DRAFT
SPECIAL JOINT MEETING
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE / BEACH REDEVELOPMENT BOARD
JUNE 08, 2015
City Hall
8th Floor Conference Room, 100 North Andrews Avenue
Fort Lauderdale, FL 33301
2:00 PM - 5:00 PM

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<td>Greater Fort Lauderdale Chamber of Commerce Eduardo Fernandez, Chair</td>
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Staff
Don Morris, Economic Reinvestment Administrator
Tom Green, Engineering Design Manager  
Jonathan Luscomb, Supervisor of Marine Facilities  
Dan Barnett, Wizard Entertainment  
Lutecia Florencia, Clerk  
Jamie Opperlee, Prototype, Inc.  

Guests:  
Fred Carlson, Vice President of the Central Beach Alliance  
Bob Dean, Marine Advisory Board  
Jimmy Harrison, Vice President, Marine Advisory Board  

COMMUNICATIONS TO THE CITY COMMISSION  

Communication #1:  
BRAB Vice Chair Lee put forth the following Communication to the City Commission:  
1. That the combined boards strongly feel that they want to see the input from the Marine Advisory Board to align with what the experts are saying;  
2. That whatever is built there is compatible and enhances the overall upscale image of the destination, both with what the CRA will be doing with the infrastructure and what is happening along the commercial corridor as well;  
3. That it be done right – before the RFP goes any further, that the City negotiate a flexible deal with the State and then build that into the RFP;  
4. And that both Boards recommend that they see the financial/economic impact both that the City has prepared and that the Marine Advisory Board has prepared.  

In a voice vote, the communication passed unanimously.  

Communication #2:  
Motion made by BRAB Vice Chair Lee, seconded by BID Member Cook, that a communication go immediately to the City Commission and the City Manager that the Friday night event stay the way it is. In a voice vote, the motion passed unanimously.  

I. Call to Order/Roll Call – Eduardo Fernandez, BID Chairperson  
   Quorum Ina Lee, BRAB Vice Chairperson  

BID Chair Fernandez called the meeting to order at 2:00 p.m.  

It was noted there was a quorum at the commencement of the meeting.  

II. Las Olas Marina Draft RFP – Donald Morris, Economic Reinvestment Administrator, and Scott Allen, CBRE, Inc.  

Mr. Morris said the RFP is for marina management and construction services for Las Olas Marina. He mentioned that the redevelopment of the marina has been a priority for the City Commission.
Mr. Morris advised that the scope of services to draft the RFP went to the City Commission on June 2, 2015. Before that, CBRE prepared the draft RFP under a good faith effort that the City Commission would approve the scope of services, which they did. The Commission will be reviewing the RFP on June 16, 2015 at the conference meeting.

Mr. Morris continued that on June 4, 2015, they went to the Marine Advisory Board (MAB), who were concerned that they did not have much time to review it. He hoped to receive their comments on this by the end of business on June 8, 2015. He said that staff is still reviewing the RFP and are hoping to prepare a clean draft for the City Commission meeting on June 16. The comments from this group and from the MAB will be included in staff’s memo to the Commission.

Mr. Morris noted that Sections 3, 4, and 5 of the RFP are concerned with background information and technical specifications. Staff is working through the remainder of the draft, which focuses on procurement requirements.

BRAB Member Mitchell said he would like to see the detail for the profit and loss statements for review.

Mr. Morris mentioned that since they do not know how many linear feet of dockage they will end up with, the projections are difficult to make. Current revenues are based on what is there today, which is 3,400 linear feet of docks; some designs have called for up to 6,000 linear feet of docks. Mr. Morris said it would be helpful to ask for the linear feet of docks in the RFPs.

BRAB Member Mitchell reiterated that he wants to see more financial information and projections.

BID Chair Fernandez asked about a timeline for issuing and receiving RFPs. Mr. Morris responded that they are discussing the Submerged Land Lease with the State of Florida and the deed restrictions on the property. Staff had a conference call with DEP; they have policy requirements regarding lease extension and financial considerations. The DEP wants to see the RFP before it is issued, and they wanted staff to go to Tallahassee to present it and discuss the land lease terms and deed restrictions. Staff will be on a conference call on June 30, 2015, for clarification and to reconfirm the State’s requirements.

BRAB Vice Chair Lee expressed interest in the input from the MAB. In addition, she would like to see an offset of the monies the BRAB has committed to the garage in the Promenade. Perhaps some of the revenue from that can be used for the marina so the BRAB can use the money for something else. BRAB Vice Chair Lee would like to see the BRAB contribution be less to those areas if possible.

Mr. Morris explained that whoever is chosen to develop the marina will be responsible for everything from the bulkhead into the water. The CRA will be responsible for everything on the
bulkhead onto dry land. Dredging is currently being budgeted at $4.8 million, including sea grass mitigation. The developer will be required to do the dredging, and that will free up $4.8 million. However, the CRA will still be responsible for the Intracoastal Promenade and the parking garage.

BRAB Vice Chair Lee advised that whatever is done at the Marina has to have a consistent look with the rest of the beach, and wanted that included in the RFP.

BRAB Member Yaari emphasized they cannot afford to make any more mistakes (like they did with the Aquatics Center) and wondered what the attraction of the Promenade would be. He recommended something really nice at the Promenade to attract the yacht owners. Furthermore, he urged the City not to rush into anything.

In response to a question, Mr. Morris said they did receive some comments from the MAB at its meeting, but the rest will be received later on this day. He will circulate those comments to both Boards present. All comments will be outlined in staff's memo to the City Commission.

BRAB Member Scher cautioned against over-crowding the property since it is not very large.

Mr. Morris clarified that all three boards (MAB, BRAB, BID) function in an advisory capacity to the City Commission. Even though the BRAB and BID are not made up of marine experts, their input is still valuable since it has an impact on the beach.

BID Member Cook thought the drafted RFP looks like a service agreement and recommended that it contain more items such as parking, restaurants, hotel, retail, etc.

Mr. Morris commented that the developer of the unsolicited proposal wanted a large amount of money from the City. The City Commission determined they were not interested in upland development on the site, but wanted to expand the marina instead. Mr. Morris stated that the submerged land lease concerns the water portion; the deed restrictions on the upland require a municipal use. Ancillary uses to support the marina could possibly exist there (offices, provisioning, sales); the marina itself needs to be a municipal marina. Further, anything that is not municipal requires a 50% profit-sharing to the State, and Mr. Morris said they are trying to negotiate those terms and the deed restrictions.

BID Chair Fernandez requested a clear statement of what can and cannot be done. Mr. Morris answered that they can:
- have a municipal marina
- reconfigure the docks
- add additional linear feet

He said there are restrictions associated with the deed, unless they mitigate the impact through dredging. Overall, most agree that the marina is insufficient as it is and more linear feet of dockage need to be provided.
BID Member Cook recalled discussion about the revenue stream of the marina, and said it was upside down. Mr. Morris said by doing the RFP, the City does not have to incur the risk of a negative revenue stream. He added that some marina developers who came to the City Commission have expressed interest in the development.

