MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, MAY 14, 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 Memo

Director Williams reviewed the information in the agenda packet which included a legislative update affecting Board Members regarding ethics training and the CRA Annual Report. CRA staff met with Broward County staff regarding the loan-to-grant conversion, and plan to submit for a full conversion. The City Center RFP bid opening has been moved to June 13th. There will be mid-year budget requests for rebranding signage related to the six entryway signs, outside of the airport sign. The At Home Dania Beach groundbreaking event is May 25; it is anticipated there will be a large presence of volunteers and attendees.

3.2 Save the Date:
October 16-18, 2019 - Florida Redevelopment Association Annual Conference

Director Williams asked the Board to send her an email if they are interested in attending the conference. We plan to submit for four FRA awards this year. There will be a FRA Academy course the day before and day after the conference.

4. Presentations

There were no presentations at this meeting.

5. Consent Agenda

Items Removed from Consent Agenda: #5.4

5.1 Minutes:
Approve Minutes of the April 9, 2019 CRA Board Meeting

5.2 Travel Requests: None

5.3 RESOLUTION NO. 2019-CRA-008

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE EXPENDITURE OF FUNDS FOR PROFESSIONAL LEGAL SERVICES FROM SAUL EWING ARNSTEIN & LEHR LLP 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 SERVICES TO BE MADE WITHIN THE APPROVED BUDGET APPROPRIATIONS; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member James motioned to approve the Consent Agenda, with the exception of Item #5.4; seconded by Board Member Harris. The motion carried unanimously.

5.4 RESOLUTION NO. 2019-CRA-009

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, ADOPTING A TRAVEL POLICY; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2019-CRA-009, and noted the resolution would be amended to include the language that the resolution is adopted pursuant to Florida Statute, Section 112.061(9)(b), which allows a city to set its own travel policy.

Mayor Lewellen noted the workshop on this was on Good Friday and residents were upset they could not attend. She also noted Dania Beach is one of only four cities that have separate CRA travel and compared us to Hallandale Beach, which does not have separate CRA travel. Her concern is we went from a total $18,000.00 budget to a $100,000.00 budget; the Board needs to reconsider what they are going to do regarding the CRA travel. CRA Director Williams had spoken of attending FRA courses for certification, but she does not understand how obtaining certification will improve us as a Board and questioned if this is more for staff.

Director Williams explained the certification and noted other cities' elected officials have attended the certification courses. There are two tracks, one for current staff and one for elected officials. It depends upon whether or not a Board Member would like to be educated in that fashion.

Chair Lewellen wants to make sure it is a certification program that serves the right purposes; she does not think it benefits the Board as a whole. She noted Hollywood does not budget for CRA travel at all, and if we do a CRA budget, she would suggest $2,500.00 for each member.

Board Member Brandimarte asked if we have ever been offered these courses before.

Director Williams responded she is unsure if this was mentioned in previous years, but it is available to Board Members.

Board Member Harris felt we should look at this and ratchet it back; the numbers are a little high for interstate travel.

Vice-Chair Odman asked how many Board Members have signed up.

Director Williams responded two members have expressed interest via email.

Vice-Chair Odman noted she looked at the course descriptions and agrees it would enhance the members of the Board. Since it was offered, she reached out to other people about these courses and the feedback has been positive. She understands if we want to decrease the budget, but the amount per member would not even cover one member to get the certification. The courses will help with making better decisions as an elected Board Member.

Director Williams said she would be saving a lot by taking the courses at the conference since she would be there anyway. If you go for five days, you are looking at a minimum $3,000-$4,000.00. She added it would be at Vice-Chair Odman's discretion how aggressive she would pursue the certification, and she explained the core courses and the timeline.

Board Member James said she is very interested in educating herself and noted the amount we invest in our employees is vital. She wants to try to knock out as much as she can and as efficiently as she can. It is not irresponsible for us to educate ourselves. The reason we asked for this amount was to cover educational classes. After Board Members are certified, we would not need the same budget, so she is not going to tell us to clip our wings when we already invest in training for our staff.

Board Member Harris suggested ratcheting the amount back and sending one designated person to pursue the certification.

Vice-Chair Odman said she wishes it was lower, but the prices are what they are, and sees value in educating this Board. She does not want to clip our wings; however, it seems we can accomplish this if we roll the amount back to $6,000.00 from $8,000.00.

Board Member Brandimarte spoke of singling out a person and does not agree with arguing over continuing education.

Chair Lewellen commented the certification is geared more toward staff, not Board Members. To be certified as a CRA administrator is not necessary; the Board is not doing the work of the CRA staff. We need to be mindful, even with $6,000.00, this would be an additional $30,000.00 on top of the City travel budget. A number of residents have contacted her and they are furious about the amount of the budget.

Board Member Brandimarte noted the Board does not do the work of the CRA, but makes the policy decisions. Money would be saved as she is not going for the certification, but she does not agree with what has been said about continuing education.

Vice-Chair Odman added we do not need to get educated, but we want to be educated. Residents elected us to become educated on the issues and continue to build on it. She does not agree that this certification is for staff only.

Chair Lewellen noted she spoke to commissioners from other cities. None of them have a travel budget for the CRA, and they go before the commission for travel.

Vice-Chair Odman motioned to adopt Resolution #2019-CRA-009, as amended to decrease the CRA travel allowance per Board Member from $8,000.00 to $6,000.00; seconded by Board Member James. The motion carried on the following 4-1 Roll Call vote:

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

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 Super Bowl - Board Member James

Board Member James requested direction with ideas to bring back to the Board for approval. The NFL holds the rights to all Super Bowl games and the broadcasting of them, so showing the game in a public park or setting is prohibited. We could still have a good pep rally with Dania After Dark, as Director Williams is comfortable with doing this type of event. We do not have to spend the money now, but we can budget for it. Additional money would be needed for BSO as well.

