Barber said there had been no input regarding the direction and she would prefer a smaller contract that received input so they could set the vision before investing in a two-year plan.

Mr. Carras took offense to the term “manufactured” and stated this would seek very strong community engagement and input and would be created by the community. The plan would be driven by an incredibly robust community engagement process; it would not be manufactured.

Motion made by Mr. Lewin, seconded by Ms. Crawford:

To approve the planning and implementation study for the creation of an Arts and Culture District.

In a roll call vote, motion passed 10-2 with Ms. Barber and Ms. Burrows opposed.

VII. Communication to CRA Board of Commissioners

NPF CRA Staff

None

VIII. Old/New Business

Historic Dorsey River Bend Civic Association, Inc.

Dr. Pamela Beasley-Pittman – President

Dr. Beasley-Pittman said The Shoppes on Arts Avenue developer had not been able to lease the Save-A-Lot space. She and Mr. Walters were representing Dorsey Riverbend, River Garden Sweeting Estates and Home Beautiful regarding options.

Mr. Walters said the development agreement for The Shoppes on Arts Avenue included a mandate that there be a grocery store because this area was a food desert, but the space was not large enough for a major chain. They were asking the community for input on options to address the food desert problem.

Dr. Beasley-Pittman read letters she had received related to this issue, discussing the need for food security in this community, copies of which are attached to these minutes for the public record.

Dr. Pittman asked for the opportunity to have a conversation about this with the CRA Board and the developer. Chair Foderingham stated Mr. Woods and the developer would work with the homeowners' associations' representatives.

Mr. Woods said he was meeting with Arlen Kennedy the follow day.

Mr. Lue announced that April was Autism Awareness Month and he worked with the Dan Marino Foundation, which would host a Happy Hour at the Tru by Hilton on April 1 from 5 PM until 8 PM.

IX. Public Comments

None

X. Adjournment

There being no further business to come before the Board at this time, the meeting was adjourned at 4:58 p.m.

The next regular NPF-CRA meeting will be held, **Tuesday – April 12, 2022.**

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