BRAB Vice Chair Lee wondered what amenities would entice a mega-yacht owner to visit Fort Lauderdale over another location.

A brief discussion ensued about hurrying through the process, with several members advising against it. BRAB Member Mitchell said they need to look at the whole process as one piece, not piecemeal.

Jonathan Luscomb, Supervisor of Marine Facilities, commented that the Parks Department runs all three of the City’s marinas. He advised that “first come – first served” is a condition of grants and the underwater land lease. Mr. Luscomb said the condition means that the rate for certain people cannot be changed due to their wealth, etc.; it means there cannot be discrimination against anybody for any reason. The “public purpose” in the deed restriction simply means that it is municipally operated. The State is concerned with a third party, not the City. Mr. Luscomb said the State provided an example of a deed-restricted property (Watson Island) in Miami that was developed to their satisfaction.

Mr. Luscomb continued that the Director of the DEP, David Clark, told the City they want as much detail as possible because they examine every project on a case-by-case basis. There is an opportunity for the City or the developer to renegotiate a new deal. Mr. Luscomb relayed that the DEP is open to suggestions and will help the City get the presentation right.

The submerged land has restrictions that prohibit an upland restaurant, dinner cruiser, etc. Mr. Luscomb explained that the DEP boiler-plate process for application is avoidance, minimization, and mitigation. He added that the reason the docks are crooked now is to allow sun so the sea grass can grow. Certain slips are identified as being near high occupancy sea grass – they want those slips empty during the sea grass growing season (summer). Dredging would open the door for more operations that would have to be mitigated.

Mr. Morris stated that the Florida Inland Navigation District is dredging the Intracoastal Waterway from the 17th Street Beach Causeway to just short of a mile north of Las Olas Bridge. The result of that is the ability to accommodate larger vessels at Bahia Mar and Las Olas.

BRAB Member Yaari reiterated they need to take their time and think collaboratively. BRAB Member Scher did not see how they could put out the RFP without thoroughly knowing what can and cannot be done.

BRAB Vice Chair Lee suggested that the boards instruct staff and the City Commission to go to the State and create as much flexibility as possible. Concurrently, they should obtain input
from the MAB about competitive marinas, from the boat show about mega yachts, and then go out with an RFP.

Fred Carlson, President of the Central Beach Alliance, questioned why the City would give the management of the marina away to someone else; he said the current management does a “wonderful job.” He questioned giving the profit away to someone else. Mr. Carlson said that expanding the marina would minimize the upland uses, and wondered why they would entertain any upland development. He continued that the revenue will come from the depth of the water – they do not need parking or another hotel there. He questioned why the City was in such a hurry, postulating that they were afraid the money “was going away.”

Bob Dean, MAB, maintained that the “unsolicited offer” for the hotel development was actually solicited. EDSA tried to design the beach area, but did not know about the proposed hotel. Mr. Dean called that a red flag. He said the City Commission has asked the City Manager five times to provide the economic impact of a marina operation – he said there should be economic impact studies before an RFP is considered. Mr. Dean said the marina is a sustainable development that can make money for the City, is affordable, and the City has a lot of marina management expertise. He said he was confused about the City’s agenda with the project.

In response to a question by BRAB Member Mitchell, Mr. Dean said the first time he saw this RFP draft was a few days prior. Mr. Dean said that the Florida Inland Navigational District did an economic impact analysis of the deepening of the waterway, and the economic impact is estimated to be $588 million annually. While the Sasaki Plan called for 5,000 feet of marina, Bellingham Marine and others said they could get 6,000 feet. He added that the Sasaki numbers were predicated on the existing marina layout and design.

Mr. Dean pointed out that this marina would be on the barrier island, not inland like others in the area. The impact on hotels around the marina would be very significant.

BID Chair Fernandez wondered if Mr. Dean was going to advise the City Commission of his thoughts, and Mr. Dean replied that he is leaving that to the MAB. Chair Fernandez said that the BID and the BRAB are just asked to provide feedback on the RFP, but he believed there was much more to look at. Mr. Dean said the RFP for the marina is a “cog in a big wheel.”

Mr. Dean emphasized there is “100%” need for the marina, and Mr. Morris said the City Commission is very clear that they want the marina expanded. Mr. Morris advised they have come up with a numbers scenario based upon different designs. The Finance Department and the City Auditor looked at the numbers; they were compared to other marinas that had been reconstructed and to their occupancy rates in the first few years. Mr. Morris stressed that the City has gone through an exhaustive process before coming to this point.

BID Chair Fernandez wanted to hear from the MAB before making a recommendation, since they know more than the BID on that subject.
BRAB Member Mitchell wished to see a marina that would activate the area, but he wanted to see the numbers and more information. BRAB Vice Chair Lee also requested seeing the City numbers and the MAB numbers.

Jimmy Harrison, Vice-Chair of the Marine Advisory Board and also a Board member of the Marine Industry Association, said they had quite a few suggestions for changes to the RFP. He wanted this Board to see the MAB’s comments first. Mr. Harrison said the MAB was concerned that they have been fighting for this for two years, but now they do not have much time to consider it. Simply put, he said they want a “world-class” marina that is able to hold more boats and bigger boats. Secondly, they want it to work with the boat show and be an improvement to that. Mr. Harrison said they are working hard on detailed suggestions for the RFP, but would want more time, such as a month, to finalize their input.

BID Chair Fernandez asked Mr. Harrison if the MAB has seen any numbers that would help the Board take a position on whether the marine operation should be outsourced. Mr. Harrison responded that they feel strongly it should be kept in-house, but they were not offered any alternative.

BRAB Vice-Chair Lee put forth the following Communication to the City Commission:

5. That the combined boards strongly feel that they want to see the input from the Marine Advisory Board to align with what the experts are saying;
6. That whatever is built there is compatible and enhances the overall upscale image of the destination, both with what the CRA will be doing with the infrastructure and what is happening along the commercial corridor as well;
7. That it be done right – before the RFP goes any further, that the City negotiate a flexible deal with the State and then build that into the RFP;
8. And that both Boards recommend that they see the financial/economic impact both that the City has prepared and that the Marine Advisory Board has prepared.

In a voice vote, the communication passed unanimously.

BID Chair Fernandez wondered what created the urgency about the project. Mr. Morris said that the only timing issue he was aware of was that the City Commission wants the RFP in June.

BRAB Vice Chair Lee requested that Agenda Item V be addressed at this time since BRAB Member Yaari has to leave the meeting early.

