MINUTES OF HYBRID MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, DECEMBER 13, 2022 – 5:30 P.M.

1. Call to Order/Roll Call

Chair Ryan called the meeting to order at 5:33 p.m.

Present:

Chair:	A. J. Ryan IV
Vice-Chair:	Lori Lewellen
Board Members:	Joyce L. Davis
	Tamara James
	Marco A. Salvino, Sr.
Executive Director:	K. Michael Chen
City Attorney:	Eve Boutsis
CRA Secretary:	Thomas Schneider

2. Citizen Comments

There were no comments at this meeting.

3. Administrative Reports

3.1 Administrative Report

Director Chen reviewed the information included in the agenda packet, consisting of updates on the CRA/Incubator office at 25 N. Federal Highway, Dania After Dark, and Dania Beach: Honor the Legacy – Art in Public Places project (he recommended viewing of the name plaques at the beginning of Dania After Dark on January 14th.

Board Member James noted the MLK banquet is the same evening.

Director Chen responded Dania After Dark could be moved.

Vice-Chair Lewellen felt Dania After Dark should not be moved, but the name plaque viewing should be.

Discussion ensued about attending both events on the same night. The Board agreed to attending the DAD event then going to the MLK banquet on January 14th.

The Board agreed to the name plaque viewing at 5:00 p.m. before the January 10th CRA Board meeting.

Director Chen noted staff would like to schedule a 1½ to 2-hour Board workshop with VHB to get the Board's input to finalize the version of the CRA plan update to be proposed for adoption.

Discussion ensued and the Board agreed to hold a workshop on the CRA Plan update on January 12th at 5:00 p.m.

Director Chen continued with the administrative report with updates on economic development activities (BRAVO visits to businesses and market update/trends and CRA activities), and the PATCH.

4. Presentations

There were no presentations on the agenda.

5. Consent Agenda

Items Removed from Consent Agenda: 5.4, #5.5, #5.6

5.1 Minutes:
Approve Minutes of October 11, 2022 CRA Board Hybrid Meeting

5.2 Travel Requests: None

5.3 RESOLUTION NO. 2022-CRA-010

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING EXECUTION OF A ONE-YEAR RENEWAL AGREEMENT WITH REAL TIME MARKETING GROUP, LLC, (RTMG) TO PROVIDE DIGITAL MARKETING SERVICES TO PROMOTE THE DANIA BEACH CRA DISTRICT; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member James motioned to approve the Consent Agenda, with the exception of Items #5.4, #5.5 and #5.6; seconded by Board Member Salvino. The motion carried unanimously.

5.4 RESOLUTION NO. 2022-CRA-011

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING EXECUTION OF A SECOND AMENDMENT TO THE DEVELOPMENT AGREEMENT BETWEEN THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY AND 4 DANIA BEACH HOLDINGS, LLC; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Boutsis read the title of Resolution #2022-CRA-011.

Board Member James said this is the Celeste/Trion project and asked if they are requesting a 12-month extension. She is concerned about what they still have to do in those 12 months. She has received numerous calls regarding this project associated with the construction work at night. She wants to be sure this is not 12 more months of that activity.

Director Chen explained the developer said the project is 90-95% complete; the reason for the extension is they need time to get the Certificate of Occupancy. He addressed the other components needed to be completed.

Board Member James commented she understands the supply chain disruption, but she wants to be sure the residents are not impacted in a negative manner during the 12 months.

Director Chen said there are no alterations of their construction plans.

City Attorney Boutsis noted they cannot be making any exterior alterations, only interior ones.

Board Member Salvino commented they expected the CO by the end of the year. With the one-year extension, he felt we should not delay. We will not get any revenue from them for the next year, but they should not disrupt the neighborhood.

Board Member James motioned to adopt Resolution #2022-CRA-011; seconded by Vice-Chair Lewellen. The motion carried unanimously.

