MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, MAY 9, 2017 – 6:00 P.M.

1. Call to Order/Roll Call

Chairman James called the meeting to order at 6:00 p.m.

Present:

Chairman:	Tamara James
Vice-Chairman:	Bill Harris
Board Members:	Chickie Brandimarte
	Bobbie H. Grace
	Marco A. Salvino, Sr.
Executive Director:	Rachel Bach
City Attorney:	Thomas Ansbro
Deputy City Clerk:	Tom Schneider

2. Citizen Comments

There were no citizen comments at this meeting.

3. Presentations

There were no presentations on this agenda.

4. Consent Agenda

4.1 Minutes:
Approve Minutes of March 14, 2017 CRA Board Meeting

4.2 Travel Requests:

Request from Kisha Payen, CRA Coordinator, to attend the 2017 American Marketing Association Marketers Workshop in Chicago, Illinois on May 7-10, 2017 (Estimated cost $2,311.68)

4.3 Approve Redevelopment Management Associates Invoice #3740

4.4 Authorizing RMA, LLC to prepare a Market Analysis for the Downtown and City Center, in an amount not to exceed $8,000.00

Board Member Grace motioned to approve the Consent Agenda; seconded by Board Member Brandimarte. The motion carried on the following 5-0 Roll Call vote:

Board Member Brandimarte	**Yes**	**Vice-Chairman Harris**	**Yes**
Board Member Grace	**Yes**	**Chairman James**	**Yes**
Board Member Salvino	**Yes**		

5. Proposals and Bids

There were no proposals on this agenda.

6. Discussion and Possible Action

6.1 Discussion on Draft Request for Qualifications for Real Estate Developer - Dania Beach City Center Development

Executive Director Bach gave a PowerPoint presentation on the RFQ, which is attached to and incorporated in these minutes.

Board Member Grace said she does not see this moving forward during the next 3-5 years. We do not want to waste taxpayers' money improving City Hall and then tearing it down at a later date; be cautious as we test what interest in this development is out there. We should look at the CRA as a whole since there will be at least three stores closing in the near future. As we move forward, hopefully we can entice upgraded entities to come to Dania Beach, who will work with us.

Executive Director Bach noted this RFQ is designed in a way that would not incur any expenditure whatsoever; we will know if we have a qualified developer before expenditures for improvements are made.

Board Member Grace wants to add a community component to this, such as a park upgrade.

Board Member Brandimarte is concerned with All Aboard Florida and the number of trains that would be passing by on a daily basis next to the proposed apartments. She felt there would be a problem renting the apartments. She also felt residents should have input on whether they want a new city hall. She noted she agrees with the small improvements to the existing City Hall that Mayor James' addressed.

Vice-Chairman Harris spoke of a League of Cities symposium he attended on public/private partnerships and the benefits associated with P3s. He thinks we should entertain what interest is out there.

Board Member Salvino said if it does not cost us anything, he has no problem with seeing what happens.

Chairman James noted we are the only city that the commissioners share an office, and the office is an embarrassment. She is unsure of what our plans are, but if the City Center is not going to move forward, our Commissioners still need offices in City Hall. She does not see a problem with putting the RFQ out there to see what interest there might be.

Executive Director Bach reviewed the timeline for the RFQ, and noted the Board would decide tentatively in October on the recommendation brought to them.

Chairman James questioned if there is a need to go through this process if the majority of the Board does not want a new City Hall.

Executive Director Bach said if the Board is not interested in developing the City Hall property, then there is no reason to go out to see if developers are interested.

Board Member Grace agreed with Board Member Salvino to see what is out there.

Board Member Grace motioned to move forward with the RFQ process; seconded by Vice-Chairman Harris. The motion carried on the following 5-0 Roll Call vote:

Board Member Brandimarte	**Yes**	**Vice-Chairman Harris**	**Yes**
Board Member Grace	**Yes**	**Chairman James**	**Yes**
Board Member Salvino	**Yes**		

Executive Director Bach noted this item would be brought back on the June agenda and also taken to the City Commission.

7. Administrative Reports

7.1 CRA Administrative Updates

Executive Director Bach noted she wants to schedule a workshop on the Arts and Seafood Celebration rather than discuss it tonight. She gave a PowerPoint update on CRA projects, which is attached to and incorporated in these minutes.

Executed Director Bach noted staff is working on a guide to doing business in Dania Beach. She recently met with Hollywood regarding JA Ely Boulevard and doing a joint application for a Safe Routes to Schools Grant for sidewalks and crosswalks. She spoke of the Broward Regional Health Planning Council's application to the USDA for a grant to upgrade marketing and operational activities of the PATCH.