III. Beach Project Status Update – Paul Kissinger, EDSA, and Marwan Mufleh, Kimley-Horn & Associates (not addressed at this time)

IV. Communications to the City Commission (not addressed at this time)

V. Old/New Business
BRAB Vice Chair Lee reported that she went to the first Friday night event and thought it was successful. She said because it received late approval from the City Commission (through no fault of their own), it got promoted through social media. She said she heard that City Manager Feldman wants to change it to Saturday night because he is concerned that it may conflict with the Starlight Musicals that occur on Friday night in Holiday Park. Furthermore Mr. Feldman said he wanted the change to start the coming weekend, even though it was approved by the City Commission.

BRAB Vice Chair Lee continued that bands have been booked, and thought the BID needed to take a stand – it has already been promoted. BRAB Vice Chair Lee wanted it to continue the way it was designed and wanted to relay their opinion to the City Commission. BRAB Member Yaari added that he is pushing the Friday night event and wants to do it through the private sector without using City money.

**Motion** made by BRAB Vice Chair Lee, seconded by BID member Cook, that a **Communication** go immediately to the City Commission and the City Manager that the Friday night event stay the way it is. In a voice vote, the motion passed unanimously.

**III. Beach Project Status Update – Paul Kissinger, EDSA, and Marwan Mufleh, Kimley-Horn & Associates** (from earlier in the agenda)

Mr. Kissinger reported they handed in the design plans to the City on June 5, 2015, and there will be a pre-DRC meeting about the beach projects.

Mr. Kissinger mentioned that City staff had done a “tremendous amount” of background research on the marina project. He said EDSA also contributed to that due to the time limit on funding. He stated that if they wait for the marina to be decided, they put the beach project in jeopardy related to dollars – they would run out of time.

Mr. Kissinger continued that base information relating to the project will be handed over as part of the RFQ so that potential developers have the best possible information.

Mr. Kissinger recalled that the BRAB did not allocate any money towards a marina, but $4.8 million was allocated for dredging. However, the need for a marina was expressed, and EDSA has helped advise the City on design aspects for a marina.

Mr. Kissinger showed a PowerPoint presentation and said they are currently designing the parking garage on the Intracoastal as if there is no marina. He noted that the black area on the slide would be grass. He said that the City Commission gave them approval to move forward in designing 30% drawings (DRC drawings for entitlements for site plan approval) for the public improvements related to the beach.
Mr. Kissinger pointed out that they do not have to have 835 parking spaces – a no-net loss within the project itself allowed the parking garage to be smaller. The RFP for the beach design requirement was to have no net loss parking on the project, which was 835 spaces. The Aquatic Center is putting 535 spaces in that facility per the current site plan. From an urban design perspective, Mr. Kissinger advised it is better to cluster the parking, not just in one place, but in various places. The parking garage would then need 408 spaces, instead of 835 spaces. There are four levels of parking, a cover, and a proposed restaurant on top. It was pointed out that similar opportunities might exist at the marina.

Mr. Kissinger continued his presentation, mentioning that the south lot will remain as open space, and the marina will connect. Utilities can remain there and landscaping can be improved; access into Jackson Tower will be maintained.

BID Chair Fernandez verified that the parking will actually be in excess of the needed amount.

Mr. Kissinger said the design also provides the opportunity to create a shuttle drop-off while providing for pedestrian safety and comfort. Ground-floor retail space would replace the marina services building. Mr. Kissinger advised that while the design provides for a shuttle to the beach, it is up to the City to approve it. He continued there is a 60-foot deep bay on the bottom floor, and there will be a high ceiling. There would be a service hallway in the back.

BRAB Member Yaari questioned why they would put the restaurant on the roof, rather than on the ground floor, and Mr. Kissinger replied that there is a “great view” to the downtown. He said there would be elevators going straight up to the restaurant. The top would also accommodate outdoor dining and some small beach views. Mr. Kissinger commented that the parking was moved to the garage to create a “people space,” and it is not 835 spaces.

Regarding Channel Square, Mr. Kissinger said they are looking into landscape improvements that do not include sea wall repair at this time.

BRAB Member Yaari wondered if they would be able to adjust the Beach Project according to the marina if something “solid” happens with the marina RFP and the Beach Project is going forward. Mr. Kissinger replied affirmatively, and Mr. Morris added that all the projects are being coordinated by Tom Green, Engineering Design Manager.

BID Member Cook inquired if the plans include a lift area for the water taxi; Mr. Kissinger responded there are ownership issues involving the area, so they chose a different location.

Regarding the major iconic plaza/open space, Mr. Kissinger said there are two important items to note: the DOT has approved the variance to put trees and lights within 18 inches of the curb on both sides (trees will be moved over to the edge); DOT has also approved in principle, the idea of having a curb-less street, which allows them to do it on the intersection of A1A and Las Olas and the intersection of Sea Breeze and Las Olas. He added they will not be moving Las Olas, but they are still working with DOT as to how far north and south they can put something
vertical to create a safe way for cars. The street includes two bike lanes; two lanes of traffic going each way; and they are proposing two lanes of westbound traffic which would remove the left-turn only lane, making it a both a left and a through lane (they are working with that on DOT). That change opened up more space on the north side.

Mr. Kissinger continued that they considered the view corridor from the bridge in their design. They decided on palms due to their ruggedness for the over-story on the thoroughfare. They also are working on details for water features. The children’s interactive water play area will be modified to provide more seating for parents/ancestors.

Mr. Kissinger pointed out that the drop-off area will feature a porte-cochere, men and women’s bathrooms, and a mechanical building. A football field-sized open space (lawn area) will be included.

Mr. Kissinger said they are on the other side of the flood designation, so they are at 11.5 feet elevation. There are some ramps and steps, but the site is barrier-free. There will be edges for people to sit in lieu of benches. Mr. Kissinger said a stage could be added to the area with seating in different places. There are alternate areas for setting up a stage. If the area were full of people, Mr. Kissinger estimated thousands of people could gather there.

BRAB Member Scher verified there would be misters (sprayers).

BRAB Member Smith wondered why they could not leave the parking lot as it is and make the improvements at DC Alexander Park. Mr. Kissinger responded that they are following the City Commission’s directions. Ms. Smith asserted that children want to be on the beach, not on a splash pad.

BRAB Member Yaari was curious if they could put a small pad or pedestal on the northwest corner of the roof of the porte-cochere for a sound or lighting team for concerts (without ruining the design). Mr. Kissinger said they could confer with the architect. They are also exploring water collection on the structure.

In response to a question, Mr. Kissinger said there are bollards, planters, light fixtures, and trees to prevent vehicles from driving up the street.

BRAB Member Yaari asked about the cost and about how they would control the homeless population there. Mr. Kissinger said the cost estimate is roughly $12 million for that piece, and the City has selected a Guaranteed Maximum Price (GMP) contractor who will work with EDSA to get a guaranteed maximum price. Tom Green, Engineering Design Manager, said they have started contract negotiations with the most qualified bidders on the project. As they progress further into design, their budget costs will be refined.
Regarding the homeless population, Mr. Kissinger designed the site to accommodate “natural surveillance” since they anticipate that the site will be heavily used. He did not think the homeless individuals would feel comfortable there.

