

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, APRIL 9, 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 Administrative Report

Director Williams reviewed the information included in the agenda packet regarding the City Center RFP updates, a future ground breaking event, beautification grants with Rebuilding Together of South Florida, the upcoming Dania after Dark, the PATCH and upcoming luncheons.

3.2 Post Event Report - 2019 Arts and Seafood Celebration

Director Williams thanked everyone who sponsored, participated, and volunteered, in making the event successful. She presented a short video of the celebration and reviewed the information included in the agenda packet.

Director Williams noted this year's event increased revenues by \$90,000.00, against expenses of \$144,000.00, leaving a remainder of \$54,000.00 in net operating cost.

Board Member James spoke about the chef showcase and thanked Director Williams for continuing the celebration. She suggested having a bounce house for the kids since we no longer have the fire trucks.

Board Member Brandimarte noted the sand castle was a huge success with the children. She questioned the attendance for both Saturday and Sunday events; the Dania Beach Casino broke all attendance records during the celebration.

4. Presentations

- 4.1 Housing Nexus Study & Affordable Housing Trust Fund - Mr. Robert Gray, Strategic Planning Group

Chair Lewellen noted Mr. Gray was unable to attend the meeting.

5. Consent Agenda

- 5.1 Minutes:
Approve Minutes of the March 12, 2019 CRA Board Meeting

- 5.2 Travel Requests:

Request from DeAndrae Spradley, Economic Development Manager, to attend the Florida Redevelopment Association (FRA) Certification Training - Housing as a Redevelopment Tool, in Orlando, Florida, on May 2-4, 2019 (Estimated cost \$959.89)

Request from DeAndrae Spradley, Economic Development Manager, to attend the Florida Redevelopment Association (FRA) Certification Training - Planning Strategically for Redevelopment, in Orlando, Florida, on May 30-June 1, 2019 (Estimated cost \$959.89)

- 5.3 RESOLUTION NO. 2019-CRA-006

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA APPROVING THE ANNUAL REPORT FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2018; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

- 5.4 RESOLUTION NO. 2019-CRA-007

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO RETROACTIVELY EXECUTE AN ADDENDUM TO THE THIRD RENEWAL OF AN EXISTING AGREEMENT WITH STANDING OVATIONS LLC, A FLORIDA LIMITED LIABILITY COMPANY RELATING TO CONSULTING AND PRODUCTION SERVICES IN CONNECTION WITH THE 2019 ARTS AND SEAFOOD CELEBRATION; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member James motioned to approve the Consent Agenda; seconded by Board Member Brandimarte. The motion carried unanimously.

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 Pride events - Vice-Chair Odman

Vice-Chair Odman noted in February she attended Fort Lauderdale Pride and was impressed with the sponsors. They provided interesting demographics, which showed this was a group that has a lot of money to spend. As a City, we have not done anything and we are invisible to the LGBTQ community. She suggested we enter into the foray, such as pageants or a film festival or LGBTQ artists, to honor our commitment to being inclusive.

Board Member Brandimarte agreed we do nothing and she is in favor of doing something other than a parade. She wants it to be something nice and elegant.

Board Member James suggested whatever we do, we should tie it into Dania After Dark.

Chair Lewellen said we do not really know what the temperature in the City is for something; perhaps we could do a survey. We could make the LGBTQ community aware; we could do something within the Fort Lauderdale Pride to introduce ourselves as a City. With all the development going on and all the events already, she is concerned about having another event in the City.

Board Member Brandimarte stressed she would not participate in the Commission doing a survey. The idea is about celebrating Pride; perhaps we could participate with another city.

Chair Lewellen clarified the kind of survey she has in mind to get a temperature of what people are interested in.

Vice-Chair Odman felt we could brainstorm a couple things.

Director Williams thought going to another city to be a part of theirs and tying in with Dania After Dark are good ideas. She described other possible ideas.

Vice-Chair Odman suggested reaching out to Beach Betty's Bar on Dania Beach Boulevard to see if they have any interest in participating.

Chair Lewellen noted the importance of sponsorship.

Board Member Harris mentioned collaborating with Paolo's Restaurant as well, for the cause.

Board Member Brandimarte said she wants to be involved in planning and attending.

Board Member Harris felt we should have a float in the Wilton Manors Halloween parade.

The Board consensus was to move forward with exploring participation in Pride events.

7.2 Bike sharing - Board Member James

Board Member James said she wanted to get a consensus of the Board on the type of bike sharing vendor we should select for a bike sharing program for the City. She displayed a map of possible key locations for bike rack placement. She noted rack and rackless options, and cost concerns for implementing the bike sharing.

Chair Lewellen agreed a bike rack is a better choice rather than a rackless option.

The Board consensus was to move forward with a rack program.

7.3 Holiday lighting and decorations - Board Member James

Board Member James asked the Board what direction they would like to go in with the holiday lighting and decorations. The decorations should be consistent and costs should be discussed.

Director Williams described the opportunities to expand our decorations. If we do Federal Highway and expand in future years, we are looking at two options: renting would be \$8,600.00 per year; purchasing the items would cost a lot more up front, but would be cheaper in the following years. Over three years, this would be \$24,000.00. Concerning additional lighting in the roundabout, renting would cost \$8,600.00 and purchasing for the first year would be \$15,000.00.

Vice-Chair Odman said regarding the scaling out of the decorations, she would want to start out with knowing that various areas will be included in the plans. She asked about the rental plan options.

Director Williams explained the rental does not check during the period the lights are up. With purchasing, there is a lot more customer service. We also have to make sure all of the religious holidays are covered.

