

MINUTES OF MEETING  
CITY OF DANIA BEACH  
COMMUNITY REDEVELOPMENT AGENCY  
WEDNESDAY, DECEMBER 7, 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
Vice-Chairman:	Bobbie H. Grace
Board Member:	Walter Duke
CRA Executive Director:	Jeremy Earle
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

Absent:

Board Members:	Anne Castro
	C. K. "Mac" McElyea

**Board Member Duke motioned to excuse the absence of Board Member Castro and Board Member McElyea; seconded by Vice-Chairman Grace. The motion carried unanimously.**

2. CRA Updates

2.1 US-1 Landscaping Project

Director Earle noted that the US-1 Landscaping project is proceeding.

Director Earle spoke about the \$700,000.00 funding from Broward County.

Mike Moskowitz, CRA Special Counsel, noted that pursuant to the 7<sup>th</sup> Amendment to the Interlocal Agreement between Broward County, the City and the CRA, the roadway construction project should be completed by May 1, 2012, in order to receive the amount of \$700,000.00 from the County. He advised that based on the meetings he has had with County staff, he is confident that we will be able to extend the 7<sup>th</sup> Amendment and preserve the \$700,000.00 for our use; however, we must at least commence this project by May 1, 2012.

Chairman Flury noted the Board needs to make a decision tonight.

Jamie Cole, CRA Counsel, noted if the City wants to build the roadway, the City/CRA needs to own the roadway. He advised that there are two ways to obtain ownership of this property: #1) enter into an agreement with the current owner; #2) follow a legal process.

Attorney Cole said that if we choose option #2, eminent domain action would need to be executed as the City Commission, not the CRA Board. He explained the process and added this would take 3-6 months, and could be costly. Attorney Cole indicated that negotiating an agreement with the developer would be the quickest way and discussions have already started. He further noted we would need to rescind the termination agreement with Dania Beach Development, LLC, and prepare an amendment to the agreement adding new provisions.

Director Earle advised the Board that if Mr. Jazayri is interested in negotiating with us, this would be the preferred route. He said that if this is the case, they would have to dedicate the roadway to the City, we would pay Downtown Dania Beach Development, LLC \$700,000.00, and we would not have to go out to bid. We would add a provision to the RFQ stating that the respondent would have the option to pay the owner of the property the amount of \$1.865M.

Attorney Cole noted this would be a reasonable option contingent upon reaching the agreement with Downtown Dania Beach Development, LLC to do that. He pointed out that the Board may want the owner to make an oral commitment tonight.

Board Member Duke questioned the urgency to complete the road.

Director Earle responded the loss of \$700,000.00 on May 1, 2012.

Board Member Duke cautioned that the quick take could be argued that the strip is their parking and that they paid \$1.3M for that property. The other option is to enter into an agreement with the same developer with whom we have been dealing with for the past two years. He noted he would be inclined to rescind the agreement for now. Board Member Duke further stated that he is doubtful that financing will be available for the hotel.

Board Member Duke proposed to rescind the agreement, go back to the table and negotiate a new agreement, provided there are no other legal attachments to it.

Vice-Chairman Grace did not favor eminent domain.

It was the consensus of the Board to follow Board Member Duke's suggestion.

Sam Jazayri, owner of the property, commented he approached Director Earle because he realized that if the road is not built the City would lose the \$700,000.00. He said he never had an issue with giving the land to the City to build the road. Mr. Jazayri remarked that he was promised parking for the hotel. He added that if they cannot build the hotel, they could bring another project before the Commission. Mr. Jazayri is concerned that he may give his land for free to the City and end up with no parking for his project.

Board Member Duke noted we built the Parking Garage to provide parking to downtown projects; however, we cannot commit to parking in perpetuity.

Director Earle confirmed that based on the discussions with Mr. Jazayri: we would reinstate the Developers Agreement, negating every aspect of it except for the construction of the roadway; Mr. Jazayri would dedicate the right-of-way to the City of Dania Beach; we would pay \$700,000.00 to Downtown Dania Beach Development, LLC for the construction of the roadway; we would add a line to the RFQ stating that a new developer selected by the CRA Board has the option to purchase the hotel property for \$1.865M; and the Commission will work with Mr. Jazayri on the parking requirements if he brings a new project for consideration.

Mr. Jazayri agreed to these conditions, but noted we would have to work on the language. He pointed out that it will be difficult to finish the roadway by May 1, 2012 and asked that an extension be requested from Broward County.

Director Earle noted staff will work on the agreement to everyone's satisfaction.