Director Williams noted this was discussed at the committee meeting. It is an opportunity to hold the DAD event on the first weekend of February and make it more interactive. This is in the realm of what the CRA is already doing and capable of putting together. A DAD Super Bowl theme would be the overall CRA contribution to the Super Bowl activities for the City.

Board Member Brandimarte asked if Director Williams would be in charge of the event.

Director Williams responded it would be an enhanced DAD, but not be at the magnitude of the Arts & Seafood Celebration.

Chair Lewellen noted she spoke with Kimco and their space would be an available venue, which would reduce the cost to us. She does not want to spend a lot of money and we should also look at sponsorships. She would like to see sponsorship possibilities before we start putting numbers to this. She felt the committee should meet again; perhaps hold a workshop about it.

Director Williams felt a committee meeting is a good idea. It is important to have direction sooner than later. She said DAD was just one of the events discussed, and she addressed the other options. She recommended we make some determinations sooner than later.

Board Member Brandimarte felt there are people who would rather stay over here rather than go to a venue at Dania Pointe.

Director Williams noted she prefers not relying on the same sponsor who is the largest sponsor for the Arts & Seafood Celebration as it may decrease funding for that event.

Board Member James said consensus on the general direction is needed. For anything planned, you have to have a budget before you get sponsorships. She asked the Board if they wanted to have a DAD Super Bowl Pep Rally and Director Williams to come back with cost options.

Chair Lewellen felt we need more commitment from others; the committee needs to meet again.

The Board consensus was to move forward with the DAD Super Bowl Pep Rally and for Director Williams to bring back a budget estimate.

7.2 Decorative intersections - Board Member James

Board Member James gave a PowerPoint presentation, which is attached to and incorporated into these minutes. She noted her recommendations.

Board Member Harris said the 2008/2009 plan from the CACAB could be resurrected; it was previously approved although not approved for funding.

Chair Lewellen asked how this impacts our rebranding efforts and whether it is related or totally separate.

Board Member James noted we would have to increase our branding.

Chair Lewellen questioned if we could incorporate this into our rebranding now.

Director Williams clarified the cost estimate and noted FDOT standards for ADA compliance. Half of the estimate was for ADA compliance and half was for artwork.

Chair Lewellen confirmed that if we did not do it now, we would not have to deal with the ADA requirements.

Board Member James said there is an opportunity for us to not be responsible for a portion of the FDOT requirements. We are ADA compliant on all of our roads except for Old Griffin. She suggested we start with those already ADA compliant.

Chair Lewellen felt we are spending more and more money and questioned whether this could wait until after our rebranding; this could be budgeted for at the right time. She noted we have to lay the groundwork, and asked if there was consensus to move forward and look at price points. She felt this would be a great enhancement to our downtown and asked about the cost per intersection.

Director Williams responded a more detailed estimate would need to be obtained where the whole interior is painted, as opposed to just the crosswalks. Since this is a discussion item, she suggested we look around at cost estimates.

Vice-Chair Odman said we have historically not prioritized public art. It is a different day in Dania Beach as the Commission and Board have changed. She felt this has tremendous value and suggested we could do only the crosswalks to start rather than the entire intersection.

Board Member Harris agreed and noted there are funding mechanisms from the MPO. If we give this a month and revisit it, he could investigate with the MPO.

Board Member James said the consensus requested is not about the funding; it is about laying the groundwork.

Chair Lewellen noted she is fine with looking into this, but wants to see how much it will cost.

Board Member Brandimarte said she liked the idea, especially the pilot program which would be Dania Beach Boulevard. She questioned maintenance of the crosswalks.

The Board consensus was to move forward with a project for the four crosswalks at the four intersections recommended in the PowerPoint presentation.

7.3 Housing Forum update - Board Member Harris

Board Member Harris provided a draft agenda for the forum and asked the Board to submit any changes to it.

7.4 Pride Event options - Director Williams

Director Williams reviewed the information in the agenda packet and noted she is looking for direction and comment on what we should pursue.

Vice-Chair Odman felt this is a reasonable step up; the Gay Man's Chorus performing at the tree lighting event, the DAD event, and leaving open the third event.

Director Williams noted timing of the events is of concern. She wants to look at this as more of a partnership. Fort Lauderdale will have more of an influence and she would want to sit down with them. She felt it should be something not too administratively taxing on staff.

Vice-Chair Odman said we should reach out to the LGBT businesses in the City as they are excited about the topic and willing to support the City. She felt there would be no difficulty finding partnerships with Fort Lauderdale. This should be done sooner than later.

Board Member Brandimarte noted the participation in the Wilton Manors Pride parade and questioned when we are going to have our own parade. She does not want to piggyback as this is very important.

Chair Lewellen commented she liked the idea of the Gay Men's Chorus. October is also Hispanic Heritage Month, and we need to discuss whether or not to coordinate both events. She noted she would like to know more about Fort Lauderdale events and what they could purpose for us.

7.5 Parking garage mural update - Director Williams

Director Williams reviewed the information in the agenda packet and gave a presentation, which is attached to and incorporated into these minutes.

Chair Lewellen asked if any of the artists have ideas about movable artwork due to the new City Center development. She noted she heard the project cost could be $65,000.00 and felt this is too much if the building were to be torn down.

