



**Deerfield Beach Community Redevelopment Agency
MEETING MINUTES**

Tuesday, April 8, 2014, 6:30 P.M.
City Commission Chambers, Deerfield Beach City Hall

The meeting was called to order by Vice Chair Preston at 6:30 p.m. on the above date in the City Commission Chambers, City Hall.

Roll Call:

Present: Mr. Bill Ganz
Mr. Joseph Miller - Tardy
Mr. Richard Rosenzweig
Vice Chair Ben Preston

Also Present: Burgess Hanson, City Manager
Andrew Maurodis, City Attorney
Samantha Gillyard, CMC, Deputy City Clerk

Absent: Chair Jean M. Robb

APPROVAL OF MINUTES

DIGITAL TIME STAMP: 6:32:55

March 11, 2014

MOTION was made by Mr. Rosenzweig and seconded by Mr. Ganz to approve the March 11, 2014 minutes as submitted. Voice Vote: YEAS: Mr. Ganz, Mr. Miller, Mr. Rosenzweig and Vice Chair Preston. NAYS: None.

APPROVAL OF THE AGENDA

DIGITAL TIME STAMP: 6:33:18

April 8, 2014

MOTION was made by Mr. Rosenzweig and seconded by Mr. Ganz to approve the April 8, 2014 agenda as submitted. Voice Vote: YEAS: Mr. Ganz, Mr. Miller, Mr. Rosenzweig and Vice Chair Preston. NAYS: None.

GENERAL ITEMS

Item 1

DIGITAL TIME STAMP: 6:33:58

Founders' Days special event summary report

Kris Mory, CRA Director, said Founder's Day was held on February 14 - February 16, 2014 in the Main Beach Parking Lot; with an estimated 85,000 in attendance. She said there were 85 craft and 15 food vendors. The vendors were asked to evaluate the event; unfortunately, the evaluations were not high, but they were positive. The event

GENERAL ITEMS - CONTINUED

organizers said that they would be working with FAU to prepare a better reporting mechanism next year.

Mr. Ganz said that the total expenditures were \$29,034.17; and asked if that was the City's contribution.

Ms. Mory replied that was CRA's contribution.

Item 2**DIGITAL TIME STAMP: 6:35:55****Update on State Road A1A design and construction**

Kris Mory, CRA Director, said that Amanda Martinez, Interim Director of Planning & Development Services, will be the point person going forward; however, she provided an update on the project. Previously monies contracted with Metric Engineering could only be used for the full scale PD&E design improvements; however, FDOT has informed Staff that there is an opportunity to reprogram those funds from design of the full project into construction dollars for possibly an enhancement over the resurfacing to occur next year. There is approximately \$700,000 still available for transfer from design of the full project into a revised project.

Mr. Miller arrived at 6:37 p.m.

Continuing, Ms. Mory said the revised project would be greater than resurfacing, but would include bike lanes, sidewalks and limited improvements at the intersections. It would not include items such as, the additional northbound thru lane on Hillsboro Boulevard; however, it does accomplish the installation of additional bike and sidewalk facilities. The money can be used for construction; but because of the stage of the PD&E design, certain aspects would have to be redesigned to delete items from the intersection and areas where there would be right-of-way takings. Extra money would be spent designing; nonetheless, a majority of those funds would go into the construction of new facilities.

Ms. Mory said that now would be a good time for discussion amongst the Board. If FDOT moves forward with resurfacing, and these improvements are desired, they would have to be done next year; otherwise, the improvements would have to wait for five (5) years. If there is a shortfall in construction funding, the City will have to come up with funds; however, the cost estimate is unknown. She said that the Board can direct staff to pursue the cost estimate and present it for consideration by the City Commission, as it would be their decision.

Mr. Rosenzweig said that since it is in design, it be discussed to consider as part of the costs.

Mr. Miller said this is the first he has heard about the five (5) year caveat; therefore, he asked that the Board consider options to bring the project into fruition as it is really needed.