Executive Director Bach said she would like to do another strategic planning session in June.

Board Member Salvino questioned what will happen when the mixed use situation conflicts with City code.

Executive Director Bach said in regard to the Downtown Master Plan and the Urban Concept Plan, she believes the code is flawed. There may need to be a holistic look at the zoning code, rather than piecemeal. Part of the scope of work of the analysis will be to make recommendations on amendments to the zoning code that will help facilitate the mixed use implementation.

8. Board Member Comments

Board Member Brandimarte addressed Winn Dixie and the Dollar Store closing. She was in Winn Dixie and not one employee was offered a job by the new store that is going in. Furthermore, the employees did not know the store would be closing.

Board Member Salvino said we should think about bringing up the CRA Executive Director position for discussion on the next agenda.

Chairman James spoke of the Winn Dixie closing; she talked to someone and he told her they try to place as many of their employees as possible. She was unaware an Aldi is supposed to go into this location.

9. Adjournment

Chairman James adjourned the meeting at 6:50 p.m.

ATTEST:

LOUISE STILSON, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT AGENCY

TAMARA JAMES
CHAIRMAN – CRA

Approved: June 13, 2017

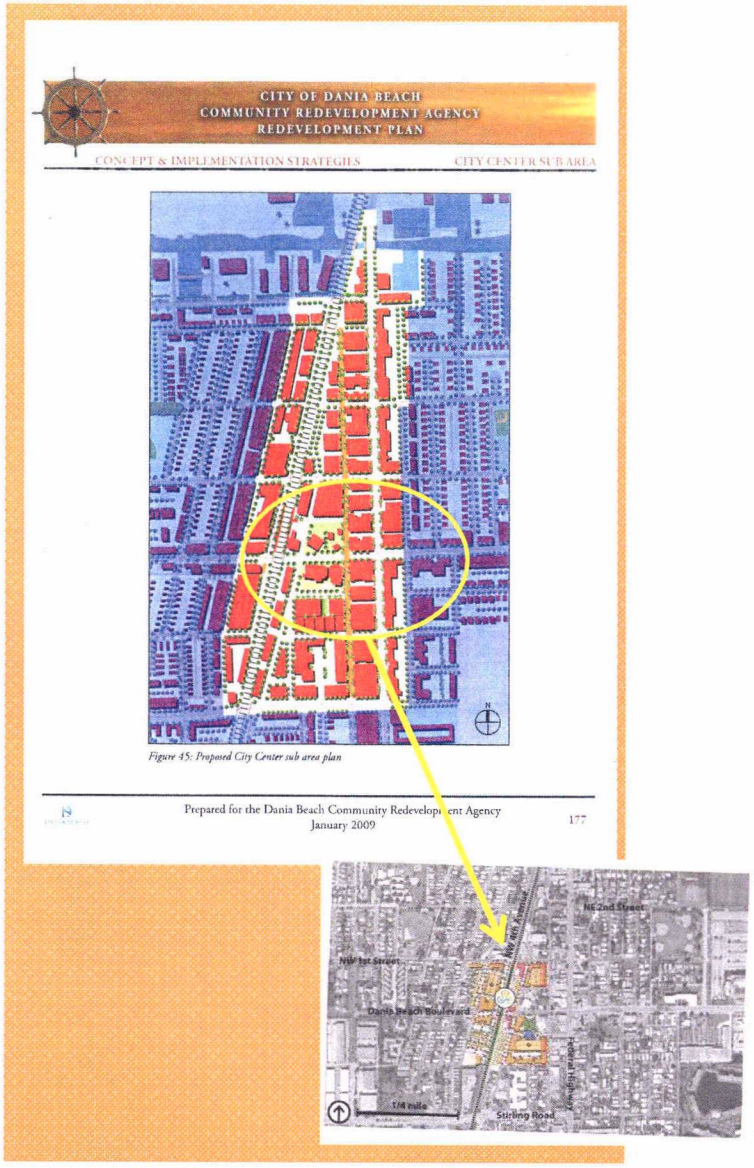
DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

#6.1

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

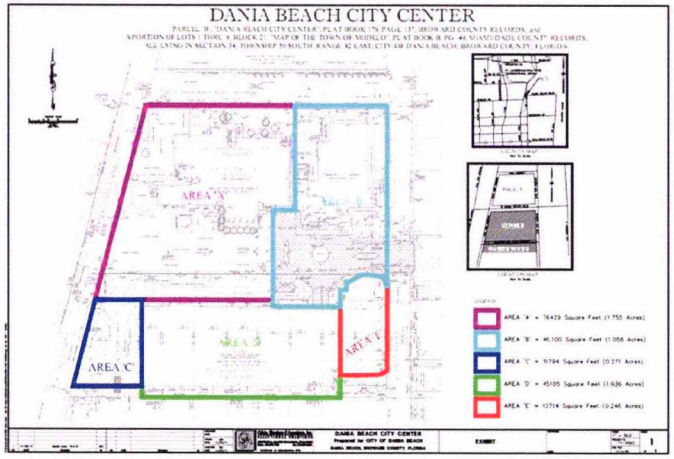
Dania Beach City Center Request for Qualifications

DBCRA
May 9, 2017



BACKGROUND

- **CRA Plan, 2009 Implementation Strategies - City Center:**
  - Leverage ***City Hall and Fire Station sites*** through relocation of facilities for future redevelopment (Strategies 1.e.11 & 1.e.13)
  - Reinforce the ***City Center sub area and NW/SW 1st Avenue*** through enhancements as the primary pedestrian-friendly main street. (Strategy 1.e.10)
- CRA issued RFQ's for City Center in 2009 and 2012, both times unable to negotiate a "terms" satisfactory to the City and CRA
- Eastern Anchor for West Dania Beach Boulevard and Dania Pointe (employee housing)
- Activate NW/SW 1st Avenue (Conceptual Plans underway)
- Future location for Tri-Rail Coastal Link Station



REQUEST FOR QUALIFICATIONS

Scope of this RFQ

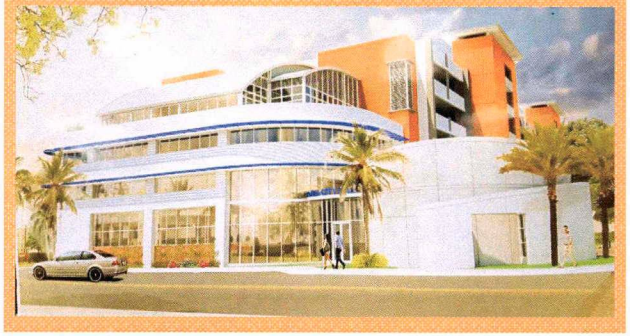
1. City Hall Site (Area A)
2. Parking Garage (Areas C and E)
3. *Optional* – Fire Station (Parcel B, bottom left)

Minimum Mandatory Requirements

1. New City Hall Facility (29,000 s.f.)
2. Park/Plaza/Open Space for events and gatherings
3. Sustainable Construction Methods

Other Considerations (encouraged elements)

1. City Center should function as a mixed use Civic Center
2. Private property assembly is encouraged
3. Terms for the City would include long-term Land Lease
4. Additional 2 stories could be added to Parking Garage



RFQ Process

Evaluation Criteria

1. Qualifications of Developer and Team related to Scope (35)
2. Financial Stability and Capability (35)
3. Experience of Team working together (10)
4. Concept Plan and Timeline (10)
5. References (10)

Schedule

RFQ Issued	June 19, 2017
Deadline for Questions	July 31, 2017
RFQ Submittal	August 21, 2017, 2:00 p.m.
Evaluation Committee Meets	TBD
RFQ Successful Responders Notified	September 18, 2017
CRA Board/City Commission Consideration	October 9, 2017

- ❑ **Deposit Required** - $25,000 refundable to proposer not selected
- ❑ **Cone of Silence** – Applies to CRA Board/City Commission and Evaluation Committee

Overall Timeframe

	2017			2018				2019	
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Request for Qualification									
Shortlist/Select Developer			October						
Negotiations/Project Development									
Fiscal Impact Analysis									
Site Plan and Permitting									
Construciton									

