

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, FEBRUARY 11, 2020 - 6:00 PM

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 TWO HUNDRED FIFTY DOLLARS (\$250.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019; AMENDED BY ORDINANCE #2019-019)

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT, PERSONS NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY CLERK'S OFFICE, 100 W. DANIA BEACH BOULEVARD, DANIA BEACH, FL 33004, (954) 924-6800 EXTENSION 3624, AT LEAST 48 HOURS PRIOR TO THE MEETING.

IN CONSIDERATION OF OTHERS, WE ASK THAT YOU:

- A. PLEASE TURN CELL PHONES OFF, OR PLACE ON VIBRATE. IF YOU MUST MAKE A CALL, PLEASE STEP OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
 - B. IF YOU MUST SPEAK TO SOMEONE IN THE AUDIENCE, PLEASE SPEAK SOFTLY OR GO OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
-

1. CALL TO ORDER/ROLL CALL

2. CITIZEN COMMENTS

Addressing the Commission: Comments by Dania Beach citizens, or other interested parties that are not part of the regular 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 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.

3. ADMINISTRATIVE REPORTS

- 1. Administrative Report
- 2. Arts and Seafood Celebration Update

4. PRESENTATIONS

5. CONSENT AGENDA

- 1. Minutes:
Approve Minutes of January 14, 2020 CRA Board Meeting
- 2. Travel Requests: None

6. PROPOSALS AND BIDS

7. DISCUSSION AND POSSIBLE ACTION

8. BOARD MEMBER COMMENTS

9. INFORMATION ITEMS

10. ADJOURNMENT

Memorandum

To: Chair, Vice Chair and Board of Directors
From: Kathleen Weekes, Acting Executive Director
Date: February 11, 2020
Re: **Administrative Report**

1. Broward County Redevelopment Capital Program –Loan to Grant Conversion: Parking Garage

A new loan agreement for the remaining loan balance of \$621,876 will be drafted by Broward County and submitted to the CRA Board for execution. This is estimated to occur in March 2020. The CRA expects to negotiate a revised loan agreement later this year when the Tru by Hilton and other current projects receive their Certificates of Occupancy and details provided to the County to reduce the loan balance.

2. Broward County Broward Redevelopment Program (BRP) Grant– Trion Next Steps

The CRA applied for a BRP grant for public improvements supporting the Trion 300-unit mixed-use development slated for the corner of East Dania Beach Boulevard and Federal Highway. On March 5, 2019, the CRA was awarded the grant in the amount of \$1,000,000.00. An Interlocal Agreement for the grant was approved by the CRA Board on December 23, 2019. Broward County has indicated that the ILA has been signed and executed. The CRA is currently negotiating an agreement with the developer of the Trion.

3. Mold Remediation Impact

The CRA researched the cost of replacing signs, banners, t- shirts, decorative items for the Arts and Seafood Celebration items that were destroyed due to mold contamination at City Hall. So far the inventory has revealed a loss of 247 signs. The following estimate reflects the cost to replace reusable signs and decorative items that can be used from year to year.

Cost of Printing new signs/banners	\$3,159.00
Cost of Printing Branding Signs	\$3,330.00
Cost of Decorative items	\$2,000.00
Other items	<u>\$ 700.00</u>
Total	\$9,189.00

4. CRA partners with Dania Beach Clergy Alliance and OIC of South Florida for an Introductory Career Readiness Training Program

The second of three career readiness training sessions through OIC of South Florida is scheduled for Thursday, February 27, 2020 from 1:00 pm to 6:00 pm at CW Thomas Recreation Center. A representative from Waste Management is expected to attend this session and address participants and share information on job opportunities. Interested participants age 14 and up are encouraged to register. Topics include career assessments, communication, teamwork, networking, problem-solving, and business etiquette, as well as resume and interview tips.

5. Recap: Touchdown Dania Beach Super Bowl Event at Dania After Dark

Dania Beach paid tribute to the NFL's LIV Super Bowl game on Saturday, February 1, 2020 at Touchdown Dania Beach, a celebration that preceded one of this country's premier national events. Events were held in collaboration with Dania Pointe and The Casino @ Dania Beach. At the Tailgate edition of Dania After Dark, we delivered everything we promised to the community. The event included great music, artisans, Art in the Hall, food, kids' activities, performance art, football themed games, and a drumline band. The event also featured appearances by four (4) current or recent NFL players who were a big hit as they mingled with the crowd. The CRA extends thanks to the Parks and Recreation Department for providing the Bulls Eye Game. The CRA provided the winners of the Bulls Eye Game with customized footballs autographed by the NFL players in attendance. We also want to thank CRA Board Member Tamara James for inviting NFL players Jabaal Sheard of the Indianapolis Colts, Marquise Brown of the Baltimore Ravens, Thurston Ambrister of the Arizona Cardinals and Najeh Davenport.

