

MINUTES OF MEETING
CITY OF DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY
WEDNESDAY, APRIL 29, 2015 – 5:00 P.M.

1. Call to Order/Roll Call

Chairman Salvino called the meeting to order at 5:00 p.m.

Present:

Chairman:	Marco A. Salvino, Sr.
Vice-Chairman:	Bobbie H. Grace
Board Members:	Chickie Brandimarte Walter B. Duke, III Albert C. Jones
CRA Executive Director:	Jeremy Earle
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

2. Citizen Comments

There were no comments at this meeting.

3. Administrative Reports

3.3 Presentation to Richard Rodriguez

Director Earle presented a plaque to Richard Rodriguez, who works in Public Services, for all of his assistance and work with the CRA.

3.1 Dania Pointe Brochure

Director Earle noted he spoke with Broward County Administrator Bertha Henry and asked if this project could be added to our CRA loans, which would effectively wipe out our loan obligations to the County.

Mike Moskowitz, Special Counsel to the CRA, said he will work with the Board to try to accomplish this before the County Commission summer recess.

3.2 2015 Dania Beach Arts and Seafood Celebration Report

Director Earle advised we are currently working on the RFQ, and hopefully the document will get out in the next two weeks.

3.4 Adaptive Planning for Rising Sea Levels

Director Earle explained the coastal cities are looking at climate change, and are making plans to address the issue. A Comprehensive Plan Amendment, which allows for the creation of an Adaptive Action area, would enable the CRA to potentially get federal and state dollars over the next few years, if the plan is adopted. He recommended that staff bring an informal plan to the Board in June of this year.

Board Member Jones questioned if there would be funding and planning opportunities within the communities, and if the communities could provide input.

Director Earle responded affirmatively, and further described the benefits of having a plan in place.

4. Presentations

4.3 Partnering for Healthy Zones – Broward Regional Health Planning Council

Teina Phillips, Program Director, TOUCH: Partnerships Transforming Our Community's Health, reviewed the presentation that was included in the agenda packet. She noted the City has a couple of options for Healthy Community Zones (HCZ).

Board Member Jones motioned to move forward with applying for the HCZ; seconded by Board Member Brandimarte. The motion carried unanimously.

4.4 CRA Redevelopment Plan Modification Draft

Rachel Bach, RMA Representative, gave a Powerpoint presentation, a copy of which is attached to and incorporated in these minutes.

4.2 Economic Development Update

Kevin Crowder, RMA, continued the Powerpoint presentation begun by Rachel Bach, with the economic impact and return on investment update.

Director Earle noted the investment from the CRA Board over the past 7 years is the reason for the type of development we are now seeing. He implored the Board to continue with this success.

4.1 RMA Company Presentations

Director Earle recommended the Board maintain the services of RMA during the transition period while they look for his replacement.

Chris Brown, Principal of RMA, provided an overview of the presentation that was included in the agenda packet. He noted that Rachel Bach will be the primary person who will be here every day.

5. Consent Agenda

Items Removed from Consent Agenda: #5.5

- 5.1 Minutes:
Approve Minutes of March 4, 2015 CRA Board Meeting
- 5.2 Travel Requests: None
- 5.3 Approve transfer of \$20,000.00 from DBCRA Reserves Line Item 106-5201-552-99-80, to Art and Seafood Festival Line Item 106-5201-552-48-14
- 5.4 Approve CRA Job Reclassifications: Kathleen Weekes from CRA Coordinator to CRA Manager, and Kisha Payen from Administrative Assistant to CRA Administrative Coordinator

Vice-Chairman Grace motioned to approve the Consent Agenda, with the exception of Item #5.5; seconded by Board Member Jones. The motion carried unanimously.

- 5.5 Approve agreement with RMA in an amount not to exceed \$80,000.00 to oversee the CRA transition period and other related activities through the end of FY 2015; and transfer \$60,000.00 from DBCRA Reserves Line Item 106-5201-552-99-80, to CRA Professional Services Line Item 106-5201-552-31-10

Board Member Duke commented that RMA is qualified; however, he wondered if there were any other options, such as doing an RFP for this or appointing Economic Development Manager Dan Murphy as the interim director. He felt this is not the only option for \$80,000.00, and it is not his first choice.