**This is an estimated schedule. A final project could include multiple phases and timelines*

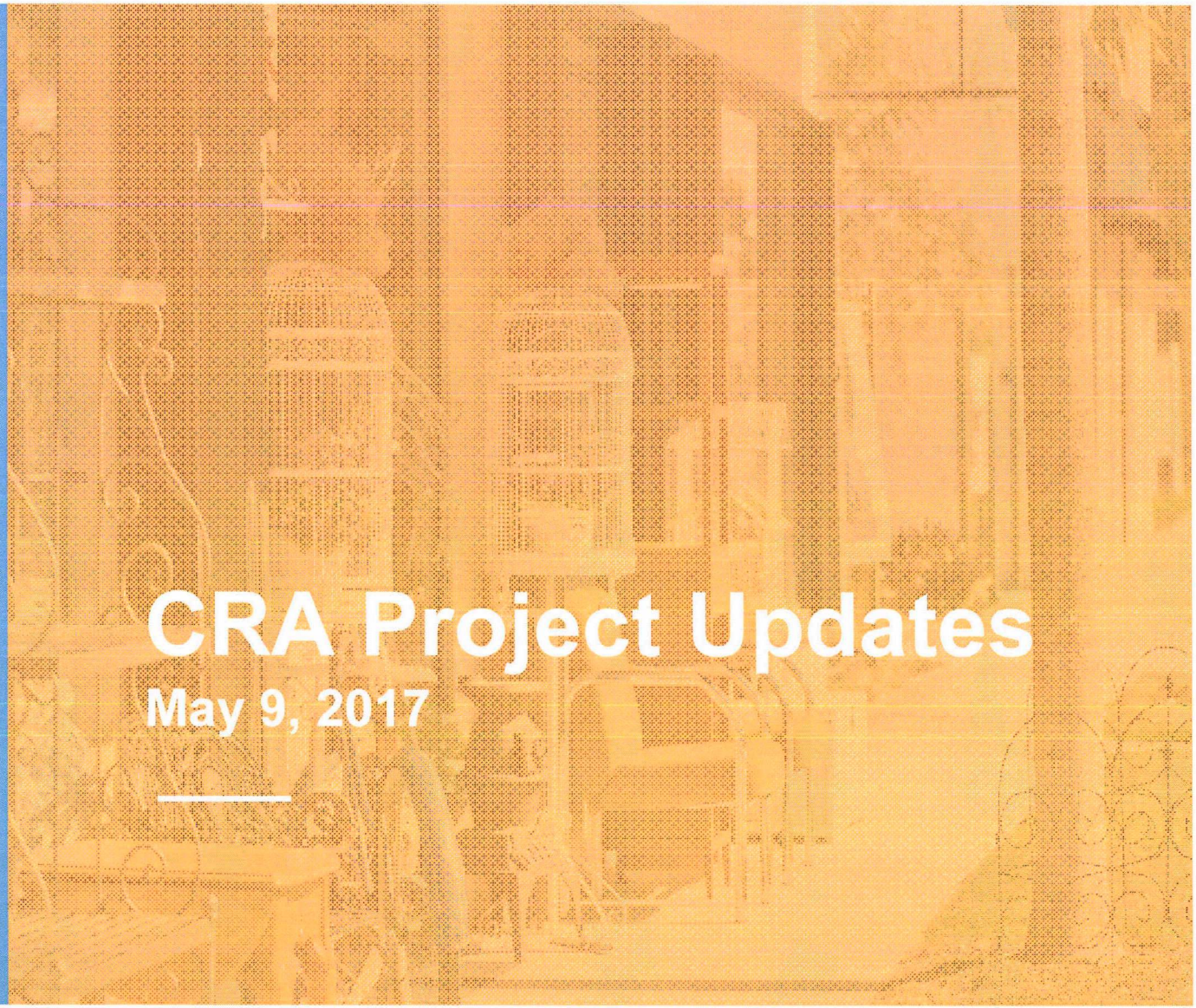
Project Highlights

- ❑ City Center Project could generate $120 to $150,000 annually in ad valorem taxes
- ❑ Could leverage investment in public infrastructure improvements
- ❑ Limited Risk in Phase 1 RFQ – CRA/Commission has the ability to not shortlist

