

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
WORKSHOP
MONDAY, JUNE 12, 2017 – 3:00 P.M.

1. Call to Order/Roll Call

Chairman James called the meeting to order at 3:03 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. Items for Discussion

2.1 Strategic Goal Setting Workshop for 2018

Director Bach reviewed the goals for this workshop and gave a PowerPoint presentation, which is attached to and incorporated in these minutes.

Chairman James questioned if we could get additional bike stations with the new development happening in the downtown area.

Board Member Grace felt it would be a good idea to have a shuttle system implemented in the downtown area.

Board Member Brandimarte said this is premature as there is no retail to offer in downtown to give people a reason to stay.

Board Member Salvino noted there are retail businesses currently.

Director Bach responded increasing retail is a challenge, and she described ways to build on the retail that currently exists.

Board Member Brandimarte felt the way to improve the amount of retail is requiring the developers to have retail on the first floor of their buildings in order to get Commission approval.

Board Member Grace spoke of Hallandale's CRA and utilizing the Community Benefit Agreement as a way to increase retail businesses in the downtown area.

Chairman James questioned whether we might want pedestrian crossings over railroad tracks on both sides of the street instead of only one side on Dania Beach Boulevard and NW 1st Street.

Director Bach noted the available right of way is restricted and the railroad will not contribute to the crossings. We would need to budget for these crossings if the Board desires to move forward with them.

Discussion ensued regarding the Safe Routes to School grant program and length of school zones.

Director Bach noted the PATCH does not make a profit.

Board Member Salvino noted high school students need service hours and questioned why we could not utilize them.

Director Bach responded we have sufficient volunteers; the issue is not having enough buyers.

Board Member Salvino suggested offsite markets, and Director Bach said we would like to do this, but it comes down to not having the staffing to do so.

Board Member Brandimarte felt we are losing money and would have to throw good money after bad in order to increase staffing. The PATCH was never meant to be this way; it is for our people to have their plots and to grow their own vegetables. If we are losing money, we could turn it over to the schools for the children to learn agriculture.

Board Member Grace felt the education and health components are the key to making the PATCH successful, and we need community buy-in, especially all of the schools.

Director Bach noted there might be funding from the USDA through a grant we have applied for. She likely will come to the Board next year for another part time employee and we want to expand the community events component.

Board Member Grace noted the CIO offered free job skills training in Dania Beach for the hiring anticipated by Dania Pointe and the hotels coming online.

Chairman James questioned the number of residents that would have to be relocated in order to construct the West Dania Beach Boulevard Bridge.

Director Bach addressed the relocation process for projects such as the bridge, and noted homeowners have not been notified because of the uncertainty of the bridge coming to fruition.

Discussion ensued regarding how the bridge would be paid for.

Vice-Chairman Harris addressed the MPO's Strategic Intermodal System plan that goes out to the year 2045.

Board Member Brandimarte noted she likes Board Member Salvino's idea of partnering with another city for a shuttle.

Board Member Grace asked if next year's budget would increase or decrease.

Director Bach said right now it is about the same as this year's, but including the railroad crossings would increase it.

2.2 The Dania Beach Arts and Seafood Celebration

Director Bach gave an overview of the Arts and Seafood Celebration, which is attached to and incorporated in these minutes.

Board Member Salvino said it has always been a great event, but with the loss we take with it and with the PATCH, perhaps we should be outsourcing it. A third party would likely have to charge admission and parking to offset their expenses. Financially, the celebration is not feasible for the City.

Director Bach said there are certain elements, like the sand sculpture or the showcase, that could be eliminated or we could make it a one-day event rather than two-day.

Board Member Salvino felt the casino would be willing to split the parking fee with us, and give a voucher for free play in the casino.

Director Bach noted the casino contributes \$25-30,000 to the event, though it goes unseen.

Board Member Salvino asked if we know how much it would cost to outsource the event to someone.

Director Bach noted we would lose a lot of control over the event, and spoke of the Garlic Festival in Delray Beach, which is fully produced by an outside organization.

Board Member Salvino suggested going in the direction of charging for the event.

Board Member Grace was not pleased with the out of town vendor that did the last festival and agreed with Board Member Salvino that there should be an admission fee. She does not want to eliminate the sand sculpture, and felt it would be good if we could partner with the casino.