BRAB Member McManus thought the palm trees did not provide enough shade, and people would use the canopy trees for shade. Mr. Kissinger explained that the coastline is one of the most difficult environments for canopy trees. Their design puts the palm trees as close as possible to provide overlapping shade and provides water. Sea grapes do well also to block views, and they might use those.

BID Chair Fernandez wondered if they had entertained the idea of a structure in other areas, but Mr. Kissinger replied negatively, citing the cost. Canopies also limit space for other uses. Mr. Morris added that they would like to do events in the area, and event planners would get an event agreement to use the space. BRAB Vice Chair Lee wanted to see some of the event programming money go back into the beach, since the CRA is sunsetting soon.

Mr. Morris stated that part of EDSA’s plan will ultimately include a maintenance plan. Mr. Kissinger clarified that they go to 30% design for DRC, and then negotiate the next phase of their contract that would include ideas for maintenance and programming.

BRAB Vice Chair Lee mentioned that Palm Beach has interactive light circles at their beach and suggested looking at what other cities have done.

BRAB Member Luz was curious how they arrived at the number of parking spaces. Mr. Kissinger responded that it was based on input from the City Commission and six staff members reviewing the data that was found in Stage 1. That showed that the lot on A1A and Las Olas is generally the lot that is full, and there are 1590+ spaces from Casa Blanca down to the South Beach parking lot. The Intracoastal lots were generally empty most of the time. Mr. Kissinger explained that there are other parking venues under discussion, so they decided to go with smaller facilities on the Barrier Island. Mr. Kissinger said the footprint of the garage is slightly over 200 feet. There is no speed ramp, but a “five and five.”

BRAB Vice Chair Lee requested input from the BID members who were present on what is happening at A1A and Las Olas as well as the whole Las Olas Corridor.

BID Vice Chair Cunningham stated that visitors go from the hotel north to A1A, and he thought the development would be good for his hotel. He did express concern that it would become a place for homeless people to gravitate because it would not be busy 24 hours a day.

BID Member Cook thought it was important that there are places for visitors (and residents) to sight-see. He said he did not want to see too much concrete, parking, or offices that would not draw people to the water. Any place near the water should be accessible from the beach and provide activity for people such as shopping, etc. BID Member Cook emphasized that the whole beach should be coordinated and work together. He suggested one-story buildings.
BID Chair Fernandez wondered if anything would be planned for the “dark spaces,” and Mr. Kissinger said that the City Commission wanted the area to remain open space. It will be grassy and have landscaping, but no buildings. BID Chair Fernandez expressed concern that there was nothing there to foster activity, even though it will have great visual appeal at the A1A and Las Olas intersection.

BID Member Cook suggested weekend Farmers’ Markets and the like. Mr. Kissinger reiterated the City Commission’s direction.

BRAB Vice Chair Lee stated that in order for the whole area to work (from parking lot to beach), “Disney-like” tram service and good signage are needed.

Mr. Kissinger noted that the webpage has a colorful presentation of the design concept.

Mr. Kissinger outlined their upcoming steps:
- A meeting with City Commission on June 11
- Refine drawings and work on another estimate
- Come back to the Board at 30% design drawings for input (estimated in August)
- Take drawings to DRC and the City Commission

BRAB Vice Chair Lee advised making their drawings as imaginative as possible, including people, to show the vision.

IV. Communications to the City Commission (elsewhere in the text)

V. Old/New Business

BRAB Vice Chair Lee asked what was going on with holiday lighting and the carousel. Mr. Morris commented that the City attorney is negotiating with the Holiday Lights’ attorney. He said Mr. Barnett is researching a one-year carousel rental. If they go forward with the carousel, Mr. Morris said they would have different contractors for the carousel and the pole lights.

BRAB Member Luz said there used to be a carousel at Bayside, and Mr. Barnett said he would research that.

Hearing no further business, BID Chair Fernandez adjourned the meeting at 4:24 p.m.

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

Attachments:
PowerPoint on the Beach Project – Paul Kissinger, EDSA
DRAFT
BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8th FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
MONDAY, JULY 20, 2:30 P.M.

MEMBERS

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Staff
Don Morris, Economic Reinvestment Administrator
Tom Green, Engineering Design Manager
Cija Omengebar, Economic Development Aide
Lutecia Florencia, Clerk
Jamie Opperlee, Recording Secretary, Prototype, Inc.

Guests and Presenters
Keith S. London, City of Hallandale Commissioner
Kevin Walford, Transportation Planner
Tara Crawford, DFLTMA, Interim Director
Karen Mendrala, Transportation and Mobility Department

Communications to the City Commission – None

I. Call to Order/Roll Call – Anthony Abbate, Chair

Acting Chair Lee called the meeting to order at 2:30 p.m.

Quorum Requirement

As of this date there were 10 appointed members to the Board, which means 6 would constitute a quorum. It was noted there was a quorum at the commencement of the meeting.
II. Approval of Minutes – Anthony Abbate, Chair

- May 18, 2015

Motion made by Ms. Smith, seconded by Ms Scher, to approve the minutes of the May 18, 2015, minutes as presented. In a voice vote, the motion passed unanimously (6-0).

III. Styrofoam Discussion - Keith S. London, City of Hallandale Commissioner

Mr. London stated that he is speaking on his own behalf as a concerned citizen, not representing the City of Hallandale. He distributed handouts regarding Styrofoam bans in various areas, including a copy of the Miami Beach ordinance. Ultimately, he would like the BRAB to craft a recommendation to the City Commission on banning the use of Styrofoam as a take-out material.

Mr. London directed the Board’s attention to p. 3 of the Miami Beach ordinance, which provides an overview of the impact of Styrofoam in the environment and offers alternatives.

Mr. London suggested beginning the ban with City facilities, City-sponsored events, development agreements, and special event permitting.

Mr. Morris stated that the Food & Beverage agreement requires the vendors to use recycled materials for food containers, and the liquid containers can be either recycled or recyclable. No Styrofoam is allowed. He added that the City is very committed to sustainable practices.

Mr. London emphasized that his goal is not enforcement, but education. He mentioned that he wants to get away from recyclable products that are either difficult to recycle or have no facility nearby that can handle them.

Mr. Schiavone spoke about possible resistance from restaurants, and Mr. London responded that he did not encounter any issues from restaurants in Miami Beach. Mr. London added that he had plenty of advance press coverage before he approached the restaurants. Mr. Schiavone expressed doubt that large businesses would comply if the costs were more to switch to non-foam products.

Acting Chair Lee recommended that the BID discuss the item and this Board get more information before the BRAB takes a position on it. Mr. Mitchell suggested providing the restaurants with cost options for alternatives.

