

MINUTES OF REGULAR MEETING
DANIA BEACH CITY COMMISSION
TUESDAY, OCTOBER 23, 2018 – 7:00 P.M.

1. Call to Order/Roll Call

Mayor James called the meeting to order at 7:00 p.m.

Present:

Mayor:	Tamara James
Vice-Mayor:	Bill Harris
Commissioners:	Chickie Brandimarte
	Bobbie H. Grace
	Marco A. Salvino, Sr.
City Manager:	Robert Baldwin
City Attorney:	Thomas Ansbro
City Clerk:	Thomas Schneider

2. Moment of Silence and Pledge of Allegiance

Mayor James called for a moment of silence followed by the Pledge of Allegiance to the United States Flag.

3. Presentations and Special Event Approvals

There were no presentations at this meeting.

4. Proclamations

- 4.1 National Friends of Libraries Week - Linda Wilson, President, Friends of the Dania Beach Paul DeMaio Library

Mayor James read the National Friends of Libraries Week Proclamation and presented it to Board Members of the Friends of the Dania Beach Paul DeMaio Library.

5. Citizen Comments

There were no comments at this meeting.

6. Public Safety Reports

Captain Daniel Marks, BSO Chief of Police, reported on recent criminal activity and noted the Annual Fall Festival and National Night Out Against Crime at CW Thomas Park will be held on October 31st.

Commissioner Grace expressed thanks to BSO staff.

Vice Mayor Harris commended BSO's professionalism on their prompt response to securing the scene of a recent car accident on Federal Highway involving several vehicles and injuries.

Sean Brown, Battalion Chief, BSO Fire Rescue, gave a brief overview of Halloween safety tips.

Commissioner Brandimarte requested Chief Brown look into providing glow sticks for children for Halloween next year.

7. Consent Agenda

Items removed from Consent Agenda: #7.6

- 7.1 Minutes:
Approve Minutes of October 9, 2018 City Commission Meeting
- 7.2 Travel Requests: None

Resolutions

7.3 RESOLUTION #2018-150

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE EXPENDITURE OF FUNDS BY THE PUBLIC SERVICES DEPARTMENT FOR SERVICES PURCHASED FROM CHEN MOORE AND ASSOCIATES FOR PROFESSIONAL ENGINEERING SERVICES FOR FISCAL YEAR 2018-2019 ENDING SEPTEMBER 30, 2019, WHICH MAY EXCEED AN ANNUAL SINGLE VENDOR TOTAL AMOUNT OF TWENTY FIVE THOUSAND DOLLARS (\$25,000.00); AUTHORIZING SUCH PURCHASES MADE WITHIN CITY DEPARTMENTS' APPROVED ANNUAL BUDGET APPROPRIATIONS; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

7.4 RESOLUTION #2018-151

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE AND ACCEPT AN AGREEMENT FOR THE CITY'S MEDICARE SUPPLEMENTAL INSURANCE COVERAGE PROCURED BY THE GEHRING GROUP AS BROKER OF RECORD FOR THE CITY OF DANIA BEACH WITH AETNA, FOR INSURANCE COVERAGE BEGINNING JANUARY 1, 2019 THROUGH DECEMBER 31, 2019 FOR MEDICARE ELIGIBLE RETIRED EMPLOYEES AND THEIR MEDICARE ELIGIBLE DEPENDENTS; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

7.5 RESOLUTION #2018-152

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CITY OFFICIALS TO ACCEPT AND EXECUTE A WATERWAY ASSISTANCE PROGRAM GRANT AGREEMENT (PROJECT BR-DB-18-131) BETWEEN THE CITY OF DANIA BEACH, FLORIDA, AND THE FLORIDA INLAND NAVIGATION DISTRICT ("F.I.N.D."), IN AN AMOUNT NOT TO EXCEED SEVENTY FIVE THOUSAND (\$75,000.00), TO BE USED FOR THE DANIA BEACH MARINA DREDGING PROJECT; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

7.7 RESOLUTION #2018-154

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER TO APPLY FOR THE 2019 COMPLETE STREETS AND OTHER LOCALIZED INITIATIVES GRANT PROGRAM UNDER A JOINT APPLICATION WITH THE CITY OF HOLLYWOOD FOR IMPROVEMENTS OF A PORTION OF JAELY BOULEVARD LOCATED BETWEEN STIRLING ROAD AND SHERIDAN STREET WITHIN THE DANIA BEACH MUNICIPAL BOUNDARIES; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

7.8 RESOLUTION #2018-155

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA, GRANTING A TEN (10) FOOT EASEMENT TO FLORIDA POWER & LIGHT COMPANY ("FPL"), IN CONNECTION WITH THE BEACH REVITALIZATION PROJECT, WHICH EASEMENT IS LOCATED ADJACENT TO THE BEACH PARKING AREA LOCATED AT 300 N. BEACH ROAD; PROVIDING FOR CONFLICTS, FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Commissioner Grace motioned to approve the Consent Agenda, with the exception of Item #7.6; seconded by Commissioner Salvino. The motion carried unanimously.

