

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

1. Call to Order/Roll Call

Chair Lewellen called the meeting to order at 5:31 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

Emmanuel George, 17 NE 2nd Avenue, Apt. 106, spoke about the local artists participating in Art in the Hall for Black History Month. He noted he is working on acquiring a location in Dania Beach to provide a cultural center featuring a gallery of art and artifacts.

3. Administrative Reports

3.1 Administrative Report Memo

Director Williams reviewed the information included in the agenda packet, and noted we have completed our First Time Home Buyer course program.

Board Member James asked about eligibility and certification guidelines. She questioned, after the initial six applicants are chosen, if the remaining applicants who have completed the courses would continue to be eligible for the next home buyer program.

Director Williams responded there is potential to pull from the same pool of applicants, but we would first have to determine how we will go about an additional phase of development. If it is within the same time frame, their certification would enable them to qualify; however, it is premature to say yes. If and when we get to that point, additional certification courses would be offered and previous applicants may have to start the program over. She confirmed the same courses would be offered.

Director Williams noted the kickoff for the Arts & Seafood Celebration is Thursday March 1, 2019 from 6:00 p.m. to 8:00 p.m. The event is RSVP only, at an undisclosed location, and is primarily for volunteers and participants; the winner of the poster art contest will be revealed.

3.2 Arts & Seafood Celebration Final Update

Director Williams reviewed the information included in the agenda packet. Secured sponsorships amount to \$39,750.00 and we are still accepting sponsors. The event will be featured on NBC 6 “In the Mix” on Wednesday March 27th to showcase Chef Dherlie Guirand from Vizcaya Farms, who will be meal prepping and promoting her attendance at the event. The event will also be featured in a New York Times advertisement, in partnership with the Fort Lauderdale Convention and Visitors Bureau.

Board Member Brandimarte questioned the lack of sponsorships this year and expressed concern about the cost of the food.

Director Williams responded at present we are only short \$250.00 from last year’s \$40,000.00. A number of high-dollar sponsors contributed this year, with few low-dollar sponsors. She noted the vendor application requires at least one food item to be ten dollars or less.

Chair Lewellen asked about the type of ten-dollar food items being offered.

Director Williams responded the vendors have supplied menus and a list would be made available.

4. Presentations

4.1 Presentation of Artist Spotlight (Atrium Gallery) by J.D. Louis - Requested by Board Member James

Board Member James said she wanted to highlight the artists who exhibited at Art in the Hall, as well as the artist, J.D. Louis, who exhibited a portrait of her at Dillard High School.

5. Consent Agenda

5.1 Minutes:

Approve Minutes of the February 12, 2019 CRA Board Meeting

5.2 Travel Requests:

Request from DeAndrae Spradley, Economic Development Manager, to attend the Florida Redevelopment Association (FRA) Academy for certification training in Orlando, Florida, on March 14-16, 2019 (Estimated cost \$999.79)

Request from Kisha Payen, CRA Coordinator, to attend the Florida Redevelopment Association (FRA) Academy for certification training in Orlando, Florida, on March 14-16, 2019 (Estimated cost \$999.79)

5.3 RESOLUTION NO. 2019-CRA-004

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH, FLORIDA, PERTAINING TO ADVANCE APPROVAL TO PROCEED WITH A BID ADVERTISEMENT FOR EVENT PRODUCTION AND MANAGEMENT SERVICES FOR THE 2020 ARTS AND SEAFOOD CELEBRATION; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.4 RESOLUTION NO. 2019-CRA-005

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA SUPPORTING THE ADVANCE APPROVAL TO PROCEED WITH A BID ADVERTISEMENT FOR A PUBLIC PRIVATE PARTNERSHIP FOR THE CITY CENTER REDEVELOPMENT PROJECT CONSISTING OF A MIXED-USE DEVELOPMENT WITH PUBLIC AND PRIVATE FACILITIES; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member James motioned to approve the Consent Agenda; 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 Travel Policy - Board Member James

Board Member James asked for an update on the travel policy.

Director Williams noted she has a meeting scheduled with Director of Finance Satterfield to discuss potential modifications to the current City travel policy. The idea of a joint policy would be easier to administer; however, if we cannot come together on that, the CRA could have a mirror policy to the City's.

Board Member James asked if this could be completed by April.

Director Williams responded Finance Director Satterfield has identified some edits; coming back in April would give the parties enough time to review.

Board Member Brandimarte questioned if the CRA travel policy could mirror City Commission policy.

Nicki Satterfield, Director of Finance, explained the current policy is old, but does allow the City Commission an exception concerning local travel as the result of an update made last year. Aside from that, the policy has not been updated since 2006. We have one Finance Department that administers to both boards, so it would be advantageous to only administer one policy that is suitable for both the City and the CRA. Staff's desire is to come back with a comprehensive policy when time allows.