6. Business Retention Visits

The CRA has been conducting monthly business visitations to companies in the Redevelopment Area. Eighteen businesses focused on interior design and home furnishings were visited in January 2020. These visits provide the opportunity to inquire about business operations or needs, offer information about business resources, promote the upcoming annual business luncheon and promote the County's Small Business Certification. This business outreach allows for the exchange of contact information for those companies that may require support in the future.

7. At Home Dania Beach Program – Affordable Housing Development

The six (6) single family homes under construction are nearing completion. The CRA continues to receive requests from members of the community who are interested in owning the homes. More details will be provided in March regarding those who have qualified to be in the lottery which will be held to determine who may purchase the homes.

8. At Home Dania Beach – Residential Beautification Program

The CRA is about to launch the second phase of its Residential Beautification Program working in conjunction with Rebuilding Together Broward County. A second phase waiting list was developed and we have identified twenty-four (24) homes ready for beautification through the program. The At Home Dania Beach Residential Beautification Program is open to residents of the Redevelopment Area. The second phase of this program is scheduled to start in February 2020.

9. Rebranding Initiative

- Entranceway Signage:
FDOT has approved all permit documents. Final step in the permitting process is for City to provide a surety check/restoration deposit in the amount of \$947.64. This is underway.
- Park Monument Signs:
Six (6) of the first nine (9) park/facility monument signs have been installed (see attached). These include:
 - Dania Beach Pier and Marina
 - Griffin Marine Park
 - Mildred V. Jones
 - Mullikin Park
 - Northside Garden Melaleuca
 - Tigertail Lake South Dog Park (North entrance)
- Neighborhood Signs:

All sixteen (16) neighborhood signs have been approved through the permitting process and the process of marking out the signs is completed. The hole-digging process continues.

- The McElyea street signs at City Hall are also scheduled for replacement to provide a sturdier sign that can withstand the elements.

10. Community Foundation of Broward – Honor the Legacy Project

After a review of designs submitted by Artist Gary Moore, and the realization that there was a need for a more unique design and appearance for some of the markers, the CRA met with the Community Foundation of Broward to discuss an extension for the grant and to give the artist adequate time for revision and fabrication of the markers. We want to ensure that the project is executed in a way that is complimentary to the City of Dania Beach and meets the standards of the Foundation and the Dania Beach CRA. The CRA is awaiting a concept revision and estimated timeline from Gary Moore before executing a contract amendment.

11. Recap: Volunteer Day at the PATCH

Temple Solel of Hollywood did a volunteer day at the PATCH on Sunday, January 26, 2020.

The volunteers contributed time and materials and were able to perform the following tasks:

- Refresh volunteer tables with paint
- Remove weeds
- Upgrade the compost area
- Raise a Garden Bed

The group is looking forward to volunteering again at the PATCH in the future.

12. Upcoming Events:

For a comprehensive list of events, please see attached event listing.

1. The four PATCH February Mobile Markets will be held at various locations in Broward County on February 4th, 19th, 12th and 26th.
2. PATCH 3rd Saturday Event: – Healthy Soul Food Cooking Class, Saturday, February 15, 2020 from 9:00 am to 12:00 pm.
3. OIC Workshop – Thursday, February 27, 2020 from 1:00 pm to 6:00 p.m.
4. The PATCH, First Saturday Yoga will be held on Saturday, March 7th, 2020, starting at 9:00 am.
5. Dania After Dark – Saturday, March 14, 2020 from 5:00 pm to 10:00 pm
6. Arts and Seafood Celebration – Saturday, March 28, 2020 and Sunday, March 29, 2020

Park Monument Signs (Phase I)





100 W. Dania Beach Blvd.
Dania Beach, Florida 33004

tel (954) 924-6801
fax (954) 921-2604
www.DaniaBeachCRA.org

DANIA BEACH CRA EVENTS SCHEDULE

FEBRUARY TO MAY 2020

February 2020

- Saturday, February 1st - Touchdown Dania Beach (2:00 pm to 11:30 pm)
- Monday, February 10th - CACAB Call to Artist Poster Art Review (11:00 am)
- Saturday, February 15th - PATCH 3rd Saturday (8:00 am – 1:00 pm)
- Tuesday, February 18th - Creative Arts Council Advisory Board Meeting (4:00pm -6:00 pm)
- Thursday, February 27th – OIC Workshop (1:00 pm -6:00 pm)