7.6 RESOLUTION #2018-153

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA, DESIGNATING STIRLING ALYA, LLC'S AFFORDABLE HOUSING CONTRIBUTION OF EIGHTY-TWO THOUSAND DOLLARS (\$82,000.00) TO THE CITY OF DANIA BEACH AS REQUIRED BY BROWARD COUNTY TO THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY'S "AT HOME DANIA BEACH AFFORDABLE HOUSING" PROGRAM; AUTHORIZING THE CITY MANAGER AND FINANCE DIRECTOR TO ALLOCATE STIRLING ALYA, LLC'S REQUIRED AFFORDABLE HOUSING CONTRIBUTION PAYMENT TO THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; AND FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2018-153.

Commissioner Salvino asked if the money is automatically allocated to the CRA.

City Manager Baldwin responded the City is giving it to the CRA, but is not required to do so.

Rickelle Williams, CRA Executive Director, explained Stirling Alya has to put the money towards affordable housing, and the City does not have a program.

Commissioner Salvino suggested taking the money into the CRA and allocating it also to those who own homes outside the CRA boundaries; it should not just be within the CRA.

Commissioner Grace disagreed, and said we should upgrade where we started and then work out to other areas.

Mayor James said she reviewed the CRA plan that was implemented in 2015 and it specifically speaks about creating an affordable housing trust fund. There has not been an effort to have affordable housing in the City before the money was offered. If the City wants to mirror a similar housing program, that is up to the City Manager to do. She favors keeping the money where it is proposed to go.

Commissioner Brandimarte questioned who would help those outside the CRA if the money goes to the CRA area only.

Director Williams noted the CRA is currently working to develop an affordable housing trust fund to bring in money that would be split between the CRA and the City. Outside counsel has advised us to do a study, which a company is currently doing. Once it is prepared, an ordinance will be brought to the Commission that would allow for revenue for both the City and the CRA.

Commissioner Salvino said he is not opposed to the money going to the CRA, but he wants to see it spread to others outside the CRA boundaries to have their houses painted or yards improved. He asked if we could look at some of the homes outside of the CRA. He is not voting against giving the money to the CRA, but he wants to help homes outside the CRA.

Commissioner Grace motioned to adopt Resolution #2018-153; seconded by Vice-Mayor Harris.

Commissioner Brandimarte confirmed the money would be transferred to the CRA, with none going to the rest of the City.

The motion carried on the following 5-0 Roll Call vote:

Commissioner Brandimarte	Yes	Vice-Mayor Harris	Yes
Commissioner Grace	Yes	Mayor James	Yes
Commissioner Salvino	Yes		

8. Bids and Requests for Proposals

8.1 RESOLUTION #2018-156

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA, AWARDED A BID RELATED TO REQUEST FOR PROPOSAL (RFP NO. 18-014) TO QUEST CORPORATION OF AMERICA, INC. FOR PUBLIC RELATIONS SERVICES PERTAINING TO CITY REBRANDING EFFORTS IN AN AMOUNT NOT TO EXCEED FIFTY THOUSAND DOLLARS (\$50,000.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2018-156.

Commissioner Grace motioned to adopt Resolution #2018-156; seconded by Commissioner Brandimarte. The motion carried unanimously.

8.2 RESOLUTION #2018-157

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CITY OFFICIALS TO AWARD A BID RELATED TO REQUEST FOR PROPOSAL (RFP NO. 18-015) FOR ADVERTISING, TO MAD 4 MARKETING INC. FOR SERVICES RELATED TO CITY REBRANDING EFFORTS; AUTHORIZING THE PROPER CITY OFFICIALS AND DESIGNEES TO NEGOTIATE AN AGREEMENT; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2018-157.

