

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, FEBRUARY 12, 2019 – 5:30 P.M.

1. Call to Order/Roll Call

Chair Lewellen called the meeting to order at 5:30 p.m.

Present:

Chair:	Lori Lewellen
Vice-Chair:	Lauren Odman
Board Members:	Chickie Brandimarte Bill Harris Tamara James
Executive Director:	Rickelle Williams
City Attorney:	Thomas Ansbro
CRA Secretary:	Thomas Schneider

2. Citizen Comments

There were no comments at this meeting.

3. Administrative Reports

3.1 Arts & Seafood Celebration Update

Director Williams reviewed the information included in the agenda packet, and noted they have secured event cancellation insurance. Coverage includes adverse weather, windstorm, and terrorism risk in the amount of \$130,000.00 for each category, costing \$2,700.00. Additionally, the new vendor application includes food truck, food cart, or 10 x 10 spaces to serve food. The deadline is February 20th for vendors.

Mayor Lewellen asked if the application was only for food trucks or if art or anything else is included.

Director Williams responded anything food related. The application for artists is already available online for submittal; we currently have 47 artists signed up. Last year, there were a total of 78 artists and our expectation is to reach 78 or exceed that number.

3.2 Administrative Report

Director Williams reviewed the information included in the agenda packet. She recently met with Colliers International Group relating to our City Center Redevelopment Project. She and

Assistant City Manager Donnelly will work together, scheduling one-on-ones with the Board members to gather input before the RFP is released.

Director Williams also noted the First Time Home Buyer workshop sign-in sheets were included in the agenda packet for a visual reference of attendance. Seven attendees have completed all three sessions and there are five sessions remaining.

4. Presentations

4.1 Rebranding Advertising Campaign Concepts - Mad4Marketing

Director Williams introduced Mad4Marketing owner Chris Madsen, Senior Art Director Ann Grigsby and Senior Art Strategist Laura Pierson, who gave a PowerPoint presentation, which is attached to and incorporated into these minutes.

Vice-Chair Odman felt the marketing materials were wonderful; the pictures and color scheme worked well. However, she had an issue with the first sentence of the copy as there is confusion on the subject/verb agreement which makes it read awkwardly. Ms. Pierson noted this would be edited. She also mentioned the option of using other Dania Beach photos previously taken to capture the rich history.

Board Member James questioned whether the marketing could be tailored to upcoming events insofar as some of the information could be placed on a particular event coming up or even advertising upcoming City events through the marketing campaign. She noted examples such as the Motorcycle Show or Arts & Seafood Celebration to target people for a specific event.

Ms. Grigsby responded yes, they have looked into upcoming events as they are building the media plan. The types and channels of advertising that make sense for each event will be researched. The plan is digital because it is more cost effective, and reaches a bigger audience to target. The branding itself will be adapted for those specific events keeping the same elements of the original branding campaign.

Chair Lewellen complimented staff on the campaign and felt the only place we see the slogan See It, Live It, Love It is on the buses; it needs to be more prominent on the other items.

Director Williams noted Mad4Marketing would take the Board's comments and tweak the marketing materials and bring results back via electronic mail.

4.2 Rebuilding Together Broward County, Inc. - Mr. Robin Martin, Executive Director

Mr. Martin gave a brief overview of Rebuilding Together Broward County and presented a video on the home repair and improvement services program.

Board Member Harris asked Mr. Martin about his familiarity with the Broward UP (Unlimited Potential) program through Broward College. He noted Gregory Haile, President of Broward

College, introduced the program at the Florida League of Cities; Board Member Harris suggested a collaboration of both programs.