Director Williams responded the direction given was not that it would be movable artwork.

Board Member James thanked the CACAB and noted this would not be the City's full responsibility as sponsorship is available for partial or full funding.

Board Member Brandimarte said DAD attendees want to see a beautiful light show, not a mural on the side of the garage.

Director Williams confirmed the top four submissions were shown tonight; there were 23 submissions total.

Vice-Chair Odman asked to see the rest of the submissions to perhaps find something within the budget. Also, the art wrap option can be brought back to the Board.

Chair Lewellen commented it is not just about the cost; she would not like to see someone create something and the garage be torn down.

Director Williams responded she is not sure if there will be development east of the garage, and there has not been discussion to demolish the garage.

8. Board Member Comments

There were no comments at this meeting.

9. Information Items

There were no items on this agenda.

10. Adjournment

Chair Lewellen adjourned the meeting at 6:57 p.m.

ATTEST:

Thomas Schneider

THOMAS SCHNEIDER, CMC
CRA SECRETARY

Approved: June 11, 2019

COMMUNITY REDEVELOPMENT AGENCY

LORI LEWELLEN
CHAIR – CRA

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

#7.2

Decorative/Artistic Intersections

and/or

Crosswalks

DANIA BEACH

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

SAMPLES

DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

CRA Plan Reference

- CRA Plan references public art on page 83: "The CRA will be empowered to pay for aesthetic and identity enhancements, including but not limited to, signage, entry features, public art, and landscaping."

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Tampa Bay

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Downtown Hollywood, CA

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Austin, TX

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Cost Estimates

- Las Olas, Fort Lauderdale costs - $50k-$80k

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Intersection Recommendation

- US1 and Stirling
- US1 and Dania Beach Blvd
- US1 and NW 1st Street
- US1 and Old Griffin Road