Commissioner Grace motioned to adopt Resolution #2018-157; seconded by Commissioner Salvino. The motion carried on the following 5-0 Roll Call vote:

Commissioner Brandimarte	Yes	Vice-Mayor Harris	Yes
Commissioner Grace	Yes	Mayor James	Yes
Commissioner Salvino	Yes		

9. Public Hearings and Site Plans

9.1 RESOLUTION #2018-145

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA, APPROVING THE VARIANCE REQUEST (VA-59-18) SUBMITTED BY POP FLORIDA PROPERTIES, LLC (dba POPEYE'S) FOR PROPERTY LOCATED AT 506 SOUTH FEDERAL WAY, IN THE CITY OF DANIA BEACH, FLORIDA, AS LEGALLY DESCRIBED IN EXHIBIT "A", A COPY OF WHICH IS ATTACHED TO THIS RESOLUTION; PROVIDING FOR CONFLICTS; AND FURTHER, PROVIDING FOR AN EFFECTIVE DATE. *(Continued from September 25, 2018 and October 9, 2018)*

City Attorney Ansbro read the title of Resolution #2018-145, and advised this item was a quasi-judicial hearing and swore-in those who would speak. He asked the Commission to disclose any communication they had on this matter.

Corinne Lajoie, Planning & Zoning Manager, noted staff is requesting the item be continued until November 13, 2018 because activity has not occurred on the site and the applicant is still working on securing a contractor. We will continue this item until construction restarts on the site.

Mayor James questioned taking it off the agenda instead of continuing time after time.

Planning & Zoning Manager Lajoie responded it could be removed and would have to re-advertised. She noted the developer does not want to start construction until all permits are in hand, and they agreed to the continuance.

Mayor James opened the Public Hearing. Seeing as there was no one to speak in favor or opposition, she closed the Public Hearing.

Commissioner Grace motioned to continue Resolution #2018-145, until the November 13, 2018 City Commission meeting at 7:00 p.m.; seconded by Commissioner Salvino. The motion carried unanimously.

10. Discussion and Possible Action

10.1 RESOLUTION #2018-158

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA AUTHORIZING THE CONVEYANCE OF TWELVE (12) PARCELS OF CITY-OWNED LAND ("PROPERTY") WITHIN THE DANIA BEACH COMMUNITY REDEVELOPMENT AREA AT A PRICE OF TEN DOLLARS (\$10.00) PER PARCEL TO THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA") FOR THE PURPOSE OF USING THE PROPERTY TO FACILITATE SINGLE-FAMILY HOUSING DEVELOPMENT IN THE COMMUNITY REDEVELOPMENT AREA; AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE DEEDS AND RELATED DOCUMENTS FOR EACH PARCEL FOR THIS PURPOSE; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2018-158.

Commissioner Grace spoke of meeting with City staff and Habitat for Humanity, who were very enthusiastic. Her philosophy is to give the lots to the CRA to combine with the six lots they already have. She does not want to wait two years down the line with Habitat for Humanity; she wants to get this project up and running and the best way is through the CRA. We are only asking for the additional 12 lots to add to the six.

Vice-Mayor Harris said he spoke with James White, Weiss Serota, and his advice is that we should table this tonight and have a workshop because there are all kinds of things to consider when we do a project of this size. He listed several things needing consideration, and noted we have to do the homework, attend the other meetings, and go to state and county officials and start establishing our trust fund. As soon as the six houses are ready, we will use those as a model for what we can do in all parts of the City. He noted in a few weeks, we will have new Commission members and a workshop would bring them up to speed. We should slow down, do what we have, and roar out of the gate in six months or so. He added the money to fund our trust fund is out there; we just have to find it.

Commissioner Salvino commented he is all for this program and wants to see it go; we just need to slow down a little. He asked what would happen if someone defaulted on a loan from a bank.

Director Williams noted we mandate they stay in the house for 10 years. If they default, we would be in second lien position, and would be entitled to get a pro-rated amount.

Commissioner Brandimarte commented about model homes and people being more inclined to buy a house if they could see one already done. She has to see them finished; however, she wants to see how it works before she votes on giving additional parcels. There are unanswered questions for the future that should be discussed at a workshop. She wants to see the pilot program take off before she votes to approve this item.

Mayor James clarified the lots that are being requested; there are seven on the list we are not asking for. She referred to a surplus property activity sheet, and noted she favors giving the lots to the CRA because there will be a model home with these six homes. She is in favor of implementing an affordable housing program for the entire City to obtain grants and funding opportunities. She read from the CRA Plan about affordable housing and noted the Commission formulated the plan. The CRA is merely doing the plan that was given to them; this is the first affordable housing program in Dania Beach. She added the City is not doing much outside of what has recently happened; some of the lots we sold as surplus in 2012 are still vacant. The CRA has done an amazing job; we can workshop the other things about how to go about getting continuous funding. Just because we give the lots to the CRA does not mean the homes will be built tomorrow. With the CRA in the driver's seat, that means we are in the driver's seat.