5. Consent Agenda

Items Removed from Consent Agenda: #5.2

5.1 Minutes:

Approve Minutes of the January 22, 2018 CRA Board Meeting

5.3 RESOLUTION NO. 2019-CRA-001

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING EXECUTION OF AN AGREEMENT WITHOUT COMPETITIVE BIDDING WITH REBUILDING TOGETHER BROWARD COUNTY, INCORPORATED, A FLORIDA NOT FOR PROFIT CORPORATION, TO PROVIDE HOME REPAIR AND IMPROVEMENT SERVICES IN CONNECTION WITH THE AT HOME DANIA BEACH RESIDENTIAL REVITALIZATION PROGRAM IN AN AMOUNT NOT TO EXCEED EIGHTY THOUSAND DOLLARS (\$80,000.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.4 RESOLUTION NO. 2019-CRA-002

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, ADOPTING A SECOND MORTGAGE LOAN AGREEMENT AND PROMISSORY NOTE IN CONNECTION WITH THE FIRST-TIME HOMEBUYER PROGRAM WITHIN THE AT HOME DANIA BEACH RESIDENTIAL REVITALIZATION PROGRAM; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member James motioned to approve the Consent Agenda, with the exception of Item #5.2; seconded by Board Member Harris. The motion carried unanimously.

5.2 Travel Requests:

Request from Rickelle Williams, CRA Executive Director, to attend the Safe Streets Summit 2019 in Miami, Florida, on February 25-26, 2019 (Estimated cost \$320.20)

Request from DeAndrae Spradley, Economic Development Manager, to attend the Safe Streets Summit 2019 in Miami, Florida, on February 24-26, 2019 (Estimated cost \$827.21)

Board Member James questioned the location of the Safe Streets Summit and the distance/time CRA staff would travel. She would like to look into having a different travel policy for the CRA and managed by the CRA Executive Director. She felt Economic Development Manager Spradley should be able to stay in a hotel. This is not specifically in the travel policy for employees for the tri-county area.

Vice-Chair Odman asked if this item included hotel lodging.

Board Member James responded yes, but typically the tri-county area is not included for the CRA and City Staff, only for the Commission.

Chair Lewellen felt this could be addressed on a case-by-case basis; a complete policy change does not need to be done.

Vice-Chair Odman said this makes a lot of sense and it seems it should be under the CRA Director's discretion.

Board Member James requested a different travel policy for the CRA, managed by the CRA Director.

Chair Lewellen suggested we wait until the budget season to pursue the policy and do this on a case-by-case basis until then.

Board Member James asked if CRA staff travel is something Director Williams would be comfortable managing.

Director Williams noted the CRA follows the same travel policy as the City. She could discuss this with City staff to see how we can make modifications based on mileage requirements in order to have lodging included.

Board Member Brandimarte said the policy does not provide enough for per diem. She agrees with Director Williams on the way she wants to proceed.

Board Member James motioned to approve the Travel Requests; seconded by Vice-Chair Odman. The motion carried unanimously.

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 RESOLUTION NO. 2019-CRA-003

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING EXECUTION OF A DEVELOPMENT AGREEMENT AND SPECIAL WARRANTY DEED WITH MIAMI-DADE AFFORDABLE HOUSING FOUNDATION, INC. D/B/A AFFORDABLE HOUSING DEVELOPMENT SOLUTIONS, A FLORIDA NOT FOR PROFIT CORPORATION, TO PROVIDE FOR THE DEVELOPMENT OF SINGLE-FAMILY AFFORDABLE HOUSING IN CONNECTION WITH THE AT HOME DANIA BEACH RESIDENTIAL REVITALIZATION PROGRAM; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2019-CRA-003.

Director Williams noted this was a discussion item on the last agenda; the Board directed that we go out again for proposals. Since that time, we received new information from Broward County identifying funding for our home buyers, upwards of \$40,000.00, to stack on top of the down payment assistance being provided in the program. Because there may be an opportunity for our residents to access the funding from Broward County, if the Board desires to move forward with this proposal tonight, the CRA has prepared various legal instruments.

Board Member James noted she received the email from Broward County and having access to County funds is definitely important. This is not the kind of thing to sit on; she is on board.

Board Member Harris agreed. He was at the Housing Task Force when they had a meeting with County Administrator Bertha Henry. Funding is available, and the faster that we do this, the better.

Chair Lewellen asked if there is a time limit to receive the County funds.

Director Williams responded the funds are on a first come, first served basis; the County cannot hold the funds.