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#7.5

Creative Arts Council Advisory Board

DANIA BEACH
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GARAGE MURAL ART RECOMMENDATION

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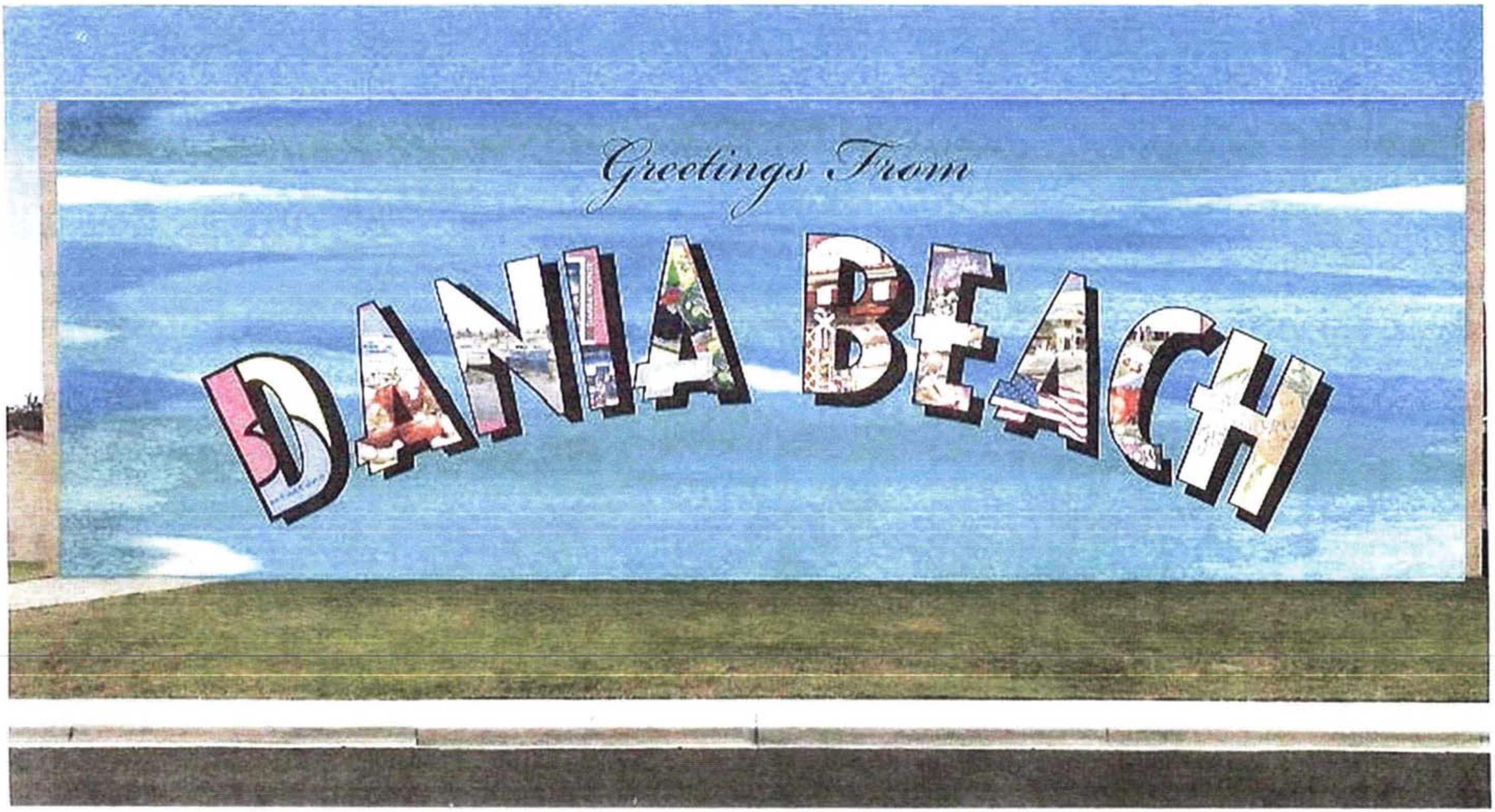
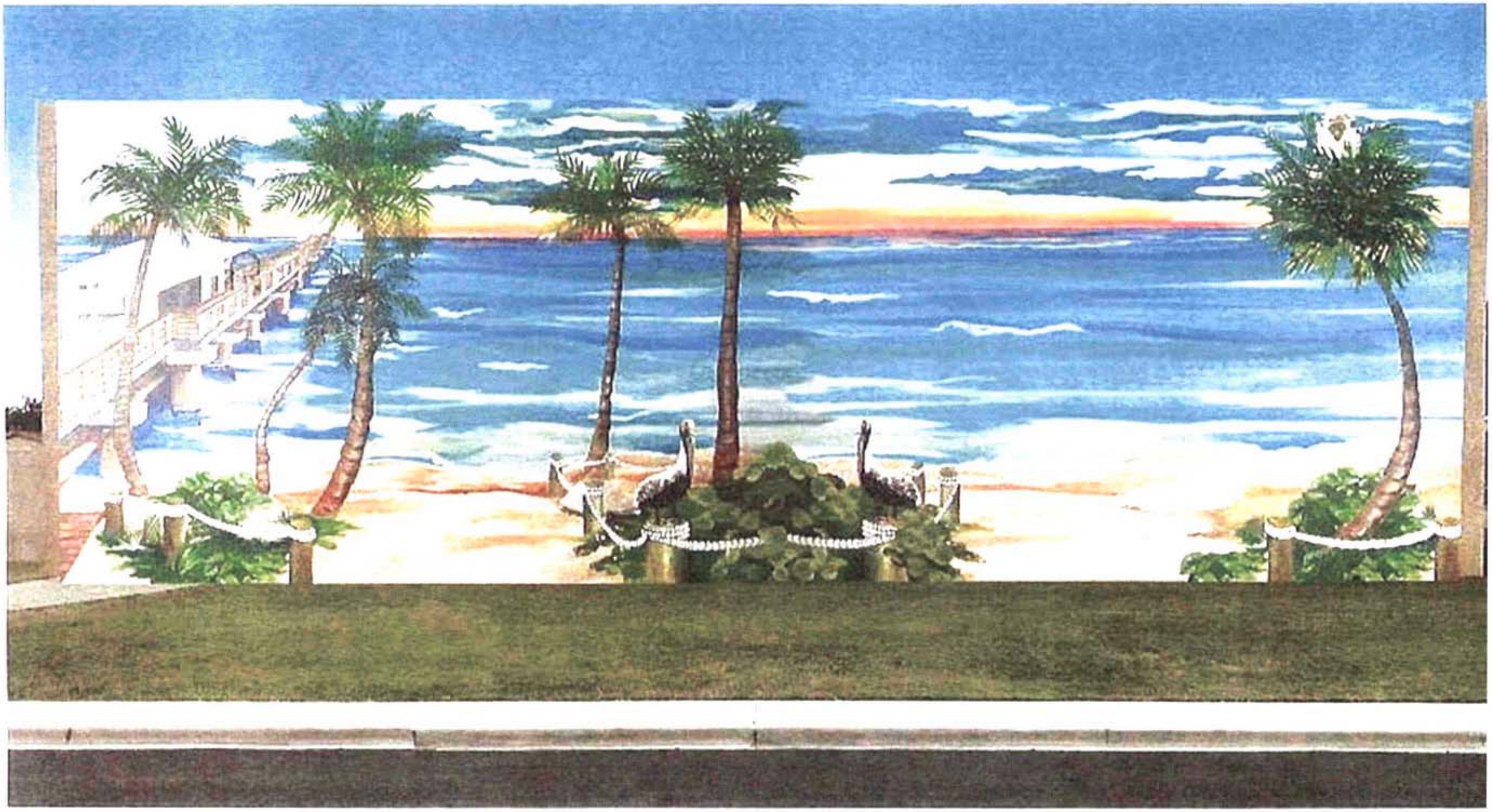
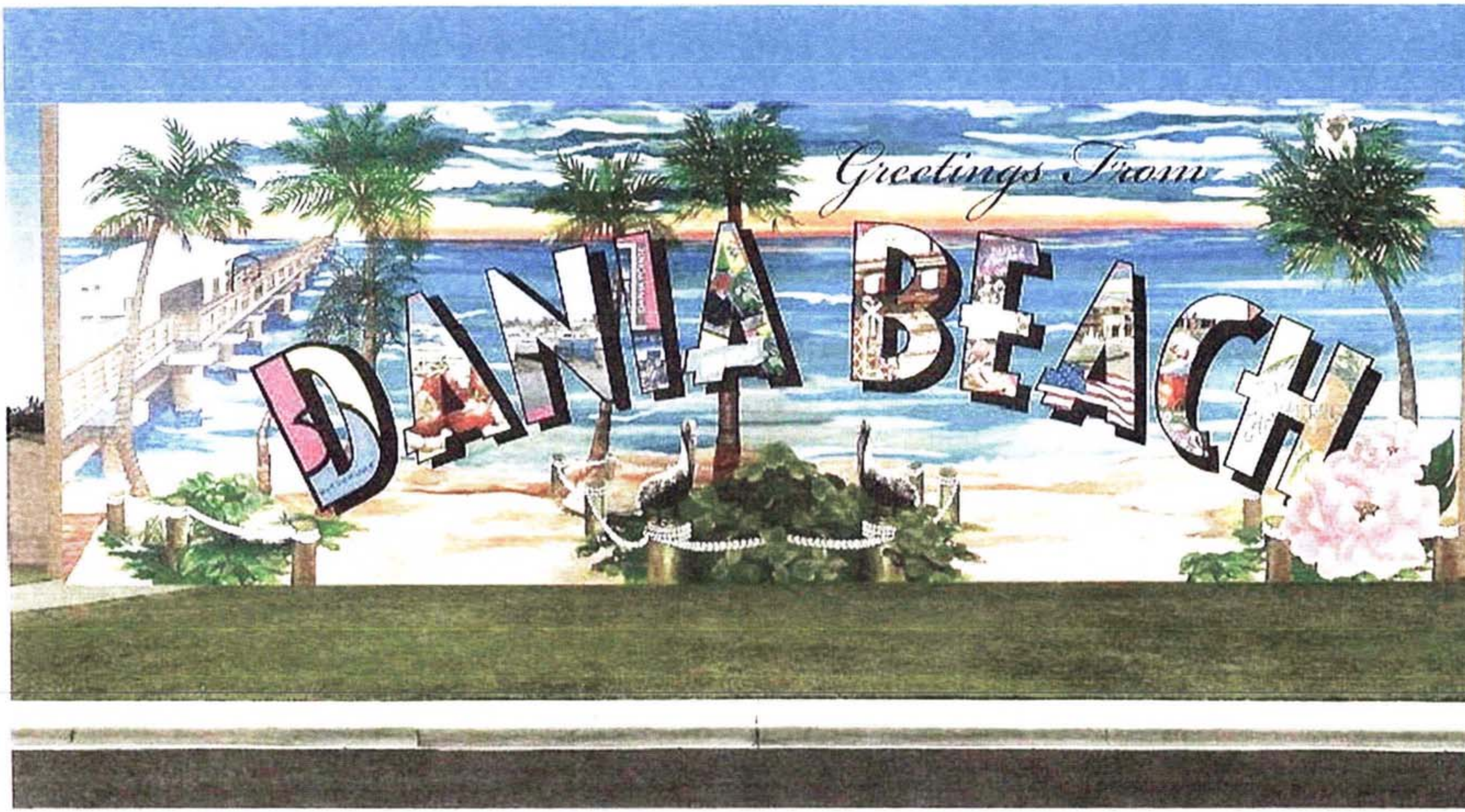
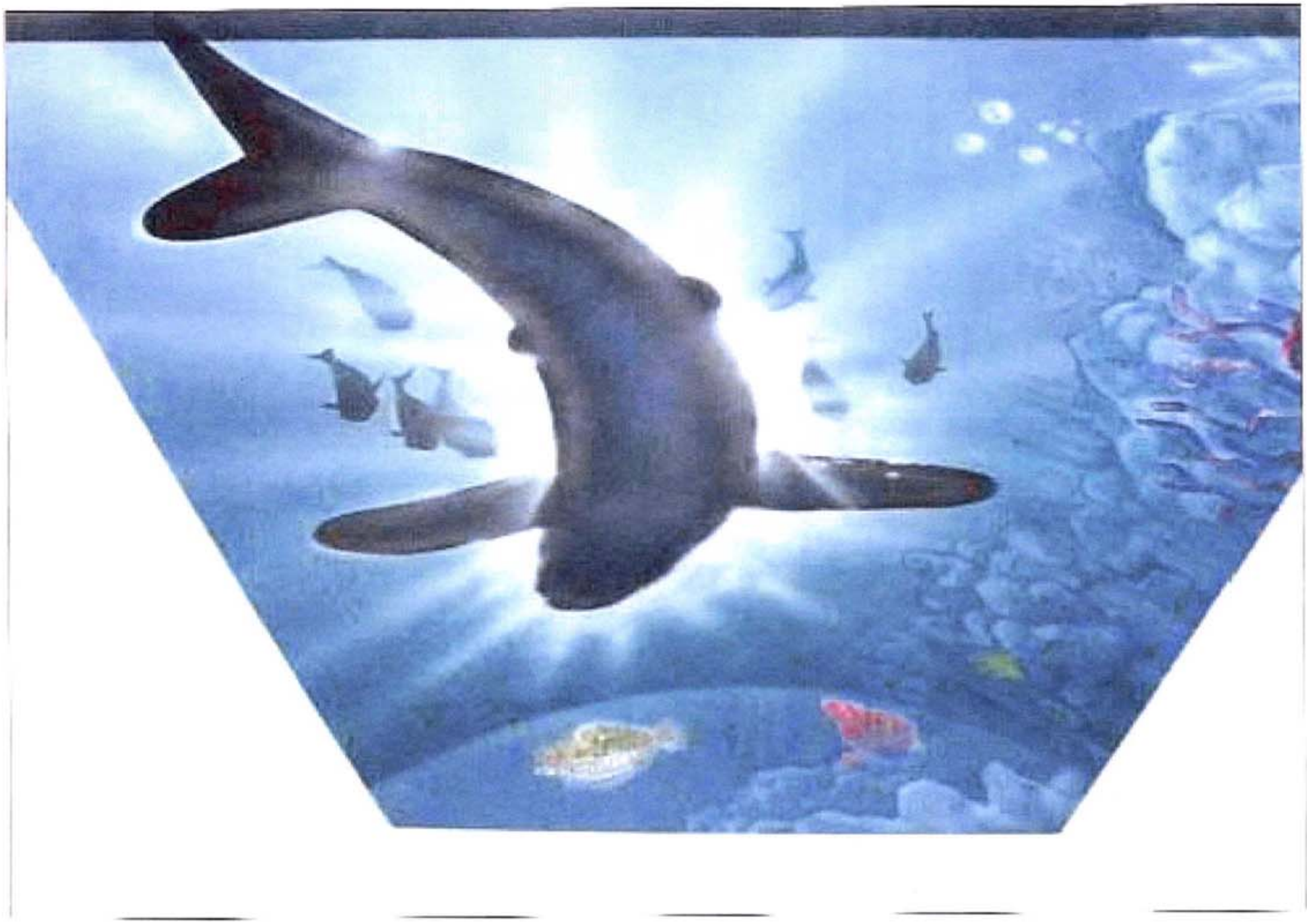
ARTIST #12