Commissioner Grace agreed with having a workshop with the new Commissioners as they should be part of making the decision. We are in the driver's seat and as we get more developers coming here, they will be part of the growth process in helping us build Dania Beach.

Vice-Mayor Harris agreed with Commissioner Grace. Interest rates are being raised; we must move a little faster and get our ducks in a row so we can get the financing. There is a lot of information coming at us from every direction, which is why a workshop is necessary. After a workshop, we can proceed as soon as possible.

Mayor James questioned the correlation between the funding and the lots.

Vice-Mayor Harris responded he wants to make sure that we do everything according to the resolutions and we have clear titles to the property, and we just do this right and do it well.

Commissioner Salvino motioned to continue Resolution #2018-158 until after a workshop to further discuss the item; seconded by Commissioner Grace. The motion carried unanimously.

11. Commission Comments

11.1 Commissioner Brandimarte

Commissioner Brandimarte commented on Commissioner Grace being honored at the 2nd Annual event of the Broward Section of the National Council of Negro Women, which is a Legacy Awards Gala, on Friday, November 2, 2018 at 7:00 p.m. at the Westin Hotel in Ft Lauderdale. She requested that the City buy a table for all of the Commissioners to attend.

The Commission consensus was for the City to purchase a table.

11.2 Commissioner Grace

Commissioner Grace thanked Eric Brown, Director of Parks and Recreation, for his outstanding efforts going up to the Panhandle and providing items for Hurricane Michael victims. She spoke of the devastation caused by the hurricane, and thanked everyone involved in the relief effort.

Commissioner Grace noted this is Breast Cancer Awareness Month.

11.3 Commissioner Salvino

At Commissioner Salvino's request, the video the Commission made to get out the vote was shown.

11.4 Vice-Mayor Harris

Vice-Mayor Harris noted the National Night Out Against Crime will be held on Wednesday, October 31, 2018 at CW Thomas Park, and he reminded everyone to vote.

11.5 Mayor James

Mayor James questioned the Commission's availability for a workshop.

The Commission agreed to hold a workshop on Monday, October 29, 2018 at 10:00 a.m.

Mayor James spoke of her trip to Washington, D.C. and all of the meetings she attended. There are a lot of resources out there, and she also met with the grant writer we have contracted with. She spoke of her issue with funding requirements for many apprenticeship and youth programs, and noted she will continue to support local programs so that we create our own preventative measures.

Mayor James asked if anyone would want to decorate vehicle trunks for the Trunk or Treat portion of National Night Out. She encouraged the candidates to come out and interact with the community.

Mayor James spoke of early voting and encouraged everyone to vote.

12. Appointments

Mayor James noted she has two vacancies; one on the Education Advisory Board and one on the Parks, Recreation and Community Affairs Advisory Board. She said she would take over Commissioner Grace's appointment (Diana Curry) to the Education Advisory Board.

13. Administrative Reports

13.1 City Manager

City Manager Baldwin noted he would distribute the projects report to the Commission, and thanked all of the veterans in honor of Veterans Day coming up.

13.2 City Attorney

City Attorney Ansbro had no comments.

13.3 City Clerk - Reminders

Monday, October 29, 2018 – 10:00 a.m.
Tuesday, November 13, 2018 - 5:30 p.m.
Tuesday, November 13, 2018 - 7:00 p.m.
Monday, November 19, 2018 - 6:00 p.m.

City Commission Workshop
CRA Board Meeting
City Commission Meeting
Organization Meeting

14. Adjournment

Mayor James adjourned the meeting at 8:08 p.m.

ATTEST:

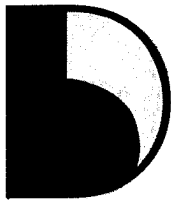

THOMAS SCHNEIDER, CMC
CITY CLERK



CITY OF DANIA BEACH


TAMARA JAMES
MAYOR

Approved November 13, 2018



DANIA BEACH
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**REQUEST TO ADDRESS
CITY COMMISSION AT REGULAR
OR SPECIAL MEETINGS**

Did Not
Speak

The City is required by state law to keep minutes of City Commission meetings. To properly identify persons who address the City Commission in those minutes, the City requests that this form be completed and provided to the City Clerk, before the meeting begins.