### 3. Presentations

#### 3.1 Draft Marketing Plan for FY 2011-2012 – MetroStrategies, Inc.

Sharon McCormick, MetroStrategies, Inc., provided an overview of the marketing plan, which is included as an exhibit to these minutes.

Chairman Flury referred to the increase in the number of vagrants in our City. She noted that the City of Hollywood is hiring "Ambassadors" who chase the homeless people and send them to other cities up north.

Board Member Duke noted he spoke with Commissioner Blattner, City of Hollywood, who confirmed that part of their program is to keep the homeless moving so they do not congregate in front of businesses. He clearly denied that the role of the program was to shuffle the homeless people into Dania Beach.

Ms. McCormick noted she will contact the Hollywood CRA and obtain more information.

Vice-Chairman Grace commended the CRA staff for a very good presentation.

### 4. Consent Agenda

#### ***Items Added to Consent Agenda: #4.7***

- 4.1 Minutes:  
Approve minutes of November 8, 2011 CRA Board Meeting
- 4.2 Travel Requests: None
- 4.3 Approve Agreement for Professional Services with Alcalde & Fay for \$37,992.00

- 4.4 Approve Façade Incentive Program for Jaxson's Ice Cream
- 4.5 Approve Façade Incentive Program for Millennium Fire & Safety Equipment
- 4.6 Approve funding of \$40,000.00 each for: Moskowitz Mandell Salim and Simowitz; Weiss Serota, Helfman, Pastoriza, Cole & Boniske; and MetroStrategies, Inc.

**Addendum**

- 4.7 Approve funding of \$55,000.00 for project management services from Broward County for FY 2012

**Vice-Chairman Grace motioned to approve the Consent Agenda, with the addition of Item #4.7; seconded by Board Member Duke. The motion carried unanimously.**

**5. Proposals and Bids**

There were no proposals on this agenda.

**6. Discussion and Possible Action**

Director Earle requested that the January CRA Board meeting be rescheduled from Wednesday, January 4, 2012, to Tuesday, January 10, 2012 at 6:00 p.m. He noted that we may also need a Special Meeting on Tuesday, December 13, 2011, prior to the City Commission meeting to confirm the agreement with Mr. Jazayri.

The Board agreed to change the January meeting date to January 10, 2012 at 6:00 p.m.

**7. Adjournment**

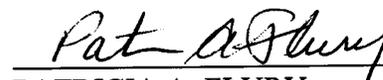
Chairman Flury adjourned the meeting at 6:36 p.m.

ATTEST:



LOUISE STILSON, CMC  
CRA SECRETARY

COMMUNITY REDEVELOPMENT  
AGENCY



PATRICIA A. FLURY  
CHAIRMAN – CRA

Approved: January 10, 2012



**DANIA BEACH**  
COMMUNITY REDEVELOPMENT AGENCY

**Strategic Marketing Plan**

MetroStrategies, Inc.

Wednesday, December 7, 2011

### **The Marketing Plan**

serves as a guide for the development and implementation of advertising, promotion, communications and public relations efforts associated with the redevelopment process.

The strategies and tactics outlined in a marketing plan are based on research including phone, intercept and merchant surveys, public input, data collected from the Esri Market Profile, US Bureau of the Census and a review of the local market.

## The Marketing Plan Process



## Marketing Plan FY2011 - 2012

focuses on:

- ◆ Position District – Promote Identity and Brand
- ◆ Improve Exterior Condition of Buildings
- ◆ Promote the Improved Physical Environment
- ◆ Business Attraction, Retention & Communications
- ◆ Cross Promotional Opportunities
- ◆ Improve Store Windows/Merchandising/Murals
- ◆ Increase Overall Awareness/Customer Base
- ◆ Improve Safety - Address Public Perception
- ◆ Promote/Direct Consumers to Available Parking

12/7/2011

## ***Identity / Branding***

Last year we learned that the City of Dania Beach overall, does not have an awareness problem (95% aware) , but people are not aware of the specific shopping areas. Our goal was to develop a brand that could express an overall message while also identifying specific area destinations.

