



**Deerfield Beach Community Redevelopment Agency
MEETING MINUTES**

Tuesday, August 12, 2014 at 6:30 p.m.
City Commission Chambers, Deerfield Beach City Hall

The meeting was called to order by Chair Robb at 6:29 p.m. on the above date in the City Commission Chambers, City Hall.

Roll Call:

Present: Mr. Bill Ganz
Mr. Joseph Miller
Mr. Richard Rosenzweig
Vice Chair Ben Preston
Chair Jean M. Robb

Also Present: Burgess Hanson, City Manager
Andrew Maurodis, City Attorney
Quintella Jones, Office Supervisor

Absent: None

APPROVAL OF MINUTES

DIGITAL TIME STAMP: 6:29:54

June 23, 2014

MOTION was made by Vice Chair Preston and seconded by Mr. Rosenzweig to approve the minutes of June 23, 2014 as submitted. Voice Vote: YEAS: Mr. Ganz, Mr. Miller, Mr. Rosenzweig, Vice Chair Preston and Chair Robb. NAYS: None.

The minutes approved were announced as June 10, 2014; however, the minutes reflected on an updated agenda was June 23, 2014 being the correct date.

APPROVAL OF THE AGENDA

DIGITAL TIME STAMP: 6:30:06

August 12, 2014

MOTION was made by Vice Chair Preston and seconded by Mr. Rosenzweig to approve the August 12, 2014 agenda as submitted. Voice Vote: YEAS: Mr. Ganz, Mr. Miller, Mr. Rosenzweig, Vice Chair Preston and Chair Robb. NAYS: None.

GENERAL ITEMS**ITEM 1****DIGITAL TIME STAMP: 6:31:14**

Update regarding Sullivan Park 50% design options

Kris Mory, CRA Director, said that additional input from the Board is needed for the 50% design options for Sullivan Park. In June, the Board approved the 50% design with the exception of one (1) item, the dock facility design, which would provide more fishing in the area. Staff has met with the design consultant who has provided various methods for implementation. Ms. Mory explained that the finger piers on the north side of the park are being maintained, as well as the existing floating docks; however, this will take the floating docks proposed for canoes, kayaks and paddleboards off the seawall and attach it to the existing floating dock. This process will open the east side of the park without any facilities, and create only the seawall as an unimpeded fishing area.

Continuing, Ms. Mory said that City Staff has met with County Staff because it affects the floating dock facility; however, Broward County has their own ideas since they were not in agreement with the City's proposal to modify the floating dock. She said they proposed taking their dock and moving it to the north/west side of the park and building a new floating dock at that location; which will make it easier to dock their shuttle boat and is closer to Deerfield Island. She said she announced the proposed change to Don Wheeler, President of Hillsboro Landings HOA; however, he was not excited about the idea, due to the crowds that would be attracted there. Broward County also suggested abandoning the finger pier idea and using marginal docks, as it would be easier for amateur boaters. Broward County also suggested placing the City's floating docks further south/east of the park, sticking out further into the Intracoastal; however, this would not increase the fishing area. Ms. Mory explained to Broward County that their plan was contrary to the Board's desires.

In response to Chair Robb's question, Ms. Mory replied that she will follow the Board's direction, but if told differently, she will continue to implement the master plan.

Mr. Ganz said that he would like to continue with the finger piers, as that is the initiative the Board had decided. He said the space between the floating dock and seawall has fishing opportunity, but if a line is cast from that standpoint, it will interfere with other ongoing activities; i.e. paddleboards or kayaking. He said when there is no one in the docks, people will fish there; notwithstanding, Mr. Ganz said that he is nervous about the far west, as it affects the residents near there and it needs to be monitored.

Vice Chair Preston said that the only way to avoid interaction with various activities would be for fishers to walk on the dock itself, which will allow fishers to cast out; however, he said it would be very difficult to eliminate the problem altogether.

Mr. Miller said that he likes the dock away from the land because there is sea grass and it would be more expensive to place it against the land; thus, it would eliminate having to replace sea grass. Furthermore, the entrance onto the dock would have to be wider to accommodate more people or those with boards.

GENERAL ITEMS - CONTINUED

Ms. Mory said that the dock configuration will be less expensive to construct, as the existing dock is being retrofitted; whereas, in the old scenario, the freestanding facility needs to be attached to the seawall creating structural work, as well as dredging. The sea grass would also have to be mitigated. By eliminating the facility completely, those costs are eradicated. Although, 15 feet of free and clear fishing area would be gained, it is a cost savings measure. Another option would be to keep as is.