DATE OF COMMISSION MEETING: 10/23, 2018

PRINT NAME: Emmanuel George

ADDRESS: 17 NE 2nd ave

PHONE NO. (optional): _____

PLEASE CHECK ONE OR BOTH OF THE BOXES BELOW:

1) ☒ CITIZEN COMMENTS:

Comments by Dania Beach citizens or interested parties that are not part of the regular printed agenda may be made during each Commission meeting during the period set aside for "Citizen Comments." A thirty (30) minute "Citizen Comments" period shall be designated on the agenda for citizens and interested persons to speak on matters not scheduled on that day's agenda. Each speaker shall be limited to 3 minutes for his or her comments. Persons desiring to speak during the citizen comment period shall inform the City Clerk immediately prior to the beginning of the meeting of their intention to speak. If more than 10 speakers express a desire to speak, the Commission shall determine on a meeting by meeting basis whether to (a) extend the time allotted for citizen comments to accommodate all speakers, or (b) whether to limit the number of speakers or amount of time per speaker. A speaker's time shall not be transferable to another speaker.

PLEASE BRIEFLY DESCRIBE THE SUBJECT MATTER OF YOUR COMMENT:

2) ☐ PUBLIC HEARINGS – ITEM # _____ (AS PRINTED ON AGENDA)

PLEASE NOTE: IF YOU WISH TO SPEAK ON AN ITEM THAT PERTAINS TO A "ZONING" TYPE OF MATTER (FOR EXAMPLE, A SITE PLAN, VARIANCE, SPECIAL EXCEPTION OR SIMILAR TYPE OF ITEM KNOWN AS A "QUASI-JUDICIAL" MATTER, YOU ARE SUBJECT TO BEING ASKED TO SWEAR OR AFFIRM THAT YOU WILL BE TRUTHFUL AS TO YOUR COMMENTS OR TESTIMONY. YOU MAY ALSO BE SUBJECT TO QUESTIONS ASKED OF YOU BY AN APPLICANT OR AN APPLICANT'S REPRESENTATIVE OR ATTORNEY WHICH RELATE TO THE ITEM.

ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE WITH REGARD TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDING, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL ONE HUNDRED DOLLARS (\$100.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019)



RFP 18-015 Ranking Sheet
"Advertising Services for City Rebranding Efforts"

October 12, 2018

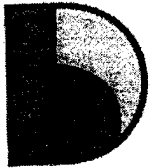
Overall Scores and Ranking

#8.2

	Proposer	Actual Score	Ranking	Average Score	Ranking
	Adept Strategy and Public Relations	207	5	69.00	5
1.	Blue Print Creative Group	226	2	75.33	2
2.	Daniels + Roberts	207	5	69.00	5
3.	Mad 4 Marketing	233	1	77.67	1
4.	Matrix 2 Advertising	223	3	74.33	3
5.	Noise, Inc.	177	7	59.00	7
6.	Redline Media Group	217	4	72.33	4

Verified by: _____

Dania A Stevens 10/12/18



DANIA BEACH
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RFP 18-015 Ranking Sheet
"Advertising Services for City Rebranding Efforts"
October 12, 2018

Selection Committee Member: Rickelle Williams

Signature: Rickelle Williams

	Evaluation Category	Max Score	Adept Strategy & Public Relations	Blueprint Creative Group	Daniels + Roberts	Mad 4 Marketing	Matrix 2 Advertising	Noise, Inc.	Redline Media Group
1.	Cover Letter/Executive Summary	5	2	5	3	4	3	3	5
2.	Resources and Capabilities	10	7	7	7	8	7	7	10
3.	Staffing and Organization	10	8	7	8	8	8	7	8
4.	Project Approach	30	22	28	23	26	27	24	25
5.	Relevant Project Experience	20	14	13	16	15	16	15	14
6.	References	10	10	10	10	10	10	5	10
7.	Pricing	15	12	11	9	10	13	12	12
8.	TOTAL	100	75	80 81	76	81	84	73	84

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DANIA BEACH
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RFP 18-015 Ranking Sheet
"Advertising Services for City Rebranding Efforts"
October 12, 2018