Director Bach noted it is not as efficient for a governmental agency to produce the event; ultimately, CRA staff might suggest a third party take it over and staff would assist them.

Board Member Brandimarte questioned why we could not have a one-day event and bring in the food trucks, since the food this year was again expensive. She does not want to see us charging our residents to come to the event.

Chairman James noted she was not happy with this year's festival, and said she would not mind turning this over to a third party, if possible, since there are many other uses for the \$100,000.00 we are spending. Additionally, she was not happy with the music; there are local artists available that we could use. Collectively, we need to come up with a solution. She noted vendors had to pay a fee, give us a portion of their profit, and pay a clean-up fee.

Board Member Salvino said we could set the parameters of what we want if we outsourced the event, and spoke of mixing in food trucks among the vendors. With the casino participating and hiring local bands, it would not cost us anything. We could try it this year and see if we can cut our expenses without charging anybody. We should shop a promoter for a week and see what happens.

Chairman James addressed the problems local businesses face when participating in the event; many do not want to do it.

Director Bach said there are only three local businesses we can count on every year, even though we have tried hard to get them to participate. She noted the intent of the event is to attract people to Dania Beach.

Further discussion ensued.

Director Bach confirmed the Board wanted to give the event to another organization to run and operate, possibly the Chamber of Commerce. The CRA will facilitate this and provide seed money in the budget.

3. Adjournment

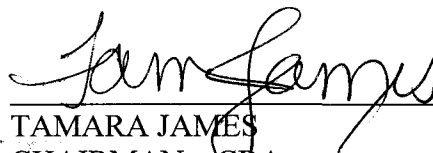
Chairman James adjourned the meeting at 4:37 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY



LOUISE STILSON, CMC
CRA SECRETARY



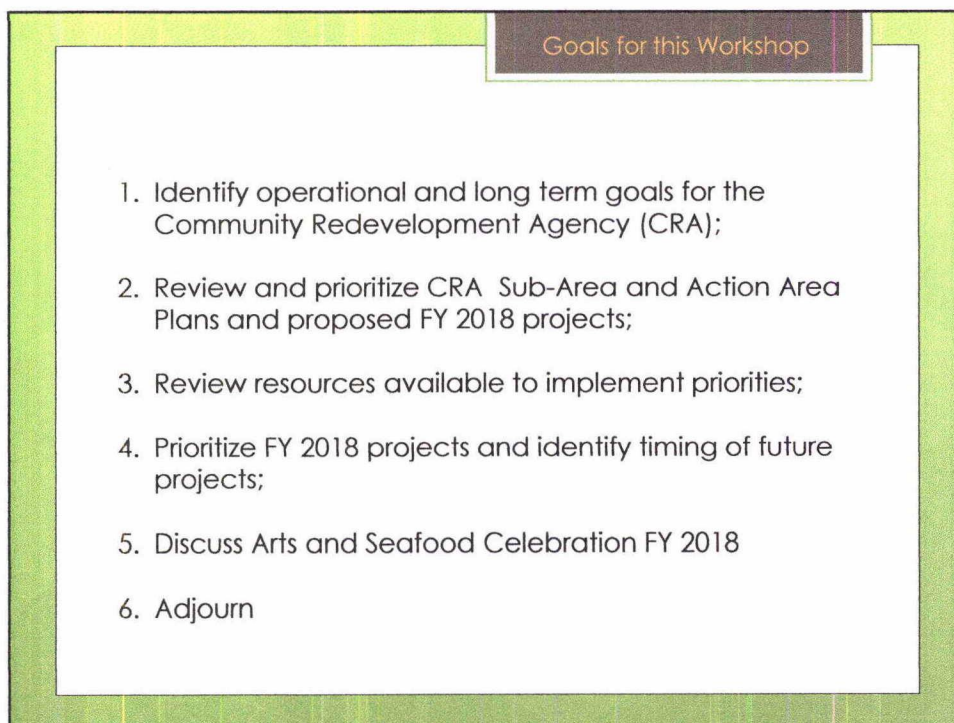
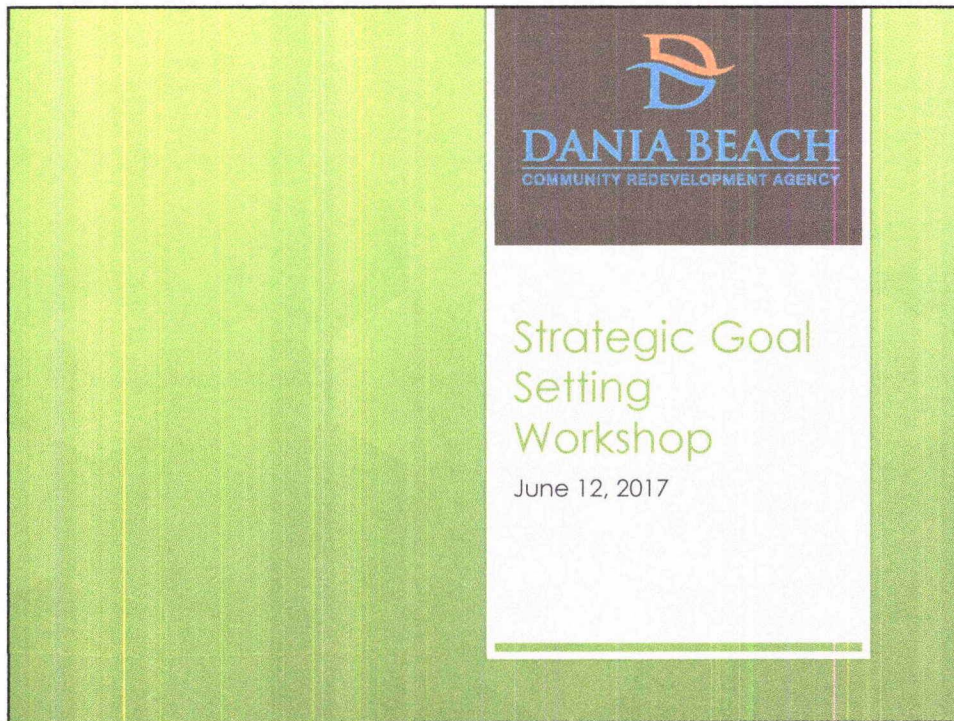
TAMARA JAMES
CHAIRMAN - CRA