GENERAL ITEMS - CONTINUED

Vice Chair Preston asked if a motion was needed.

Ms. Mory said that at this point, if the Board wished to provide direction it would be beneficial as the motion would be in the minutes and thus transmitted to the City Commission. Thereafter, Staff could work on a subsequent City Commission agenda item.

MOTION was made by Mr. Rosenzweig and seconded by Mr. Miller to move forward with pursuing the bike and sidewalk lanes. Voice Vote: YEAS: Mr. Ganz, Mr. Miller, Mr. Rosenzweig and Vice Chair Preston. NAYS: None.

Item 3**DIGITAL TIME STAMP: 6:41:10****Distribution of the Deerfield Beach CRA FY13 Annual Report**

Kris Mory, CRA Director, said that this is a statutory requirement whereby all CRA's are required to produce an annual report that lists revenues and expenditures; a copy was provided in the Board's backup, which is also available online. Ms. Mory provided highlights from the FY 2013 Annual Report; completion of the pier entrance buildings, commencement of design for Sullivan Park, award of the FIND Program, Cove Gardens Design, SE 15th Avenue designs, community policing and other activities. She said the report was distributed to various funding agencies: City of Deerfield Beach, Broward County, North Broward Hospital District and the State of Florida.

Item 4**DIGITAL TIME STAMP: 6:42:44****Presentation of CRA Mid-Year Accomplishments**

Kris Mory, CRA Director, said that this outlines what the CRA has accomplished over the last 6 months.

CRA Budget Breakdown - Ms. Mory said that 75% of its funding is spent on capital projects which improve public infrastructure. There are three (3) full-time Staff employees that implement an \$8.1 million budget. Ms. Mory outlined the accomplishments within the CRA: completed Cove Gardens Streetscape Improvements, a photo illustrating the improvements to the drainage on SE 2nd Street. She continued to display photos from the Cove area that have been improved; specifically, the improvements to the streets associated with the Publix Shopping Center. Additionally, Ms. Mory said that 15th Avenue will also be improved soon; whereby, the permit is anticipated to be issued next week.

Sullivan Park Redesign - Ms. Mory commented on successfully approving the master plan for Sullivan Park. CRA Staff continues to network with Florida Inland Navigation District (FIND) and reports quarterly in compliance with the grant agreement. She explained the process undertaken to proceed with the project; permitting meetings with FDOT and Broward County on drainage and right-of-way issues. She said an important feature of the project is the pathway that travels from the park, under the bridge, and into the Cove Shopping Center; which requires a developer's agreement with Blue

GENERAL ITEMS - CONTINUED

Waters LLC. She said the document is a requirement of their site plan approval; whereas, they are very motivated to finalize the agreement. Ms. Mory said that she has begun discussions with the Chamber of Commerce about collaborating and partnering with them for possibly a monument sign to the park or façade improvements to the Chamber in order to create a nice gateway to the park and barrier island.

Cove Bait Shack - Ms. Mory highlighted photos of the temporary bait shack, which was lifted off the structure and where it is located now. She said it is fully ADA accessible and has been repurposed as a beach concession stand. Next week the old wooden facility will be demolished.

Commercial Façade Program - Ms. Mory said that Admiral Building in the Cove Shopping Center participated in the commercial façade program, which she highlighted.

Special Events - Ms. Mory listed the special events in the CRA District: Founder's Day, Cove Shopping Center celebration and a block party to celebrate the completion of the Cove Gardens improvements. Also, the CRA Board funded its share of the management plan for the Florida Scenic Highway Plan; it is still under review by the State, but is highly probable. Lastly, she said that community policing continues and at each meeting an update is provided to the Board in their backup.