Selection Committee Member: _____

Kisha Payen

Signature: _____

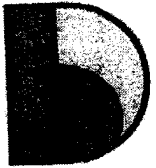
K. Payen

	Evaluation Category	Max Score	Adept Strategy & Public Relations	Blueprint Creative Group	Daniels + Roberts	Mad 4 Marketing	Matrix 2 Advertising	Noise, Inc.	Redline Media Group
1.	Cover Letter/Executive Summary	5	2	5	3	5	2	2	3
2.	Resources and Capabilities	10	6	7	6	7	4	1	9
3.	Staffing and Organization	10	8	5	6	6	5	2	8
4.	Project Approach	30	10	20	14	15	10	5	15
5.	Relevant Project Experience	20	10	8	12	15	8	5	10
6.	References	10	10	10	10	10	10	2	10
7.	Pricing	15	8	8	6	8	15	8	7
8.	TOTAL	100	54	63	57	66	54	25	62

(2)

(1)

(3)



DANIA BEACH
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RFP 18-015 Ranking Sheet
"Advertising Services for City Rebranding Efforts"
October 12, 2018

Selection Committee Member: Katia Borden

Signature: [Signature]

	Evaluation Category	Max Score	Adept Strategy & Public Relations	Blueprint Creative Group	Daniels + Roberts	Mad 4 Marketing	Matrix 2 Advertising	Noise, Inc.	Redline Media Group
1.	Cover Letter/Executive Summary	5	3	5	3	5	3	2	4
2.	Resources and Capabilities	10	8	9	8	7	6	7	7
3.	Staffing and Organization	10	7	8	8	9	8	8	7
4.	Project Approach	30	25	29	20	29	28	27	23
5.	Relevant Project Experience	20	14	15	18	17	18	17	12
6.	References	10	8	8	7	9	10	5	7
7.	Pricing	15	13	8	10	10	12	13	11
8.	TOTAL	100	78	82	74	86	85	79	71

71

	Proposer	Adept	BluePrint	Daniels & Roberts	Mad 4 Marketing	Mtrix 2 Advertising	Noise Inc	Redline Media
Rickelle	Cover Letter	2	5	3	4	3	3	5
	Resources and Capabilities	7	7	7	8	7	7	10
	Staffing and Organization	8	7	8	8	8	7	8
	Project Approach	22	28	23	26	27	24	25
	Relevant Project Experience	14	13	16	15	16	15	14
	References	10	10	10	10	10	5	10
	Pricing	12	11	9	10	13	12	12
	Total	75	81	76	81	84	73	84
Kisha	Cover Letter	2	5	3	5	2	2	3
	Resources and Capabilities	6	7	6	7	4	1	9
	Staffing and Organization	8	5	6	6	5	2	8
	Project Approach	10	20	14	15	10	5	15
	Relevant Project Experience	10	8	12	15	8	5	10
	References	10	10	10	10	10	2	10
	Pricing	8	8	6	8	15	8	7
	Total	54	63	57	66	54	25	62
Katia	Cover Letter	3	5	3	5	3	2	4
	Resources and Capabilities	8	9	8	7	6	7	7
	Staffing and Organization	7	8	8	9	8	8	7
	Project Approach	25	29	20	29	28	27	23
	Relevant Project Experience	14	15	18	17	18	17	12
	References	8	8	7	9	10	5	7
	Pricing	13	8	10	10	12	13	11
	Total	78	82	74	86	85	79	71
Total		207	226	207	233	223	177	217
Average		69.0	75.3	69.0	77.7	74.3	59.0	72.3
			2		1	3		