5.5 RESOLUTION NO. 2022-CRA-012

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 A RENEWAL AGREEMENT FOR A SIX (6) MONTH PERIOD WITH ATLANTIC STUDIOS, INC. TO PROVIDE PRODUCTION AND MANAGEMENT SERVICES RELATED TO THE "DANIA AFTER DARK" EVENT FOR AN AMOUNT NOT TO EXCEED FIFTY-EIGHT THOUSAND EIGHT HUNDRED DOLLARS ($58,800.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Boutsis read the title of Resolution #2022-CRA-012.

Vice-Chair Lewellen felt six months would be a long time for this. Lately, DAD feels like it is getting stale, and she thinks this is because of the promoter. We need an event like the tree lighting; it might be better to do this through Parks & Recreation rather than using a promoter. We could try this out and if it works, we could do it permanently.

City Manager Garcia noted even if we would go with another contractor, we would need time to go out for RFP. If any of our departments are not happy with a contractor, they hold them to a higher standard. She described the leadership of Parks & Recreation and said she would always be supportive if the Board chose to have the event handled by the City. She reiterated we would need time to put out an RFP.

Vice-Chair Lewellen felt the event is flat because of the promoter. If we cannot get someone else to do it, she would like to see it done in-house. It is a key event for the City, and she would like to see more people coming from everywhere.

City Manager Garcia addressed the importance of having themes and strategies and aligning the strategies with deliverables.

Vice-Chair Lewellen reiterated this is more a promoter thing; she wants to see it grow and be bigger. She noted the tree lighting was spectacular and she knows there are people in the department who specialize in this. This may be an opportunity to revisit this to see if it would be better somewhere else.

Board Member James agreed six months is too long. The event does not have the pizazz it had; we need someone who specializes in this. She does not want to pull staff away since we are growing so much. She does not want Community Development and Parks to just do events. We may need to do a mid-year budget adjustment. She felt a month-to-month would be better than six months which may tie our hands. She favors seeing if there is competition out there now for a different type of promoter.

City Attorney Boutsis noted they are on their last extension. The Board could do a six-month extension, but it could be terminated in a month without cause.

Vice-Chair Lewellen said we probably need to hire someone with the City to have them under Parks & Recreation; a separate person or department working with the CRA to get it done.

Board Member Davis commented she does not want to rush and do it month-to-month and then it not be spectacular. She felt perhaps another workshop about DAD is needed as it is going to take months to get the vision clear so we can execute correctly.

Board Member Salvino said no one wants to turn around in 30 days. It would be nice, possibly at the next CRA meeting, to re-invent ourselves with DAD. We need to come back at the next meeting with a vision and we are paying $10,000 per event. With that money, we pay for stages, etc. and collect for vendors, but we need a person to be the event coordinator. He felt we would be rushing it in 90 days.

Board Member James clarified her month-to-month suggestion was to not get stuck in the six months. For $9,800, we definitely could hire a person to do both City and CRA events. The vision for DAD has been very clear and we need someone with a marketing background. She is okay with a workshop, but thinks we need to hold the people accountable for getting the job done. She is okay with six months with the ten-day clause to terminate.

Chair Ryan asked if we have had open discussion with the promoter about our concerns.

Director Chen responded yes, when we did the RFP and engaged this production manager, we talked about themes and providing a large tent and a higher level of entertainment. Through the City's BEAM team, we identified the City's monthly themes and we tried to incorporate this in the DAD event. He agreed the event is tired and noted there are a lot of expenses that come out of the $9,800 and he itemized the components.

Chair Ryan said the City did a great job with the creation of this event; the second Saturday is a solid time slot. New ideas need to be floated around about this and proposals. The beauty of it is the flexibility of it; we all want to see it succeed. We need to pivot and really discuss and make a change instead of just talking about it. He is not knocking the event; we are creating a tradition here. We need to encourage everyone to attend. He felt the six months is necessary and we should let the company know they are on notice and they need to work with us.

Director Chen noted one of the underlying purposes of holding an event like this is to bring people in to see the development and change; there will be things in the future for drawing people.

Board Member James motioned to adopt Resolution #2022-CRA-012; seconded by Board Member Salvino. The motion carried unanimously.