Board Member Jones felt that at this point in time with Director Earle leaving, we want to continue doing well. RMA is the foundation from where we came and where we are going; they are a known quantity. He added there is a part of this contract that would allow us to cut ties if RMA seems to not be producing. Although Economic Development Manager Murphy is qualified, he is relatively new to the City, and this job might be heavy.

Board Member Brandimarte noted RMA already works for us for a contracted amount of \$70,000.00. She does not see the urgency that this has to be done now because Economic Development Manager Murphy was hired to work for Director Earle. The proposed contract also includes an additional \$17,500.00 for additional work in addition to the \$12,500.00 monthly

rate. She questioned why this could not be worked a different way for six months, and felt that Economic Development Manager Murphy could step up to this position.

Mayor Salvino commented he listened to both sides on the dais, but thinks that we would be getting more people by contracting with RMA, and not be putting as much pressure on our employees by having them assume Director Earle's responsibilities. RMA already knows our business and the City is growing quickly with new development; at this particular time, placing and orienting a new Executive Director or overworking staff could be a disaster.

Vice-Chairman Grace motioned to approve the agreement with RMA; seconded by Board Member Jones.

Board Member Duke noted RMA will still be here as we are not cutting the cord. Not contracting with them will also put the impetus on us to look for a new director. He also noted his concern with people's perception of having a company that we contract services with also running our agency.

Director Earle clarified that funds are available to cover the contract cost; staff is not asking for any additional funds. He also provided a detailed explanation as to why we should contract with RMA during this transition.

Board Member Duke suggested outsourcing our CRA to RMA, and we would not need to hire another Executive Director.

Vice-Chairman Grace noted she supports this contract because people are taking notice that Dania Beach is doing unique things because of the CRA. She added that she does not want to see the CRA go away.

Board Member Brandimarte said she does not want to see the CRA go away; however, she feels that we are rushing into this and we still have time by utilizing Economic Development Manager Murphy.

The motion carried on the following 3-2 Roll Call vote:

Board Member Brandimarte	No	Vice-Chairman Grace	Yes
Board Member Duke	No	Chairman Salvino	Yes
Board Member Jones	Yes		

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 New CRA PATCH Business Entity

Director Earle recommended that the CRA Board allow for staff to work with Weiss Serota and the Broward Regional Health Planning Council to file the paperwork necessary to create a business entity to help all of the cities that are now working with Dania Beach to grow the Community Garden.

Board Member Brandimarte motioned to move forward with the CRA PATCH business entity; seconded by Vice-Chairman Grace. The motion carried unanimously.

8. Board Member Comments

Director Earle commented this is his last CRA meeting. He thanked the residents, City staff, and the Board for their support during the past seven years. He noted the City is on sure footing for the future, and he has instructed staff to keep the Board apprised of happenings during the transition.

Vice-Chairman Grace expressed her gratitude to Director Earle for what he has accomplished in Dania Beach.

Board Member Jones wished Director Earle the best in his new position.

Board Member Brandimarte noted that Director Earle receiving the award for the PATCH brought the most pride to her.

Board Member Duke wished Director Earle luck on his new endeavor.

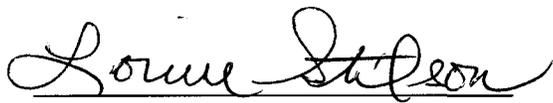
Chairman Salvino wished Director Earle good luck.

City Attorney Ansbro reaffirmed remarks he made at the farewell gathering for Director Earle, and wished him well.

9. Adjournment

Chairman Salvino adjourned the meeting at 7:09 p.m.

ATTEST:

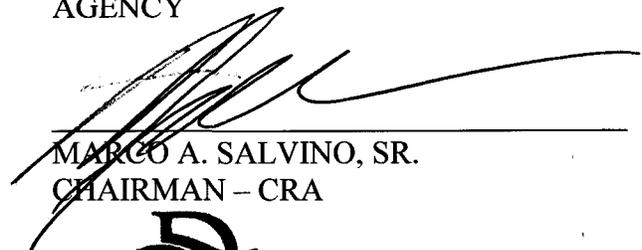


LOUISE STILSON, CMC
CRA SECRETARY

Approved: June 3, 2015

Minutes of Regular Meeting
Dania Beach Community Redevelopment Agency
Wednesday, April 29, 2015 – 5:00 p.m.