Mr. Morris stated that along with the restriction against foam containers, the Food & Beverage permits will offer alternatives such as returnable plastic baskets.
Acting Chair Lee called for further research on the part of the Board, and Mr. Morris will send a BID meeting schedule to Mr. London. Mr. London said he could bring a colleague with him to also speak to the Restaurant and Lodging Association.

IV. Sun Trolley Funding Request – Kevin Walford, Transportation Planner

Karen Mendrala, Transportation and Mobility Department, introduced Tara Crawford, Interim Director of the Downtown Fort Lauderdale Transportation Management Association (DFLTMA). Ms. Mendrala stated they are requesting the same funding for the trolley as was requested for FY2015 to continue the same service ($60 an hour for the overall operations of the routes). Ms. Mendrala described the services provided.

Acting Chair Lee mentioned that it takes two trolleys to get from the Hilton on Fort Lauderdale Beach to Las Olas and said it was not a good experience for visitors. Ms. Crawford said they have received a grant from the City for their Mobility Management Contract, and they will be able to do an operational analysis over the next two years to review the efficiency of all of their routes.

Ms. Smith wondered if they had made any changes to the 4th of July schedule, noting it was impossible for her to leave her house due to traffic. Ms. Crawford said the congestion on A1A and Las Olas was immense, so for next year they will operate before the fireworks and after the fireworks, but not during the fireworks.

Mr. Schiavone said that the trolley asks for money every year and wondered how it would operate when the CRA money is gone. Ms. Crawford responded that part of their operational analysis will be to look for a sustainable revenue source for the TMA. Ms. Mendrala said they are trying to come up with other transportation modes (bike valets, walking, and other transit) that go to the beach in order to relieve congestion.

Mr. Schiavone wondered if they could raise their prices, and/or make the ride more fun, like the trolleys in San Francisco. He suggested adding entertainment or local celebrities.

Ms. Crawford responded that the route rate is now $1.00 and an all-day pass is $3.00. Mr. Morris was interested in seeing any correlation between ridership and fare increases.

Mr. Mitchell suggested either raising the price or adding more riders, perhaps having the hotels promote the trolley as a way to get to the Galleria or go to the beach. Ms. Crawford said the largest link was not Galt, but was the beach route. The community link for Coral Ridge also gets a lot of riders.

Acting Chair Lee felt the two major uses for the trolley were for commuters who need transportation and for tourism related to the beach. She recalled the BRAB funded an expansion two years ago from 17th Street Harbor Shops to the Broward County
Convention Center area. Acting Chair Lee said the CRA needs to acknowledge that the BRAB fueled the expansion. Mr. Morris commented that the trolley is mostly used for tourism, even though some hotel employees use it.

Mr. Luz recalled that the Technical Advisory Council was looking at alternative sources of funding several years ago, but he did not know the outcome. He also said it would be informative to run rate analyses that include parking rates, car ownership, etc.

Acting Chair Lee believed a much larger issue was involved - transportation in general on the beach, including interaction with the Wave and All Aboard Florida. She continued that getting people from a parking garage to the beach will also be part of the issue. Acting Chair Lee suggested having a workshop about transportation and how it impacts the beach, the CRA, and the BID.

**Motion** made by Ms. Scher, seconded by Mr. Schiavone, to approve the funding for the trolley in the same amount requested as last year. In a voice vote, the motion passed unanimously (6-0).

V. **Beach CRA Operational Budget Recommendation – Don Morris**

Mr. Morris began a PowerPoint presentation on the budget at 3:10 p.m., which showed comparisons between FY2015 and estimates for FY2016, including the anticipated carryover. He detailed the proposed revenues and expenses. Regarding Operating Expenses, Mr. Morris mentioned they are under the Department of Sustainable Development, and more individuals are involved. He also pointed out that as the projects get going, there will be project managers involved, but they are not funding the personnel to do the projects.

Mr. Morris stated that they actively consult and work with other staff from the Department of Sustainable Development – they are not just a layer of administration. A portion of those staff salaries will be funded by the CRA. Mr. Morris added that there will be a 5.6% anticipated increase every year in the revenues, and a 5% increase in operating expenditures.

Mr. Morris introduced Cija Omengebar, new Economic Development Aide, who is assisting with both the CRA and the BID.

In response to a question by Mr. Schiavone, Mr. Morris reviewed the function and operation of the CRA. Mr. Morris elaborated that the assessed valuations in the CRA are up 600% from where they started. Mr. Morris stated that the County does not create new CRAs, the Fort Lauderdale CRA will not go past 2020, and the boundaries will not expand into other parts of the beach.
Mr. Morris said it would probably be late September before they receive the actual costs for the projects, based on the 30% projections. He added that at that point, they need to make decisions based on the designs in order to move forward.

In response to a question by Acting Chair Lee regarding lighting, Mr. Morris reported that the City Commission wants to do something immediately to correct the poor lighting conditions at the beach. Staff has met with the consultants, who will bring a proposal back to staff on August 1, 2015, about how to expedite the lighting portion of the project along A1A. Mr. Morris continued that although they did not receive the grant to do the A1A Streetscape north of the CRA, he thought they could use FDOT/JPA dollars ($1.5 million).

Tom Green, Engineering Design Manager, explained there is one potential funding source – the Joint Participation Agreement with FDOT – which originally provided $3.3 million. The money is only for construction, installation, engineering, and inspection. Mr. Green said that Mr. Prizlee was able to get cost savings on the lights on the east side, so they only used half of the money. Mr. Green said they hope to receive approval to use the remainder of the money for lighting on the west side. Mr. Morris said the BID has tentatively agreed in concept to fund the design. The CRA would fund the lights within the CRA, and Mr. Green said there would be a gap in lighting from Alhambra to Sunrise. Mr. Morris said that the lighting from Sunrise north was part of the reconstruction of A1A by FDOT.

Acting Chair Lee questioned the wisdom of doing only part of the lighting and beautification, and Mr. Morris responded that they have to reconvene and determine how to proceed (since they did not get the grant). Mr. Green said that at this time they are planning to change out the current light bulbs with LED amber fixtures on the east side (keeping the same poles) for the Streetscape project within the boundaries of the CRA. New poles will be installed on the west side.

Mr. Morris said that in addition to the pole lights, they have asked the consultants to also look at lights in the wave wall and/or lights such as bollards. There needs to be a balance between esthetics and the need for additional light on the sidewalk. The consultants will report back on August 1, 2015, with a proposal to expedite the lighting on A1A. The funds for that are in the CIP portion of the budget.

Acting Chair Lee requested that the lighting presentation be made for the BID and the BRAB at the same time. She also requested that Jeremy Earle attend the meeting.

**Motion** made by Ms. Scher, seconded by Mr. Luz, to recommend the proposed FY2016 CRA Operational Budget for approval. In a voice vote, the motion passed unanimously (6-0).

**VI. BRAB Representative on the BID, Recommendation to City Commission – Don Morris**
Acting Chair Lee stated she would like to continue being the BID representative.

**Motion** made by Ms. Scher, seconded by Ms. Smith, to keep Ina Lee as the BRAB representative to the BID. In a voice vote, the motion passed unanimously.

**VII. Communications to the City Commission** – none

**VIII. Old/New Business**

Mr. Morris reported that City staff is meeting with Miami Christmas Lights’ attorney on July 24, 2015, regarding the contract. At the very least, they will probably use them for the poles, using the second scheme from last year’s display.

Mr. Morris also said that instead of purchasing a carousel, they want to rent one, to make sure they like it. The rental would include operators. He relayed what the BID had discussed regarding the operating hours, etc. Mr. Morris said he would bring the carousel rental costs back to the BRAB in addition to the costs for the lights. He does not know what type of animals will be on the rental carousel.

Acting Chair Lee suggested that Mr. Mitchell meet with Mr. Barnett from the BID about the branding of the beach.

Acting Chair Lee spoke about the Friday Night Sound Wave events at the beach, emphasizing the cross-section of people at the beach and the fun generated by the event. She also noticed that everyone wants to park in the A1A/Las Olas lot, but there is not enough parking. Acting Chair Lee elaborated on the lack of parking and the lack of lighting.

Mr. Mitchell mentioned that while he loves the idea of the carousel, he doubted it would work. If it does not work out, he advised the Board to move on to something new that is attractive to the eye, but with low or no maintenance.

Mr. Schiavone said he has nothing against the Air Show or any event that wants to come to the beach; he thought the timing was wrong – hotels do not need to fill their rooms that time of year, and he didn’t think it would make a big enough economic impact. However, Mr. Schiavone expressed optimism that the City was going to experience positive growth. Mr. Mitchell also challenged the Board to think big. Acting Chair Lee emphasized that marketing and branding is as important as the events themselves.

Ms. Scher wondered why the CVB did not do more branding for the City, and it was pointed out that they serve the whole County.

The following ideas were suggested by Acting Chair Lee as things the BRAB could do:
Utilize the Beach Council marketing committee’s “brain power”
Attend the Friday Night Sound Waves event on August 7
Walk the beach on a regular basis

Mr. Schiavone suggested asking the City Manager to assign a Parks and Recreation employee to do marketing. He said then they could have a charrette with the members of the Beach Council and marketing representatives from the hotels.

Mr. Luz mentioned a great presentation done by a web developer/marketing person for Lauderdale by the Sea. They have had “huge success.”

Acting Chair Lee summarized that the BRAB wants to build brand communication and marketing into their process.

Mr. Morris remarked that the 30% mark would not be reached until September, and there was not much business to discuss in August.

Mr. Mitchell brought up homelessness on the beach. He announced an event to be held at the Convention Center on September 25, 2015, called “Operation Lift HOPE” to bring attention to homelessness affecting veterans and their families in the downtown corridor (including the beaches).

Motion by Ms. Smith, seconded by Mr. Mitchell, to cancel the meeting for August 17, 2015. In a voice vote, the motion passed unanimously (6-0).

Hearing no further business, Acting Chair Lee adjourned the meeting at 4:14 p.m.

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

Attachments:
PowerPoint presentation on the FY2016 CRA Operational Budget – Don Morris
Handouts on Styrofoam bans – Keith London
Memorandum

Memorandum No: 15-178

Date: September 15, 2015

To: Honorable Mayor and Commissioners

From: Lee R. Feldman, ICMA-CM, City Manager

Re: Beach Wrack Pilot Project

During its June 2, 2015 meeting, the City Commission discussed a communication from the Sustainability Advisory Board (SAB) recommending that the City designate one or more stretches of beach from which beach wrack, the organic material washed onto the beach by waves and wind, would not be removed (Exhibit 1). Currently, the City of Fort Lauderdale (City) removes, on average, 4.6 tons of wrack every day from its beaches, composts it at Snyder Park, and then uses the resulting compost for Parks and Recreation planting and landscape projects. It is estimated that this composting saves the City $180,000 a year in disposal costs. Key reasons for leaving the tide-deposited seagrass and algae on the beach include providing food and habitat to shoreline wildlife and serving as a seed source for dune vegetation. Numerous coastal municipalities such as Sarasota County, Palm Beach County, Lee County, and others preserve wrack lines in certain areas of their beaches.

The City Commission directed staff to implement a pilot program to allow a section of the beach to accumulate beach wrack. The City’s Public Works Sustainability Division and Parks and Recreation Department identified the area between SE 5th Street and Las Olas Boulevard (approximately 0.2 miles in length) for the pilot program to provide benefits to the coastal environment, to act as an educational measure for the public, and to receive public feedback. The outline of the pilot project is attached (Exhibit 2).

Through a combined effort, the Public Works Sustainability Division and the Parks and Recreation Department will implement and monitor the beach wrack pilot program. Prior to the start date of the beach wrack pilot project, the Sustainability Division will conduct community outreach during the months of September and October by presenting the pilot project and soliciting feedback from the following community groups during their
regularly scheduled monthly meetings: Beach Business Improvement District Advisory Committee, Beach Redevelopment Board, Beach Council, Central Beach Alliance, and the Parks, Recreation, and Beaches Advisory Board. If concerns are raised by other advisory boards during the outreach period, prior to the pilot project implementation, the matter will be brought back to the Commission before moving forward.

Attachments:
Exhibit 1 – Sustainability Advisory Board Communication to the City Commission
Exhibit 2 – Beach Wrack Pilot Description

C: Stanley D. Hawthorne, Assistant City Manager
   Susanne M. Torriente, Assistant City Manager
   Cynthia A. Everett, City Attorney
   Jeffrey A. Modarelli, City Clerk
   John C. Herbst, City Auditor
   Nancy Gassman, Assistant Public Works Director-Sustainability
   Department Directors
   CMO Managers
Exhibit 1 Communication to the City Commission

DRAFT
CITY OF FORT LAUDERDALE
SUSTAINABILITY ADVISORY BOARD
CITY HALL CONFERENCE ROOM
100 NORTH ANDREWS AVENUE - 8th Floor
April 27th, 2015 - 7:00 PM

Cumulative Attendance
1/2015 through 12/2015

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Staff Present
Sustainability Division of Public Works
Gene Dempsey, Urban Forester
Melissa Doyle, Program Manager - Solid Waste & Recycling
Adrienne Ehle, Environmental Analyst, Interim Staff Liaison
Nancy Gassman, Assistant Public Works Director - Sustainability Division
Glen Hadwen, Sustainability Manager

Call of Order/Roll Call
The meeting was called to order by Chair Alberani at 7:00 pm, roll was called, and it was determined a quorum was present.
Communication to the City Commission

The Sustainability Advisory Board recommends identifying one or more sections of beach where beach wrack, the organic material washed onto the beach by waves and wind, would not be removed.

