

**MEETING OF THE FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY
NORTHWEST-PROGRESSO FLAGLER HEIGHTS AND BEACH
8TH FLOOR CONFERENCE ROOM
CITY HALL
TUESDAY, SEPTEMBER 21, 2010 – 2:30 P.M.**

Chairman Seiler called the meeting to order at approximately 11:02 p.m. Roll was called and a quorum was present.

Present: Chairman John P. "Jack" Seiler
Vice Chair Romney Rogers
Member Bruce G. Roberts
Member Bobby B. DuBose
Member Charlotte E. Rodstrom

Also Present: Allyson C. Love, Acting City Manager
John Herbst, City Auditor
Jonda K. Joseph, City Clerk
Harry A. Stewart, City Attorney
Alfred Battle, Director, Community Redevelopment Agency
(Northwest)
Donald Morris, Director Community Redevelopment Agency
(Beach)

1. Minutes of the July 7, 2010, Regular Meeting

Motion made by Member DuBose and seconded by Member Roberts to approve the minutes of the regular CRA meeting of July 7, 2010 with the correction of Member DuBose's name on page 1. YEAS: Vice Chair Rogers, Member Rodstrom, Member DuBose, and Chairman Seiler. NAYS: None

2. Funding Request – Transportation Management Association \$60,000

Donald Morris, Beach Community Redevelopment Agency Director, highlighted information in Memorandum 10-244.

Motion made by Member Rodstrom and seconded by Member Roberts to authorize preparation of a payment agreement for funds from fiscal year 2010-2011 Beach CRA operating budget (EDV 020101, Subobject 4207) (\$60,000) to the Transportation Management Association to be used exclusively to fund the cost of operating the trolley service within the CRA. YEAS: Member Rodstrom, Member Roberts, Vice Chair Rogers and Chairman Seiler. NAYS: Member DuBose.

3. Funding Transfer – “Cinema By The Sea” \$7,500

Motion made by Member Rodstrom and seconded by Member Roberts to authorize the donated amount of \$7,500 from fiscal year 2010-2011 Beach CRA operating budget (EDV 020101 Subobject 4207) to the City to be used exclusively to fund the Cinema By The Sea event. YEAS: Member Rodstrom, Member Roberts, Member DuBose, Vice Chair Rogers and Chairman Seiler. NAYS: None.

4. Authorization to Execute a Joinder and Consent with E.E.C. Group, L.L.C.

Alfred Battle, Northwest Community Redevelopment Agency Director, advised the easement has already been conveyed to the City. It is within the boundary of improvements being done for the northwest neighborhood enhancement project.

Motion made by Member Rodstrom and seconded by Member DuBose to authorize the proper CRA officials to execute a Joinder and Consent with E.E.C. Group, L.L.C. for the conveyance of sidewalk and utility easement in favor of the City. YEAS: Member Rodstrom, Member Roberts, Member DuBose, Vice Chair Rogers and Chairman Seiler. NAYS: None.

5. Funding Transfer – Northwest Neighborhood Improvement Project

Motion made by Member Rodstrom and seconded by Member DuBose to authorize transfer of \$5,000 from CRA Blanket Account P10015.106 to the Northwest Neighborhood Improvement Project P11485.106 to partially fund Change Order 1 with H and J Contracting, Inc. YEAS: Member Rodstrom, Member Roberts, Member DuBose, Vice Chair Rogers and Chairman Seiler. NAYS: None.

6. FY 2010-2011 CRA Budget

Chairman Seiler opened the floor for public comment.

Ina Lee indicating she is speaking for the Beach Business Improvement District and several interests on the beach. Concerning the events portion of the Beach CRA budget, she requested matching funds so that Saturday Night Alive could be held from Memorial Day to Labor Day, beach holiday lights extending until turtle season and funding to create a signature type of event for the beach to build tourism. She clarified the funding for a signature type of event would not necessarily be for one event, but multiple ones to attract tourism.

Some discussion ensued about the impact of Saturday Night Alive and its potential for the future. In response to Mayor Seiler, Ms. Lee explained there is an interest to create events in a lull time for the hotels.

There being no further comments, Mayor Seiler closed the public hearing.

In response to Member Rodstrom, Mr. Morris advised that for the events shown, each item will come back to the board individually for a vote. Member Rodstrom wanted to express caution about spending \$405,500 on these types of entertainment functions because she did not think that was the purpose of the CRA. Mr. Morris thought direction of use of funds could be discussed at the upcoming meeting at the Swimming Hall of Fame. In further response, Mr. Morris advised that the funding for Independence Day was intended to enhance what is already provided with the fireworks show to make it a full weekend event. There is a hope that many of the events become self-sustaining through promotions. The Beach Council would take the lead in that regard.

In response to Member Rodstrom, Phil Thornburg, Director of Parks and Recreation, advised that the fireworks are funded in the General Fund, Parks and Recreation Department, although it is still a possibility to use CRA funding. Chairman Seiler questioned allocating all of the fireworks' cost from the CRA. Mr. Thornburg advised that some sponsorship funds, approximately half, were raised last year.

Member Rodstrom wanted to vote on each event separately. Mr. Morris noted last year some \$50,000 was budgeted for events. Member Rodstrom did not approve of such an amount budgeted for events.

Chairman Seiler asked about the status of an overall summary of CRA dollars usage for both the northwest and the beach. Mr. Battle indicated a list was provided for the northwest and offered to update it. Mr. Morris agreed to also provide such a list. Chairman Seiler wanted to know how much is remaining and how it is allocated. He noticed there appears to be capital projects in the northwest and events in the beach. He questioned if a policy was set forth on this point. Mr. Morris indicated a number of (capital) projects have been identified but some of them overlap with the Palazzo property lawsuit.

Member Rodstrom and Vice Chair Rogers wanted more time to consider the budget. He wanted a more thorough discussion. In response to Member Rodstrom, Mr. Morris advised that the CRA would not be the only funding source for the noted events.

Ms. Lee indicated there is a need to move forward with the holiday lights.

Motion made by Member Rodstrom and seconded by Vice Chair Rogers to approve \$58,000 Beach CRA budget request. YEAS: Member Rodstrom, Member Roberts, Member DuBose, Vice Chair Rogers and Chairman Seiler. NAYS: None.

In response to the City Auditor, the City Attorney outlined a procedural point with respect to Commission approval of the all funds budget that includes the CRA and action by the CRA Board of Directors. The board would now be deciding upon specific purposes.

Chairman Seiler requested the overall summary for both CRA areas for the next meeting.

Returning to the events budget, both Chairman Seiler and member Roberts were in favor of the proposed events.

There was a unanimous vote on deferral of the budget. Chairman Seiler asked a meeting be set for October 19, 2010.

7. Adjournment

There being no further business to come before the board, the meeting was adjourned at 11:37 p.m.

John P. "Jack" Seiler
Chairman

ATTEST:

Jonda K. Joseph
City Clerk