COMMUNITY REDEVELOPMENT
AGENCY



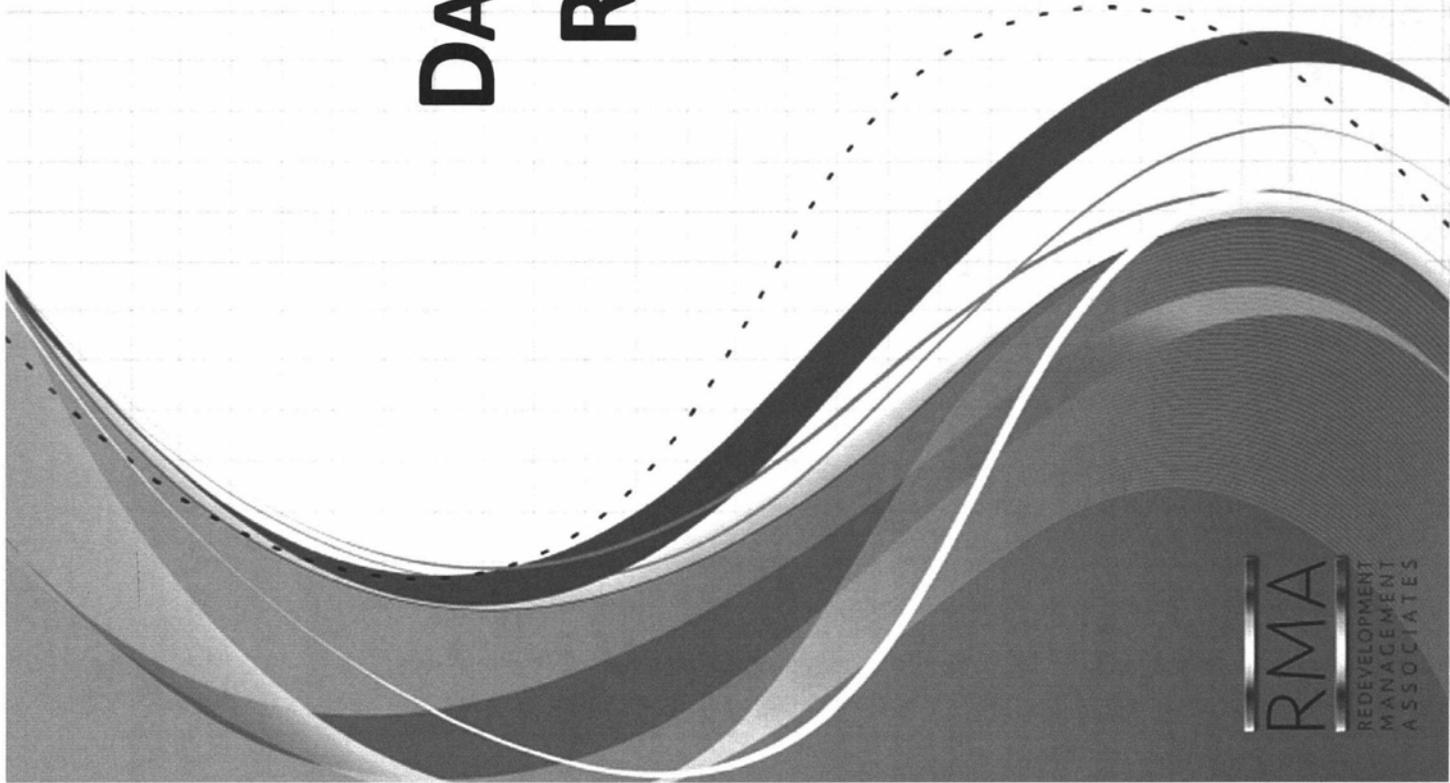
MARCO A. SALVINO, SR.
CHAIRMAN – CRA



5 DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

Redevelopment Plan Update
April 29, 2015