(Intercept )

Time It Took To Get To  
Dania Beach Today

Average = 18.7 minutes

Time Spent In Dania Beach Today

Average = 1.8 hours

Amount Spent In Dania Beach Today

Average = \$59.20

(Phone)

Awareness & Visitation –  
Antique Row

63% Not aware -37% Aware  
18% Have Visited -19% Have not visited

Design District

82% Not aware - 18% Aware  
7% Have Visited - 11% Have not visited

IGFA Shopping Area

53% Not aware - 47% Aware  
21% Have visited - 26% Have not visited

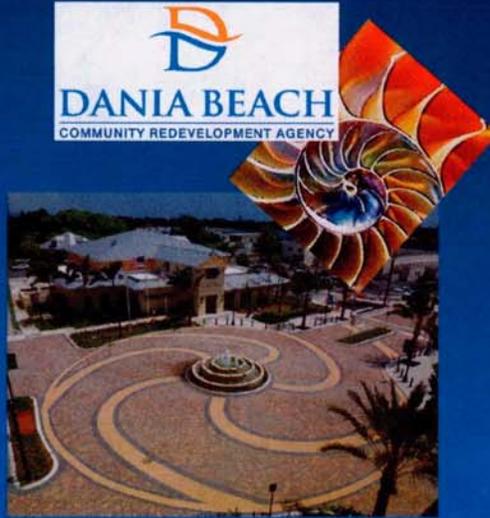
## ***Identity / Branding: Goals***

- Implement the new brand (including the brand promise) for the City of Dania Beach and the AD and DD specific applications. Increase awareness of the AD and DD.

- Identify Dania Beach and the AD and DD as destinations for unique, one-of-kind shopping and dining experiences.

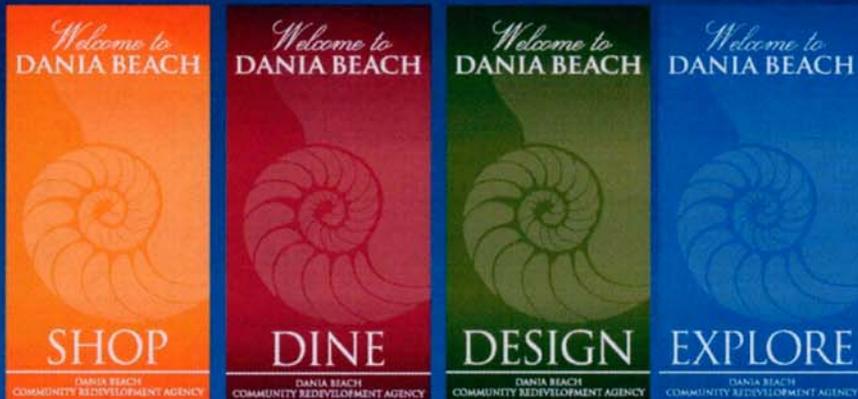
## Design Inspiration...

This comprehensive approach led to the creation of a branded marketing package designed to express the message and vision of the Dania Beach CRA in a clearly defined, colorful and identifiable theme. The overall design and theme needed to express the existing pride in Dania Beach while sharing the enthusiasm and excitement growing throughout the community about redevelopment activity. Elements used for design direction included the existing Dania Beach CRA logo and the newly completed CityCenter cul-de-sac with a nautilus themed design.



## The Results...

### Light Pole Banners



# The Results...

## Event Program & Calendar Design (with branded name badges for attendees)



# The Results...

## CRA Website



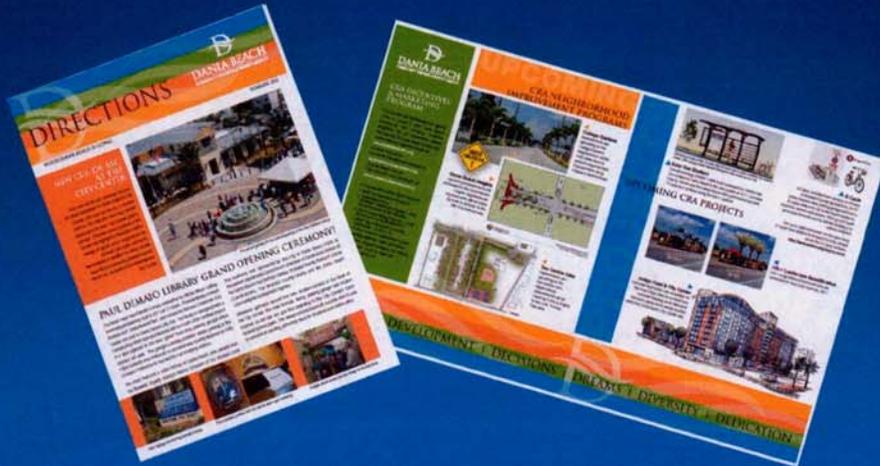
## The Results...