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY


Approved: June 27, 2017

Minutes of Workshop Meeting
Dania Beach Community Redevelopment Agency
Monday, June 12, 2017 - 3:00 p.m.



Introduction

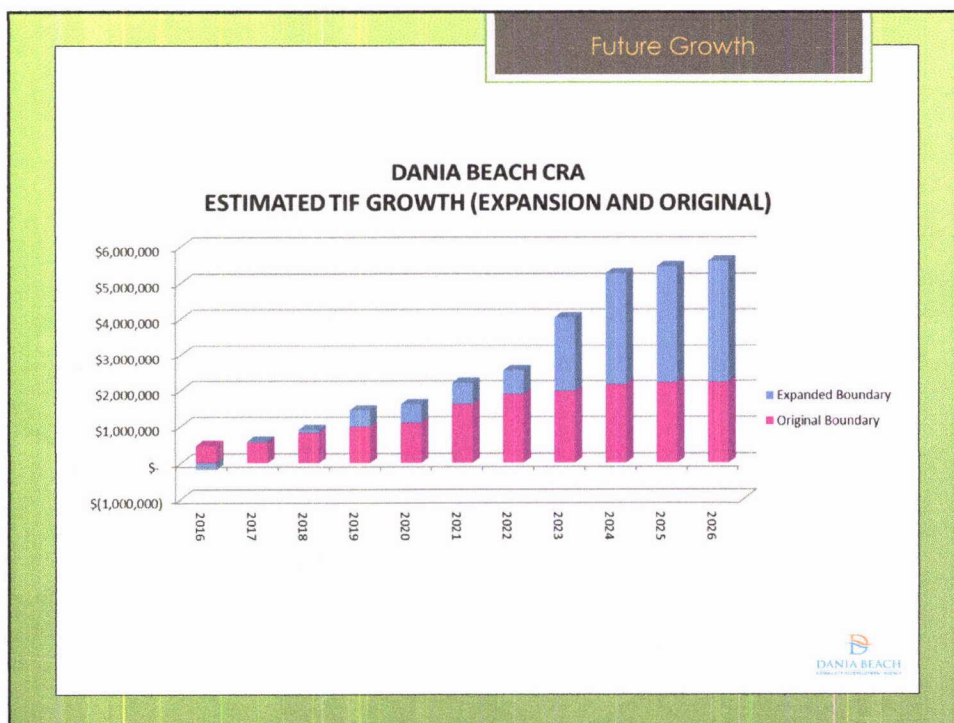
- Community Redevelopment Agency created in 2002;
- CRA (Area) was adopted in 2004; expanded in 2010.
 - Broward County approval based on non-ad valorem sources. (\$5.3 million)
- Redevelopment Trust Fund created in 2006 but not funded.
- 2009 CRA Boundary was expanded. 1st year funded, through "in-lieu of tax increment"/General fund contribution
- Expires 2034