FY Budget Priorities - Ms. Mory said that next year, the CRA will carry over approximately \$840,000; which are funds that were not spent this year. She said it is allowed as long as the public is informed that it will be carried over and it is encumbered into new projects within three (3) years of receipt of those funds. Ms. Mory said that Staff projects new tax increment revenue of \$2.5, million which is a nice turnaround; thus, next year's budget will be approximately \$3.3 million, which does not include bond funds. Additionally, the CRA has obligations such as debt service; next year it will be \$1.1 million; agency operations \$626,000 with a remaining balance of \$1.6 million in discretionary funds, which the Board decides on how to spend. Ms. Mory listed special events funded last year, along with the cost, which leaves \$1.3 million in discretionary funding.

In closing, Ms. Mory outlined projects for the Board to discuss: Cove public boardwalk, a requirement, which extends under the bridge and back into the Cove Shopping Center at a cost of \$400,000. She advised that the other three (3) items are in the 5 year capital improvement plan, included in the Board's backup. The last two (2) projects to consider, which are not funded are: SR A1A improvements, bike lanes and sidewalks; the other project is the wayfinding/banner program. She asked that the Board provide input on any desired projects.

Mr. Ganz said that there may be things that can be reprioritized. He commented on the potential purchase of property into the beach area, which has been slated for 3 years now, for FY 2016/2017, at \$1.1 million, that the Board may want to consider moving up now. He asked if funds are being reserved each year for that or if all the tax increment funds will be used from FY 16/17.

GENERAL ITEMS - CONTINUED

Ms. Mory said that the Board has to decide what the priority is. If the Board wants to continue the programs that they have, there is \$1.3 million left; however, \$400,000 has to be set aside to complete the walkway, leaving \$900,000. She said even if the property was offered at \$1 million, it could not be accomplished this year. If that is the priority, she suggested banking the funds and not taking on the north beach pavilion or not fund SR A1A improvements. If purchasing the property was the priority, it could possibly be achieved next year.

Mr. Ganz said the Board may want to explore a public private partnership, although he does not favor it as it is normally not beneficial to the City. He said that there are a lot of projects that still need to be done; the north beach pavilion, and A1A improvements, not having a price tag is also a concern. In terms of prioritization, Mr. Ganz said that he definitely wants to acquire the property; nevertheless, the pavilion and A1A improvements are both a high priority.

Ms. Mory said if the City Commission decides to install bike lanes and sidewalks on A1A, construction would be underway next summer into the fall and the timing would be good.

Mr. Miller said it has been his desire to acquire the property, but the owner wants more money than the property is worth; if the Board sets the purchase a priority, the owner will likely increase the cost. He said he believes the owner is trying to sell the property for \$1.5 million and private entities believe it is too costly. Even if the property could be purchased for \$1 million, funding is not available to move forward with any design concepts; nonetheless, the property would be City owned and would have the opportunity to proceed in the future. He said a public private partnership may also be a good strategy for the acquisition, as the private entity could develop it. Furthermore, Mr. Miller said that there was a flag at Hillsboro and Ocean Avenue that once welcomed people to the City and was crashed by a car; he asked that it be investigated.

Ms. Mory said that Risk Management investigated it and the rental was owned by Enterprise Rental and whatever was billed to replace it, the City will be reimbursed.

MOTION was made by Mr. Miller and seconded by Mr. Ganz to approve replacing the flag at the beach. Voice Vote: YEAS: Mr. Ganz, Mr. Miller, Mr. Rosenzweig and Vice Chair Preston. NAYS: None.

Mr. Miller suggested improving the current signage with various signs to address issues currently happening on the beach, such as no walking dogs on the beach and no smoking in certain areas.

Ms. Mory said that would be a part of the wayfinding project. She explained that things that can be simplified can be unified into one (1) message, instead of having different signs for each; moreover, it would unify the area aesthetically.

Mr. Miller explained why the signs are needed; an elderly man was bitten by a dog on the beach area where dogs are not allowed. He said the "no dog" signs are high which opens the possibility for the walkers to not see the sign.