N FEDERAL HWY
E DANIA BEACH BLVD
S FEDERAL HWY
S TIRLING RD

#7.1

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY



CRA Project Updates

May 9, 2017

Downtown Master Plan

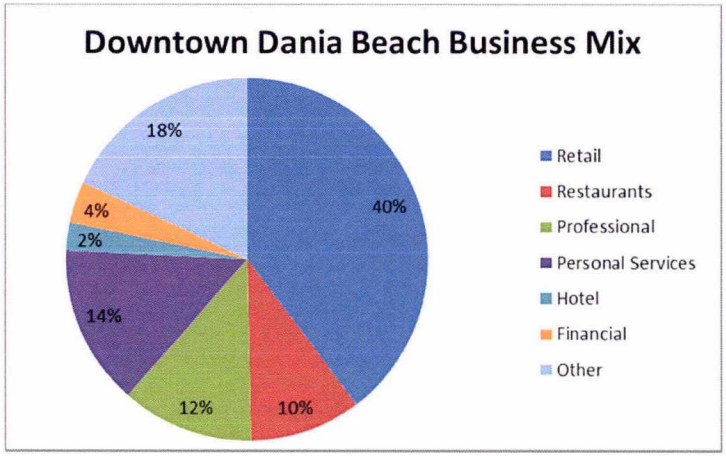
- ❑ Completed Business Mix Analysis
- ❑ Conducting Merchant Surveys (CC and EDBB)
- ❑ NW/SW 1st Avenue Concept Plan underway (NW 3rd St. to Stirling)
- ❑ FEC RR Crossing Update
- ❑ Market Analysis to be approved by Board 5/9/2017
- ❑ Federal Highway historic façade renovation project underway

Next Steps:

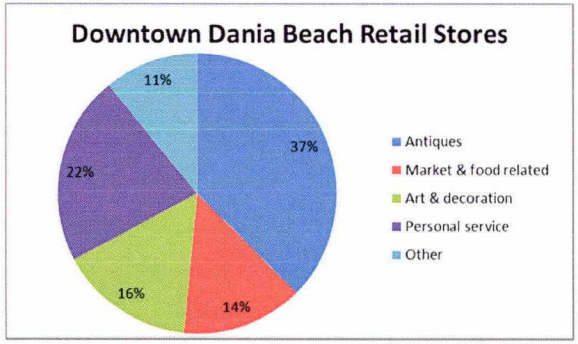
Retain a consultant to conduct an ***Urban Design Conceptual Plan*** for the City Center core area (NW 1st to SW 1st Street)

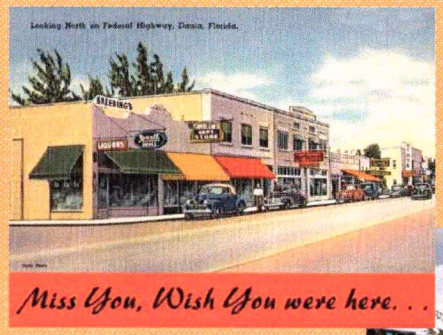
Downtown Business Mix and Survey Comments

- ❑ Downtown Dania Beach is Still "hot spot" for collectibles and home décor, combined makes up 53% of all retail in the Downtown.
- ❑ Downtown Dania Beach is already contains many personal and convenience services typical of supporting residential development as well as major grocery chain within walking distance of City Center core
- ❑ Preliminary survey results indicate a number of small "mom and pop" businesses and heavy internet and social media promotion
- ❑ Businesses are interested in assistance with improved visibility and cross promotion with the CRA/City.



- **Businesses are well established.** The average is 17+ years in business with 5 over 30 years
- **The open hours are all over**: day, night, closed days, short hours (i.e.11:30-4)
- **Dania Beach is home.** 100% are year round businesses, only 10% have other locations.
- **Small business:** Average # of employees is 6 full time, some are 1 or 2 person shops
- **Limited advertising/more digital media**: only 30% advertise, 84% word of mouth, 70% have web pages and 50% use social media
- **They want to link to the CRA.** 100% with the website, 90% with CRA Facebook.
- **Source of customers:** 30% walk in, 20% appointment, 20% internet and 30% other
- **Dania Beach represents** just 20% of customers. National (60%) was the highest rated source.
- **The three biggest issues:** Parking 60%, Shabby appearance 52%, and signage, 40%
- **How could CRA help?** Special events 70%, joint marketing 55%





"That was then"

"This is now"

Commercial Improvement Grants

Approved/Underway 2017

Downtown Historic Façade – 1, 5 & 11 N. Federal Hwy.

- Restoration of Facades back to the 40's and 50's
- CRA is working directly with property owners
- Preliminary cost estimates are prohibitive, put may make incremental and value added upgrades.

FY 2017 Approved Commercial Improvement Grants

Business	Address	Grant	Amount	Business Contribution	Completion Date
Dockers	318 N Federal Hwy	Façade	$ 20,000	$ 5,000	7/28/2017
Fifth Avenue	6 SW 5 AVE	Façade	$ 20,000	$ 7,250	8/25/2017
Angela's Haven	405 S. Federal Hwy	Façade	$ 20,000	$ 5,000	10/2/2017
Bake Shack	238 S. Federal Hwy	Façade	$ 20,000	$ 8,571	10/10/2017
Rainbow Realty	242 S. Federal Hwy	Façade	$ 10,000	$ 4,286.00	10/10/2017
			$ 90,000.00	**$ 30,107.00**	

Commercial Improvement Grants

Completed 2017

Premier Mobile Health Solutions - 250 S. Federal Hwy.

- Façade Improvements
- New Entry Feature
- Landscaping
- Parking resurfacing
- On Street Parking

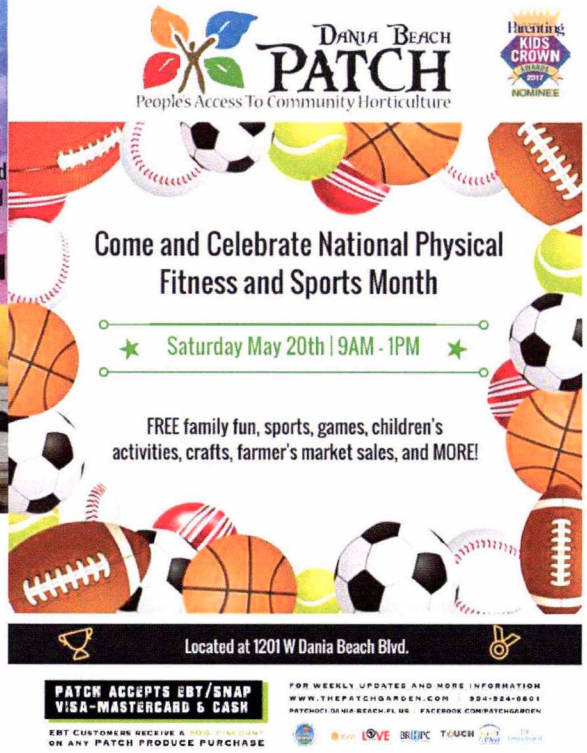
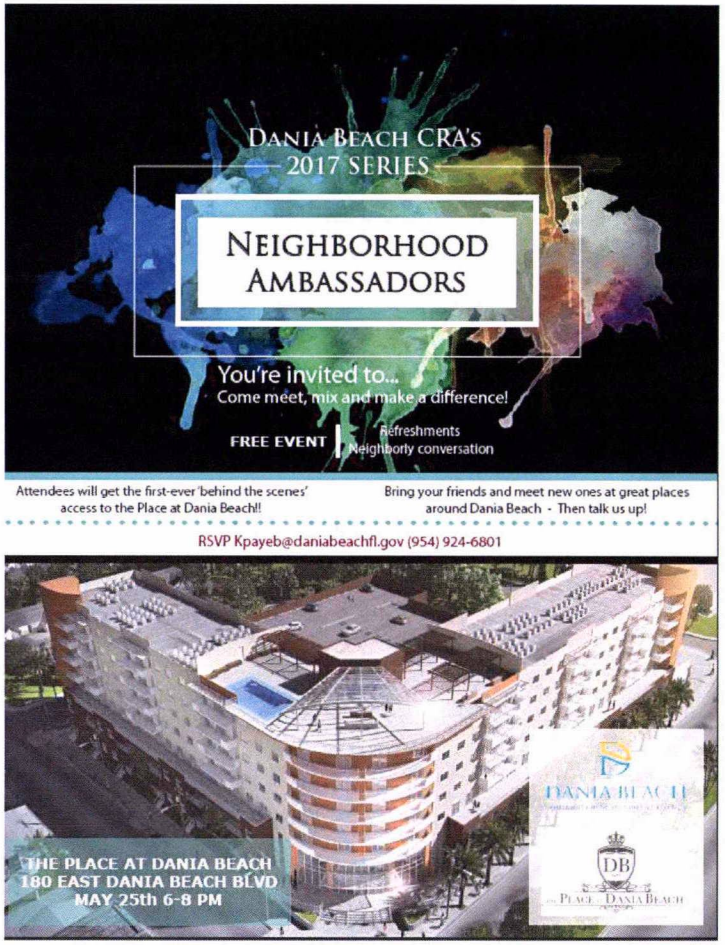
CRA Grant:	$20,000
Premier Investment	$60,000
Total	$80,000

Increase in Taxable Value $100,000

TNT Fireworks – 768 E. Dania Beach Blvd.

- Façade Improvements
- New Entry Feature
- Decorative 'eyebrow'
- New windows and doors
- Signage

CRA Grant:	$20,000
Premier Investment	$65,000
Total	$85,000

Increase in Taxable Value $115,000

Upcoming Events