5.6 RESOLUTION NO. 2022-CRA-013

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE CRA BOARD TO DELEGATE THEIR AUTHORITY TO THE EXECUTIVE DIRECTOR TO ESTABLISH MONETARY THRESHOLDS FOR CERTAIN PURCHASES AND PAYMENT DISBURSEMENT AUTHORIZATIONS; ALSO, ESTABLISHING THE PROCESS FOR PROCURING SERVICES; PROVIDING FOR CONFLICTS; PROVIDING FOR SEVERABILITY; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Boutsis read the title of Resolution #2022-CRA-013.

Board Member James said she does not think the threshold should be $50,000 as the CRA has a different budget and different responsibilities. She is not comfortable with authorizing $50,000 before we know what is going on.

Vice-Chair Lewellen commented she is fine with being consistent across the board.

Director Chen noted it binds the CRA to City procurement policies.

Vice-Chair Lewellen added she is fine with it.

City Attorney Boutsis explained one reason this is on the agenda is that technically, she cannot find a document that authorizes the Director at the $25,000 threshold. She would like a resolution for whatever amount the Board decides so we have our i's dotted and t's crossed.

Board Member Salvino asked if Director Chen could spend $50,000 on something.

City Attorney Boutsis responded yes if he follows the proper procurement policies.

Board Member Salvino said he cannot see what expense would be $50,000.

Director Chen noted he strictly follows purchasing policies; this would mirror City purchasing practices.

Board Member Salvino commented CRA purchases are not even close to City purchases. He needs a reason for why this should be raised to $50,000 from $25,000 and he does not want to hear so that it is the same as the City. He asked Director Chen what he has spent $25,000 on.

Director Chen responded the need to document the purchasing authority and to establish a threshold came from the City Attorney.

Board Member James said she is okay with having the document but having it at a $25,000 threshold.

Frank DiPaolo, Chief Financial Officer, explained how this came about; his department is the Finance Department for the City and the Finance Department for the CRA. The threshold for the CRA can be the same as or lower than the City, but not higher.

Board Member Salvino asked if it makes the procurement any easier to have it the same.

Chief Financial Officer DiPaolo said it definitely makes it easier and noted for as long as he has been here, there were items for $6,000 coming to the Board for approval. He understands the need for latitude and discretion, but it is the Board's decision.

Board Member James said she would motion for a $25,000 threshold.

Chair Ryan noted he favors $50,000; purchases must go through the proper processes regardless.

Vice-Chair Lewellen motioned to adopt Resolution #2022-CRA-013; seconded by Board Member Davis. The motion carried unanimously.

6. Proposals and Bids

There were no proposals on the agenda.

7. Discussion and Possible Action

7.1 CRA Owned Properties

Director Chen reviewed the information included in the agenda packet regarding the three unbuildable properties: 524 NW 3 Terrace, Old Griffin Road, and 115 Phippen Waiters Road. He noted CRA staff is requesting Board approval to publish a public notice of its intent to sell the three unbuildable properties and bring the item back in February.

Board Member Salvino motioned to approve publication of a public notice of the CRA's intent to sell the three unbuildable properties at 524 NW 3 Terrace, Old Griffin Road, and 115 Phippen Waiters Road; seconded by Vice-Chair Lewellen. The motion carried unanimously.

8. Board Member Comments

Board Member James thanked Strategic Communications & Community Outreach Representative Kisha Eugene for her service to the CRA and the value she has given to the City. She added we are losing a quality employee and wished her the best of luck in her future endeavors.

Board Member Salvino said he would miss Kisha on the stage at all the events and he thanked her.

Vice-Chair Lewellen thanked Kisha for being our cheerleader.

Chair Ryan thanked Kisha for the great introduction and warm welcome she gave him.

9. Information Items

There were no items on the agenda.

10. Adjournment

Chair Ryan adjourned the meeting at 6:41 p.m.

ATTEST:

THOMAS SCHNEIDER, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT AGENCY

ARCHIBALD J. RYAN IV
CHAIR – CRA

Approved: January 10, 2023

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY