

MINUTES OF MEETING
CITY OF DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY
WEDNESDAY, OCTOBER 1, 2014 – 6:00 P.M.

1. Call to Order/Roll Call

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

Present:

Chairman:	Walter B. Duke III
Vice-Chairman:	Chickie Brandimarte
Board Members:	Bobbie H. Grace Albert C. Jones
CRA Executive Director:	Jeremy Earle
City Attorney:	Thomas Ansbro
CRA Secretary:	Tom Schneider

2. Citizen Comments

There were no citizen comments.

3. Administrative Reports

Director Earle announced that the CRA's partner, the Broward Regional Health Planning Council, was awarded a federal grant of \$99,000.00 over two years for the Dania Beach PATCH.

Tina Phillips, Broward Regional Health Planning Council, spoke of the USDA Local Food Promotion Program grant award for their program PATCH CAN (Community Agriculture Network). She noted she looks forward to working with Dania Beach in the coming years.

- 3.1 CRA update: Motion to recognize the CRA's subscription to the Florida New Market Tax Credit Alliance, and authorize submission of a \$75 million 2014 application for New Market Tax Credits to the U.S. Treasury

Dan Murphy, Economic Development Manager, explained the federal government's New Market Tax Credit Program, and noted Florida has been considered an under-served market. The CRA is a charter member of the Florida New Market Tax Credit Alliance, which has applied for 15 different projects. He spoke of the CRA's submission of the application for \$75 million for Dania Beach, and their accumulation of endorsement letters from banks in furtherance of strengthening the application.

Board Member Jones motioned to authorize submission of a \$75 million 2014 application for New Market Tax Credits to the U.S. Treasury; seconded by Vice-Chairman Brandimarte. The motion carried on the following 4-0 Roll Call vote:

Board Member Grace	Yes	Vice-Chairman Brandimarte	Yes
Board Member Jones	Yes	Chairman Duke	Yes

4. Presentations

There were no presentations on this agenda.

5. Consent Agenda

- 5.1 Minutes:
Approve minutes of September 3, 2014 CRA Board Meeting
- 5.2 Travel Requests: None
- 5.3 Motion to authorize a continuing services contract with Metro Strategies, Inc., in an amount not to exceed \$70,000.00; a contract with Alcalde and Faye in an amount not to exceed \$40,992.00; encumber \$30,000.00 with Weiss Serota Helfman Pastoriza Cole & Boniske; encumber \$30,000.00 with Moskowitz Mandell Salim & Simowitz; and enter into an agreement with ENO Consulting for an amount not to exceed \$85,500.00 for training, education and program management services related to the community garden

Board Member Grace motioned to approve the Consent Agenda; seconded by Board Member Jones. The motion carried unanimously.

6. Proposals and Bids

- 6.1 Motion to award the Production Services for the Arts and Seafood Celebration RFQ to Standing Ovations, LLC, in an amount not to exceed \$40,000.00, and authorizing the Executive Director to negotiate and execute an Agreement

Director Earle described the RFQ process undertaken and the single submission received.

Chairman Duke asked why there was such a short time frame in which to bid and why there was only one bidder.

Director Earle explained the bid was out for the correct time frame, and it had stringent requirements. He felt part of the reason there was only one bidder is that there are only five months until the festival and many event planning companies would prefer to have 10 months or

a year to prepare. Because Standing Ovations has done this for us already, and based on this experience, they knew that they could work within the tight timeframes.

Board Member Jones questioned if there is a specific period of time in which we can start soliciting for the next festival following a current one in order to allow more time.

Director Earle responded in the affirmative and noted past practice has been to put a RFQ out for event planners as soon as the festival ends. He said that in response to the Board receiving questions about inclusiveness, we went through a more stringent process to ensure that this was open to everyone to an even larger extent, which took more time. He added that with a festival of this magnitude, the ideal situation is to start early and to have a multi-year contract.

Board Member Jones felt a multi-year contract might get others interested, and agreed this is a short turnaround time for next year's festival.

Vice-Chairman Brandimarte commented the facts and figures speak for themselves in that the festival was a huge success. She questioned whether a two-year contract would be desirable insofar as we may not like a certain company and would be tied to them for two years. She noted last time this bid was out, the local bidders came in higher than others.

Board Member Grace said it is important that after we have the festival, planning for the next one begins the next day.

Director Earle agreed, and reiterated this process cast as wide a net as possible because of concerns previously voiced to the Board.

Chairman Duke asked what Standing Ovations' fee was last year, and Director Earle responded \$22,500.00. Chairman Duke said it is difficult to determine whether \$40,000.00 is high or low because there is nothing to compare it to except last year's fee, and questioned why it is so much more this year.

Director Earle explained the \$40,000.00 is a not-to-exceed amount. He noted that, at the Arts & Seafood Celebration workshop, the Board decided the event planner would take over all of staff's responsibilities, which were taking up an inordinate amount of time. The company's greater responsibility necessitates an increase in the fee.

City Attorney Ansbro described the scope of work as daunting, and noted the increase is merited.

Chairman Duke commented the event is great and the company did a great job last year. He said the issue is more of the process and putting the Board in a position where they do not have a choice.

Board Member Jones agreed we need to start the planning process early. He suggested perhaps offering to the company, if a certain percentage increase in revenue is reached, a share of that increase as an incentive to keep our costs low and to grow the festival. He added doing this might encourage others to get involved next year.

Director Earle noted that the documents drafted by the City Attorney should make it easier to get an early start on subsequent festivals.

Vice-Chairman Brandimarte voiced concern about parking for future festivals due to the planned construction at the Jai Alai facility.

Vice-Mayor Brandimarte motioned to award the Arts and Seafood Celebration RFQ to Standing Ovations, LLC, in an amount not to exceed \$40,000.00; seconded by Board Member Jones. The motion carried on the following 4-0 Roll Call vote:

Board Member Grace	Yes	Vice-Chairman Brandimarte	Yes
Board Member Jones	Yes	Chairman Duke	Yes

7. Discussion and Possible Action

There were no discussion items on this agenda.

8. Board Member Comments

There were no board member comments.

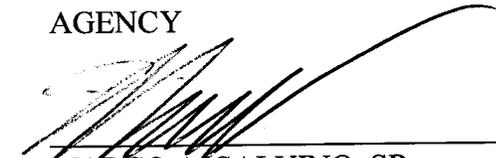
9. Adjournment

Chairman Duke adjourned the meeting at 6:24 p.m.

ATTEST:


 LOUISE STILSON, CMC
 CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY


 MARCO A. SALVINO, SR.
 CHAIRMAN – CRA

Approved: February 4, 2015