Mr. Rosenzweig asked if the floating dock can be extended down any further along the seawall, so the patrons are not interfering with each other.

Ms. Mory replied that it can be extended, but does not cure the potential conflict of paddleboards and fishers. These activities will have to coexist to a certain extent, but a larger facility will not deter potential conflict.

Chair Robb suggested moving forward with Staff recommendation.

MOTION was made by Mr. Miller and seconded by Vice Chair Preston to follow Staff's recommendation. Voice Vote: YEAS: Mr. Ganz, Mr. Miller, Mr. Rosenzweig, Vice Chair Preston and Chair Robb. NAYS: None.

ITEM 2**DIGITAL TIME STAMP: 6:44:27**4th of July Special Event Summary Report

Kris Mory, CRA Director, said that it has become standard operating procedure to inform the Board of events sponsored by the CRA. She said that the 4th of July attendance was lower this year due to inclement weather; there were 60,000 in attendance this year and 75,000 last year. The Parks & Recreation Department did an excellent job with the evaluations approach; there was a freestanding kiosk for picture taking, but had to complete a survey to receive their personalized photo. The respondents increased from 180 last year to 266 this year. The average attendee spent \$20 on fuel, \$226 per night on hotels and \$67 on food; the economic impact was approximately \$5.3 million, which is an excellent return on investment. Lastly, Ms. Mory said the event went over budget by \$1,127.95, which will come from the Parks & Recreation budget.

Mr. Ganz commented on how the budget outlined the amount spent and the return on investment. He explained how performance based budgeting helps the Board decide what events are beneficial to the City.

ITEM 3**DIGITAL TIME STAMP:**

Presentation regarding proposed FY2015 CRA Budget

Kris Mory, CRA Director, presented a PowerPoint presentation of her proposed FY 2015 budget. She explained that the CRA will meet twice in August, to review the preliminary budget; at the second meeting, which is in two (2) weeks will be to approve the final

GENERAL ITEMS - CONTINUED

budget. She asked that the Board make any recommendations tonight before the final budget hearing on August 26th.

FY15 CRA Budget Breakdown - Ms. Mory said the pie chart shows that the CRA is investing heavily in capital projects and infrastructure. She said the funds outlined for capital projects do not include Sullivan Park, the SE 15th Avenue project and discretionary funds. Thereafter, she listed other categories funded by CRA: employee salaries, benefits, office supplies, professional services, payments to City for support services. She explained that debt service, which is approximately \$1.1 million, will remain stable, as it will be funded until the sunset of the CRA.

Mr. Ganz asked for clarification on the \$1 million for the Island entryway improvements.

Ms. Mory explained that is from the capital improvements plan and is a potential project.

Mr. Ganz said it is the potential purchase of the properties at A1A and Hillsboro, and would like to see that project go forward.

Continuing, Ms. Mory outlined the CRA organization chart: CRA Board of Directors, CRA Director (reporting to the Board) and two (2) staff, a project manager and previously a division secretary, which she requested be upgraded to an Administrative Coordinator (Grade 30). Ms. Mory explained that the job description is slightly different, as this position is more skilled and the person would be responsible for directed research and must have a driver's license to visit businesses.

In response to Chair Robb's question, Burgess Hanson, City Manager, replied that this will be a new position; however, the old position is vacant. Additionally, Mr. Hanson said the Administration is trying to move away from clerical positions, as they are not needed as much as before. Ms. Mory is looking for someone with a greater skill set who is able to interact with the businesses and perform paraprofessional level work.

Ms. Mory said she is very limited on what she is able to do; having additional assistance will free up time for her to carry out other responsibilities.

Chair Robb asked for clarification on the personnel currently in the City Manager's Office.

Ms. Mory said the position itself will continue, but will be in a clerical role from 8 a.m. to 5 p.m. She said the City Manager's Office is currently missing a staff member.

Mr. Hanson said he has a vacant position in his office and in the upcoming fiscal year, he is recommending filling the position and hiring someone who will act as a receptionist. Additionally, he explained that there were once two (2) people at the front desk in his office, Linda Hunter and Jennilee Ramnarine. Sandra Florvella-Pierre was brought over once Ms. Hunter left as part of the reorganization, and worked under CRA. When Ms. Ramnarine left, the position was never filled.

GENERAL ITEMS - CONTINUED

Continuing, Mr. Hanson said right now, there is a temporary employee who is answering phones, but is not a permanent City employee. In the upcoming budget year, the other position will be filled.

