

**APPROVED**

**City of Fort Lauderdale Visioning Committee Meeting  
4:00 p.m., Tuesday, October 19, 2010  
Fire Station 3  
2801 SW 4<sup>th</sup> Avenue, Fort Lauderdale, FL 33315**

<b>MEMBERS</b>		<b>Reg. Meetings</b>		<b>Special Meetings</b>	
		<b>Present</b>	<b>Absent</b>	<b>Present</b>	<b>Absent</b>
Tim Smith, Chair	P	6	0	3	0
Stanley Eichelbaum, Vice Chair	P	6	0	3	0
Peg Buchan	P	6	0	3	0
Alan L. Gabriel	P	6	0	3	0
Desorae Giles-Smith	A	5	1	1	2
Gloria Katz	A	5	1	2	1
Charles B. Ladd	P	5	1	3	0
Dan Lindblade	P	5	1	3	0
Gary T. Sieger	P	6	0	2	1
Wiley D. Thompson, III	P	5	1	2	1
Randall Vitale (left at 6:12)	P	6	0	2	1

**Staff**

Shannon Vezina, Staff Liaison  
Gerry Burrini, Public Information Office  
Barbara Hartmann, Recording Secretary, Prototype, Inc.

**Call to Order / Roll Call**

The meeting was called to order at 4:09 p.m. by Chair Smith. As of this date there were eleven appointed members to the Visioning Committee, which means six would constitute a quorum. Following a roll call it was determined that a quorum was present.

Mr. Sieger was curious if this meeting would be counted as an absence for Ms. Katz. Ms. Vezina remarked that she did not know if this meeting would count for the regular October meeting. If so, it would be an absence; if not, then it would not. Chair Smith commented that Ms. Katz did attempt to participate, but could not because of the location. Ms. Vezina clarified that a member is allowed four absences per calendar year, or three consecutive absences.

- **Approval of Minutes from September 14 Meeting**

**Motion** by Mr. Sieger, seconded by Mr. Gabriel, to approve the minutes of the September 14, 2010, meeting. In a voice vote, the motion passed unanimously.

Chair Smith explained the public input portion to the members of the audience.

**Old Business**

- **RFP Evaluation Committee**

Chair Smith mentioned that the bids are all due on the following day and that one RFP has already been received. More are expected on the last day.

He continued that the City agreed that five of the Visioning Committee members can serve on the Selection Committee, although that could change at the City Commission meeting. He suggested that they put together a list of five to serve on the Selection Committee.

Mr. Lindblade said he will opt out of the selection process.

Chair Smith mentioned that when Procurement receives the five names and they get the bids in, then Ms. Vezina will be responsible for establishing the City side of the ledger. Ms. Vezina reported that had already been decided. There will be three Selection Committee members from the City: herself, Ms. Parker from Planning and Zoning, and Mr. Fayyaz from the City Engineering Department. Ms. Vezina added that she will be the Chairperson of the Committee.

Chair Smith explained that when the bid deadline occurs, all the received bids will be sent to the eight Selection Committee members for review and then there will be three days to notice their meeting. The notification will be sent out and the Committee will meet, probably within ten days. The Committee will review and vote on a bid if they wish, or they will vote to meet again and review more. Or, they will vote to call in prospective bidders for oral presentations. The process could run from four days hence to three or four weeks.

Ms. Vezina added that the date of the first meeting is dependent upon the number of bids received (to allow more or less time for review).

Mr. Sieger said he would volunteer for the Selection Committee, and Chair Smith reported that Ms. Katz had sent in her name as well. Ms. Buchan suggested that they first eliminate the people who are not interested in serving on the Committee.

The following individuals opted out:

- Mr. Thompson
- Mr. Lindblade
- Chair Smith may or may not

Mr. Vitale mentioned that Ms. Giles-Smith expressed interest in the Committee.

Mr. Gabriel suggested that they should consider what qualities they are looking for in the people selected for the Committee. Some criteria suggested were area of residence, experience in reviewing or writing proposals, and business/technical experience.

Mr. Ladd and Mr. Vitale announced they would like to participate. Either Vice Chair Eichelbaum or Chair Smith should participate to represent the leadership of the Visioning Committee.

Ms. Buchan brought up trying to balance the core drivers in representing the Visioning Committee on the Selection Committee. Mr. Sieger added considering the Charter given to them by the City Commission. Vice Chair Eichelbaum suggested drawing five names out of a hat.

**Motion** by Mr. Gabriel, seconded by Mr. Sieger, to nominate Chair Smith and Ms. Buchan for the Selection Committee. In a voice vote, the **motion** passed unanimously.

