

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
MONDAY, OCTOBER 7, 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

Linda Wilson, President of Friends of the Library, invited the Commission to a dramatic reading by Tony Walsh of The Tell-Tale Heart on October 21st at the library.

3. Administrative Reports

3.1 Administrative Report Memo

Director Williams reviewed the information included in the agenda packet. She noted a Trion Project representative would like to address the Board at the November CRA Board meeting. She also noted she would like to move forward with the Pride event and Board Members could contact her with their thoughts.

Jeffery Roberson, 106 SW 5th Court, commented he is concerned CRA funds are being diverted to businesses rather than the community.

4. Presentations

- 4.1 City of Dania Beach Staff Awards to Melissa Nicasio and Janice Saunders;
Atrium Gallery Volunteer Award to Henriette Kitte Arnold; and
Art in the Hall Volunteer Awards Linda Wilson and Sandy Goldberg

Director Williams individually recognized and commented on the staff members and volunteers, and Chair Lewellen presented the awards to them.

5. Consent Agenda

Items Removed from Consent Agenda: #5.3, #5.4

5.1 Minutes:

Approve Minutes of August 27, 2019 CRA Board Meeting
Approve Minutes of September 10, 2019 CRA Board Meeting
Approve Minutes of September 12, 2019 CRA Board Special Meeting

5.2 Travel Requests:

Request from Rickelle Williams, CRA Director, to attend the Florida Redevelopment Association (FRA) Annual Conference and Certification Training in Tampa, Florida on October 14-18, 2019 (Estimated cost \$1,546.63)

5.5 RESOLUTION NO. 2019-CRA-024

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, RECOMMENDING PROJECT MAGIC BE APPROVED FOR A DIRECT CASH/JOB CREATION INCENTIVE GRANT AS A MATCH FOR THE BROWARD COUNTY DIRECT CASH/JOB CREATION INCENTIVE PROGRAM PURSUANT TO SECTION 9½-52, BROWARD COUNTY CODE OF ORDINANCES; PROVIDING FOR A COMMITMENT TO APPROPRIATE THE TOTAL SUM OF TWO HUNDRED TWENTY-FIVE THOUSAND DOLLARS (\$225,000.00) FOR A DIRECT CASH/JOB CREATION INCENTIVE GRANT FOR FISCAL YEARS 2022 THROUGH 2030; PROVIDING FOR CONFLICTS; AND FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member James motioned to approve the Consent Agenda, with the exception of Item #5.3 and #5.4; seconded by Vice-Chair Odman. The motion carried unanimously.

5.3 RESOLUTION NO. 2019-CRA-022

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITH WEISS, SEROTA, HELFMAN, COLE & BIERMAN, P.L., TO CONTINUE TO PROVIDE LEGAL SERVICES AS SPECIAL COUNSEL TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Chair Lewellen noted her comments apply to item 5.3 and 5.4. She had asked City Attorney Ansbro to include in his job description for the Assistant City Attorney a preference for people who have the skills needed to handle some of these services in order to help reduce some of the costs of outsourcing the legal services.

Board Member James motioned to adopt Resolution #2019-CRA-022; seconded by Vice-Chair Odman. The motion carried unanimously.

5.4 RESOLUTION NO. 2019-CRA-023

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITH SAUL EWING ARNSTEIN & LEHR LLP TO CONTINUE TO PROVIDE LEGAL SERVICES AS SPECIAL COUNSEL TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member James motioned to adopt Resolution #2019-CRA-023; seconded by Vice-Mayor Odman. The motion carried unanimously.

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 Executive Director Maternity Leave - Acting Executive Director Appointment

Director Williams reviewed the information included in the agenda packet.

Chair Lewellen noted the last time Ms. Weekes was Acting Director she received 10% rather than the range of 10-15% indicated in the memo included in the agenda packet, and she should receive the same now.

Director Williams responded there may be a new standard by the time she leaves and she put the range in for that reason.

Chair Lewellen said she is fine with it as long as the rate is consistent with what other employees receive for the same type of position.

Board Member James motioned to approve the appointment of Kathleen Weekes as the Acting Executive Director, effective on the first day that the Executive Director transitions to maternity leave under the Family and Medical Leave Act (FMLA); seconded by Board Member Harris. The motion carried unanimously.

7.2 Winterfest Boat Parade Follow-up

Director Williams reviewed the information distributed to the Board, which is attached to and incorporated into these minutes.

Discussion ensued regarding which Board Members would go to which events since the number of tickets allocated for the White Party and Grand Marshall Reception were limited in number, which would not allow attendance by the entire Board.

Board Member James asked if we split the package with Dania Pointe.

Director Williams said Dania Pointe has been very generous in splitting the tickets with us; for the most part, it is an even split.

Discussion ensued regarding tickets for the White Party and Grand Marshall Reception, and the desire that every Board Member should be able to attend both events

Director Williams noted she would go back to Winterfest about the White Party and the Grand Marshall Reception tickets. She confirmed the Board agreed the boat ride is feasible; each Member would receive six tickets and would submit the names of those participating.

Board Member James questioned reallocating the tickets for the boat ride if there are people who do not want to go. If we have enough, we could possibly invite the presidents of the HOAs.

Director Williams noted November 15th is the deadline for the master list for the boat ride; if people on the list let us know they do not want to go, we can allocate those tickets to whoever the Board determines. She confirmed that the City boards would determine who from the board should represent them.

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 6:07 p.m.

ATTEST:


THOMAS SCHNEIDER, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY


LORI LEWELLEN
CHAIR – CRA

Approved: November 12, 2019



DATE OF CRA BOARD MEETING: 10/7/19, 20

PRINT NAME: LINDA Wilson
ADDRESS: 1 Park Ave E Friends of DB

PLEASE CHECK ONE OR BOTH OF THE ITEMS BELOW:

PLEASE BRIEFLY DESCRIBE THE SUBJECT MATTER OF YOUR COMMENT:

2) AGENDA ITEM # _____ (AS PRINTED ON AGENDA)

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)



**REQUEST TO ADDRESS
CITY OF DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY
REGULAR OR SPECIAL MEETINGS**

The Community Redevelopment Agency (CRA) is required by state law to keep minutes of CRA Board meetings. To properly identify persons who address the CRA in those minutes, the CRA requests that this form be completed and provided to the CRA Secretary, before the meeting begins.

DATE OF CRA BOARD MEETING: 7 OCT, 2019

PRINT NAME: JEFFERY LEON ROBERSON

ADDRESS: 106 S.W 5TH CT. DANIA BEACH

PHONE NO. (optional): _____

PLEASE CHECK ONE OR BOTH OF THE ITEMS 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 CRA Board meeting during the period set aside for "Citizen Comments." 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 CRA Secretary immediately prior to the beginning of the meeting of their intention to speak.

PLEASE BRIEFLY DESCRIBE THE SUBJECT MATTER OF YOUR COMMENT:

FUNDING OF COMMUNITY, NOT BUSINESSES

2) _____ AGENDA ITEM # _____ (AS PRINTED ON AGENDA)

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)

Winterfest Event Tickets

White Party - October 26 - 4 Tickets

Commissioners - TBD

Black Tie Ball - December 7 - 10 Tickets	#	Tickets	Total
Commissioners	5	2	10

Grand Marshall Reception - Dec. 13- 4 tickets

Commissioners - TBD

Boatride - December 14 - 75 Tickets	#	Tickets	Total
Commissioners	5	6	30
City Manager	1	4	4
City Attorney	1	4	4
CRA Executive Director	1	4	4
Asst. City Manager	1	2	2
Department Heads	5	2	10
City Boards	11	2	22
Total			76

Grandstand - December 14 - 6 Tickets	#	Tickets	Total
DAD - 115th Winners	1	2	2
Tropical Acres - 115th Winners	1	2	2
Nickname Contest Winner	1	2	2
Total			6

White Party



Winterfest White Party
Invitation only - Exclusive
Hosted by Harbor Beach Marriott.

REACH:

Exclusive Party for **500** guests composed of VIPs, dignitaries, sponsors, media partners and select Winterfest guests.

OPPORTUNITIES*

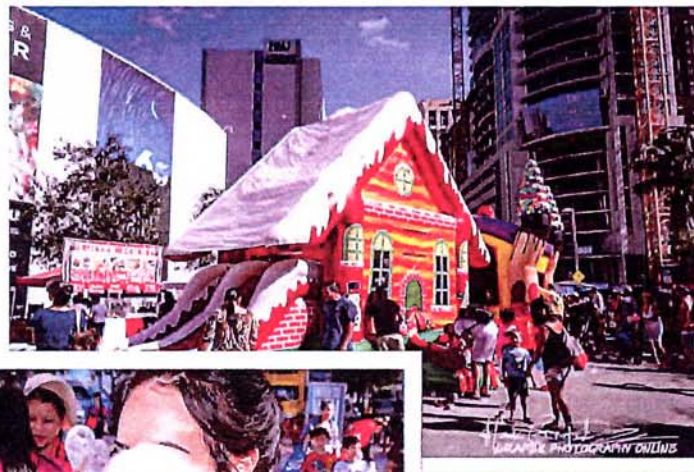
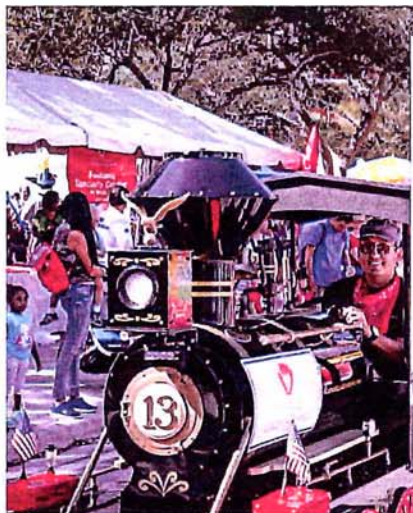
From **Branding** to **Television** coverage opportunities during the News/Deco Drive as well as event inclusion in Winterfest One-hour Television Special.

SPONSORSHIP PACKAGES RANGE FROM
\$10,000-\$35,000

WSVN VIGNETTE OF THE WHITE PARTY

[CLICK HERE](#)

Family Fun



Winterfest

EVENT:
Winterfest Family Fun Day

REACH:
Free event for the family with over 5,000 attendees. Area features live entertainment, interactive games, sports activities, giveaways, face painting, pet rescue row, special appearances by the Marlins, Stanley the Panther, and more!

**SPONSORSHIP PACKAGES
RANGE FROM \$5,000-\$10,000**

WSVN VIGNETTE OF THE
FAMILY FUN DAY

[CLICK HERE](#)

Black Tie



EVENT:

**Seminole Hard Rock Winterfest
Black Tie Ball**

REACH:

Over **950** prominent guests composed of corporations, VIPs, dignitaries, sponsors, and media partners.

**SPONSORSHIP PACKAGES RANGE
FROM \$5,000-\$65,000**

TABLES of 10: \$2,500 AND UP

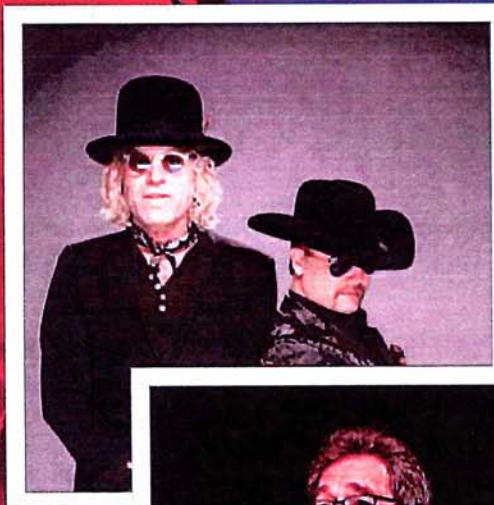
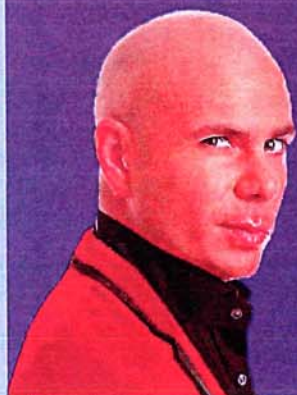
WSVN VIGNETTE OF THE BLACK TIE BALL