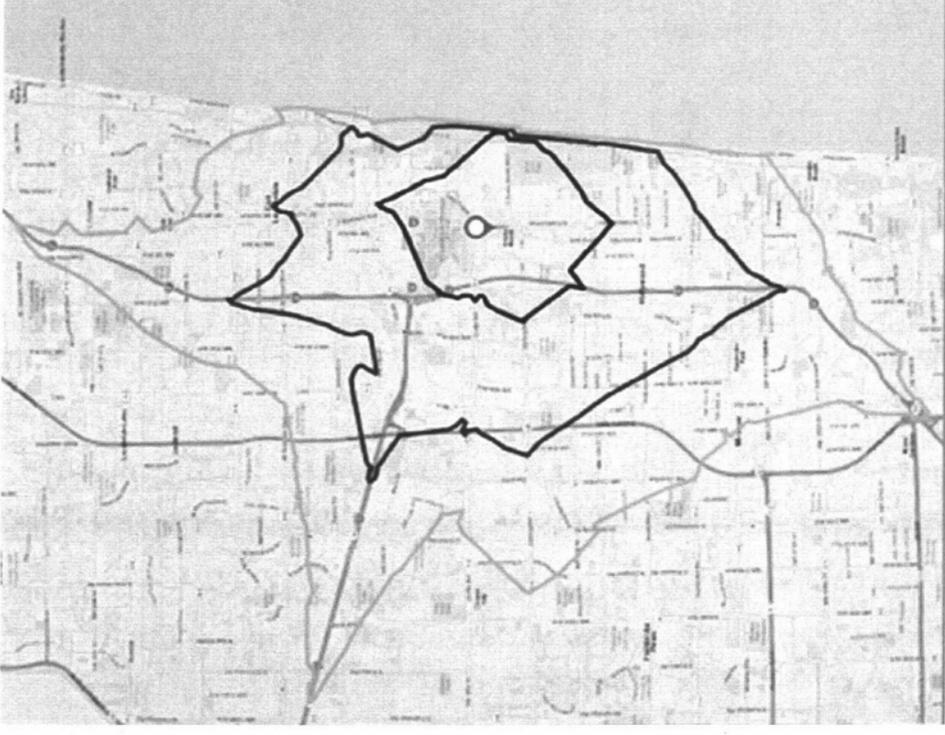
Background

- 2002 – Community Redevelopment Agency
- 2004 – Downtown CRA Plan approved
- 2009 – CRA Plan Rewrite and Expansion approved
- Set to expire 2034

