

MINUTES OF MEETING
CITY OF DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY
WEDNESDAY, JUNE 1, 2011 – 6:00 P.M.

1. Call to Order/Roll Call

Chairman Flury called the meeting to order at 6:00 p.m.

Present:

Chairman:	Patricia A. Flury
Board Members:	Anne Castro Walter Duke
CRA Executive Director:	Jeremy Earle
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

Absent:

Vice-Chairman:	Bobbie H. Grace
Board Member:	C. K. "Mac" McElyea

2. Presentations

2.1 Branding and Marketing Presentation by Wilesmith Advertising and Design

Margaret Wilesmith, Wilesmith Advertising and Design, explained the process used to obtain information from the community. She presented a Powerpoint overview, which is included as an exhibit to these minutes. Ms. Wilesmith noted that the Brand Promise is the key to everything; it is not just a logo. The tagline is "First in Broward – Second to None" and the marketing theme is "It's a New Day". She further commented that the theme may change from time to time, but the tagline stays forever.

The Board concurred that Wilesmith Advertising and Design did a great job.

Director Earle noted that if this is approved by the Board tonight, we will immediately begin the trademark process.

Board Member Castro motioned to approve all of the proposed recommendations by Wilesmith Advertising and Design; seconded by Board Member Duke. The motion carried on the following 3-0 Roll Call vote:

Board Member Castro	Yes	Chairman Flury	Yes
Board Member Duke	Yes		

2.2 CRA Neighborhood Projects

Chairman Flury questioned why it takes so long to move these projects forward.

Board Member Castro explained why the process took so long.

Board Member Duke noted that the CIP workshop provided an insight into the funding source for the projects.

Sun Garden Isles

Benjamin Green, Curtis & Rogers Design Studio, noted the community wants a combination of alternatives one and two, leaving NW 10th Court as a one way street and re-opening NW 2nd Street. They are going to take the angle parking on the south side of the street but keep the bus drop off and share parallel parking.

Board Member Castro motioned to approve the community request to combine Alternatives 1 and 2; seconded by Board Member Duke.

Mr. Green confirmed for Chairman Flury that the timeframe for the completion of the bid document is July 1st.

Director Earle explained the bid process and added that September would be a reasonable start date for the project.

Board Member Duke noted that February of 2012 would be a possible completion date.

The motion carried on the following 3-0 Roll Call vote:

Board Member Castro	Yes	Chairman Flury	Yes
Board Member Duke	Yes		

Dania Beach Heights

Michael Oliver, Keith & Schnars, P.A., noted this is a two-phase project. He presented an overview of the project, showing both phases, which is included as an attachment to these minutes. Mr. Oliver said they are on schedule for the July 1st bidding process.

Board Member Duke said we should do both phases at the same time. He noted that money was found in the budget during the CIP workshop and that we do not need to wait for the Budget meeting to look for \$247,000.00.

City Manager Baldwin noted that we found money in reserves; but property valuations have gone down. He said he may recommend that the Commission go with the roll back rate.

Chairman Flury said there is so much money in the Public Works area, but the overall debt is wearing us down. She remarked that we need to put money in our neighborhoods in order to increase the value of our homes.

Board Member Castro motioned to proceed with both phases; seconded by Board Member Duke.

Teddy Bohanan, 312 SW 15th Street, noted this is not what the neighborhood voted on.

Director Earle noted that Ms. Bohanan was correct.

Board Member Castro amended the motion to include “not to exceed 10% over the projected costs of \$198,000.00 for Phase 1, and \$247,000.00 for Phase 2”; seconded by Board Member Duke. The motion carried on the following 3-0 Roll Call vote:

Board Member Castro	Yes	Chairman Flury	Yes
Board Member Duke	Yes		

College Gardens

Andy Witkin, Witkin Hults Design Group, presented a Powerpoint overview, which is included as an attachment to these minutes. He noted they are within budget and on schedule for the July 1st bidding process.

Board Member Castro would like the old signs replaced with new signage. She also noted that we should coordinate with Florida Power and Light so that when we start the project they work on straightening out their poles to make the area look better.

Director Earle noted signs will be used on particular projects. He suggested that the 2012 budget be amended to include new signs.

Board Member Castro motioned to approve the College Gardens project, as presented; seconded by Board Member Duke. The motion carried on the following 3-0 Roll Call vote:

Board Member Castro	Yes	Chairman Flury	Yes
Board Member Duke	Yes		

2.3 CRA Marketing Updates – Mindy Hertzson and Sharon McCormick

Mindy Hertzson, CRA Administrative Coordinator, provided a PowerPoint presentation, which is included as an attachment to these minutes.

The Board Members expressed their satisfaction with the work done by CRA staff to promote our City.

2.4 Economic Development Presentation – Ana Zeinieh

Ana Zeinieh, Economic Development Manager, provided a synopsis of her work history and experience. She noted some of her accomplishments during her tenure as Director of Work Force Development for Work Force One and the Broward Alliance, such as:

- Implemented the Corporate Visitation Program –Visiting approximately 120 companies per year in order to become a business-friendly community.
- Assisted at least 50 companies in receiving grant funding of approximately \$1.5M for current training of their staff.
- Promoted the educational system.
- Worked on creating a “green” economy.

Ms. Zeinieh advised that she has met with companies interested in bringing their business to Dania Beach.

3. Consent Agenda

Item pulled from Consent Agenda: #3.3

3.1 Minutes

Approve minutes of February 22, 2011 Special CRA Board meeting
Approve minutes of April 6, 2011 CRA Board meeting
Approve minutes of May 24, 2011 Special CRA Board meeting

3.2 Travel Requests

Request of Ana Zeinieh, Economic Development Manager, to attend the Florida Economic Development Council (FEDC) Conference in Orlando, Florida, from June 23-24, 2011 (Estimated cost \$688; available budget \$826.70)

3.4 Alcalde and Fay, Ltd., Contract Extension

Board Member Castro motioned to approve the Consent Agenda, with the exception of Item #3.3; seconded by Board Member Duke. The motion carried on the following 3-0 Roll Call vote:

Board Member Castro	Yes	Chairman Flury	Yes
Board Member Duke	Yes		

3.3 IBI Group, Inc. Contract Change Order for US 1

Director Earle explained that the water main looping has been removed from the US 1 landscaping project and the contract needs to be reviewed. He requested authority to enter into an agreement with the IBI Group for a not to exceed amount of \$20,000.00.

Board Member Castro motioned to approve the IBI Group, Inc. Change Order for the US 1 landscaping project; seconded by Board Member Duke. The motion carried on the following 3-0 Roll Call vote:

Board Member Castro	Yes	Chairman Flury	Yes
Board Member Duke	Yes		

4. CRA Updates

Director Earle noted that Phase 1 of the US 1 landscaping project is scheduled to start on July 5. He indicated that the IBI Group is working with City staff on the bid documents for Phase 2.

Board Member Castro commended Assistant City Manager Donnelly and CRA Director Earle, as well as Alcalde & Fay, for moving forward with the Economic Development Administration (EDA) Grant which was due for submission on June 1.

Chairman Flury asked for the timeframe for the installation of bus benches.

Director Earle advised that Public Services Director Orlando will contact Broward County Transit in order to move the bus shelter back to the Library location. He noted that there is a Maintenance agreement that needs to be approved by the Commission and once this is done, Broward County Transit should start working on the installations by the end of August.

Board Member Castro noted that we are installing solar powered benches.

Director Earle noted that he asked Broward County for additional bus benches and trash receptacles.

City Attorney Ansbro noted that these benches and shelters would be located within the CRA area; however, we need to do something about the rest of the City. City Attorney Ansbro said he asked Community Development Director Daniels to provide him with the number of locations needing shelters and benches. He indicated we would seek direction from the Commission at the next meeting.

Board Member Duke noted we should make vendors compete for our business as opposed to going with the previous companies.

Board Member Castro noted that if the City is paying for the benches and shelters, she would like to know the cost, whether we are doing this in phases and the funding source.

5. Proposals and Bids

There were no proposals on this agenda.

6. Discussion and Possible Action

There were no discussion items on this agenda.

7. Adjournment

Chairman Flury adjourned the meeting at 7:00 p.m.

ATTEST:



LOUISE STILSON, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY



PATRICIA A. FLURY
CHAIRMAN - CRA

Approved: July 6, 2011