Greetings From
DANIA BEACH




Greetings From
DANIA BEACH

ARTIST #23



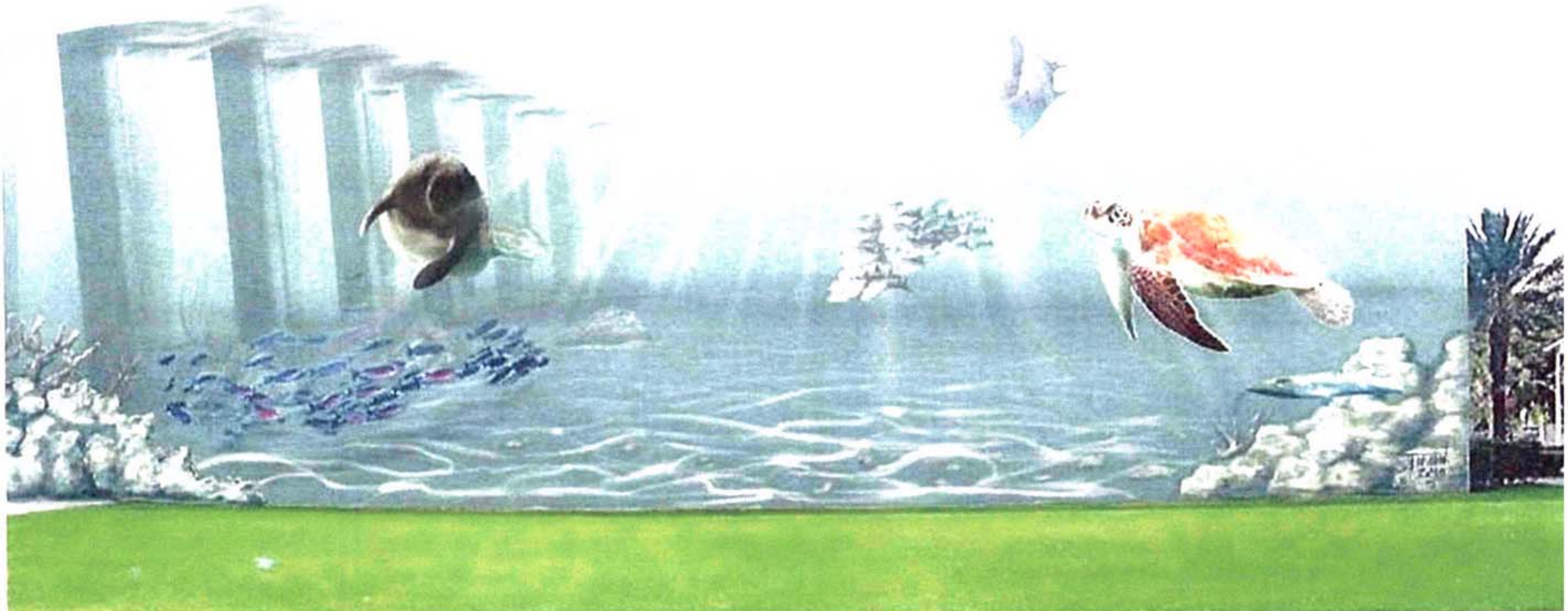
Dania Beach Mural Project

Prepared for: City of Dania Beach Creative Art Advisory Board and Dania Beach City Commission

Prepared by:Jesse Thoreson, Owner of Sexy Beast BodyPaint DBA, Son OF Thor Design

April 2, 2019

Proposal number: 01-02 19

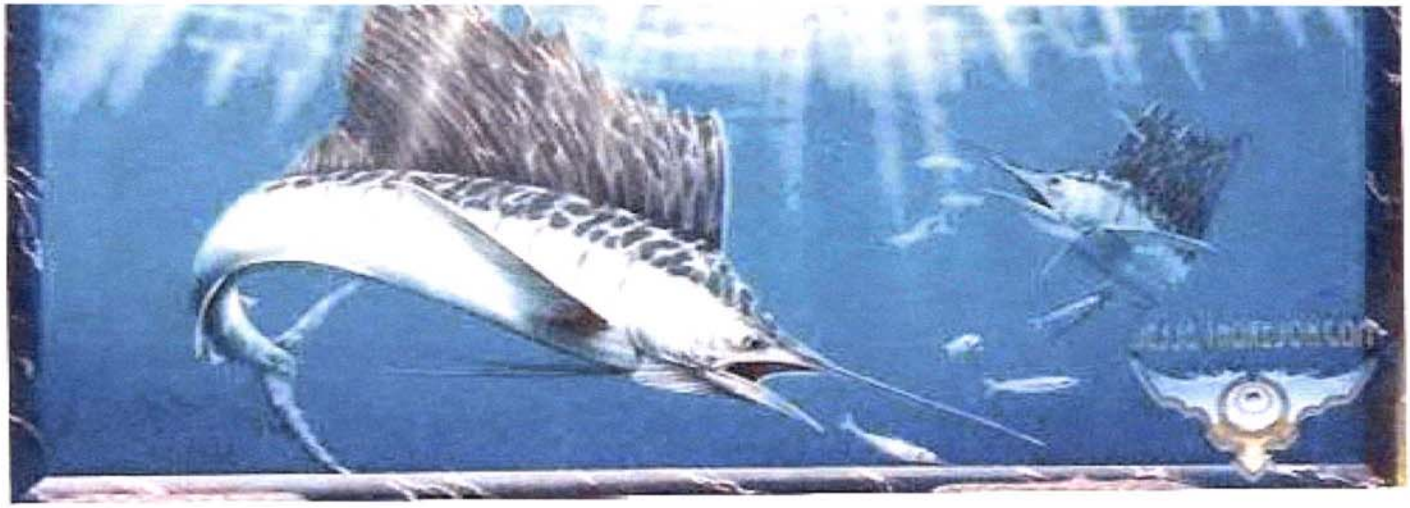


DANIA BEACH MURAL PROJECT
PIER 2

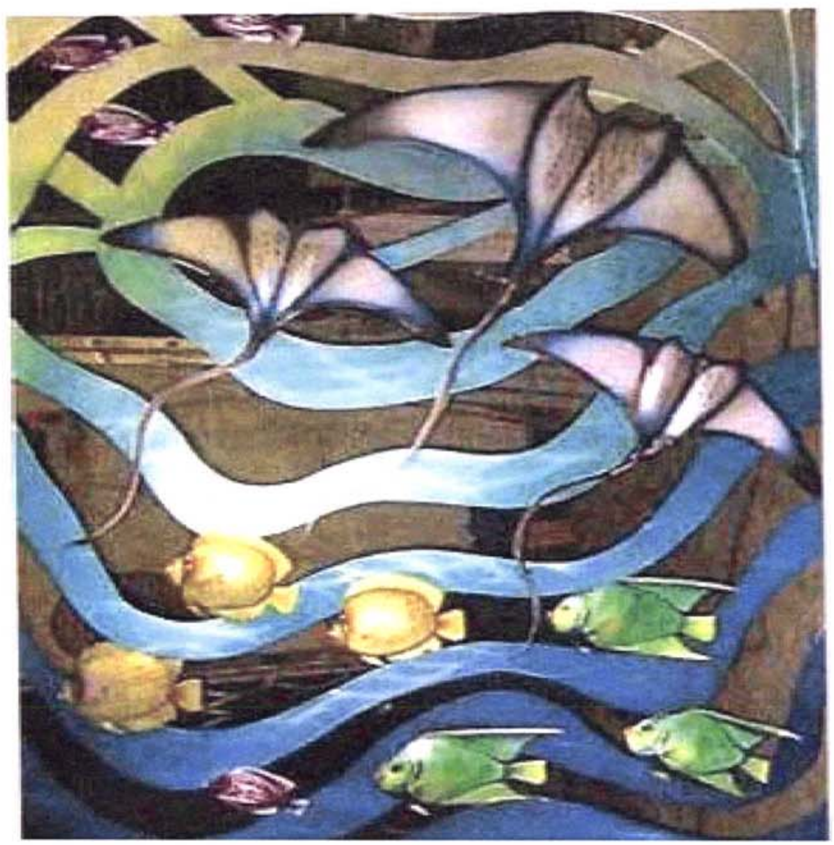
©2019 JESSE FHORESON

DANIA BEACH Mural Project
'PIER I'