#10.1

CITY OWNED PROPERTY PROPOSED FOR SURPLUS 2017/2018

Map #	Zoning Designation	Area (AC)	Lot Dimensions	Clean Title (Y/N)	Structure (Y/N)	Folio	Site Address	Buildable	Appraisal Value	Surplus (Y/N)
1	NBHD-MU	0.05	25' W x 80' D	Y	N	504234300250	PHIPPEN RD	Vacant; Buildable; May Require Variance	\$ 8,000.00	
3	NBHD-MU	0.05	25' W x 80' D	Y	N	504234300230	PHIPPEN RD	Vacant; Buildable; May Require Variance	\$ 8,000.00	
4	NBHD-RES	0.12	52' W x 108' D	Y	N	504234010720	NW 2 ST	Vacant; Buildable; May Require Variance	\$ 27,100.00	
5	NBHD-RES	0.12	52' W x 108' D	Y	N	504234010760	NW 6 AVE	Vacant; Buildable; May Require Variance	\$ 27,100.00	
6	NBHD-RES*	0.05	25' W x 80' D	N	N	504234300220	PHIPPEN RD	Vacant; Buildable; May Require Variance	\$ 8,000.00	
7	NBHD-RES	0.12	50' W x 100' D	N	Y	504234060230	509 NW 3 TER	Multi-Family Development	\$ 200,000.00	
8	NBHD-RES	0.1	30' W x 100' D	Y	N	504234060640	OLD GRIFFIN RD	Vacant; Buildable; May Require Variance	\$ 12,700.00	
9	NBHD-RES	0.11	70' W x 70' D	Y	N	504233150060	NW 14 WAY	Vacant; Buildable; May Require Variance	\$ 27,000.00	
10	NBHD-MU	0.05	25' W x 80' D	Y	N	504234300240	PHIPPEN RD	Vacant; Buildable; May Require Variance	\$ 8,000.00	
11	NBHD-RES*	0.05	25' W x 80' D	N	N	504234300200	PHIPPEN RD	Vacant; Buildable; May Require Variance	\$ 8,000.00	
12	NBHD-MU	0.25	108' W x 103' D	PENDING	N	504234012520	608 W DANIA BEACH BLVD	Vacant; Corner lot; Buildable for Multi-Family Residential, Mixed-Use and Commercial Uses	\$ 86,800.00	
13	RM-1	0.18	55' W x 145' D	Y	N	504230030302	4731 SW 33 AVE	Vacant; Buildable for Multi-Family and Single-Family Residential Use	\$ 80,000.00	
14	NBHD-RES	0.13	56' W x 101' D	PENDING	N	514203340560	SW 12 AVE	Vacant; Buildable; May Require Variance	\$ 28,500.00	
15	NBHD-RES	0.09	37' W x 100' D	Y	N	504234060260	524 NW 3 TER	Vacant; Buildable; May Require Variance	\$ 18,750.00	
16	NBHD-RES	0.11	50' W x 96' D	PENDING	N	504233010190	NW 14 AVE	Vacant; Buildable; May Require Variance	\$ 23,800.00	
17	CC	0.12	52' W x 108' D	Y	N	504234011190	137 NW 4 AVE	Vacant; Buildable for Apartment, Live-Work and Commercial or Mixed-Use	\$ 65,000.00	
18	NBHD-RES	0.11	50' W x 95' D	Y	N	504233010060	NW 14 AVE	Vacant; Buildable; May Require Variance	\$ 23,750.00	
19	NBHD-RES	0.11	50' W x 95' D	Y	N	504233010110	NW 14 AVE	Vacant; Buildable; May Require Variance	\$ 23,750.00	
20	NBHD-RES	0.13	96' W x 60' D	Y	N	504233010130	W DANIA BEACH BLVD	Vacant; Buildable; May Require Variance	\$ 25,650.00	
21	NBHD-RES	0.03	25' W x 56' D	PENDING	N	504234060670	OLD GRIFFIN RD	Vacant; Not Buildable	\$ 1,000.00	
22	NBHD-RES	0.01	25' W x 56' D	PENDING	N	504234060670	OLD GRIFFIN RD	Vacant; Not Buildable	\$ 250.00	
23	OS	2.6	156' W x 653' D	PENDING	Y	514204000080/90	1399 Stirling Rd	Buildable; May Require Variance and/or Environmental Mitigation	\$ 575,000.00	
Total		4.69							\$ 1,286,150.00	

RESOLUTION NO. 2012-037

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA, DETERMINING THAT PARCELS OF REAL PROPERTY DESCRIBED IN EXHIBIT "A" (A COPY OF WHICH IS ATTACHED AND INCORPORATED INTO THIS RESOLUTION BY THIS REFERENCE), ARE SURPLUS PROPERTY; AUTHORIZING THE CITY MANAGER TO ENTER INTO AN EXCLUSIVE LISTING AGREEMENT WITH A REGISTERED REAL ESTATE BROKER, SELECTED BY LOTTERY FROM AMONG QUALIFIED BROKERS; CONFIRMING THAT APPRAISALS OF THE REAL PROPERTY HAVE DETERMINED THE VALUES OF THE PROPERTIES AS IDENTIFIED IN EXHIBIT "A"; AUTHORIZING THE CITY MANAGER TO ENTER INTO CONTRACTS FOR SALE OF THE PARCELS OF REAL PROPERTY WITH THE SALES CONTINGENT UPON APPROVAL BY MAJORITY VOTE OF THE CITY COMMISSION; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, Part X, Article 2, Section 5 of the Charter of the City of Dania Beach authorizes the City Commission to exchange, sell or convey real property acquired by the City from enforcement or foreclosure of City liens and by the transfer of lands available for taxes from Broward County if it is determined by the City Commission to be surplus real property; and