### Social Media Pages Facebook, Twitter, youtube



## The Results...

### Quarterly Newsletter Template



## The Results...

### CRA Marketing Package



## Identity / Branding



## ***Identity / Branding***

### **The Dania Beach Brand Promise**

Dania Beach promises residents, businesses and visitors a true renaissance, building a bridge from our history to our future. We will embrace the spirit of re-invention and promote a modern ideal.

The Dania Beach experience will be one of optimism and revitalization. We will provide an atmosphere where businesses can bet on themselves and win.

We will create a sense community, and build a downtown that can be enjoyed by visitors and residents alike. We will transform Dania Beach as a City and a destination. Dania Beach will be a source of pride for our stakeholders.

## ***Exterior Condition of Buildings: Goals***

The response given most frequently by merchants when asked what improvements are necessary to revitalize Dania Beach Commercial districts was "Property & Façade Improvements" – over 20% in both years.

- To improve the exterior condition of key properties located in the AD and to improve the condition of all buildings with dual frontage on NW 1<sup>st</sup> Avenue in the new Downtown core.

- To reduce the number of code violations.

## ***Exterior Condition of Buildings: Status***

To date, there are 7 incentive applications in various stages of the façade grant application process.

1. Brighton Dental
2. Millenium Fire & Safety
3. Dania Beach Florist
4. Grampa's Bakery
5. The Beauty Factory
6. 18 Realty
7. Jaxson's Ice Cream



For 5 of the 7 projects (2 are still calculating project costs), the CRA Investment will total approximately \$89,000 while the total redevelopment improvements are \$114,000.

## ***Physical Environment: Goals***

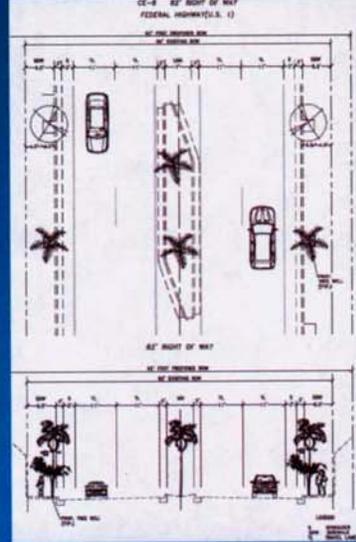
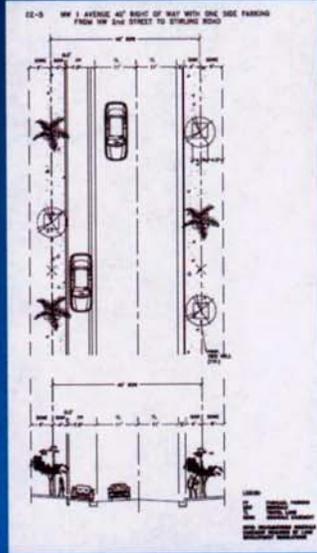
The response given most frequently by merchants when asked what issues their business is facing, other than "none", was "appearance and image of the area" – 20% in 2010 and 39% in 2011. Intercept and phone survey respondents rated cleanliness of the area low – approximately 80% overall rated cleanliness below 8 on a scale of 1 to 10.

- To improve public perception regarding the cleanliness, appearance and pedestrian experience on US 1 and NW 1<sup>st</sup> Avenue.

- Maintain the visual appearance of the new landscape improvements in the downtown.

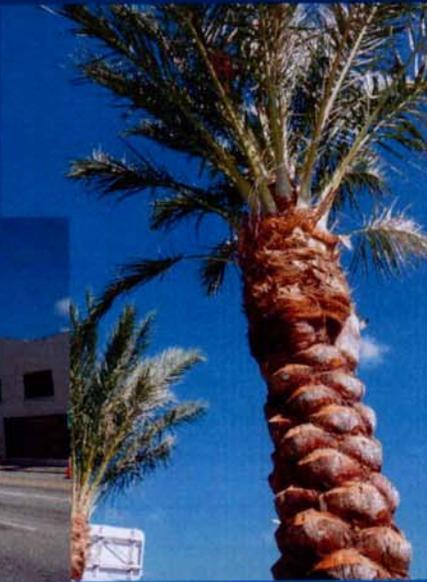
## Improve Physical Environment

US 1 Landscape improvements scheduled to be complete January 2012



## Improve Physical Environment

Promote the landscape improvements through social media, e-news and printed newsletter



## ***Business***

### ***Attraction/Retention/Communications***

- 61% of merchant survey respondents said they are interested in participating in a merchant association. 32% indicated that they attended merchant meetings.
- Esri MarketPlace Profile Reports indicate that within a 10 minute drive time from downtown Dania Beach that a leakage (or opportunity to capture sales) exists in these storefront retail categories:
  - Clothing, Accessories and Shoes
  - Furniture
  - Lawn & Garden Equipment
  - Books, Music & Periodicals
  - Florist

## ***Business***

### ***Attraction/Retention/Communications –***

#### ***Goals:***

- To increase participation in Merchant Meetings and improve communications with all district businesses.
- To attract new target businesses to the downtown core areas.
- To retain target businesses within the areas and process 4 additional merchant assistance program grant applications.