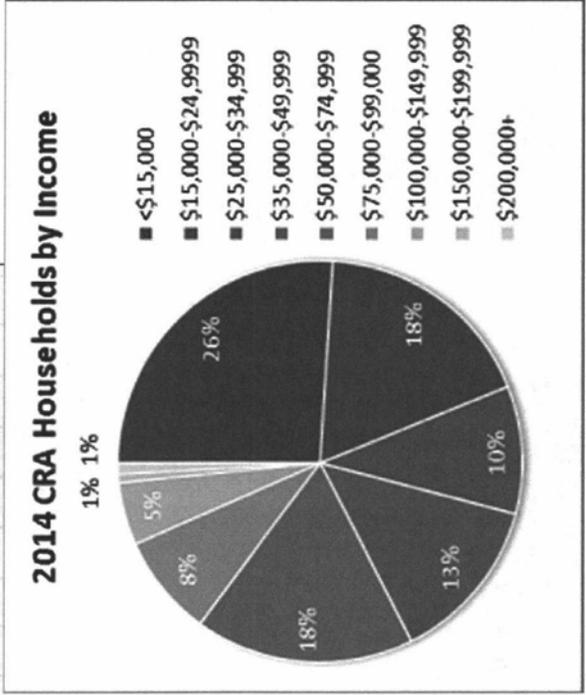
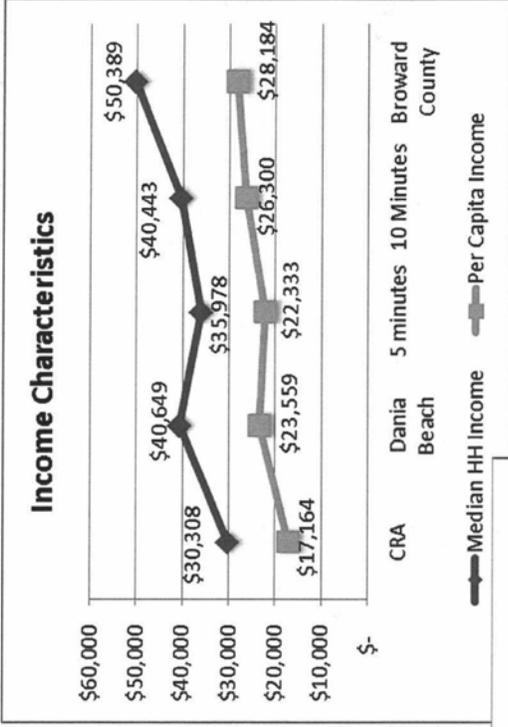
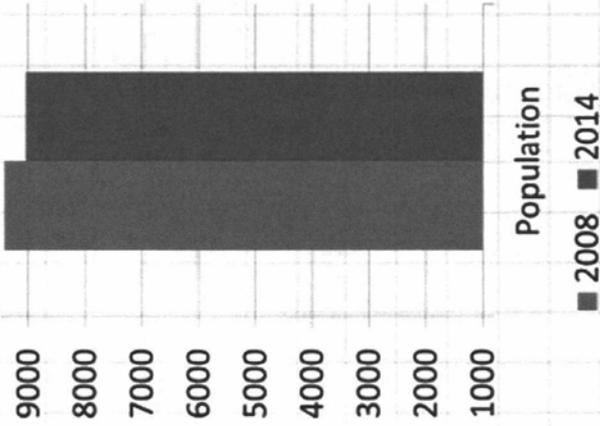


Planning Process

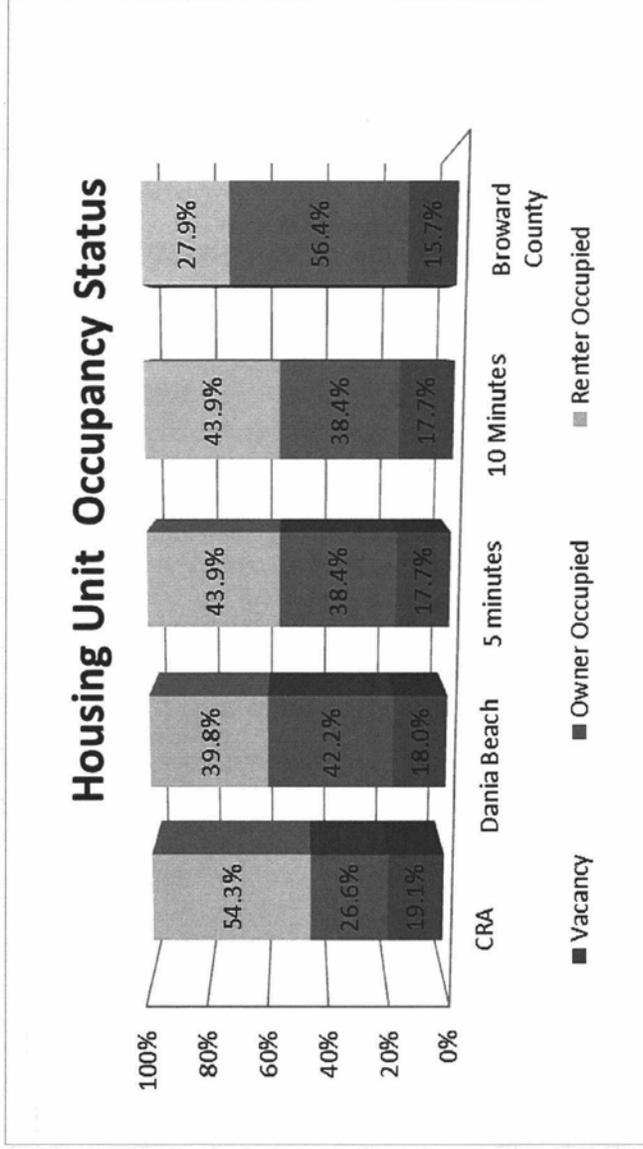
- Updated Demographic and Market Analysis
- Assessment of Projects Completed since 2009
- Community Collaboration



Demographics and Market



Demographics and Market



Age of Housing Stock

- Median Year Built – 1966
- 87% built prior to 1990

Demographics and Market

	Total	Vacant	Available	Rate
Industrial	1,708,616	61,437	108,347	6.3%
Office	343,299	13,820	40,520	11.8%
Retail	870,731	45,106	47,606	5.5%

Market Demand (3 to 5 Years)

- Industrial = 260,000 s.f.
- Office = 25,000 s.f.
- Retail = 83,000 s.f.

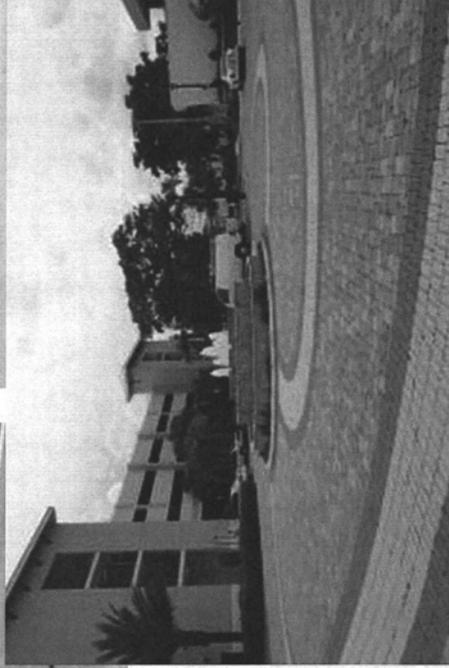
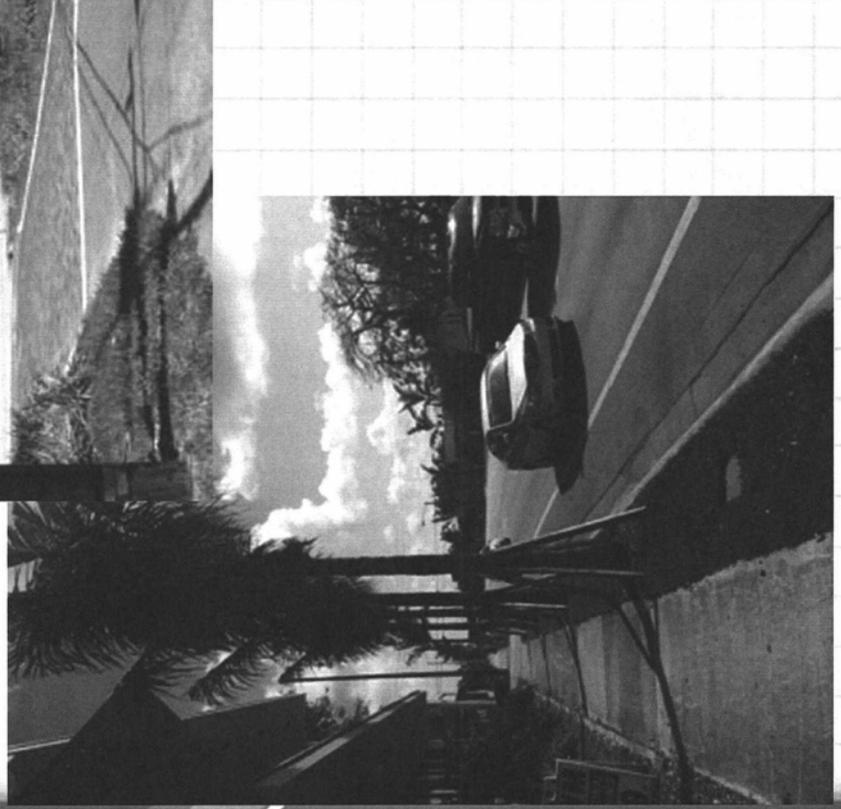
Demographics and Market

- Residential Demand = 275-398 units
- Residential Market Potential = 1,636 units

Additional demand generated by 1,150 units:

- 40,000 square feet of retail
- 17,000 square feet of restaurant/bar
- 38,000 square feet of office

Assessment of Projects



Community Collaboration

- Citywide Meetings
- Neighborhood Meetings
- Merchant Meetings
- Online Survey

Dania Beach CRA Plan Update:
Community Reception

Monday, March 9, 2015

6-8 PM

City Hall Atrium and Commission Chamber
100 W. Dania Beach Blvd | Dania Beach, FL

Your opinion matters. Fill out our online survey at:
<https://www.surveymonkey.com/s/DaniaBeachCRAPlanUpdate>



For more information visit <http://DaniaBeachcra.org>
or call (954) 924-6801 ext. 3739



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**What does our
Future look like?**

The 5 Pillars of the Plan

Redevelopment Goal 1: To Enhance and Reinforce the **CRA Sub Areas**

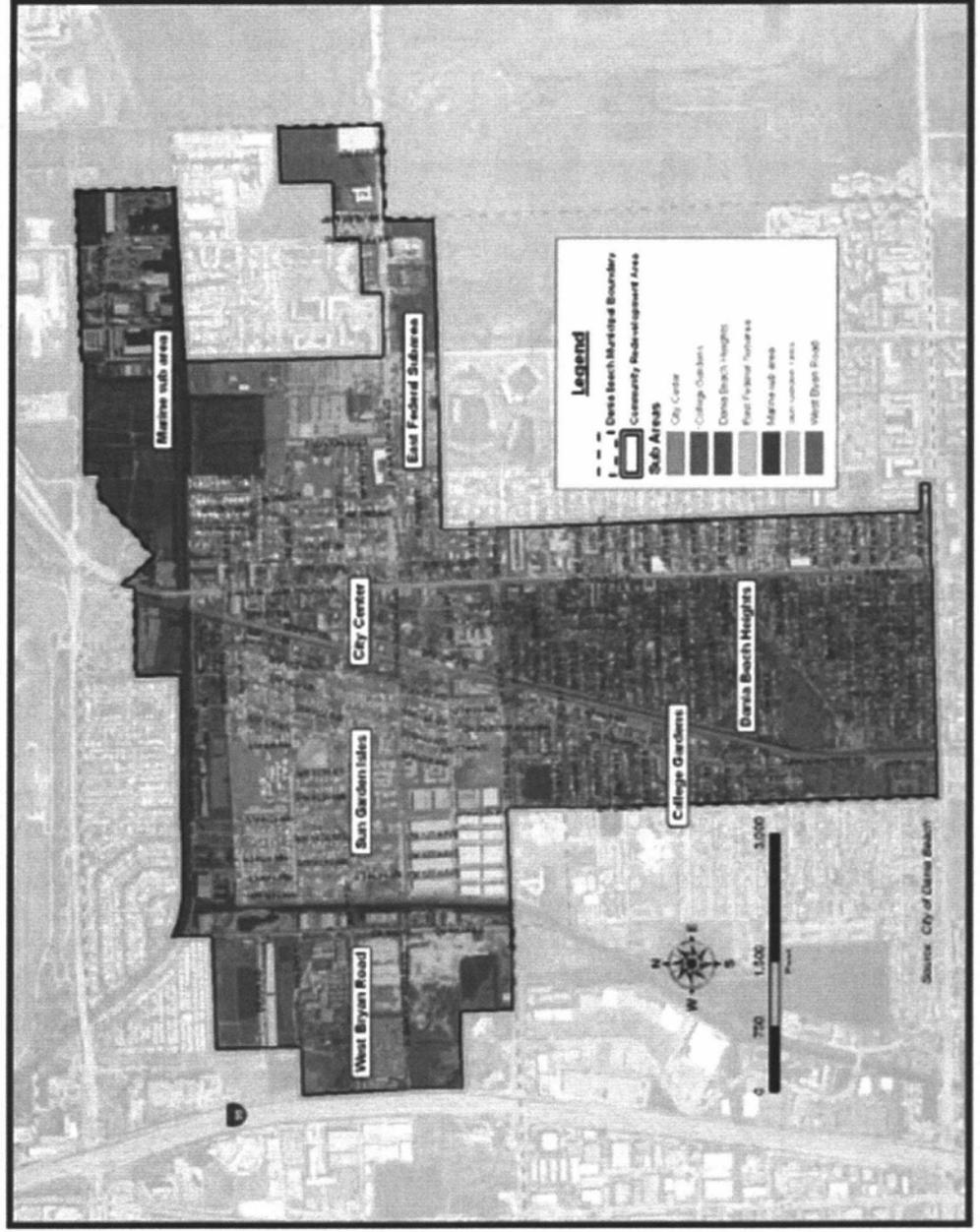
Redevelopment Goal 2: To Eliminate Substandard Housing and Provide **Affordable Housing Alternatives.**

