

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, FEBRUARY 14, 2023 – 5:30 P.M.

1. Call to Order/Roll Call

Chair Ryan called the meeting to order at 5:31 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
Deputy CRA Secretary:	Erin McClendon

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 contacting CRA staff, the Dania Beach Innovation Ecosystem (CRA/Incubator office at 25 N. Federal Highway), Dania After Dark (suspended pending Parks & Recreation Department taking over the production of the event), CRA Plan progress update, closing of the sale of CRA owned property located at 509-511 NW 3rd Terrace (copies of the recorded Special Warranty Deed and the Declaration of Restrictive Covenants are included in the agenda packet), Dania Beach: Honor The Legacy – Art In Public Places (Joanna Granett, President of the Dania Beach Historical Society has volunteered to lead a walking tour with the CRA Board and other interested parties at 5:00 p.m. prior to the March 14th CRA Board Meeting), and the Dania Beach Chamber of Commerce (they are producing the 2023-2024 Community Business and Visitors Guide; staff recommends placing a full-page ad in the publication for an amount not to exceed \$2,000 and Board direction is needed).

The Board consensus was to move forward with the ad.

Director Chen continued with the administrative report with updates on economic development activities (the CRA hosted the Greater Ft. Lauderdale Alliance Partner Council Meeting at City

Hall on February 9th, Broward County Coastal City Tourism Task Force, Saratoga Crossings III, BRAVO visits, and the PATCH).

Vice-Chair Lewellen questioned the plans for Dania After Dark and if something is needed to move the whole process along if it is going to Parks & Recreation.

Director Chen addressed his Action Plan and noted the transfer would be covered under that presentation. This is a temporary interruption to make it a bigger and better event.

Vice-Chair Lewellen is concerned that delaying it will cause problems getting it back online. She is getting three and four calls per week regarding DAD.

City Manager Garcia noted when we do something we want to do it right. She is willing and able to have the Parks & Recreation Department take the event over; there have not been discussions yet. We need to be mindful of the Director and Deputy Director of Parks & Recreation, and respect their department, and the need for a Special Events Coordinator. We need to make sure the handoff is aligned with success and make sure we have the budget and personnel.

Vice-Chair Lewellen asked what needs to happen to move to the next step.

Director Chen said he is not aware of any mandate or resolution regarding this; it traditionally was undertaken by the CRA. He will meet with the City Manager to accommodate the transition.

Regarding Life Storage, Board Member Salvino questioned what happens if a person is helping a friend to move.

Director Chen responded they would need the unit owner to go with them to the floor.

Board Member Salvino asked about the subscription for the PATCH.

Director Chen noted the total subscription is \$240 for February through April.

Board Member James spoke about the alcohol sales associated with DAD and whether the City would be allowed to be involved. Alcohol sales are a big part of DAD, and she is unsure how that challenge is going to be met. She questioned whether we outsource the bar portion of it and how this is going to be a seamless process.

Director Chen said there could be some production issues depending on who is holding the event. It does not seem as simple as we want it to be, but those issues would be discussed when he meets with the City Manager.

Board Member James noted she wants to know what we can and cannot do; there are certain legalities we must be concerned about.

City Manager Garcia said she does not mind a hand-off but does not know about any of these things, and she would need to ensure all the resources and legalities to bring success to the undertaking.

Chair Ryan questioned how it worked before.

Board Member James responded it was a turnkey operation handled by the production company. We also need to understand the insurance. She asked if anyone has the answer if the City can be in charge of alcohol sales. We could get a vendor to sell alcohol.

City Manager Garcia noted as far as procurement, we may need to outsource. This is a process, not something that we can start tomorrow or next month. It requires x number of months and studies.

Board Member James said she would like to see a cost breakdown. She is not sure how to do it financially and does not want to do anything that is not responsible.

City Manager Garcia commented she would meet with her team and the City Attorney to review the financials and see what the City can or cannot do. We do not want to take anything over that we cannot make better.

Board Member James added this is an established event with established expectations. She wants to see what it looks like financially.

Director Chen said basically all work was done by the production company; the scope of work will remain the same. As the contract ended, we were paying \$8,000 a month. He addressed the scope of work and said he would sit down with City Manager Garcia and staff to go over all the particulars on what it takes to put it on and to figure out where the resources are.

Board Member Davis noted she had similar concern because when it last went out for RFP, this production company was the only bidder. It does not seem realistic to her that another RFP would produce any other bidders unless there are new production teams out there.

Board Member Salvino felt we are overthinking this; we are overreacting. We should set this aside and let the CRA Director and City Manager meet and then come back in a few weeks with a plan. He believes it is an easier transition than it is made out to be. He wants to know things like whether we charge the food trucks, and have it laid out in the plan.

City Manager Garcia said she would meet with the CRA, but also meet with Stacy Ritter, Lori Baer of PEA, and Dania Pointe, those who are successfully putting on events to see what/who they are utilizing. Everything that was brought forward today is a concern and she wants to make sure we are able to deliver.

Vice-Chair Lewellen noted she is glad the discussion is happening; her whole intent was to get this moving forward. We need to jump on this now and keep it moving to see what the expenses and needs will be, so it does not just sit and go away.

Chair Ryan commented it is Valentine's Day and we paid \$75,000 for a big heart and we are not utilizing it at all. We could focus on all the holidays that are coming up with this event. We are wasting our resources and we just need to get moving on it. He has no doubt Parks & Recreation can do it, but agreed we must move forward with it. We need to make sure that we lock in the contract; in January, the production company said they were done. If we do outsource, we need to prepare more of a cancellation clause or a 90-day notice clause.

4. Presentations

4.1 CRA Action Plan by Executive Director Chen

Director Chen gave a PowerPoint presentation which is attached to and incorporated into these minutes.

Board Member James questioned some of the things indicated as new. She would like to see a page of what is new as this seems to be items we have worked through. She added Director Chen is now saying the CRA wants to work with grants administrators and lobbyists, and asked if the CRA has had relationships with the lobbyist and groups in the past.

Director Chen said it needs to happen and we need to develop effective relationships. He is positioning the CRA to plan what they are trying to do.

Board Member James would like to have a list of new items and asked why we have not done this in the past several years.

Director Chen responded there have been a lot of things done.

Board Member James asked for a list of new things in the Plan, not things the CRA has already done.

Chair Ryan said Director Chen talked about a few new items; he saw new things like the vertical signs, BSO partnership, and outdoor dining. Some are new ideas, and some are old that kind of went away.

Board Member Davis asked if this presentation was the one where Director Chen would bring forward properties for discussion.

Director Chen noted that it is on tonight's agenda, just not in this section.

5. Consent Agenda

Items Removed from Consent Agenda: #5.3

- 5.1 Minutes:
Approve Minutes of January 10, 2023 CRA Board Meeting
Approve Minutes of January 12, 2023 CRA Board Workshop - CRA Plan Update
- 5.2 Travel Requests: None
- 5.4 RESOLUTION NO. 2023-CRA-002

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING A FIRST AMENDMENT TO THE INTERLOCAL AGREEMENT BETWEEN BROWARD COUNTY AND THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY FOR THE TRION PROJECT; AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE RELATED DOCUMENTS FOR THIS PURPOSE; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member James motioned to approve the Consent Agenda, with the exception of Item #5.3; seconded by Board Member Salvino. The motion carried unanimously.

- 5.3 Approve Commercial Façade Grant for Ornamental Home Design, located at 102 N. Federal Highway, for the lesser amount of 50% of the final construction costs as evidenced by paid receipts OR \$25,000 (Façade Grant Program limit)

City Attorney Boutsis read the item title.

Board Member James asked if this is a different program than the Façade Grant Program.

Director Chen responded the item is not a program change but is an application submitted within the current façade program.

Board Member James motioned to approve the Commercial Façade Grant for Ornamental Home Design; seconded by Board Member Davis. The motion carried unanimously.

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

- 7.1 RESOLUTION NO. 2023-CRA-003

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE SALE OF CRA-OWNED PROPERTIES LOCATED AT 524 NW 3rd TERRACE AND THE SWC OLD GRIFFIN ROAD/NW 4th AVENUE, DANIA BEACH, FLORIDA ("PROPERTIES") TO THE CITY OF DANIA BEACH FOR THE PURPOSE OF USING THE PARCELS AS NEIGHBORHOOD PARKS; AUTHORIZING THE PROPER CITY

OFFICIALS TO EXECUTE DEED AND RELATED DOCUMENTS FOR THE PROPERTIES FOR THIS PURPOSE; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Boutsis noted staff is requesting Resolution # 2023-CRA-004 be withdrawn from the agenda.

City Attorney Boutsis read the title of Resolution #2023-CRA-003.

Director Chen reviewed the information included in the agenda packet.

Board Member James asked if this property is in proximity to the FPL lines near Old Griffin Road.

Director Chen explained the location and the aspects that make the property unbuildable. He is not aware of any powerlines over the property.

Discussion ensued about nearby powerlines.

Mayor Ryan felt these two properties would be excellent for pocket parks.

Board Member Salvino motioned to adopt Resolution #2023-CRA-003; seconded by Vice-Chair Lewellen. The motion carried unanimously.

RESOLUTION NO. 2023-CRA-004

Withdrawn

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE SALE OF CRA-OWNED PROPERTY LOCATED AT 115 PHIPPEN WAITERS ROAD, DANIA BEACH, FLORIDA ("PROPERTY") TO NATALYA DOMATOV; AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE DEED AND RELATED DOCUMENTS FOR THE PROPERTY FOR THIS PURPOSE; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

8. Board Member Comments

Board Member Davis congratulated the CRA on the Smart Growth Awards recognition received for the PATCH.

Board Member Salvino wished everyone a happy Valentine's Day.

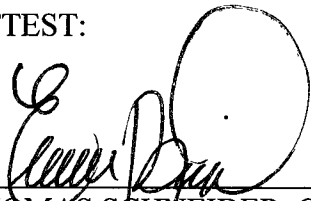
9. Information Items

There were no items on this agenda.

10. Adjournment

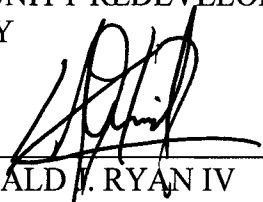
Chair Ryan adjourned the meeting at 6:51 p.m.

ATTEST:



THOMAS SCHNEIDER, CMC
CRA SECRETARY
Eloa Riera, MMC

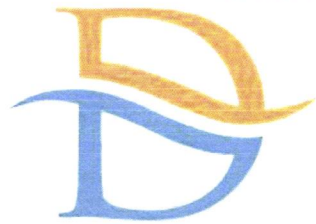
COMMUNITY REDEVELOPMENT
AGENCY



ARCHIBALD J. RYAN IV
CHAIR – CRA

Approved: March 14, 2023





DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

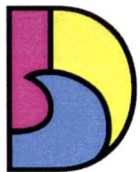
CRA PLAN UPDATE

CRA 90-DAY ACTION PLAN

K. MICHAEL CHEN
CRA EXECUTIVE DIRECTOR



CRA ACCOMPLISHMENTS: REBRAND & MARKETING CAMPAIGN



DANIA BEACH
SEA IT. LIVE IT. LOVE IT



DANIA BEACH
SEA IT. LIVE IT. LOVE IT



DANIA BEACH
SEA IT. LIVE IT. LOVE IT

SEA IT
LIVE IT
LOVE IT



DANIA BEACH

SEA IT
LIVE IT
LOVE IT



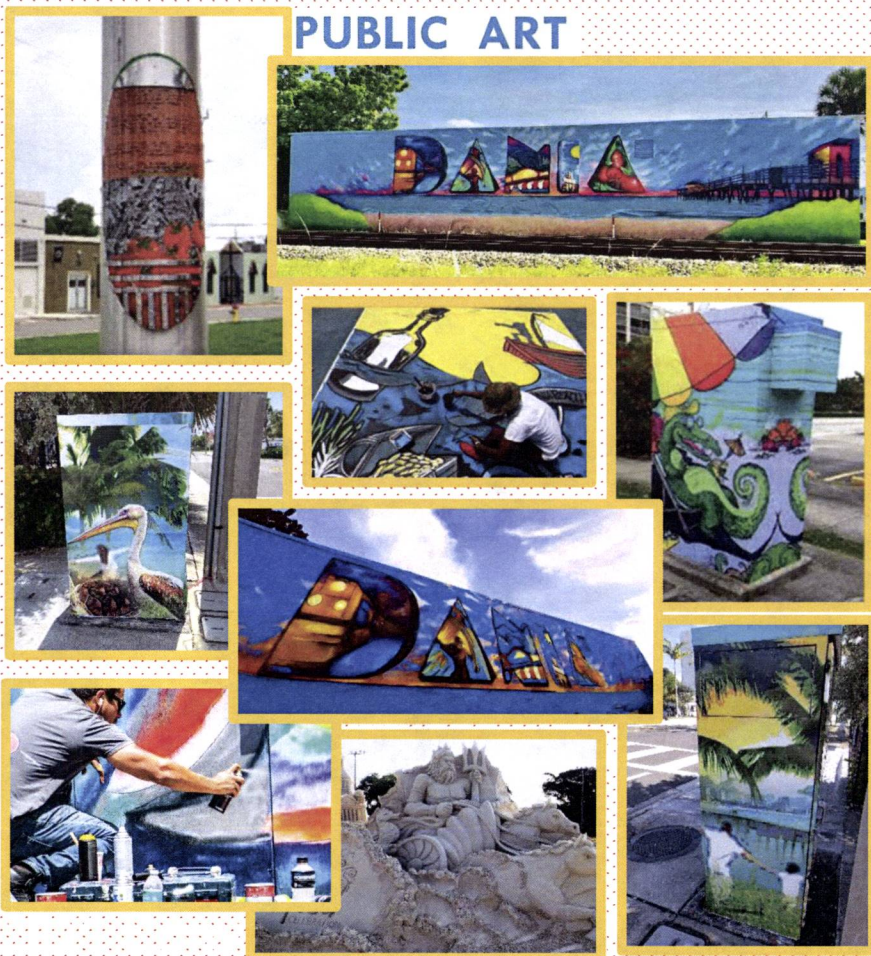
PANTONE 102C PANTONE 225C PANTONE MEDIUM BLUEC

CRA ACCOMPLISHMENTS: REBRAND & MARKETING CAMPAIGN



CRA ACCOMPLISHMENTS: HOUSING & QUALITY OF LIFE

PUBLIC ART



home AT
DANIA BEACH

Rebuilding
Together.
Broward County

DANIA BEACH
PATCH
PEOPLE'S ACCESS TO COMMUNITY HORTICULTURE
1201 WEST DANIA BEACH BLVD
FARM & MARKET



Home Buyer Webinar Session # 2

First Time Homebuyer:
Financing your Home Purchase

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY



CRA ACCOMPLISHMENTS: BUSINESS

Spirit Airlines Headquarters

- Incentives: QTI / HIPI / Brownfield
- Tot \$1,800,000 / DB Match \$135,000

spirit
LESS MONEY. MORE GO.



SOLESTE – Broward BRP Grant \$1,000,000



StartUP FIU
IP2MKT
IP TO MARKET

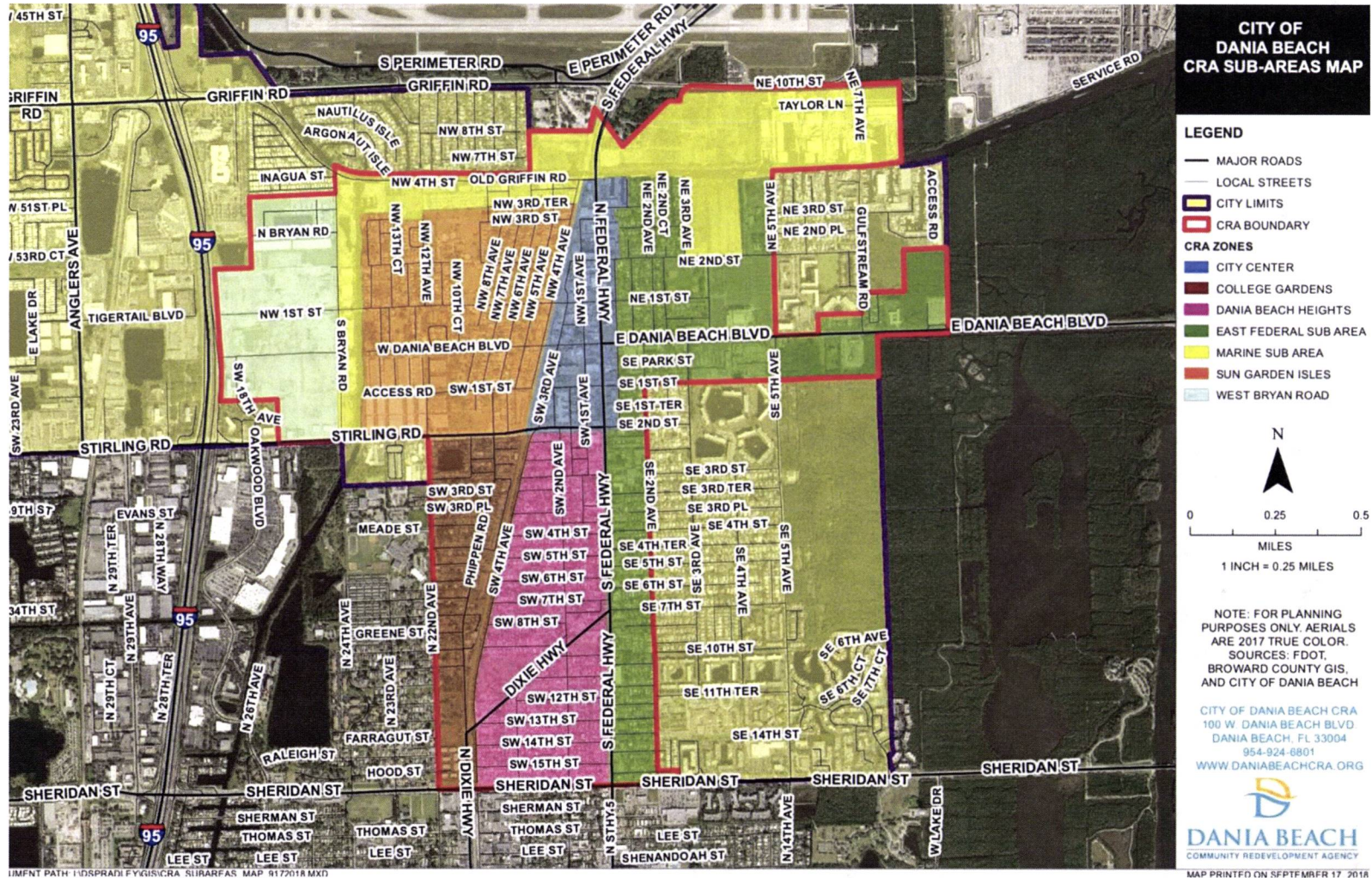


CITY Garage Broward RCP Loan

- 2004 Starting Bal: \$2,590,909
- 2019 Conv \$1,969,033 – Bal \$621,876
- 2021 Conv \$538,959 – Bal \$0



CRA DISTRICT MAP



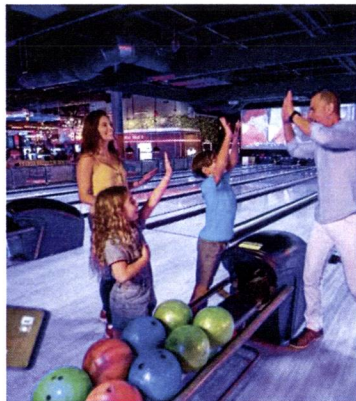
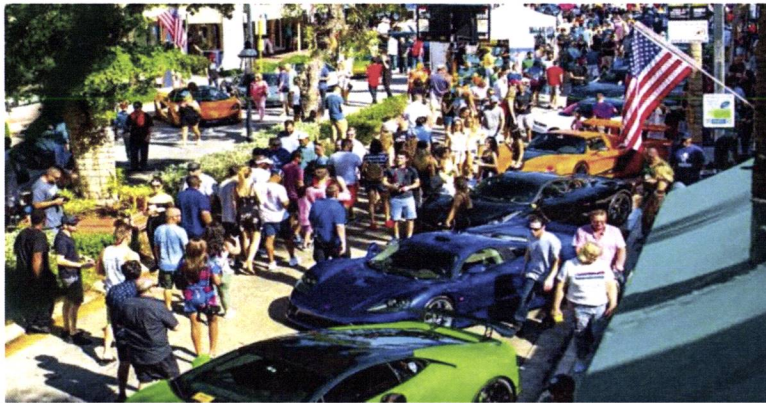
CRA: DANIA POINTE – REGIONAL ANCHOR DEVELOPMENT



Dania Pointe "City within a City"



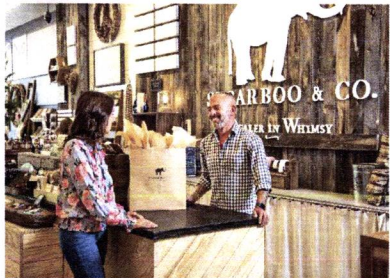
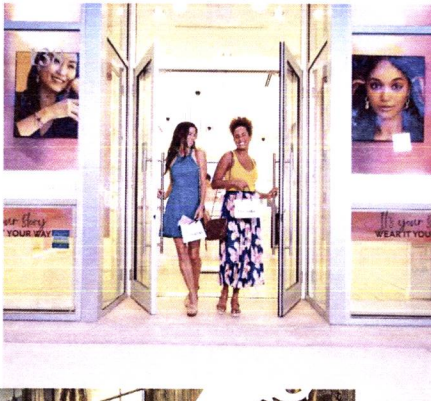
CRA: DANIA POINTE – ENTERTAINMENT & DINING



Dania Pointe "City within a City"



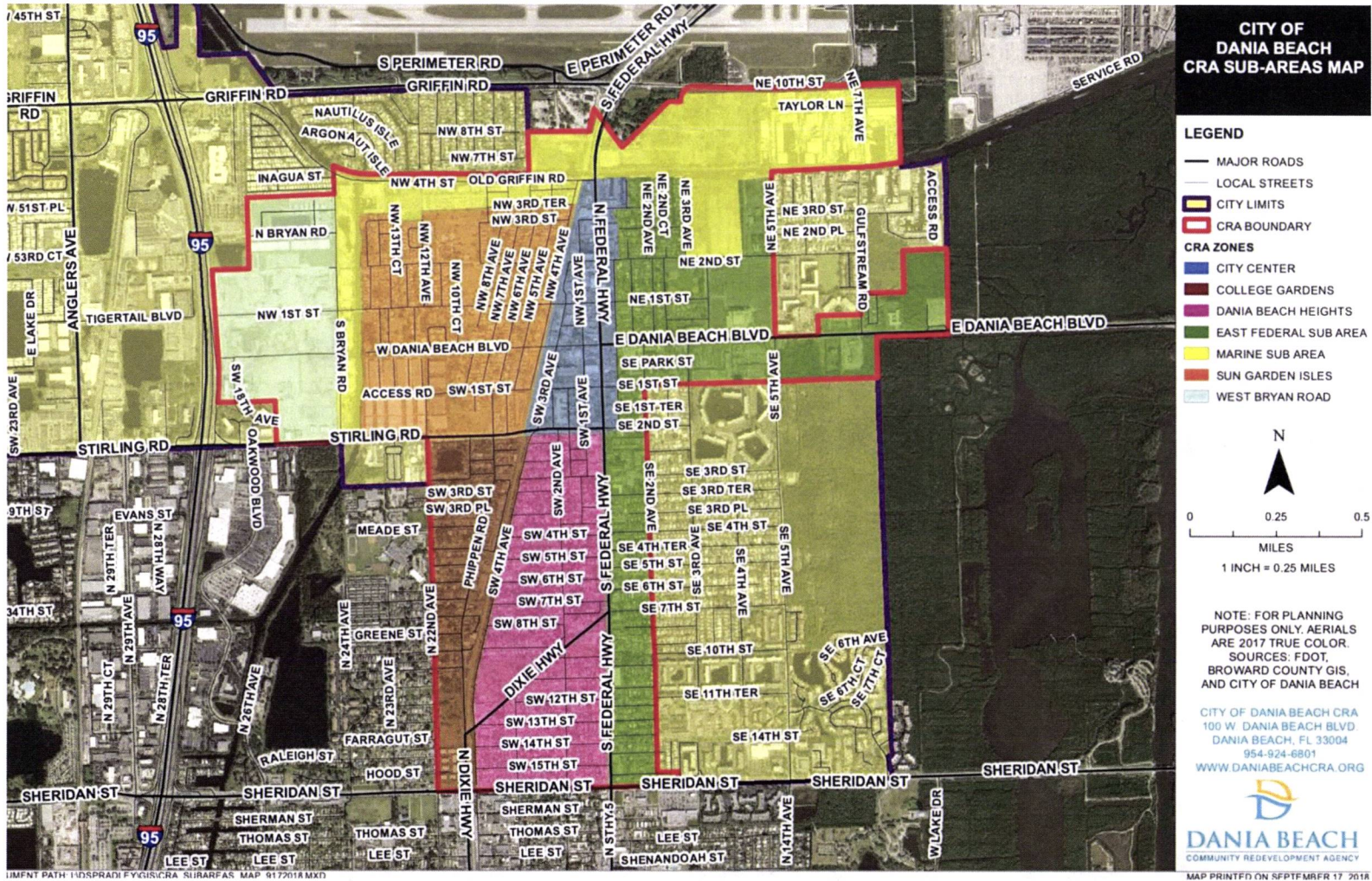
CRA: DANIA POINTE – SHOPPING & SERVICES



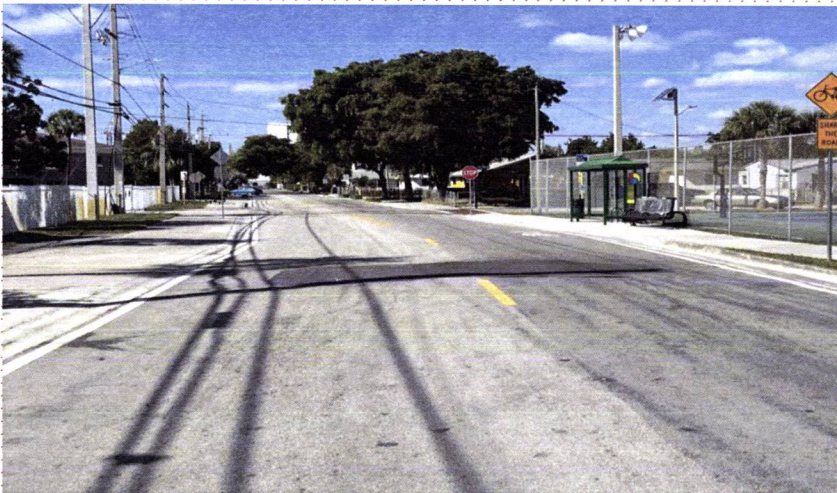
Dania Pointe "City within a City"



CRA DISTRICT MAP



CRA: DANIA BEACH BLVD / W 1ST AVE CORRIDOR



CRA: FEDERAL HIGHWAY CORRIDOR



CRA 90-DAY ACTION PLAN: CRA PLAN UPDATE

CRA PLAN UPDATE – BUSINESS PROGRAMS

➤ **Commercial Façade Grant Program**

- ❖ Exterior improvements across the CRA, with a 50% - 70% CRA match not to exceed \$25,000
- ❖ Promote New **Business Signage** under Façade Grant Program

➤ **Expand the Dania Beach Business Academy programming to support small business attraction and success**

➤ **Outdoor Dining Experience Program - NEW!**

- ❖ Work with Community Development on assisting businesses in expanding outdoor dining area – proposed 50% - 70% CRA match not to exceed \$25,000

➤ **CRA & BSO Law Enforcement Partnership – NEW!**

- ❖ Increase safety and security working with BSO LE on proactive measures
- ❖ Partner with BSO Homeless Outreach Team & business community to address homelessness on both corridors (Federal Hwy & Dania Beach Blvd)



CRA 90-DAY ACTION PLAN: CRA PLAN UPDATE

CRA PLAN UPDATE – BUSINESS PROGRAM PROMOTION

➤ Promote CRA Business Programs through the following:

- ❖ Business Attraction & Investment Manager and I will visit every single business in the commercial corridors (Federal Hwy & Dania Beach Blvd) to inform/educate business owners on CRA Business Programs
- ❖ Advertise CRA Business Programs on Dania Press & Cahoots Newspapers
- ❖ Develop neighborhood networks to reach existing residents

➤ Business Attraction & Investment Manager will focus on recruiting businesses related to the following industries:

- ❖ Port Everglades
- ❖ Fort Lauderdale-Hollywood International Airport
- ❖ Hospitality Industry
- ❖ Affordable Housing
- ❖ Clean Energy / Technology



CRA 90-DAY ACTION PLAN: CRA PLAN UPDATE

CRA PLAN UPDATE – SAFETY, SECURITY, & ARPA FUNDING

- **Procure, Purchase and Install lighted vertical signs on Federal Highway (north and south end) promoting main commercial corridor of City – NEW!**
- **Install Security Camera Network on NW 1st Street, from Bryan Road to Federal Highway, with License Plate Readers (LPRs), working with IT Department & BSO – NEW!**
- **Work with City Finance Department to secure and distribute ARPA Funding in the CRA**
 - ❖ **Residential Hardening Storm Protection Program (SPP) - NEW!**
 - Replace roof covering/re-roofing
 - Installation of window and door opening protection
 - Installation of Hurricane Straps
 - Installation of a secondary water barrier
 - Install safety and accessibility features
- **Develop Low-Income/Workforce Affordable Housing and Land Acquisition in CRA**
- **Business Incentive Programs in Arts & Entertainment District (ARPA) - NEW!**



CRA 90-DAY ACTION PLAN: MARKET CITY WITH PARTNERS

SCORE

**PORT
EVERGLADES**
BROWARD COUNTY • FLORIDA



nfte!
Network for Teaching
Entrepreneurship



DANIA POINTE
SHOPS | RESIDENCES | OFFICES



FIU | FLORIDA
INTERNATIONAL
UNIVERSITY

NDC



PEA
Port Everglades Association

AERO
ALLIANCE OF ENTREPRENEUR
RESOURCE ORGANIZATIONS
BROWARD COUNTY

**BUSINESS
BRIEFINGS**

**BROWARD
COUNTY**
FLORIDA
OFFICE OF ECONOMIC AND
SMALL BUSINESS DEVELOPMENT

M2M
MISSION TO MARKET

**BROWARD
COUNTY**
FLORIDA
Housing Finance and
Community Redevelopment

THE CASINO @
DANIA BEACH

**FORT LAUDERDALE-HOLLYWOOD
INTERNATIONAL AIRPORT**
BROWARD COUNTY, FLORIDA

JMI
THE JIM MORAN INSTITUTE
FOR GLOBAL ENTREPRENEURSHIP
FLORIDA STATE UNIVERSITY | COLLEGE OF BUSINESS

**HISPANIC UNITY
FLORIDA**

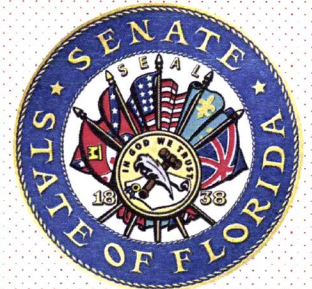
**CareerSource
BROWARD**



CRA 90-DAY ACTION PLAN: STRENGTHEN RELATIONSHIPS



IT'S ALL ABOUT
RELATIONSHIPS

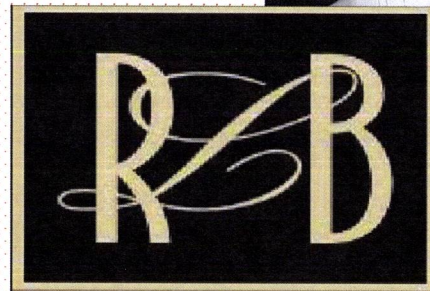


THE GREATER
DANIA BEACH
CHAMBER OF COMMERCE



FORT LAUDERDALE-HOLLYWOOD
INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

BROWARD
COUNTY
FLORIDA
Housing Finance and
Community Redevelopment



PEA
Port Everglades Association

BROWARD
COUNTY
FLORIDA
OFFICE OF ECONOMIC AND
SMALL BUSINESS DEVELOPMENT

PORT
EVERGLADES
BROWARD COUNTY • FLORIDA

GO
THE GABOTON GROUP



CRA 90-DAY ACTION PLAN: SEEK FUNDING OPPORTUNITIES

CRA PLAN UPDATE – GRANT FUNDING PLAN

- **Establish and Develop relationship with City lobbyists – NEW!**
- **Ron L. Book, P.A. Law Firm – Specializing exclusively in State of Florida Government Affairs (State Government) – NEW!**
- **The Gaboton Group – Government Relations and Public Affairs Consultants in Washington D.C. (Federal Government) – NEW!**
- **Establish relationship with city grant writers (Parks & Recreation & Public Services Department are currently working with grant writers) – NEW!**

Seek and apply for grants that assist residents, businesses, and law enforcement in the CRA District.