SightTrust Eye Institute 1601
Sawgrass Corporate Pkwy
#430, Sunrise, FL 33323



SAILFISH **Canvas Painting for Private Collection**

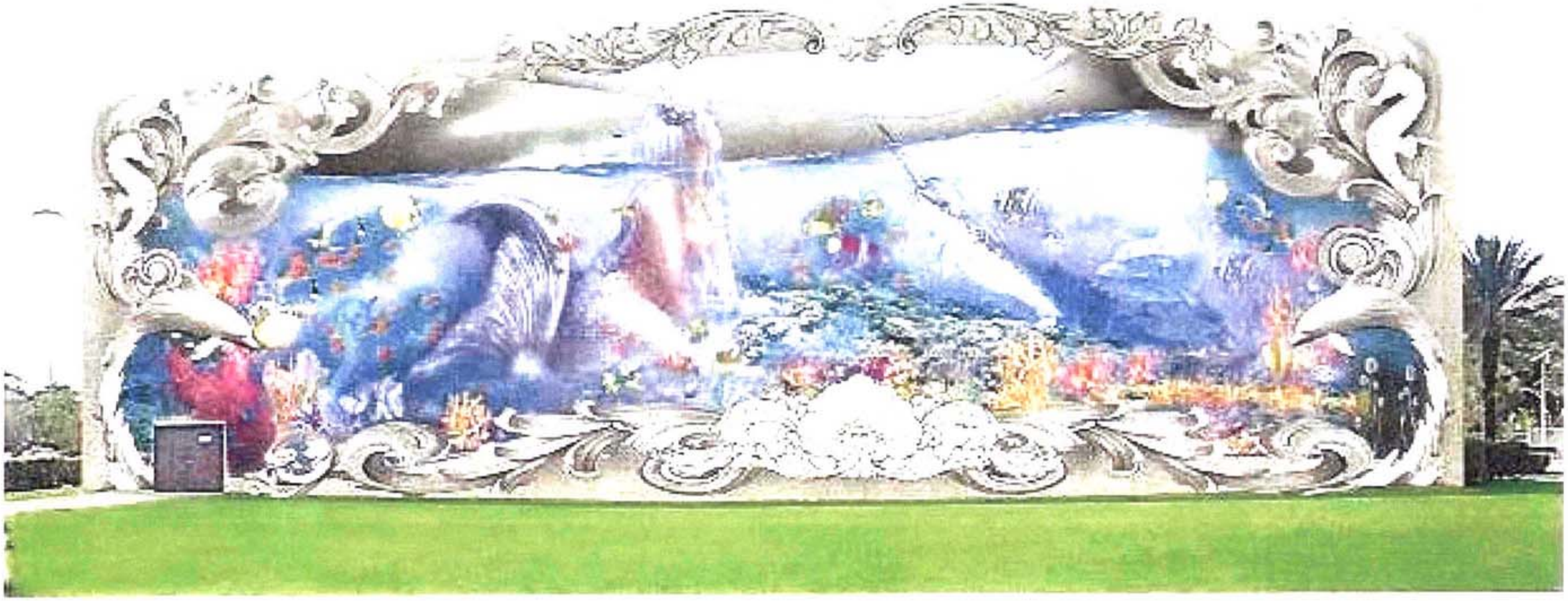


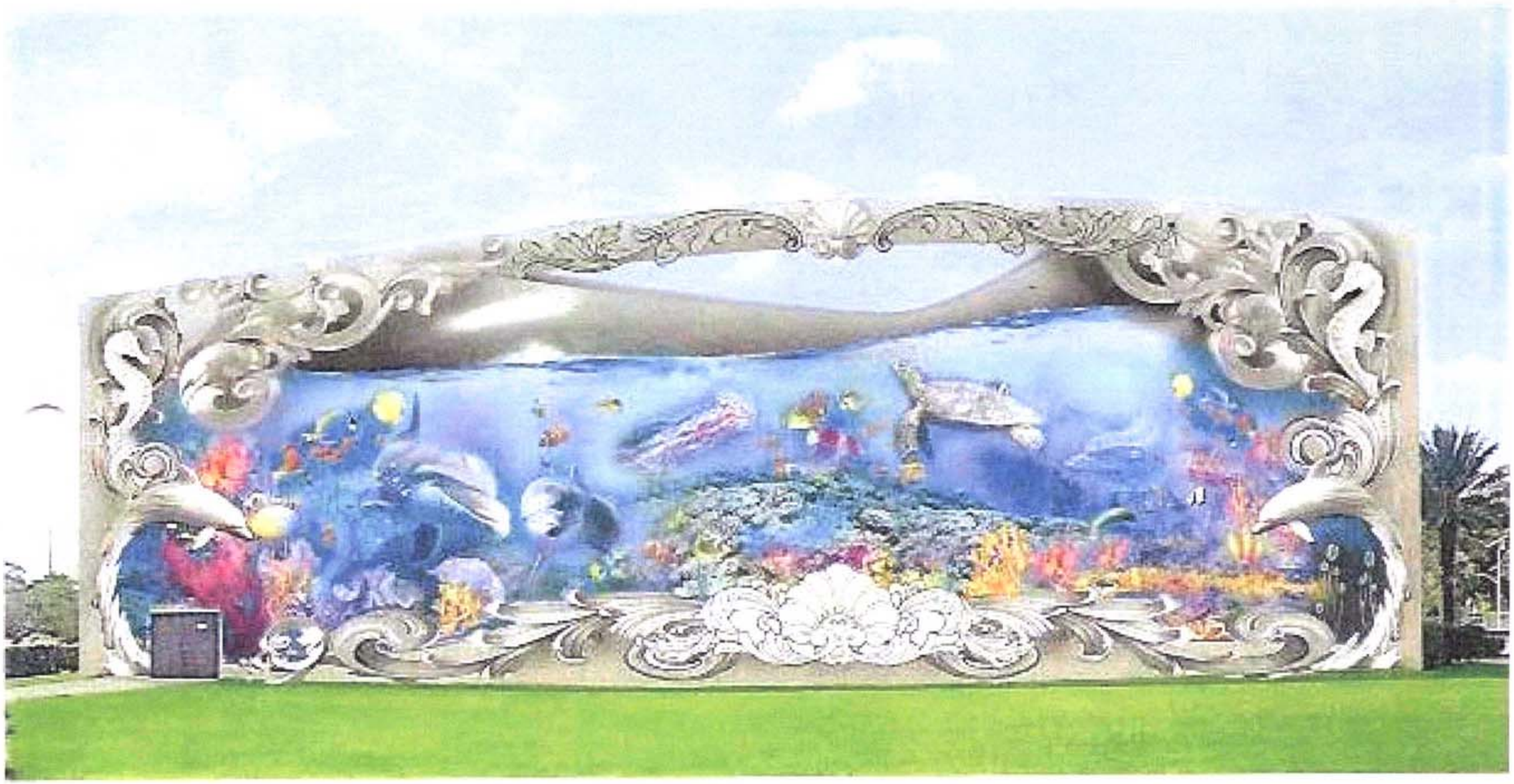
UNDER THE SEA GATE **Metal Sculpture with Airbrush Paint. Private Collection**

BROOKLYN BRIDGE **VIP Room at Tootsie's Cabaret**

SANTORINI MURAL **Private Client Collection**

ARTIST #22





ARTIST #8