Board Member Brandimarte asked about the per diem rate and commented on non-reimbursable expenses.

Finance Director Satterfield explained why she would not advocate raising the per diem rate. She thinks we are going to have one policy or if not, a mirror policy. She clarified non-reimbursable expenses and the Commissioner's expense allowance.

Board Member James suggested the Commissioners should have their own purchase card.

Director of Finance Satterfield noted the travel policy and purchase card policy are two separate matters.

8. Board Member Comments

Board Member Brandimarte questioned if she could solicit sponsorships for the Arts & Seafood Celebration.

City Attorney Ansbro responded yes.

Board Member Harris noted upcoming meetings for additional sponsorships are scheduled.

Board Member James said she attended the Creative Arts Council Advisory Board meeting last month concerning the art mural on the parking garage. She wanted to discuss this so she can get direction to give to the CACAB.

Chair Lewellen asked if this is in the budget.

Director Williams noted this is in the planning phases for next year.

Vice-Chair Odman questioned if the mural would be appealing to Instagram and Facebook or 3D art. She felt there is tremendous value to this and it will be pay off. She agreed we should keep it open and not limit the price tag, and wants to see something really interesting and that is gripping.

Chair Lewellen voiced concern because the City Center Redevelopment project is coming up.

Director Williams said it would be a short-term mural for 2-4 years.

Chair Lewellen noted this is her concern because it would not be a long-term thing; she questioned doing something a little less permanent.

Board Member James said we do not know when the City Center will happen. She does not look at this the same way; by spending \$50,000.00 over the next three years, we could make this a destination and bring in all the revenue by doing so.

Vice-Chair Odman questioned if movies could be shown or whether we could live stream the Super Bowl on the wall. She asked if a mural would preclude the ability to live stream a show.

Director Williams responded we do have the capacity for movies on the wall as long as the necessary steps are taken.

Board Member Harris thought this is doable.

Chair Lewellen felt we need to get other estimates.

Board Member James noted she just wanted to know that we are not putting a cap on it.

Chair Lewellen said it is better not to have a cap.

Board Member James reiterated she came to ask if the Board wanted to give the CACAB direction to prepare a few options to look at. She is going to have Luis Rimoli do what he has been doing.

Board Member James asked about the status of our Super Bowl planning.

Director Williams responded she met with the Assistant City Manager and department heads to discuss potential ideas. Once the new City Manager assumes the role, administrative staff will reconvene and discuss those ideas on how we can showcase Dania Beach during that time. Afterward, we will reach out to the private sector, Chamber of Commerce and stakeholders before coming back to the City Commission and CRA Board. In the meanwhile, if the Board has ideas, they should communicate them with staff.

Board Member Harris noted he reached out to Stacey Ritter for a meeting.

Vice-Chair Odman asked if we were successful in getting our local businesses on the business directory.

Director Williams noted it is too late for those businesses that are not yet certified. We are not sure of which ones are certified. She noted she is waiting for City staff to come together before moving forward with the Chamber of Commerce and stakeholders.

Board Member Brandimarte said we must involve the Chamber; they have a lot to offer and represent all of the businesses in the City.

Board Member James noted she attended the soft opening for Oceans 13. They are planning an official grand opening and recommends they go through the CRA as they are not registered with the Chamber of Commerce.

Vice-Chair Odman commented she saw one of the shuttle buses had an outdated City of Dania Beach seal sticker on it and asked when they would be removed.

Director Williams responded she would work with the Parks & Recreation Department and Limousines of South Florida to update the branding logos on the shuttles. She recommended we use the same logos used for the fleet vehicles, and will discuss wraps, which could be budgeted for the future.

Vice-Chair Odman thanked Willie Spencer from Public Services for his tireless efforts making City Hall improvements.

Chair Lewellen noted she has a couple meetings planned for Super Bowl.

9. Information Items

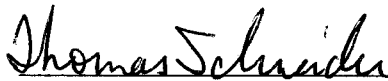
There were no items on this agenda.

Director Williams acknowledged the team from Colliers International, who were in the audience.

10. Adjournment

Chair Lewellen adjourned the meeting at 6:20 p.m.

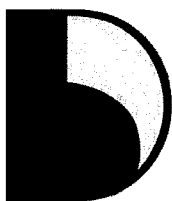
ATTEST:


THOMAS SCHNEIDER, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY


LORI LEWELLEN
CHAIR – CRA

Approved: April 9, 2019



DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

REQUEST TO ADDRESS CITY COMMISSION AT REGULAR OR SPECIAL MEETINGS

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: 03/12, 2019

PRINT NAME: Emmanuel George

ADDRESS: 17 NE 2nd ave apt #106

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)