## Merchant Meetings



•Downtown Merchant meetings began in January 2011 and have been held monthly at a variety of locations.

•Staff goals are to increase participation and attendance by giving business owners the opportunity to learn first-hand about projects and programs underway, to ask questions and address issues they are facing, to learn about marketing trends and to learn more about each other encouraging cross-promotion. Meetings will be held quarterly in an effort to improve participation.

•To add value to the meetings CRA staff prepared short presentations on trends in marketing or invited guest speakers to present new concepts and ideas.

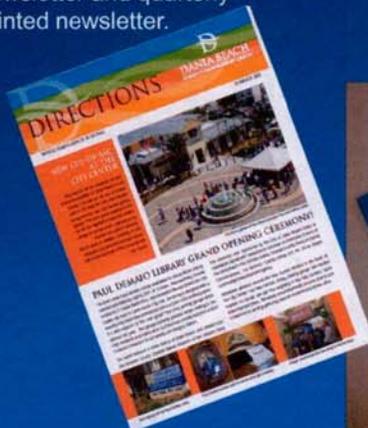
### •Example Topics:

- Keeping up with Changes in Local Internet Marketing – Google Places
- Putting the "Social" into Social Media Marketing – 3 Tips for Interacting with your Customers
- Cracking the Q.R. Code
- Every Door Direct Mail
- Window Display & Merchandising Tips

## Business Attraction/Retention/Communications

Continue communications with business owners, continue merchant meetings on a quarterly basis and continue producing a monthly e-newsletter and quarterly printed newsletter.

Utilize and update the business attraction brochure. Utilize collaterals at ICSC and other business networking events.





## **Cross Promotion and Way-finding Signs Goals:**

Approximately 50% of intercept survey respondents and 30% of phone respondents mentioned "ease of finding your way around" as an attribute.

There are several iconic, destination businesses located in Dania Beach. These businesses have a good customer base that may be unaware of other offerings currently in the area.

- Create and install entry feature and wayfinding signs following the theme of the new Dania Beach brand (upon development of the city center site).
- Cross-promote existing businesses to each other and to the consumer.

## **Cross Promotion/Directional & Wayfinding**

Work with merchants to create cross promotional programs such as "register to win" opportunities or seasonal specials offered at multiple locations.

Implement a category ad campaign (Retail – Restaurant – Services – Events)

QR Code links to the CRA business directory

SHOP  
DINE  
DESIGN  
EXPLORE

this holiday season...  
think outside the "BIG BOX"

**SHOP** downtown  
dania beach

jewelry, vintage treasures, antiques,  
art and other unique gift items

Video on the home page of the CRA website with photos inside downtown shops.

## ***Store Windows/Merchandising – Goals:***

Existing appearance is uninviting and gives the sense that there is a lack of pride, rather than a "sense of place".

- To improve the visual presentation of vacant store windows that are empty, cluttered or encumbered.

- To improve merchandising displays including store windows, for at least 10 target businesses.

## ***Store Windows/Merchandising***

### **Wall Murals - Vacant Store Windows -Merchandising**



Install portions of architectural renderings of new development – Town of Palm Beach



Merchant and vacant window display ideas



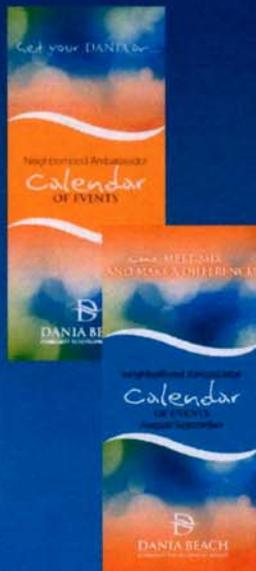
Design drawn on the window

## Customer Base/ Advertising – Goals:

Awareness of Dania Beach Commercial Districts is low. Phone survey respondents were aware of the Antique District 37%, the Design District 18% and the IGFA Complex 47%. Only 42% of those aware are likely to visit these areas in the future.