Mr. Gabriel recommended that the next person for the Committee should be someone with extensive business experience, such as Mr. Ladd.

**Motion** by Mr. Gabriel, seconded by Mr. Lindblade, to nominate Mr. Ladd for the Selection Committee. In a voice vote, the **motion** passed unanimously.

**Motion** by Mr. Thompson, seconded by Mr. Lindblade, to nominate Ms. Giles-Smith for the Selection Committee. In a voice vote, the **motion** passed unanimously.

**Motion** by Mr. Sieger, seconded by Ms. Buchan, to nominate Mr. Vitale for the Selection Committee. In a voice vote, the **motion** passed unanimously.

Ms. Vezina announced that she had paperwork for the five individuals to fill out, one of which must be returned to Procurement prior to the initial review meeting.

Mr. Gabriel wondered if they (members of the Visioning Committee) could get copies of the proposals when they are opened, and Ms. Vezina responded that they can, but they cannot talk to those who were voted for the Selection Committee. Ms. Vezina will email the qualified proposals (responsible bids) to them.

**Motion** by Mr. Sieger to have oral presentations to the Visioning Committee by the final respondents to the RFP. **Motion** died for lack of a second.

Mr. Gabriel noted it is not appropriate for the Visioning Committee to direct the Selection Committee on how to proceed, and Ms. Vezina added that they cannot communicate to the Selection Committee either.

Chair Smith remarked that after the bidder is chosen, then the Visioning Committee will have to brainstorm how to get the City Commission to fund the project.

Chair Smith suggested having the next meeting in District 1, as they have not met there yet, and want to invite the public from that District.

Vice Chair Eichelbaum wondered what would happen after the company/individual is hired as the consultant.

Chair Smith explained that the City Commission will be the hiring agent and the Visioning Committee is supposed to "shepherd them" through the process. Ms. Buchan offered that the RFP directs the consultant to give reports on a regular basis to this Committee.

There was discussion about inviting the winning bidder to their next meeting. Ms. Buchan suggested that the Visioning Committee review the winning bid in detail before meeting with them.

Ms. Vezina cautioned that the person may not be on board in time for the next meeting, as there will probably be several Selection Committee meetings and then it has to go to the City Commission for approval to hire.

Ms. Buchan added that the way the RFP was written, it is alright for the Visioning Committee to give additional instruction to the bidders once the top two or three bidders are selected. Ms. Vezina again cautioned against this, as it would be nearly impossible not to provide that input to the representatives to the Selection Committee. Mr. Ladd expressed that once the final bidder is picked, then the Committee has the right to give direction.

Vice Chair Eichelbaum questioned who the bidder would be responsible to on staff after the bidding process is complete, and Ms. Vezina explained that it would likely stay within her department, processing invoices, obtaining reports and so forth.

There was discussion on whether to have a Visioning Committee meeting before the bidder is picked, after the bidder is picked (Committee only), or after the bidder is picked with the bidder.

Chair Smith then announced that the next meeting will be in District 1 with the winning proposer present, the Committee will hear from them and decide after hearing them if they want to excuse them (the bidder) so the Committee can have discussion on their own.

Vice Chair Eichelbaum mentioned that it is not unusual to bring in another company or individual as part of the winning team in order to strengthen it.

Ms. Vezina informed the Committee that she had reserved the Activity Center at Holiday Park in District 2 for the next meeting in November. Chair Smith agreed then they would meet in District 2 for the next meeting. Ms. Vezina added it would be Tuesday, November 9, 2010, at 4:00 p.m. Chair Smith mentioned that would be tentative, depending on when the finalist was chosen. If there is no business in November, Chair Smith suggested postponing their next meeting until December.

Mr. Sieger clarified that at the next meeting they will meet with the final bidder and hash out concerns and issues.

Chair Smith asked Ms. Buchan to inform the members of the public what the Committee has been doing so far, Mr. Ladd to talk about the vision relating to business and commerce, and Mr. Thompson to talk about public safety.

Chair Smith invited the audience and Committee to get a plate of food before hearing the public comments.

[Five minute break.]

### **Public Comment**

For the benefit of the members of the public in the room, Ms. Buchan provided a background of what the Committee has done to date.

Ray Dettmann, visitor, wondered what the objective of the Visioning Committee is. Chair Smith explained that the City has asked them to get input from people in the City who do not ordinarily participate as to what they would like to see in the future for the City. The core drivers of their proposal are:

- Community image, identity and attitude
- Economic development
- Educational environment
- Government
- Infrastructure
- Transportation (inclusive of funding methods)
- Marine interests and industries
- Public safety
- Quality of life in neighborhoods
- Parks and recreation
- Tourism interests and their industries.