Legend

- Proposed CRA Boundary
- Existing CRA Boundary

THE MULLIGAN PLANNING GROUP



Broward County Loan(s)		
Parcel 109	\$2,334,200	3/31/2018
Parking Garage	2,590,909	9/30/2019
Security System	140,000	9/30/2019
Gate Arm	273,790	8/31/2022
	\$5,338,899	
Current Request to BCC for forgiveness (Casino, Dania Place and Holiday Inn)		\$2,842,008
Remainder to forgive Parking Garage		\$2,496,891
*Projects under construction or complete: Morrison Hotel; Comfort Inn; Wyndham Gardens; Dania Place (will need approximately \$70 million in construction)		



Redevelopment Plan

Updated CRA Plan adopted by CRA Board April 2015, but tabled by City Commission June 2015

Needs for "New" Modifications

1. Updated evaluation of Marine Sub Area, related uses and capital improvements;
2. Evaluation of City Center Sub Area and Zoning;
3. Incorporation of Dania Pointe improvements and mitigation strategies; and,
4. Evaluation of all Sub Area boundaries and related zoning regulations.

City Center/Downtown

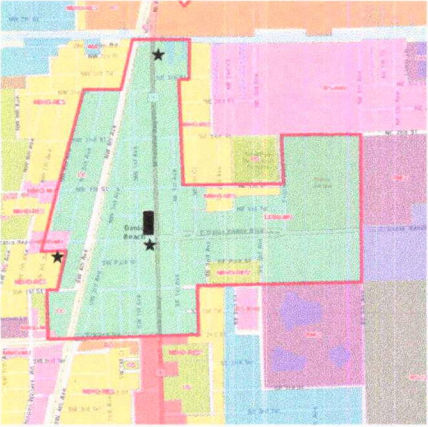
\$100,000.00 Budgeted for FY 2017

City Center RFQ – Issue June 2017

Downtown Planning (underway)

- Market Analysis - \$10,000
- Business mix and surveys
- NW 1st Avenue - \$20,000
 - Pedestrian/walkability
 - On street and shared parking
 - Street Furniture detail and requirements
- Concept Plan - \$60,000
 - Federal Highway Streetscape
 - City Center
 - East Dania Beach Blvd. – MU

**(pending Board approval)*



City Center/Downtown

Proposed FY 2018

Downtown Marketing

- Branding and Marketing
- Street Pole Banners/Signage
- "Meet me Downtown" Campaign
- Co-op Promotions
- Clean streets initiative
- Targeted façade improvements


Downtown Art Walk Series

- Once a month (5 mos.)
- NW 1st Avenue
- Vintage Marketplace

NW 1st Avenue (design/eng.)