WHEREAS, some of the parcels of real property described in the attached Exhibit "A", which is made a part of and is incorporated into this Resolution by this reference, were acquired by Broward County by tax deeds and Broward County subsequently transferred the properties as lands available for taxes to the City of Dania Beach; and

WHEREAS, other parcels were acquired by the City due to the foreclosure of City liens; and

WHEREAS, the City Commission of the City of Dania Beach finds that it is cost effective, in the best interests of the City and promotes the welfare of the residents of the City to declare the properties to be surplus real property and to dispose of the real properties by marketing them with a registered real estate broker as authorized by the City Charter;

NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA:

Section 1. That the real properties described in Exhibit "A" are determined to be surplus properties, acquired by the City as a transfer of lands available for taxes from Broward County, or acquired as foreclosures of City liens, or both.

EXHIBIT "A"
SCHEDULE OF SURPLUS PROPERTIES

1. Vacant Parcel – Stirling Road / Southwest 4th Avenue
Folio Number: 5142-03-38-0640
Appraised value: \$100,000
2. South portion of 715 Northwest 1st Street
Folio Number: 5042-34-23-0011
Appraised value: \$16,000
3. Vacant Parcel – 608 West Dania Beach Boulevard
Folio Number: 5042-34-01-2520
Appraised value: \$54,000
4. 29 Northwest 5th Avenue
Folio Number: 5042-34-01-2320
Appraised value: \$16,000
5. 1221 Northwest 1st Street
Folio Number: 5042-33-10-0490
Appraised value: \$89,000
6. 47 Northwest 14th Avenue
Folio Number: 5042-33-01-0190
Appraised value: \$14,000
7. 5180 Southwest 26th Avenue
Folio Number: 5042-32-18-0050
Appraised value: \$68,000
8. 21 Northwest 6th Avenue
Folio Number: 5042-34-01-2481
Appraised value: \$101,000
9. 1303 Southwest 2nd Avenue
Folio Number: 5142-03-10-6100
Appraised value: \$89,000
10. Vacant Parcel – 47 Southwest 15th Street
Folio Number: 5142-03-10-5750
Appraised value: \$13,600

RESOLUTION NO. 2012-037

City of Dania Beach Surplus Property Activity

	Address	Description	Folio	Appraised Value in 2012	Sales Price	Sale Date	Current Status	Realtor Assigned
1	Stirling Road/SW 4th Ave	Vacant Parcel in CRA	5142-03-38-0640	\$ 100,000.00	\$ 101,000.00	7/6/2012	Still Vacant	Royal Realty Investment Group
2	715 NW 1st Street	Vacant Parcel in CRA	5042-34-23-0011	\$ 16,000.00	\$ 16,100.00	7/31/2012	Sold 4x since 2012 Still Vacant	Broker Breaker Inc
3	608 W. Dania Beach Blvd	Vacant Parcel in CRA	5042-34-01-2520	\$ 54,000.00	Never sold Potential transfer to CRA		Still Vacant City Owned	Rainbow Investment Realty
4	29 NW 5th Avenue	Vacant Parcel in CRA	5042-34-01-2320	\$ 16,000.00	\$ 16,000.00	7/16/2014	Still Vacant	Broker Breaker Inc
5	1221 NW 1st Street	Duplex in CRA	5042-33-10-0490	\$ 89,000.00	\$ 81,000.00	10/8/2013	Sold 1x since 2013 Duplex	Jean Cook Realty
6	47 NW 14th Avenue	Vacant Parcel in CRA	5042-33-01-0190	\$ 14,000.00	Transfer to CRA 2/13/2018		Plans developed	Broker Breaker Inc
7	5180 SW 26th Avenue	Single Family Home	5042-32-18-0050	\$ 68,000.00	\$ 68,000.00	6/27/2012	Single Family Home	Exit Realty Today
8	21 NW 6th Avenue	Duplex in CRA	5042-34-01-2481	\$ 101,000.00	\$ 91,000.00	8/31/2012	Duplex	Daniel Diefenbach II
9	1303 SW 2nd Avenue	Duplex in CRA	5142-03-10-6100	\$ 89,000.00	\$ 89,000.00	9/12/2012	Duplex	AJ Ryan Realty
10	47 SW 15th Street	Vacant Parcel in CRA	5142-03-10-5750	\$ 13,600.00	\$ 13,700.00	6/20/2012	Sold 1x since 2012 Still Vacant	Broker Breaker Inc