Ms. Buchan added that the test of how well they do will be their outreach, and how thorough it is.

Michael Ramos, visitor, was curious how long the group had been meeting. Chair Smith advised him that the Committee began in February, and Ms. Vezina added that this is their ninth meeting.

Ms. Vezina commented that the official mission of the Committee is printed at the bottom of the agenda and proceeded to read it aloud.

Mr. Thompson detailed his background in the FBI, stating that he served in the third highest position in the FBI and lived in many different cities and states. He stated that he is interested in this Committee and their task for the sake of his children and the future of the City. He remarked that public safety is very important to everyone and will make the difference in what businesses will come to the City as well as overall quality of life. He added that, as he works in the Broward Sheriff's Department, he also wants to see a regional approach to public safety.

Mr. Ladd relayed that he has been a developer active in redevelopment along Federal Highway between Broward and Sunrise for the last 15 years. He reported that he was very active in the Master Plan that was done for downtown. He explained that what he wanted to see is a consensus of where Fort Lauderdale goes in the next 20 years. There have been many different ideas adopted in the past, but he hoped they can now reach a consensus as a City as to where they want to be in the future. He hoped that big items will be addressed. He added that the Committee has a difficult process to follow, and the result should be inspirational.

Mr. Vitale spoke next, representing the "under-40" age group. He said he was raised in Miami and has lived in Fort Lauderdale for the last 11 years, working at Sun Trust Bank. He commented that he has been very involved in the Broward community, having sat on many different boards and has started several organizations for young professionals. He mentioned he is interested in contributing technology and ideas he has seen in other Cities' visioning processes.

Mr. Dettmann remarked that he has been here since the early 1980's and has been involved civically. He felt that the City can be much more inclusive than it is. He believed that by getting everyone involved, the City can be safer and better. He advocated marketing events towards people, not money. He asserted that outreach should be the top priority. Mr. Dettmann also commented on the excellent city cable channel that the Scottsdale, Arizona, has and how they use it to broadcast shows based on the community.

Chair Smith asked Mr. Dettmann how he thinks people can get inspired or engaged in the process. Mr. Dettmann replied that it is not easy, but the public has to be informed and invited to participate.

Mr. Ramos commented that he is very impressed with the Committee and the fact that they are giving their professionalism and knowledge to help the City grow. He remarked that he was bothered by the decline of the trolley system; he thought it was a beautiful tourist attraction, and was perhaps not being funded in the most advantageous way. He said that he is under the impression that the trolleys are not being pushed by the hotels and businesses.

Mr. Ramos continued that he hopes this Committee does not end up just meeting and not accomplishing goals. He expressed his frustration with a planning and zoning group he attended in the past. He urged the Committee to use their influence and "smarts" to

make things happen. He feared that with a consultant coming on, the Committee might grind to a halt and nothing will happen after that.

Kyle Jones, from Victoria Park, said he is a Fort Lauderdale native and just came to the meeting to see what was going on. He would like to see more changes and would like to offer his input. He also echoed Mr. Ramos' comments, in that he would like to see more action and ways to get involved.

Mr. Jones mentioned that the changes he has seen in Fort Lauderdale have "not been negative" and there is a long way to go. He understood that progress will be slow in this economy.

Samantha Ocampo remarked there a lot of people in Fort Lauderdale with "deep pockets" and a lot can be done to bring revenue and more tourism to the City. She admitted it is easy for an outsider to wonder why this or that is not being done. She did some research and found out about the Committee and would like to participate.

Chair Smith asked her what she would like to see between Broward and Sunrise on Federal Highway, and she responded she would like to see more upscale shopping, high-end stores and better restaurants. She said people would spend more money here instead of in other counties if there were better destinations for shopping and entertainment.

Mr. Ladd commented that the east side of Fort Lauderdale was built in the 60's and 70's and the homes were built for winter. Now that area has to be rebuilt. He mentioned that in 1990, the Victoria Park area was known for dealing crack. Even though it is easy to see that better shopping areas are needed, there has been a lot of bitterness between the opposing groups to get to the point they are today. He remarked that it is important for the investors to see that there is a consensus in the community as to what they want in terms of redevelopment.

Ms. Ocampo commented that Fort Lauderdale used to be known as a retirement community, and is now a much younger area. Even though the City is not as big as Miami, the residents still want nice things.

Mr. Vitale advised Ms. Ocampo to stay aware of the process going on, and when the time comes, rally her friends and neighbors to speak their opinions.