- On Street Parking
- Sidewalk widening (easements)
- Beautification/Lighting

FEC Ped Crossings \$400,000
(propose 1 crossing in 2018)



Neighborhoods/HCZ

MPO-TAP Grant: Pedestrian Improvements and Traffic Calming
 (Transferred to Public Services CIP FY 2018 – Construction funding FY 19/20)

- NW 1st Street Complete Streets design underway to be included in construction

Safe Routes to Schools

- JA Ely Blvd.
- Joint project w/ Hollywood
- Deadline 12/30/17
- Funding available FY 2022

Stirling/Phippen Waiters Intersection

- Traffic and Pedestrian Counts
- Meetings with FDOT

Healthy Community Zone Grant (BRHPC) sunsets Sept. 30 2017

Broward Healthy Communities (HCZ): Dania Beach

Neighborhoods/The PATCH

FY 2018

PATCH Operations

- Staffing – 3 part time staff
 - Need Farm Hand and Market Associate
- Expanding Hydroponics
- Infrastructure (Office/Shed)
- Community Garden
- Community Events (3rd Saturday & Neighborhood Nights/community hosts)

Opportunities for Revenue

- Facility rentals and Commercial sales
- Buyers Club or Mobility of Market
- Educational programs and field trips (children and/or adults) for fee
- Grants and sponsorships
 - USDA grant funds pending; selection 9/2017

Marketing and Promotions

External

- Downtown Branding and Marketing Campaign (FY 2018)
- Banker/Broker Event – **October 2017, date TBD**
- Develop a "Guide to doing Business" for Dania Beach (underway)
- Downtown "Art walk" type series

Internal

- Continue quarterly Merchant Meetings
- Annual Business Luncheon – **September 14, 2017**
- Create a cross promotion program with local merchants (underway)
- Continue Neighborhood Ambassador to promote local businesses
- E-newsletters
 - Business Insider (monthly)
 - Dania Beach "Happenings" (weekly)

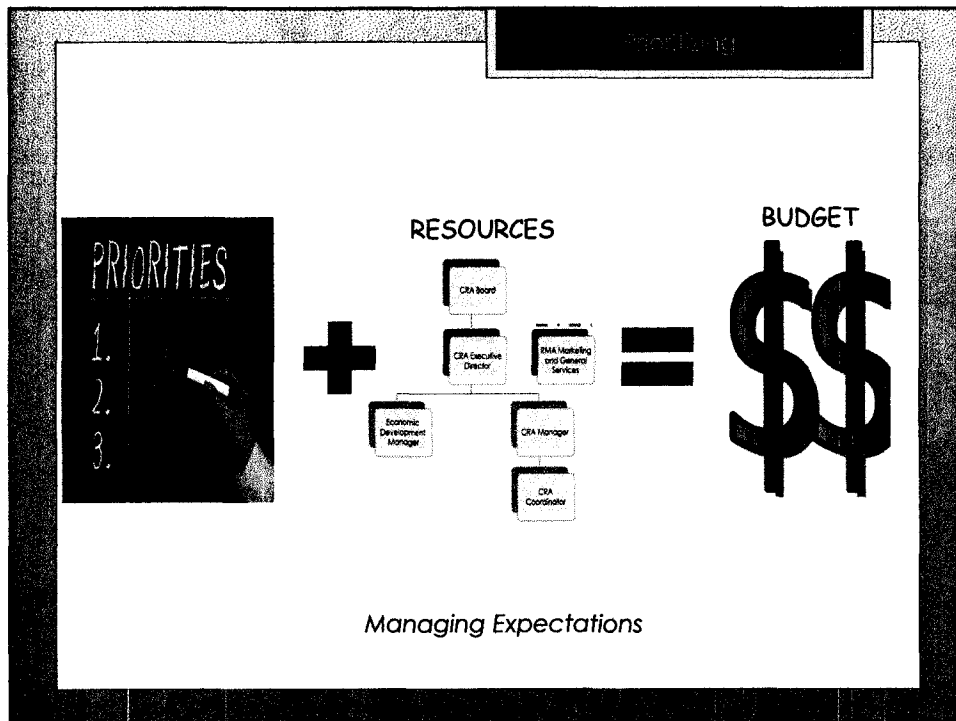
Economic Development

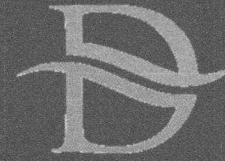
Priorities

- Job Skills/Trade Training Resource Fair (FY 2017/2018)
- Implement Job Skills Education program(FY 2018)
- Formalized Business Retention/Visitation Program

Miscellaneous Priorities (future projects)

- W. Dania Beach Boulevard Bridge (FY 2020 – 22)
- Tri Rail Coastal Link transit station Downtown (2020 – 22)
 - Pre-planning includes acquisition of ROW for station location
 - Negotiations and funding for platform and service
- Downtown Business Improvement District





DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

DBCRA
Arts and Seafood
Celebration
Workshop Report
For June 12, 2017

HISTORY

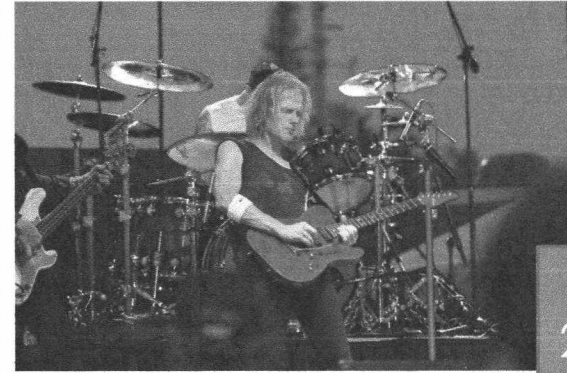
- Over 100,000 visitors in 5 years
- Witnessed City's Growth
- Economic Impact
- Wholesome Family Fun



2015
15-20,000



2013
8,000



2016
20,000



2014
15,000



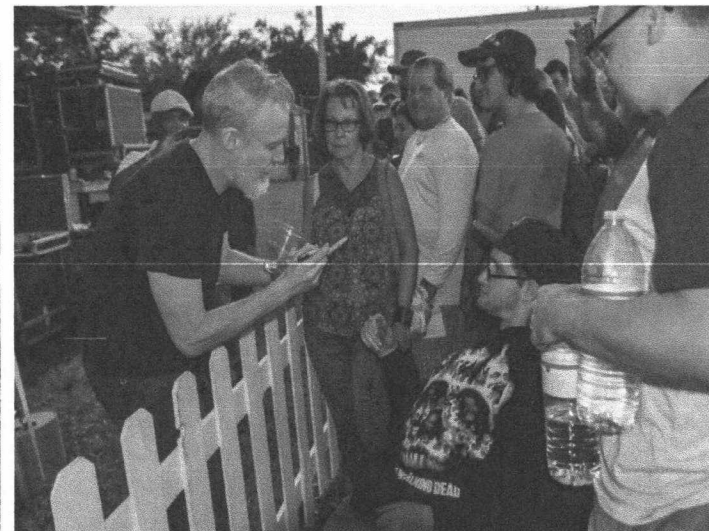
Planning Committee and Special Events Committee

- Planning Committee ***
 - Overall Coordination of the event.
 - Meets monthly from July to December
 - **Bi Monthly** from **January to Event Date**.
 - Frequent conversation via email.
 - ***CRA Staff: 4
 - Production Company 4
 - Marketing 1
 - Art and Hospitality 2
 - Planning Committee: 11
- Special Events Committee***
 - City Departments and Agencies, Service providers for the event.
 - Reviews Event Application before submission to City Commission
 - Provides support and assistance for various services.
 - Meets **monthly** from **October to Event Date**
 - ***BSO Police, Fire, Private Security, Parks and Recreation, Public Services, Code Compliance, Community Development, and members of the Planning Committee

Production Requirements:

Transform Frost Park to festival setting and manage/coordinate the following:.

1. Artists and Crafters
2. Performance Artists
3. Sand Sculpture
4. Entertainers, Bands, DJ
5. Children's Activities
6. Food Vendors
7. Chef Showcase
8. Merchandise Sales
9. Sponsor Exhibits
10. Volunteers
11. Patron Parking and Shuttle Service
12. Patron Security



Considerations for the Future

Downsize Scope to Local Community Festival.

- Reduce Scope to local community level
- Run a one day event
- Simplify to music, art and food Festival.
- Eliminates major cost Items

Retain Current Scope and Continue Regional Promotion.

- Create a not for Profit to run event. Chamber, Lions, Community Groups. Example Winterfest. Other Cities do this as well. Delray Beach, Fort Lauderdale
- Get Event Producer to finance and run event. Company pays City for use of Frost Park
- City produces event. Revenue through Entrance Fees, Parking Fees, increased vendor fees, Sponsorship
- Reduce some event items to cut costs.