[CLICK HERE](#)

Reception

SOME OF OUR GRAND MARSHALS

- ★ Huey Lewis
- ★ Big & Rich
- ★ Pitbull
- ★ Nick Cannon
- ★ Flo Rida
- ★ Tracy Morgan
- ★ Ryan Hunter-Reay
- ★ Barry Gibb
- ★ Kim Kardashian
- ★ Brooke Burke
- ★ Alonzo Mourning
- ★ Deborah Norville
- ★ Bob Hope
- ★ Ed McMahon
- ★ Dan Marino
- ★ Shaquille O'Neal
- ★ Regis Philbin
- ★ Donald Trump
- ★ Jim Belushi
- ★ Kelly Ripa
- ★ Frankie Valli
- ★ David Cassidy
- ★ Ann Jillian
- ★ Lorraine Bracco
- ★ Julio Iglesias, Jr
- ★ Willard Scott
- ★ Randy Jackson
- ★ George Hamilton
- ★ Joan Rivers



EVENT:
Grand Marshal Reception
Hosted by Seminole Hard Rock
Hotel & Casino

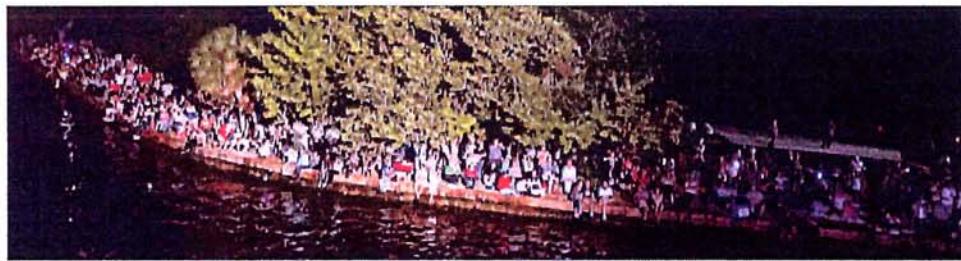
REACH:
Exclusive Party for 500 guests composed of
VIPs, dignitaries, sponsors, media partners
and select Winterfest guests.

**SPONSORSHIP PACKAGES RANGE
FROM \$5,000-\$30,000**

**WSVN VIGNETTE OF THE GRAND
MARSHAL RECEPTION**

[CLICK HERE](#)

Grandstands



EVENT:

**Grandstand Viewing Area
Hosted at Hugh Taylor Birch State
Park**

REACH:

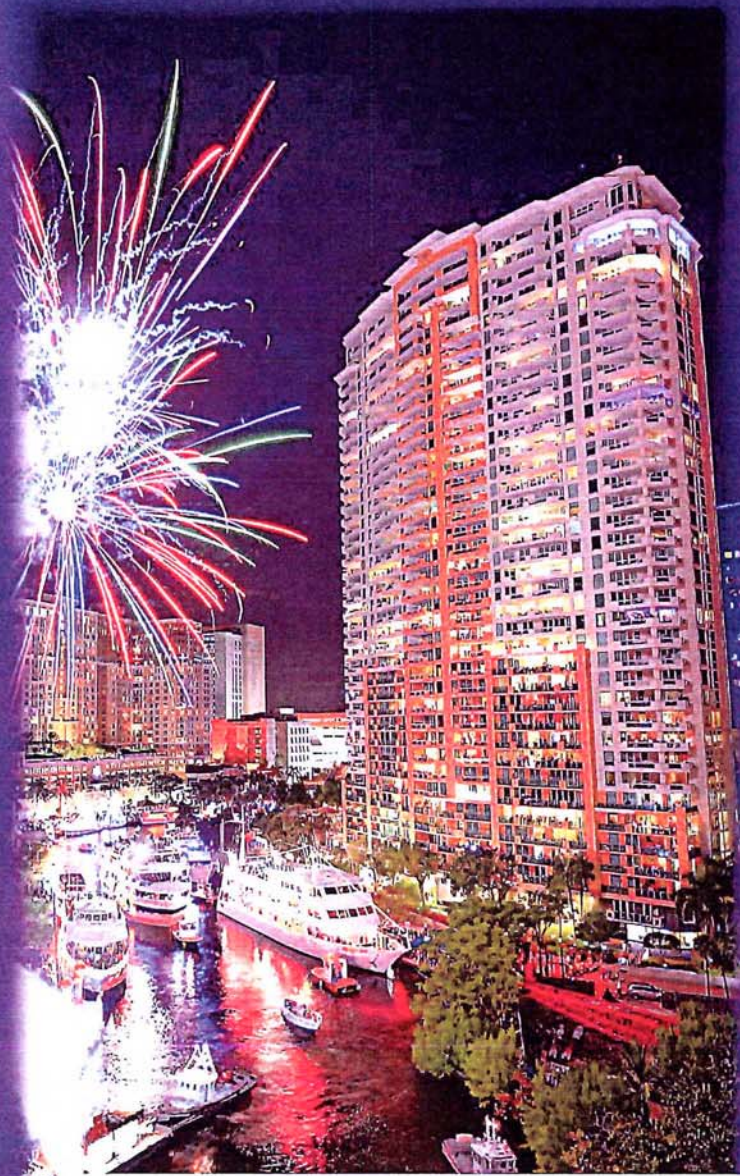
7,000 +/- parade viewers with **3,500** reserved seats and another **3,000+/-** general admission guests. This is the largest organized viewing area along the 12 mile Parade route.

**SPONSORSHIP PACKAGES RANGE
FROM \$5,000-\$60,000**

**WSVN VIGNETTE OF THE
GRANDSTAND AREA**

CLICK HERE

Boat Parade



MORE than ... a Boat Parade

- Million+ Live Parade Viewers
- Millions of Broadcast Viewers via
- "Best Tradition in Fort Lauderdale"
By GoRiverwalk Magazine Readers
- "100 Best" list Reader's Digest

LINKS TO THE EDITED TELEVISION SHOW,
LIVE STREAM AND NEW VIDEOS

[CLICK HERE](#)

[CLICK HERE](#)

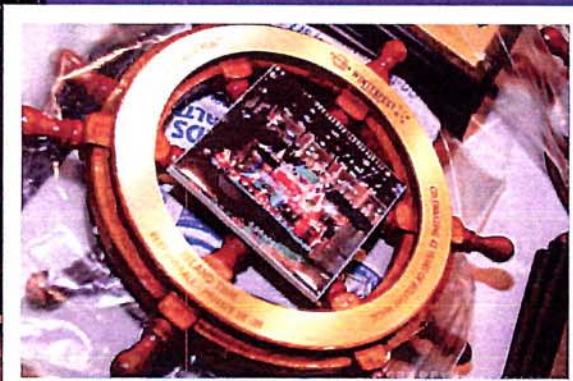
[CLICK HERE](#)



Visit Lauderdale 



Awards



EVENT:
Captain's Cup Awards Dinner

Hosted by GFLCVB at the Greater
Fort Lauderdale Broward County
Convention Center

REACH:
350 corporate sponsors, board of directors,
parade participants and Winterfest supporters
will be at this party to congratulate all those
that went the extra mile to become a winner!

**SPONSORSHIP PACKAGES RANGE
FROM \$5,000-\$15,000**

WSVN NEWS COVERAGE OF THE EVENT

[CLICK HERE](#)