March 2020

- Saturday, March 14th - Dania After Dark (3:00pm – 11:00pm)
- Tuesday, March 17th - Creative Arts Council Advisory Board Meeting (4:00 pm – 6:00 pm)
- Wednesday, March 18th - Volunteer Kick-Off Party (6:00 pm – 9:00 pm)
- Saturday, March 21st - PATCH 3rd Saturday (8:00 am – 1:00 pm),
- Saturday, March 21st - OIC Workshop (9:00 am – 2:00 pm)
- Saturday, March 28th - ASC Celebration (7:30 am – 12:00 am)
- Sunday, March 29th - ASC Celebration (9:00 am -11:00 pm)

April 2020

- Saturday, April 11th - Dania After Dark (3:00 pm – 11:00 pm)
- Saturday, April 18th - PATCH 3rd Saturday Earth Day (8:00 am – 1:00 pm)
- Tuesday, April 21st Creative Arts Council Advisory Board Meeting (4:00pm -6:00 pm)
- At Home Dania Beach Ribbon Cutting – To be determined

May 2020

- Thursday, May 7th - Business Luncheon – To be determined
- Saturday, May 9th - Dania After Dark (3:00 pm – 11:00 pm)
- Saturday, May 16th - PATCH 3rd Saturday (8:00 am – 1:00 pm)
- Tuesday, May 19th Creative Arts Council Advisory Board Meeting (4:00pm- 6:00pm)

*Event times reflect staff schedule not necessarily event duration.



TOUCHDOWN

DANIA BEACH

Dania After Dark Super Bowl LIV Tailgate Edition
Saturday, February 1, 2020



TOUCHDOWN

DANIA BEACH



Dania After Dark Super Bowl LIV Tailgate Edition
Saturday, February 1, 2020



Mitzvah Day

Sunday, January 26, 2020

Memorandum

To: Chair, Vice Chair and Board of Commissioners
From: Kathleen Weekes, Acting Executive Director
Date: February 11, 2020
Re: Arts and Seafood Celebration Update

The CRA is currently working on preparations for the 8th Annual Dania Beach Arts and Seafood Celebration (A&SC) taking place March 28-29, 2020 at Frost Park. The following is an update on the event:

Special Event Permit Request

The CRA is requesting a Special Event Permit from the City Commission via an application to the Parks and Recreation Department.

Sponsorship

The CRA is pursuing sponsorship for the event through two resources, our in-house efforts and Festival Management Group (FMG) as a sponsorship consultant. Staff is working on securing sponsorship from returning sponsors who have been supporting the event throughout the years. FMG is currently seeking and negotiating sponsorship agreements with new and past sponsors. To date, the following sponsorships are confirmed:

- Fairfield Inn & Suites \$1,000.00
- Tobacco Free Florida \$2,500.00
- Paradise Exteriors \$1,000.00
- The Casino at Dania Beach \$5,000.00 and Parking
- Waste Management \$1,000 and two (2) 20-yard-dumpsters
- Stephens Distributing \$2,500
- Storm Tight Windows \$2,500

Wrestling Show

Gangrels Wrestling Asylum is presenting a wrestling show at the 2020 Arts and Seafood Celebration. Two Full Pro Wrestling one hour shows will be held on each day as follows:

Saturday, March 28, 2020

- Wrestling Show from 1:00 pm to 2:00 pm
- Wrestling Show from 4:00 pm to 5:00 pm

Sunday, March 29, 2020

- Wrestling Show from 1:00 pm to 2:00 pm
- Wrestling Show from 4:00 pm to 5:00 pm

Performance Art

We plan to have four (4) performance artists for the event. They will be painting at different locations throughout Frost Park. This year we are presenting murals on canvas using brush and spray paint.

Art Show

The Art show is juried and interested artists and crafters must register through the Arts and Seafood Celebration website. We have opened online applications for artists and crafters to register. So far forty (40) artists have registered. We anticipate more registrations now that the holiday season is over. Artists are being charged the following fees:

Jury Fee	\$15
Street Booth single	\$250
Park Booth single	\$275
Double Street Booth	\$500
Double Park Booth	\$55
Additional fee for a corner booth	\$50

Artists Awards

A panel of judges will review all artists and crafters on the first day of the show to award \$1,500.00 in cash prizes as follows:

1 Best of Show	\$500
4 Honorable mentions	\$250 each
Total	\$1,500

Food and Beverage Concession

The Food and Beverage Concession agreement is with Professional Concessions, Inc. This company will handle all food and beverage vendors. The food vendor application is available online at <http://daniabeachartsandseafoodcelebration.com/vendors/> and interested vendors are welcome to apply through February 15, 2020. Application does not guarantee acceptance as we are seeking a pool of vendors that will provide a variety of food options. Professional Concessions, Inc. will pay the CRA a total of \$20,000.00 plus 10 percent of gross receipts collected from food vendors less sales tax. This is the same agreement as was successfully arranged for the 2019 event. Please note that every food vendor must have one food item under \$10.00 and there is a participation fee of 25 percent of total food sales. The following is breakdown of fees for food vendors:

- Deposit (applied against participation fee):
 - o 10x10 Booth \$600
 - o Food Truck \$600
 - o Cart \$300
- Refundable Cleaning Deposit \$300

Chef Showcase

We are looking forward to welcoming back Chef Johnny Alarcon, of the Luxe Gourmet Buffet at the Casino at Dania Beach to be this year's lead Chef for our Showcase. We are also in discussions with Chef Chad Cherry who provides demos on healthy eating as the key to healthy living. We hope to have an expert in vegetarian cuisine for this year's event as well.

Promotion

We will be engaging a Public Relations consultant to work on public relations and advertising for the event. They will be promoting the event to create and increase community and regional awareness of activities featured in the Arts and Seafood Celebration through press releases and advisories, digital media, calendar listings and invitations, and paid media. Our major Social Media postings and boosts will start 45 days before the event.

Live Music Entertainment

The musical line up is as follows:

Saturday, March 28, 2020:

School of Rock	12:30 pm - 2:00 pm
Whipping Post	2:30 pm - 4:00 pm
The Wolfepak	4:30 pm - 6:00 pm
Kiss Alive Tribute Band	6:30 pm - 8:00 pm

Sunday, March 29, 2020:

School of Rock	12:30 pm - 1:00 pm
Kedash and Band	1:30 pm - 2:30 pm
Mr. Nice Guy	3:00 pm - 4:00 pm
Lazy Boney	4:30 pm - 6:00 pm

Save the Date: Kick Off Party on Thursday, March 19, 2020.

The event Kick-Off Party will be held at the Frost Park Recreational Center on March 19, 2020 from 6:00 pm to 8:00 pm.

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, JANUARY 14, 2020 – 5:30 P.M.

1. Call to Order/Roll Call

Vice-Chair Odman called the meeting to order at 5:48 p.m.

Present:

Chair:	Lori Lewellen (via conference call)
Vice-Chair:	Lauren Odman
Board Members:	Chickie Brandimarte Bill Harris Tamara James
Acting Executive Director:	Kathleen Weekes
City Attorney:	James White
CRA Secretary:	Thomas Schneider

2. Citizen Comments

Rev. Paul R. Wiggins, 215 NW 5th Avenue, thanked the CRA Board and staff for all that they do. He expressed concern regarding the conversation at the last CRA meeting about using CRA funding outside of the CRA district.

3. Administrative Reports

3.1 Administrative Report Memo

Acting Director Weekes reviewed the information included in the agenda packet, as well as flyers distributed to the Board, which are attached to and incorporated into these minutes.

Acting Director Weekes noted Director Williams would like to schedule a workshop on TIF funding during the week of March 9th. Vice-Chair Odman asked the Board to email their availability to Acting Director Weekes.

Board Member James spoke of guest NFL football players who would be attending the DAD event on February 1st.

3.2 Arts and Seafood Celebration Planning Update

Acting Director Weekes reviewed the information included in the agenda packet.

4. Presentations

4.1 Rebranding Advertising and Marketing Final Report: Mad4Marketing

Laura Pierson, Senior Art Strategist, Mad4Marketing, gave a presentation, which is attached to and incorporated into these minutes.

Board Member Brandimarte asked if a survey could be included in the welcome packets.

Ms. Pierson thought a survey is a great idea, but it would be better placed in hotels rather than in the welcome packets.

Board Member James noted she continues to see our branding on buses.

Ms. Pierson responded the City's branding will remain on the buses until such time as someone purchases new advertisements to replace them.

5. Consent Agenda

5.1 Minutes:

Approve Minutes of December 12, 2019 CRA Board Meeting

Approve Minutes of December 23, 2019 CRA Board Special Meeting

5.2 Travel Requests: None

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

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

There were no discussion items on this agenda.

8. Board Member Comments

Board Member James spoke of the Sports Clinic to be held on January 18th, the meeting at Attucks Middle School regarding school mergers, the Kwanzaa Celebration event held at the Dania Beach Library, and the groundbreaking ceremony for Spirit Airlines.

Board Member Brandimarte addressed the invocation held in the past before every meeting. She felt the Board is going back into religion again with a religious group holding an event at the PATCH, which could become an issue.

9. Information Items

There were no items on this agenda.

10. Adjournment

Vice-Chair Odman adjourned the meeting at 6:31 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

THOMAS SCHNEIDER, CMC
CRA SECRETARY

LORI LEWELLEN
CHAIR – CRA