GENERAL ITEMS - CONTINUED

Mr. Ganz recommended the Chamber of Commerce being included with the façade program. Also, a monument sign would be helpful in drawing attention to the Chamber and Sullivan Park. He recommended exploring it at a minimum cost.

Ms. Mory said that it would be either a public/public partnership or a public not-for-profit partnership, because there was previous discussion regarding extending the commercial façade program to residential uses; however, the Board wanted to limit the program to commercial only. The Chamber of Commerce is a community facility; thus, it would not technically qualify for a commercial façade program. Nevertheless, it could be a partnership that the Board approves on a case by case basis.

It was the consensus of the Board to allow staff to continue discussion with the Chamber on matters discussed.

Mr. Rosenzweig said that there are new improvements in turtle/LED lighting coming forward and he would like to enhance the beach area for night time walkers, but not affect the turtles. Furthermore, he said the businesses have to shut down because the lighting does impact the area.

Mr. Miller said there is a flag near café at the pier which when displayed at night, has to be lit. He said that the flag should be in compliance.

BOARD/ADMINISTRATION COMMENTS

Mr. Bill Ganz - Jensen Beach - Mr. Ganz said that Jensen Beach has a beautiful pier and dock system with boats. He said that they also had brass name plates that people could purchase and would place on planks. He said that although it may not be something that CRA dollars can be used for, he asked that it be considered later as many people would be open to having their name on the pier. If it is done, a portion of the revenue generated can be used in community programs, i.e. the Historical Society. He said he would address it at the City Commission Meeting. Lastly, Mr. Ganz said that he would provide photos of the area.

Kris Mory, CRA Director, reminded the Board that the Sullivan Park boardwalk will begin and the plates could be used there.

PUBLIC INPUT**DIGITAL TIME STAMP: 7:10:33**

Reserved Bench - Rita Masi, 19th Avenue, Deerfield Beach, said that she has already reserved her Masi bench which will be sold on the public accesses for the pocket parks. Further, Ms. Masi said that if the property is acquired near the beach, there should be a beautiful welcome and information booth at the entrance.

CRA Meeting - David Cohen, 953 SE 6th Street, Deerfield Beach, said that the meeting was pleasant.

BOARD/ADMINISTRATION COMMENTS - CONTINUED

Deerfield Beach International Pier - Amie Kay Tanner, 111 SE 5th Avenue, Deerfield Beach, said that once upon a time, Charlie Thompson acquired flags which he flew along the pier and when people visited from various countries, they would fly the flag for that country. She said it was a good idea and made people feel like they were a part of the City. Ms. Tanner also invited everyone to the Butler House to learn about the City's history.

In response to Mr. Miller's question, Vice Chair Preston said that the flags were along the beach on the railing.

Kara Petty, Parks and Recreation Director, said that she spoke with her staff today to determine what happened to the flags and poles, as they would like them back out there. With regard to the benches, in January, the City Commission passed a resolution to partner with the Historical Society for memorial benches as well as an allotment for additional items as Staff develops. The original bench program was on hold to discuss how to move forward and to discuss additional items for memorial items.

Mr. Rosenzweig said the visitor's center would tie in nicely with the Chamber of Commerce if it were offered as a package.

Kris Mory, CRA Director, said that during her conversations with the Chamber, a mutual expression of interest in improving the Chamber as a welcome center, to include a 24 hour kiosk for public access which is the direction they are taking.

Mr. Rosenzweig said he has had many complaints about residents not having beach parking. He asked if a program could be implemented to allow resident only parking.

Burgess Hanson, City Manager, said it could be researched, but was attempted through the beach sticker program to help the full-time residents which was unsuccessful; and trying to control parking is very difficult, but he will investigate.

Mr. Ganz said that parking is tough, and patrons are needed. He commented on the issues associated with beach parking.

ADJOURNMENT:

There being no further business, the meeting adjourned at 7:18 p.m.

JEAN M. ROBB, CRA CHAIR

ATTEST:

Ada Graham-Johnson, MMC, CITY CLERK