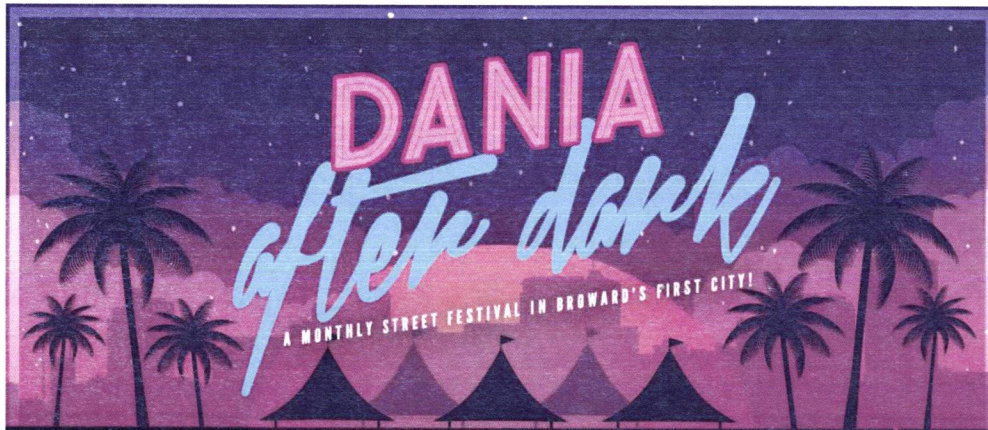
Generate City/CRA data and analyses to support successful grant applications.



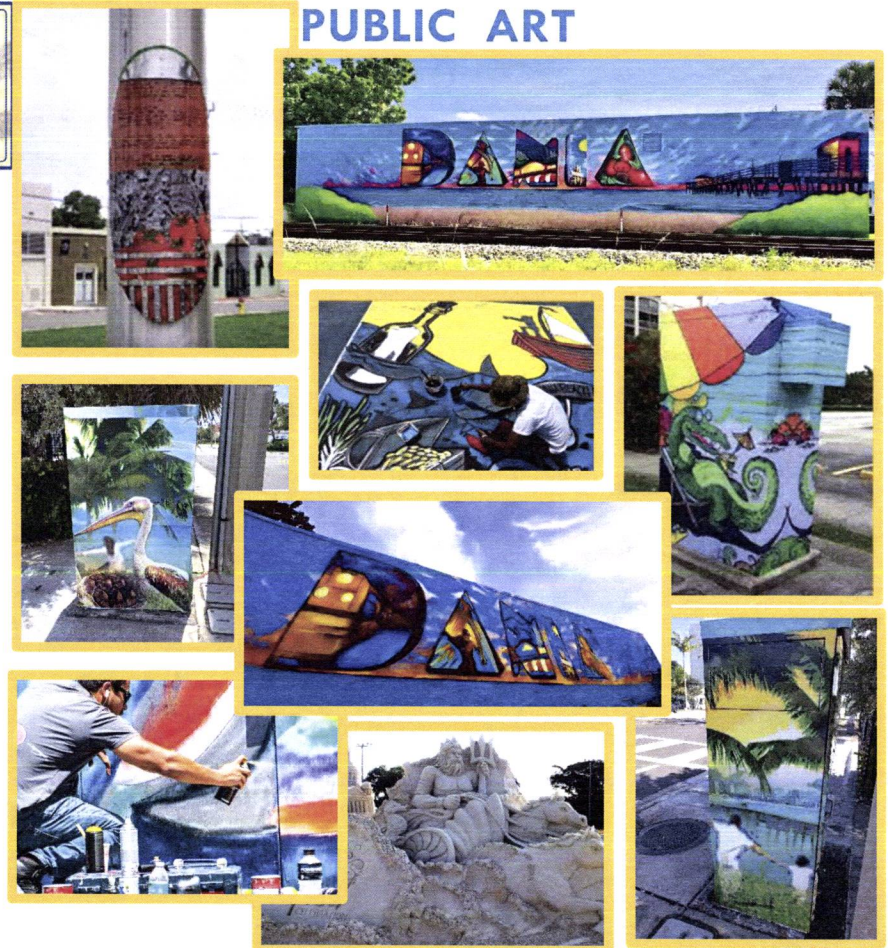
CRA 90-DAY ACTION PLAN: MOVE EVENTS & PUBLIC ART TO CITY



Assist with transition to City as needed.



PUBLIC ART



CRA 90-DAY ACTION PLAN: ORGANIZATIONAL CHANGES

MAINTAIN STATUS QUO ON CURRENT STAFFING DELAY RECRUITMENT FOR KISHA'S POSITION

- **Structure/implement programs and activities described in this 90-Day Action Plan – secure Board approval for program criteria/limits**
- **Determine CRA's role in collaborative programs, e.g. BSO Law Enforcement Partnership and Development of Low-Income/Workforce Affordable Housing**
- **Reevaluate CRA skills/experience needed to administrate the programs and provide value to our collaborative partners**
- **During FY2024 Budget planning, discuss recommended revised job descriptions and/or organizational changes**



QUESTIONS?

K. Michael Chen

CRA Executive Director

Community Redevelopment Agency (CRA)

Phone: 954-924-6801 x 3732

Email: mchen@daniabeachfl.gov



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