Chair Lewellen asked how long the second legal notices were out.

Director Williams said the second set of notices published January 26 and February 1, 2019, so they have been out for a couple of weeks.

Chair Lewellen voiced her concern as there are other firms out there; also the RFP is being presented as a public legal notice rather than a Request for Proposal, which may have caused confusion. She is concerned about an under-bid; we want people to stay in the homes 10 years or longer, so quality of work is a factor. Chair Lewellen questioned whether the one company that submitted a bid proposal is a profit or not-for-profit organization.

Director Williams noted they are not-for-profit. She clarified this process has not been articulated as an RFP, but as a public notice of disposition.

Board Member James spoke about Decota's integrity and quality of the work they put out; she is very confident in their work. We will achieve sustainable homes and Decota will be able to meet the needs of our housing program.

Board Member Brandimarte asked if any other developer was interested in the time that the second advertisement was out. She questioned if it was advertised properly, and does not understand just taking one person's bid.

Director Williams reiterated the notice published January 26th in the Sun Sentinel, and February 1st in the Dania Press and the Miami Herald. We did receive calls about it, but no one has proceeded. One developer said they did not want to provide their financial statements. There are different factors that make developers want to come forward or not. Some want permit/impact

fees to be covered by the CRA and when they are told that they are not, they do not want to come forward with a proposal. A lot of things impact the decision making for a proposer.

Chair Lewellen said she would be more comfortable if we waited until the next CRA Board meeting to do this.

Board Member Harris spoke about Decota and said this program is hot to go right now. If we know a local vendor who knows our standards, and Community Development can help enforce the standards, we should take the bid that is on the table and proceed with the program. We could wait another 30 days and still not have additional proposers; a bird in the hand is worth two in the bush. He is comfortable with Decota and City enforcement to green light the program.

Vice-Chair Odman noted she feels the same way. She favors going forward with this and does not see a point in waiting.

Vice-Chair Odman motioned to adopt Resolution #2019-CRA-003; seconded by Board Member James. The motion carried on the following 3-2 Roll Call vote:

Board Member Brandimarte	No	Vice-Chair Odman	Yes
Board Member Harris	Yes	Chair Lewellen	No
Board Member James	Yes		

8. Board Member Comments

Board Member James would like to discuss preparations for the upcoming Super bowl coming to South Florida in 2020. The holiday decorations do not represent our brand and where we going. They are scattered here and there and are not inviting. She thinks we can do a better job at making Dania Beach pop during the holiday time.

Board Member James asked about a bike sharing program being implemented in the City.

Board Member James asked Director Williams to set up a tour given by the Director to tour the AMO building. She spoke of the local marine industry and the programs they have to offer youth, and wants to consider the possibility of an apprentice program.

Board Member James noted Dania After Dark was amazing, including the black history presentations in Art in the Hall.

Board Member James spoke of City Hall colors, which do not go with the library and parking garage. She wants something that flows, and would like whoever is in charge to come back with colors that make sense so that it look goods.

Board Member James noted she attended the meeting for the City Center and was not thrilled with the names they came up with. She asked the Board to come up with names, as she wants something fun and exciting.

Board Member Harris read a statement about affordable housing from the meeting with the County last week. The County is short 140,000 units for affordable housing; it is a worthwhile program.

9. Information Items

There were no items on this agenda.

10. Adjournment

Chair Lewellen adjourned the meeting at 6:28 p.m.

ATTEST:


THOMAS SCHNEIDER, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY


LORI LEWELLEN
CHAIR – CRA

Approved: March 12, 2019



#4.1

COME FOR
the **PIER**

STAY FOR
the **CHEER**

Dania Beach is a place where you'll find people who are genuinely happy you're here and delighted to share all of our wonderful things to see and do. From our newly restored beaches, famous fishing pier and new shopping malls to hotels, fun restaurants, outstanding casino gambling and first-rate entertainment. Easy to get to. Easy to park. Easy to love. Rediscover Dania Beach.

REDISCOVER DANIA BEACH



DANIA BEACH

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV



COME FOR
the **SAND**

STAY FOR
the **BAND**

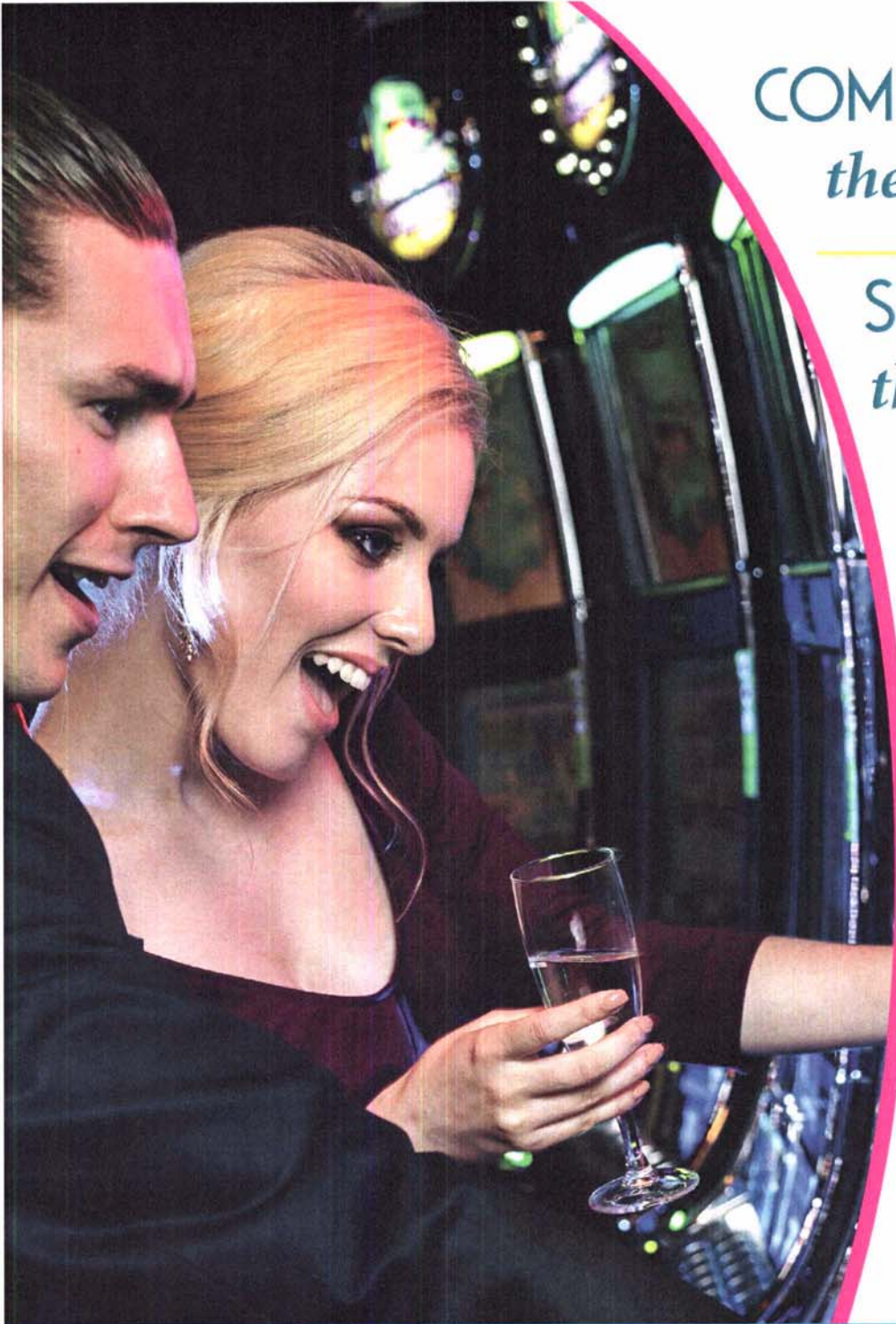
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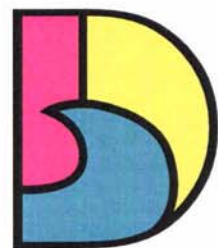


COME FOR
the **SEA LIFE**

STAY FOR
the **NIGHTLIFE**

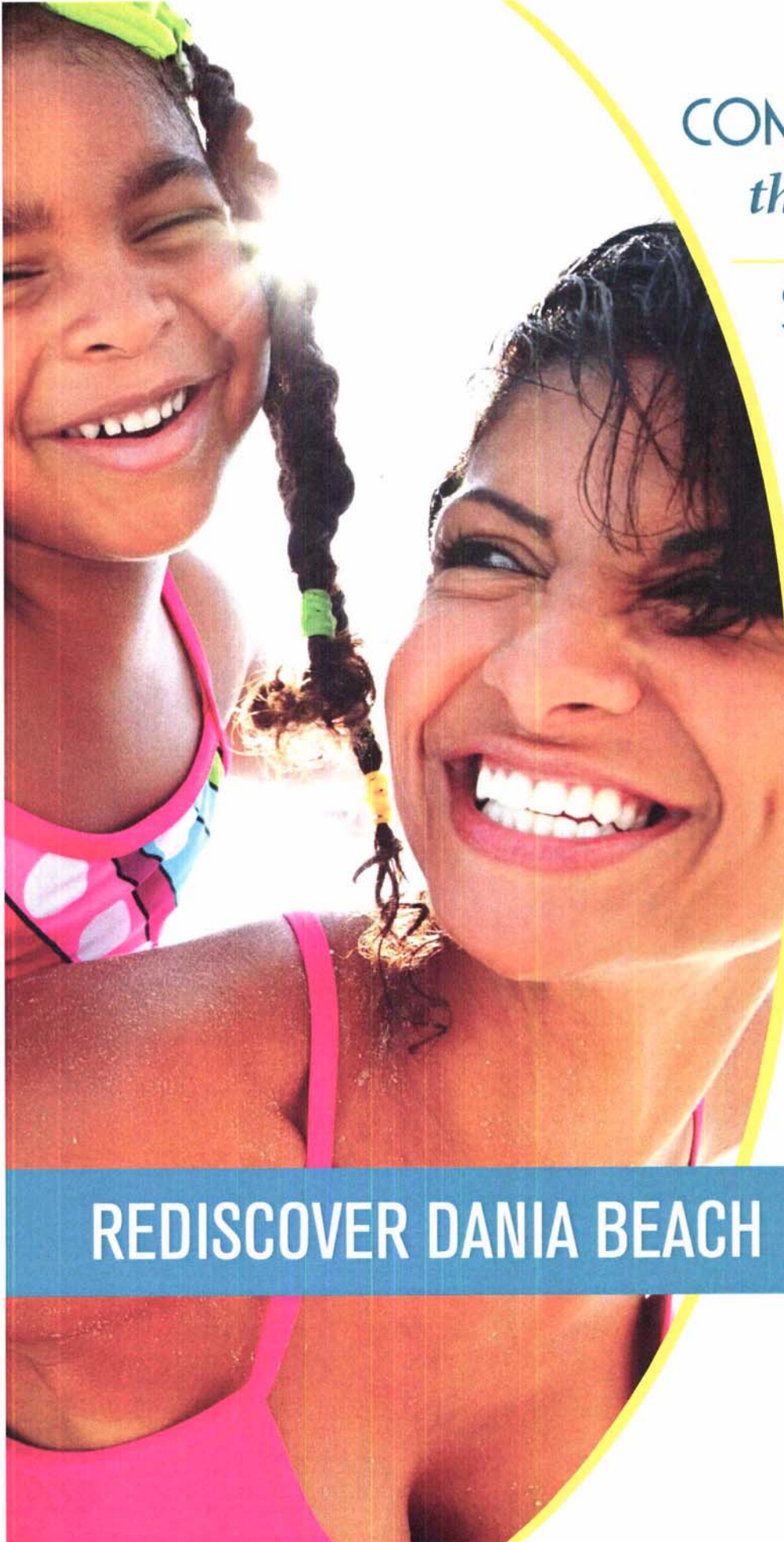
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DANIA BEACH

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV



COME FOR
the **SUN**

STAY FOR
the **FUN**

Dania Beach is a place where you'll find people who are genuinely happy you're here and delighted to share all of our wonderful things to see and do. From our newly restored beaches, famous fishing pier and new shopping malls to hotels, fun restaurants, outstanding casino gambling and first-rate entertainment. Easy to get to. Easy to park. Easy to love. Rediscover Dania Beach.

REDISCOVER DANIA BEACH



DANIA BEACH

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV

A photograph of an older couple walking away from the camera on a sandy beach. The man is on the left, wearing a light-colored short-sleeved shirt and shorts. The woman is on the right, wearing a light blue button-down shirt and shorts. They are holding hands. The background shows the ocean with waves and a bright, hazy sky. A yellow curved line separates the image from the text on the right.

COME FOR
a **VISIT**

STAY FOR
a **LIFETIME**

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REDISCOVER DANIA BEACH



DANIA BEACH

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV



COME FOR THE PIER.



STAY FOR THE CHEER.



DANIA BEACH

SEA IT. LIVE IT. LOVE IT.

DANIABEACHFL.GOV

THE TIME IS NOW. THE PLACE IS DANIA BEACH.

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COME FOR THE BOATING.



STAY FOR THE BOUTIQUES.



DANIA BEACH

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV

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COME FOR THE SAND.



STAY FOR THE BAND.



DANIA BEACH

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DANIABEACHFL.GOV

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COME FOR THE SEA LIFE.



STAY FOR THE NIGHT LIFE.



DANIA BEACH

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV

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COME FOR THE SAVORY BITES.



STAY FOR THE ROMANTIC NIGHTS.



DANIA BEACH

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV

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COME FOR A VISIT.



STAY FOR A LIFETIME.



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DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

COME FOR THE BOATING



DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

STAY FOR THE BOUTIQUES



DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

REDISCOVER DANIA BEACH





DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

COME FOR THE PIER



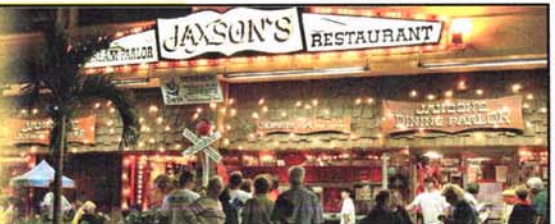
DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

STAY FOR THE CHEER



DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

REDISCOVER DANIA BEACH





DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

COME FOR THE SEA LIFE



DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

STAY FOR THE NIGHTLIFE



DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

REDISCOVER DANIA BEACH





REDISCOVER DANIA BEACH



DANIA BEACH

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV

A woman with brown hair, wearing a silver strapless dress and a pearl necklace, is sitting at a slot machine in a casino. She has a wide, joyful smile and her fists are clenched in a celebratory gesture. The background is dimly lit with colorful slot machine lights.

REDISCOVER DANIA BEACH



DANIA BEACH

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV



REDISCOVER DANIA BEACH



DANIA BEACH

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV

A woman with long brown hair is dancing and smiling in a nightclub setting. In the background, a man is visible, and there are colorful lights and a DJ booth.

SEA IT. LIVE IT. LOVE **REDISCOVER DANIA**

The logo for Dania Beach, featuring a stylized 'D' shape composed of a yellow upper half and a blue lower half, with a pink vertical bar on the left side.

DANIA BEACH FL. GOV

Two young girls are running on a sandy beach towards the camera. The girl in the foreground is wearing a striped swimsuit and has a yellow inflatable ring. The girl behind her is wearing a pink dress. The ocean and sky are in the background.

SEA IT. LIVE IT. LOVE IT. **REDISCOVER DANIA BEACH**

The logo for Dania Beach, featuring a stylized 'D' shape composed of a yellow upper half and a blue lower half, with a pink vertical bar on the left side.

DANIA BEACH
DANIA BEACH FL. GOV