- Increase the overall awareness of AD and DD by 10% and increase the likelihood to visit in the future by 10%.
- Increase awareness of events hosted by AD and DD businesses

## Customer Base/ Advertising



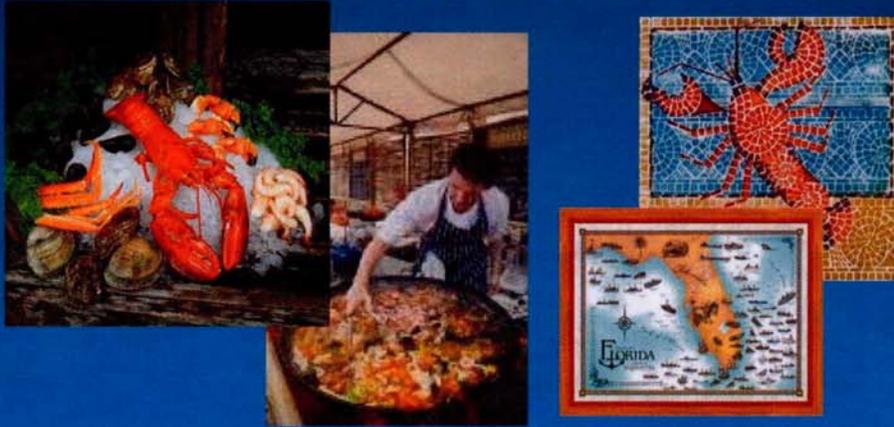
Created the Neighborhood Ambassador Event and hosted 5 events for the community to "Get to Know" the CRA and the area business owners - then the new "Ambassadors" will "Share the News"

## ***Customer Base/ Advertising***

Create a large, "Discovery" event to promote the new downtown and cross-promote other CRA commercial districts

### **The Dania Beach Art & Seafood Celebration**

**Saturday, April 14, 2012**



## ***Customer Base/ Advertising***



## Customer Base/ Advertising

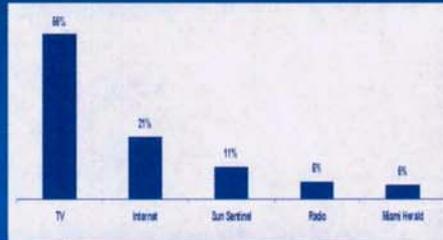
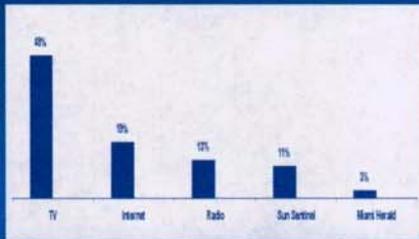
Explore opportunities with local TV and other medial outlets to Co-Sponsor Events

Intercept Survey Results

Phone Survey Results

### Top Sources of News or Information

(Among All)



## Customer Base/ Advertising

Website & Social Media Pages  
Facebook, Twitter, youtube, E-News and Print Collateral

**Use EMAIL and SOCIAL MEDIA:** Send weekly e-features to customers that have visited events. Add all events to free online calendar listings and post on all social media sites.

**PUBLIC RELATIONS:** Continually update the media list with press contacts. Prepare releases and contact media about grand opening events, special interest stories and any other news worthy information about Dania Beach commercial districts and businesses.



## Safety & Security / Parking – Goals:

25% in 2010 and 39% in 2011 of merchants surveys indicated that crime, vagrants and loitering is an issue they face.

Approximately 80% of survey respondents rated parking in Dania Beach lower than ideal (on a scale of 1 to 10, only 20% rated parking a 9 or 10)

•Improve the public perception and attribute ratings by 10% about safety in Dania Beach Commercial Districts. Reduce the number of vagrants and loitering in the commercial districts.

•To improve consumer awareness about and use of the new parking garage and surface lots available for public use.

## Budget

1.	Identity/Branding	\$17,000
2.	Exterior Condition of Buildings	*\$80,000
3.	Physical Environment	0
4.	Business Attraction/Retention & Communications	\$24,000 *\$60,000
5.	Cross Promotion/Directional & Wayfinding	\$8,000
6.	Store Windows/Merchandising	\$9,000 \$2,000
7.	Customer Base	** \$25,000
8.	Safety & Security	0
9.	Parking	0
	TOTAL	\$60,000 *\$140,000 **\$25,000

\*incentives budget

\*\*event budget