Mr. Ladd opined that Fort Lauderdale has suffered from timidity. As a contrast, he mentioned Del Rey, where they are "marching in the same direction." He pointed out that at the Fort Lauderdale cruise port, the busiest in the world, there is a giant parking lot with a Motel 6 on it. It is the headquarters for the biggest boat show in the world and it is unbelievable that there are impediments to development there.

Ms. Ocampo wondered when the citizenry would have the opportunity to provide their input, and Mr. Vitale answered that when the consultant is on board there will be meetings and opportunities for input online.

Chair Smith added there are 90 neighborhoods in 33 square miles in the City. Two hundred different groups have to be presented to, and that is one reason a consultant needs to be on board.

Ms. Buchan added that the outreach has to be meaningful to the younger generation, with familiar technology.

Ms. Vezina noted that Ms. Ocampo had sent an email to the email box and that is why she came to the meeting. Ms. Vezina encouraged her to share the Committee's email address with her friends, as all received emails are printed out for the Committee to read.

Mr. Sieger expressed concern that their vision would end up in a binder on a bookshelf, and the Committee has to see that that does not happen. He added that originally he did not think it was time to reach out electronically, but now he thinks it is the time to go into their own website with a lot of information that people can begin to access. He referred to the website for Albuquerque as a model.

Chair Smith asked Ms. Buchan what the RFP says in relation to technology, and she responded that it does ask for technology.

Chair Smith reminded the Committee that the domain site, "Vision Fort Lauderdale," has been purchased and is waiting for use.

There was one more member of the public to speak, Michael Madfis, who is an architect and part of the southwest area. Mr. Madfis mentioned that his career has been about taking a vision of his client's and making something out of it. He commented that he sits on 12 nonprofit boards throughout the City and Broward County. Even with that level of involvement, he said he does not know much about what is going on. He has worked in every neighborhood. What he thinks is very important is how to develop the community physically and emotionally so they can work together to create the things they agree upon.

Mr. Madfis shared a vision of his for South Andrews, which was to take the pressure off the neighborhoods by putting the concentration of development on South Andrews Avenue instead of in their neighborhoods. He proposed actually adding to the density in the residential area by converting some of the duplexes into quads, as that would create the necessary concentration of pedestrians to support transit that is not currently there. He remarked that there needs to be pedestrian density along the transportation corridors in order to support transit, which is essential to making the City viable in the future.

He added that Sistrunk, approaching Andrews, is the same as it was in 1977. There are battles taking place with conflicting interest groups for that area. He also remarked that when out-of-towners come in with ideas, they are not well received unless they are part of a clique.

He also talked about sustainable agriculture, having small centralized parcel farms so that goods do not have to travel so far. The farmers can make more money, because they do not have to spend so much money on refrigeration and transportation. He advocated residents being able to see how the farm works and that will build respect for the farmer.

Mr. Madfis commented that they are doing a number of farms in the northwest area. It is 40 blocks from any location to a supermarket that has "fresh" produce. It is a food desert. They are trying to reestablish agriculture that was there 30-40 years ago. The coming weekend he said they are building their first farm on Northwest 12 Terrace and Northwest 7<sup>th</sup> Street. This will create jobs for a farmer and those he trains. Then, those "trainees" will go out and create more farms. Mr. Madfis detailed how the farmer would make his living.

Chair Smith asked Mr. Madfis how his vision for South Andrews is coming along. Mr. Madfis answered that the process had started in 1998 and had a master plan by 2003, sat on the shelf, then was adopted by the City Commission a year later. They fought with the County over getting units allocated to their plan, and by 2006 it was pretty much stalled. There was a new City Manager who decided that every aspect should be "cherry-picked" and they lost over 70 businesses on South Andrews. He thought their vision was tremendous, had great consensus and they even got the planner who executed the plan in Del Rey Beach.

Mr. Madfis continued that their plan only cost \$65,000, but between the City staff and the hospital district and time from assorted businesses, the costs were much greater.

Chair Smith expressed his desire that the new City Visioning effort will help drive forward the plans for South Andrews.

Chair Smith announced there was one email submitted from a District 4 Leader, Genia Ellis, who requested that it be read into the record. Vice Chair Eichelbaum read the entire email aloud to the Committee (email attached).

- **Communication to City Commission (heard out of order)**

None.

#### **New Business**

- **Leadership of District IV**

Nothing heard.

**Other Matters of Interest**

- **Date and location of next meeting**

Chair Smith announced the next meeting is tentatively set for November 9, 2010.

Vice Chair Eichelbaum expressed concern about a meeting date for December. Due to the holidays and Mr. Lindblade's schedule, Chair Smith said they would either meet the first week of December or wait until after January 1.

Hearing no further business, the meeting was adjourned at 6:16 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]