Board Member Brandimarte said she would rather hire a company that tends to the areas that are in the plan we give them. When they do the job, the job is done. She does not want to own the decorations and lighting or commit to maintaining them.

Director Williams noted we could do that in the bid or proposal. She only sought preliminary information since Board Member James asked her to look into it.

Board Member Brandimarte spoke of banners for holidays that do not involve lights.

Chair Lewellen suggested we need to have the CRA work with the Parks and Recreation Department. She agreed an outside company would probably be best for the whole process, and it should be throughout the whole City not just on US-1. If you purchase something, you have to replace them over time, and she is not favorable to it.

Board Member James asked what the current process is regarding the lighting.

Director Williams said the CRA has been doing the holiday lighting and Parks and Recreation has been handling the Christmas tree lighting event. Last year, the CRA contributed \$5,000.00 and Parks and Recreation, which does the event planning, contributed \$2,500.00.

Board Member James asked that we stay with the same process and the CRA remain in charge of the lighting. She noted the consensus seems to be for renting and she wants the Board's thoughts on the tree lighting held at City Hall. She favors starting with US-1 as we already have the decorations for it. She requested a phase-in map, showing when we would add other parts of the City for decorating. She favored looking at different events and holidays to put the banners up with our brand.

Board Member Harris recommended seasonal banners on the street, maybe some flag banners for July 4th and fall banners for Thanksgiving, leading into Christmas.

Director Williams addressed the inventory for brackets on poles; 27 on Federal highway and seven on Stirling Road.

Board Member Brandimarte felt the banners would entice business owners to take interest in the holidays. She does not want the décor setup timeframe to be left up to a vendor; instead she wants to tell the company the dates we want so they know in advance.

Chair Lewellen stated the CRA should discuss this with Parks and Recreation and the City Manager as she does not want to see duplicative work.

Board Member Brandimarte said we should give this project to the CRA; she should not have to answer to the City Manager.

Chair Lewellen asked for communication between the departments so work is not duplicated nor money spent in two places.

Board Member Brandimarte asked City Attorney Ansbro if the Board has the right to make a decision on giving this project to the CRA.

City Attorney Ansbro answered yes.

Vice-Chair Odman favored the banners, remarking we have all outgrown the tree.

Director Williams offered clarification that she would discuss this with the City Manager and Parks and Recreation; the CRA would continue to do what they do, this would just be enhanced. Professional protocol coordinating with the appropriate staff will be followed.

Board Member James questioned if there was a consensus to start with US-1, Dania Beach Boulevard and parts of Griffin Road that we already have.

Vice-Chair Odman stated the goal would be to decorate the entire City.

The Board consensus was to move forward with the enhanced decorations on US-1, Dania Beach Boulevard, and Griffin Road up to I-95 with the direction given.

Director Williams asked for additional clarification on the matter, whether the existing décor not be put up, or just continue and amplify what is on Federal Highway and then expand to other areas. If the focus is currently on downtown, the CRA can facilitate; if it goes beyond the CRA area, she would have to get with the City Manager regarding how to address that. The CRA would modify current existing plans and add to them. They would not strip existing plans, but enhance the CRA district with holiday lighting and seasonal banners.

The Board consensus was that the additional décor would be phased in.

7.4 Affordable Housing Forum - Board Member Harris

Board Member Harris spoke of the Affordable Housing Forum that would be held in Dania Beach on May 9 or 16, 2019 from 9:30 a.m. or 10:00 a.m. to noon, likely at the Morrison Hotel. He announced potential attendees for the forum and best practices would be the focal topic for conversation.

Discussion ensued.

Board Member James felt this is a good idea, but the Board was unaware of the dates being discussed since January. She wants to be sure the dates are best for the entire Board.

Vice-Chair Odman questioned who is planning this forum.

Board Member Harris responded Josh Gaboton is planning this and we need input from the Board. He will contact Mr. Gaboton to do a brainstorm session with the Board.

Vice-Chair Odman noted she is free for either date.

Board Member Brandimarte questioned how many of the names listed would RSVP. She does not see this happening on those dates with the people on the list.

Chair Lewellen proposed we meet with Mr. Gaboton, maybe in a workshop.

Board Member James asked who is paying for the Morrison Hotel.

Board Member Harris said the hotel would do a sponsorship. We need to put this out there to get this going.

Director Williams noted she would circle back with Mr. Gaboton and identify a date to have him discuss this with the Board.

Board Member Brandimarte questioned why this took so long to be brought forward.

Director Williams said Mr. Gaboton did provide her a proposed date and she felt Board Member Harris should put this on the agenda for discussion for consensus and collaboration.

Board Member Harris added it is an idea-sharing forum.

Board Member Brandimarte requested when the CRA gets wind of something like this that they let her know.

Director Williams said initially, invitations were on a local level; once Mr. Gaboton got involved, potential invitees extended to State and Federal levels. After becoming aware of Mr. Gaboton's intent, the suggestion was made to bring this forward to the Board.

Board Member Harris noted he will speak to Mr. Gaboton and share the information with Director Williams, who will share it with the Board Members.

8. Board Member Comments

Board Member Harris noted he received an invitation from the Mayor of Wilton Manors for the Board to participate in the June 15th Pride Parade in Wilton Manors.

9. Information Items

There were no items on this agenda.

10. Adjournment

Chair Lewellen adjourned the meeting at 6:48 p.m.

ATTEST:


THOMAS SCHNEIDER, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY


LORI LEWELLEN
CHAIR – CRA

Approved: May 14, 2019