Vice Chair Preston said that he is concerned about understaffing.

In response to Mr. Miller's comments, Mr. Hanson said that the Executive Assistant to the City Manager will now be taking on more responsibilities from the Assistant to the City Manager. Also, the Assistant to the City Manager will be reclassified and will be over Purchasing and Emergency Management, David Santucci.

Projects - Ms. Mory outlined upcoming projects: SE 15th Avenue construction to begin next Monday and Sullivan Park, which will require much Staff time.

Budget Priorities for FY 2014 - Ms. Mory said that once the overhead and fixed costs are paid, there will be approximately \$2 million of discretionary funding and can decide how to spend it. She said in the past years, the Board has funded three (3) programs repeatedly, special events, community policing and commercial façade program. Those programs are included in the budget, as well as an increase of \$5,000 for community policing to add additional patrols during spring break. Also, she said a new line item called Incentives (Aid to private entities) is being presented for discussion. She said the Board has stated its interest in acquiring or partnering with a private developer to acquire certain properties. Without this line item, the Board does not have a financial tool to market the opportunity; therefore, she is hopeful that the Board will support public/private partnerships. If more money is needed, money can be pulled from the discretionary fund, which is the infrastructure/capital improvements budget.

Chair Robb asked if the private beach lots are within the CRA.

Mr. Hanson replied no, they are outside the CRA.

Ms. Mory said that even if the lots were within the CRA, it is not a part of the acquisition strategy, as the Board has already identified a list of 10 properties of interest.

Mr. Hanson left the meeting temporarily at 7:02 p.m.

There was a brief discussion regarding acquisition of beach lots.

Mr. Hanson returned at 7:03 p.m.

In response to Chair Robb's question, Mr. Hanson said some of the properties are within the CRA boundaries.

Ms. Mory said if the Board wishes to pursue beach lots, the CRA Plan has to be amended.

Continuing, Ms. Mory said that public/private is proposed in the budget; furthermore, infrastructure and capital improvements are funded at \$1,378,064.

GENERAL ITEMS - CONTINUED

Chair Robb asked if that is a part of the \$2 million discretionary fund.

Ms. Mory replied that the \$1.3 million can be spent on infrastructure and capital improvements, which projects are listed as in the proposed budget. Moreover, Ms. Mory said that the CRA may have to fund a portion of the boardwalk between Sullivan Park and the Cove; nonetheless, she said she will try to work around it. Ms. Mory continued to list projects in the capital improvements plan.

In response to Chair Robb's question, Ms. Mory said that the budget has to be approved on August 26th, and asked that any recommendations be provided so she can incorporate them into the final budget.

Mr. Hanson said that the CRA is not funding Founder's Day this coming fiscal year, as he has met with Kiwanis and they believe they can handle it; however, under the City's General Fund, operations for the fire and police will be covered.

Chair Robb asked if the City is approving use of the beach for Founder's Day for five (5) days.

Mr. Hanson replied that Kiwanis will submit a special event application and may not be leaning toward five (5) days. Furthermore, Mr. Hanson said that the holiday celebration is not a large attraction at the Cove and is therefore considering moving it to the beach.

Chair Robb said she does not think the main beach parking lot should be used for anything other than what it was designed for, as it detracts from parking revenue.

Mr. Ganz said that if the event will bring in more revenue then it is practical, but if it does not, he understands Chair Robb's stance.

Chair Robb said that when the tree is lit, it remains there for a number of days; therefore, she asked how long it would be at the main beach parking lot.

Mr. Hanson said the night of the event; however, there will be other small events taking place. The focus is to place it toward the pier and not just have holiday displays, but to light up the pier, palm trees along the beach area and have that instead of the tree and menorah. Additionally, Mr. Hanson said that Staff is trying to maximize the dollars spent, have greater community participation and generate revenue for the restaurants and hotels for the weekend.

There was a brief discussion about lighting the menorah.

Mr. Hanson said if it is at the beach, it would be worked into the nautical destination and attract people to the beach.

The Board continued to discuss various ventures for the beach area.

Mr. Ganz asked that the community policing reports be consistent and follow a format for professionalism.

BOARD/ADMINISTRATION COMMENTS

No reports.

PUBLIC INPUT

There was no public input.

ADJOURNMENT:

There being no further business, the meeting adjourned at 7:13 p.m.

JEAN M. ROBB, CRA CHAIR

ATTEST:

Ada Graham-Johnson, MMC, CITY CLERK