The Board further recommends the installation of educational signage at any selected stretches explaining the importance of beach wrack, the threats to the beach posed by erosion and sea level rise, and the importance of dunes to coastal resilience.

Beach wrack is defined more fully as "organic material such as kelp and sea grass that is cast upon the beach by surf, tides, and wind. It marks the high tide line. The organic portions of wrack provide food and habitat to many species that inhabit the shoreline, including insects and birds. Wrack also provides an incubator to grasses and other plants which grow along the shoreline and help to anchor dune systems." (Source: www.beachapedia.org.)

Although often considered unsightly and removed as part of beach “grooming”—the current practice in Fort Lauderdale, where the collected organic material is composted—beach wrack is vital to the coastal dune system and beach ecology. Beach wrack serves as a seed source for beach vegetation, allowing dunes to form. Dunes protect beaches from erosion and thus buffer coastal cities against sea level rise. As Tropical Storm Sandy demonstrated, beach areas without dunes suffer more damage from erosion. Beach wrack plays a similarly integral role in the beach ecosystem, supplying food and protection for organisms. The wrack line is like a seafood buffet for migrating shorebirds, especially species with very long-distance migrations; they depend on it to feed. Florida is a critical geographic location for this feeding before or after birds cross the ocean during their migratory journey.

Numerous coastal municipalities are aware of the vital services provided by beach wrack and prohibit the removal of wrack lines, except under extreme circumstances. The Board therefore recommends that the City designate one or more stretches of beach from which beach wrack will not be removed, for the benefit of the coastal environment and as an educational measure for the public.

Respectfully submitted,
The Sustainability Advisory Board

Attachments

1. Beach Wrack Presentation (SAB meeting 2/23/15): select slides showing examples of educational signage from: Santa Barbara, CA; San Onofre State Beach, CA; Sarasota County, FL.

Motion

Motion made by Mr. Liechty, seconded by Mr. Scott to advance the above Communication to the City Commission. In a voice vote, the motion passed 10-0.
Sustainability Advisory Board Communication to the Commission
4/27/15 Attachment: Beach Wrack Presentation

Educational Signage - Santa Barbara, CA.

Educational Signage - San Onofre State Beach, CA

Share the Shore Signage - Sarasota County, Florida
EXHIBIT 2 Beach Wrack Pilot Project Description

For a three month period, from December to February 2015; Parks staff will refrain from removing any wrack, debris or other materials that accumulate between the ocean and wrack line in the pilot area, shown in Figure 2, between SE 5th Street and Las Olas Boulevard (approximately 0.2 miles in length). Large, potentially dangerous items such as tires, rope, dead animals, etc. will be removed to maintain a safe environment for our neighbors. Public Works Sustainability Division staff will visit the pilot area every Monday and Thursday between 8 AM and 10 AM and note the following observations:

- Height and width of the wrack – Measuring the height and width of the wrack twice a week as it accumulates. Staff will also photograph the area to document the conditions of the beach wrack on each day observed. 
- Amount of wildlife present – Counting the number of birds present on the ground between the wrack line and the ocean. 
- Amount of trash present – Counting the number and noting the types of pieces of visible trash between the wrack line and the ocean in the pilot area.

It is estimated that this project will require 86 hours of staff time to complete. The tasks will be performed primarily by staff from the Sustainability Division and Parks and Recreation Department. Specific tasks include the following:

Tasks performed by Sustainability Division:
- 10 hours of community outreach 
- 4 hours per week to monitor the wrack over the three months of the project 
- 8 hours to compile data and determine the outcome of the pilot project 

Tasks performed by the Parks & Recreation Department 
- 16 hours over a 1 week period to clean the wrack at the conclusion of the pilot project 

The comments received through Lauderserv will be tracked for the duration of the pilot project. The number and type of comments will be compared to those submitted for other areas of the beach and to the calls received prior to the pilot project for the pilot area. In addition to monitoring these metrics, staff will install educational signage to be posted from SE 5th Street to Las Olas Boulevard explaining the importance of beach wrack to our neighbors, with the following language:

This is a pilot project by the City of Fort Lauderdale to preserve the natural environment of our beach by allowing beach wrack to naturally accumulate on our shores. This accumulation can provide food and habitat to shoreline wildlife and reduce erosion. If you have any comments please report them via 954-828-8000 or www.fortlauderdale.gov/lauderserv.

After three months, the Sustainability Division will compile the results of the pilot study and, in consultation with other staff, make a recommendation to the City Manager. The project will meet select objectives provided by the SAB if the following is observed:

- Increase in wildlife present
- Absence of visible trash
- More positive than negative comments received through Lauderserv

The project may be terminated at any point by the City Manager in the best interest of the City.
Figure 1. The above photos portray the beach wrack at 6 AM in the areas between Las Olas Boulevard and SE 5th Street on Fort Lauderdale Beach prior to the daily wrack removal.

Figure 2: The above map highlights the pilot project area which will include the beach between Las Olas Boulevard and SE 5th Street on Fort Lauderdale Beach.
BEACH COMMUNITY REDEVELOPMENT AGENCY (CRA)
EVENT PROMOTION/SPONSORSHIP GRANT APPLICATION

1. **Name of Event:** Friday Night Sound Waves
2. **Location (must be located within the CRA boundaries):** A1A and Las Olas Boulevard – “The Hub”
3. **Date(s) of Event:** March 18 – November 20, 2016; potential extension in to December and continue year-round
4. **Hours of Operation:** Friday Night, 5:30pm – 8:30pm year-round, Seasonal Series
5. **Proposed Activities Planned:**
   - **Weekly:** Live music performances by local bands, including but not limited to, Jazz, Latin, County, Top 40, Indie, Oldies and Classic Rock genres.
   - **Monthly:** Local Community Night (Themed), Food or Fashion Activity, Interactive Performance Artists, Art Classes (Painting with a Twist), Dance Classes, Children’s Activities, F&B on the Beach Picnics (?), Themed events – Easter Egg Roll (March)
6. **Total Cost of Event:** (38-weeks): $185,000
   - **Revenue Sources (other than amount requested from CRA):** BID, matching funds up to $150,000
   *Please reference application form # 10 regarding funding opportunities and current solicitations
7. **Amount Requested from CRA:** 75,000
8. **Provide a detailed marketing plan that explains how the proposed event will be marketed and advertised. Attach a narrative, if necessary.**
   Friday Night Sound Waves will take advantage of its “pop-up” grass roots start by utilizing an organic advertising and marketing plan which incorporates social, digital and traditional medias and unique experiential occurrences.

   Social and Digital Marketing platforms will include the use of the BID's current Facebook and Twitter pages (MyFortLauderdaleBeach.com) and place page (The Hub), as well as the addition of newly dedicated “The Hub” platforms on Instagram, Flickr, YouTube and Periscope. This new aspect will have a dedicated photographer and social media manager to garner maximum exposure with a heavy emphasis on video, live broadcasting and photo sharing.

   Paid advertising platforms will include social directed branded collateral distribution on-site and throughout the Greater Fort Lauderdale area, local focused weekly and/or monthly “events within events”. Cross over digital, traditional advertising and PR will incorporate local, regional and national outlets through paid and sponsored advertisement via newspaper, magazines, and a self-published publication with free and paid advertising opportunities for the BID, Sponsors and BID-zone area businesses.

9. **CRA event sponsorship, if approved, shall only be “seed” money, with contributions reduced in subsequent years. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.**

   One of the core competencies of event manager/producer, Arianne Glassman, is the ability to negotiate and secure corporate sponsorships, manage fulfillment, and create unique experiences and customized marketing plans to gain sponsorship retention and growth. rAv Communications has a successful record of accomplishment in this area for more than a decade working with clients such as The Italian Trade Commission, Broward County (SAVOR Restaurant Month), The NFL Community Impact Programs (2007 and 2010) Share Our Strength, South Beach Food and Wine Festival, and numerous clients, and nonprofit organizations which she is a member of the board or a volunteer.
While the year-one funding requests represents nearly 80% of the event overall costs (equal share request from CRA and BID). 71.5% are hard-cost items to launch a successful event which best represents the Fort Lauderdale Beach destination with an upscale, yet organic “arts” feel.

We do not foresee additional funding requests at such levels beyond 4-5 years, although would hope the Beach Business Community via the CRA or BID would wish to remain a contributor at a suitable sponsorship level, with a projected decrease in funding requests for funding over the next five years to:

- Year 2 - $80,000 - $100,000
- Year 3 - $50,000 - $80,000
- Year 4,5: $50,000 or less

**Presenting Sponsor** discussions ($50-$60,000) are underway, with a verbal commitment of interest from Constellation Brands, a division of Southern Wine and Spirits, with product lines ranging in the Beer, Wine and Spirit Categories.

We have also begun discussions with area business owners and services to alleviate costs from the total overall annual budget to use as reinvestment in other areas (advertising, marketing, regional bands, entertainment), or increase the account as a roll over for year two.

As an agent through a service providers agreement with the City of Fort Lauderdale Parks and Recreation Department, we will also actively pursue other high-profile community leaders and corporate entities with an interest in the Fort Lauderdale Destination, as well as other City of Fort Lauderdale government and nonprofit “arts” funding entities through Grant Acquisition, including:

- **Art of Community: The Engagement Challenge** – application deadline Nov 24, 2015
  $5,000 to $100,000 to support big, bold, innovative civic-engagement projects that utilize the arts to address issues of community concern

- **FAB! Funding Arts Broward** – application deadline Jan. 12, 2016
  **Up to $15,000,** to help create a sustainable, expanding funding pool to support programming, involvement, and appreciation of the arts; this new funding is essential to offset declining individual, corporate and governmental support of the arts in our community.

- **Broward Co. Cultural Tourism Program (CTP) Grant** – application deadline Jan. 25, 2016
  To use the arts as a means of promoting tourism in Broward County. This program may fund exhibitions, performances, or other cultural activities, including festivals, which contain the development of new activities and marketing to attract tourists. **Matching grant dollar for dollar - $10,000 - $65,000**

10. Explain in detail how the proposed event meets the goals and objectives of the Fort Lauderdale Beach Community Redevelopment Plan. Specifically identify the applicable goals and objectives in this explanation – Please attach a narrative. The goals and objectives are as follows:

**Goals**

- Eliminate the conditions of blight that are currently found in the area.
- Provide for a mix of land uses that will foster family activity and recreation in the Central Beach area, and provide opportunities for the expansion of tourist-related facilities and activities.
- Stimulate the redevelopment of the core area as a catalyst for the revitalization of the entire Central Beach area.
- Maintain public access to the beach and Intracoastal Waterway.
Objectives

- Enhance the resort image of Fort Lauderdale Beach as a place for tourists and conference groups.
- Make Fort Lauderdale Beach an integral part of the beach for use by local residents.
- Improve the circulation for autos, bicycles, and pedestrians within and throughout the Central Beach Area.
- Create and enhance a positive visual and physical image of the Central Beach.
- Provide for an active pedestrian environment throughout the Central Beach Area, particularly between the Intracoastal Waterway and the Beach.

Friday Night Sound Waves meets and exceeds the CRA’s mission, goals and objectives.

Unlike an event over a certain period, having live music consistently on Fort Lauderdale Beach helps to create a sense of community, and reinforces Fort Lauderdale Beach’s image as an easy, friendly, “happy” destination for locals and visitors alike. This event activates and enhances the most prestigious gateways on to the island, “Las Olas Boulevard”.

- **For locals**, Friday Night Sound Waves reinforces the Fort Lauderdale Beach brand that the area has “grown up”. It helps distinguish as not just the “tourist zone” but also one of the reasons they chose the Greater Fort Lauderdale area as a place to live, work, play and raise a family. This benefits restaurant and retailers as a first stop pre-dinner or after happy hour location, but also provides an excellent opportunity for locals to reacquaint themselves with “their beach” and gather with family and friends.

- **For businesses**, having live music on Fort Lauderdale Beach in a visible location opens up the opportunity to promote nearly 2-dozen live music and entertainment venues at hotel outlets and local restaurants/bars along the 2-mile stretch of A1A. This also speaks to the beach destination as more than ocean and sand, but a true destination to enjoy Food, Music, Entertainment and World-class Accommodations.

- **For visitors and tourism development**, having live music every Friday night offers a unique selling tool for Hotel properties as a benefit for weekend guests to enjoy the area “like a local”. This FREE entertainment is an added benefit for visiting guests and illustrates Fort Lauderdale Beach as a family-friendly destination, which embraces art, music and entertainment. As the promenade is a near equal split from the north and south point hotels, it provides guests the opportunity to explore the area and reinforce some of the destinations finest selling points; the ocean view and ease of getting around by foot, bike, water taxi and /or sun trolley.
  
  - Friday Night Sound Waves has the full support of the CVB office of Film, Art and Music as an enhancement to their destination marketing plan, as well as reinforces the City of Fort Lauderdale’s official and resident overall goals.
  
  - The City of Fort Lauderdale’s Street Performer ordinance, passed in April 2015. * Mayor Jack Seiler hoped it would create "a more active, vibrant downtown and beach” and Beach resident Abby Laughlin, a Central Beach Alliance board member, was all for the change, stating "We’re growing up and we're figuring out the things we need to be a world-class destination and this is part of it,” Laughlin said. *sun-sentinel article by Larry Baransky, March 29, 2015