Redevelopment Goal 3: To Redevelop the CRA in a manner that is **energy efficient and sustainable.**

Redevelopment Goal 4: To **Attract targeted new industries and Retain and Expand** core industries, such as Marine.

Redevelopment Goal 5: To Enhance redevelopment activities and provide for transparency through **public information and active marketing** of the CRA and its activities.

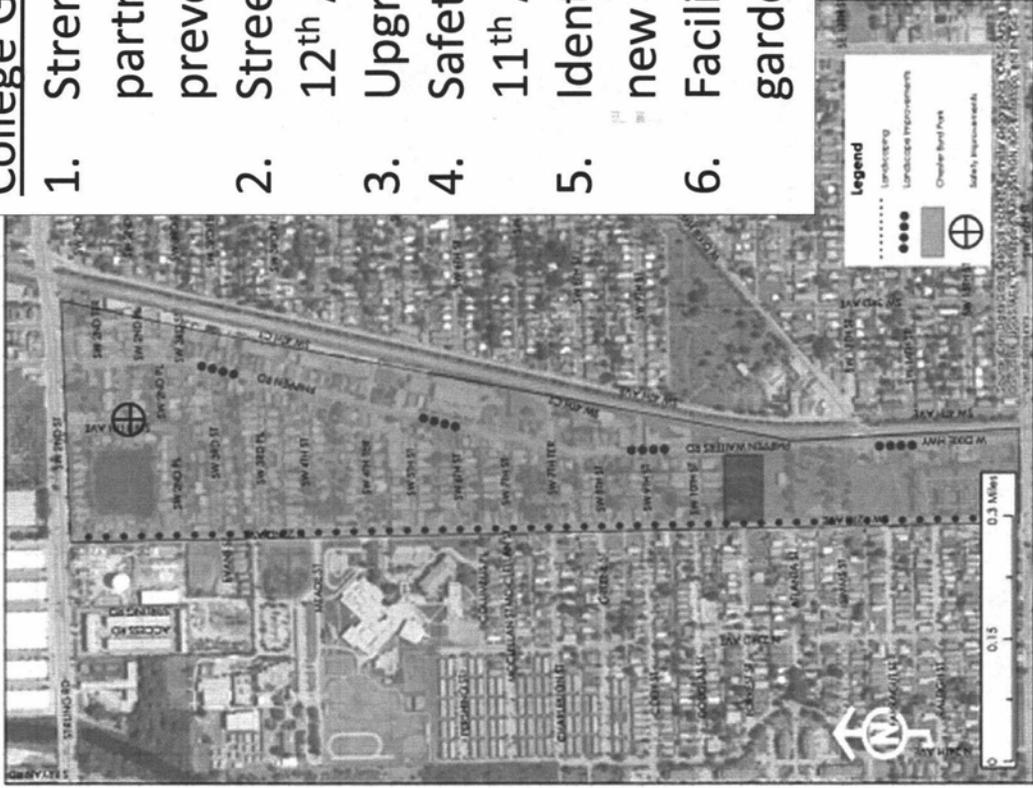
Redevelopment Goal 1: To Enhance and Reinforce the CRA Sub Areas



College Gardens

College Gardens Strategies

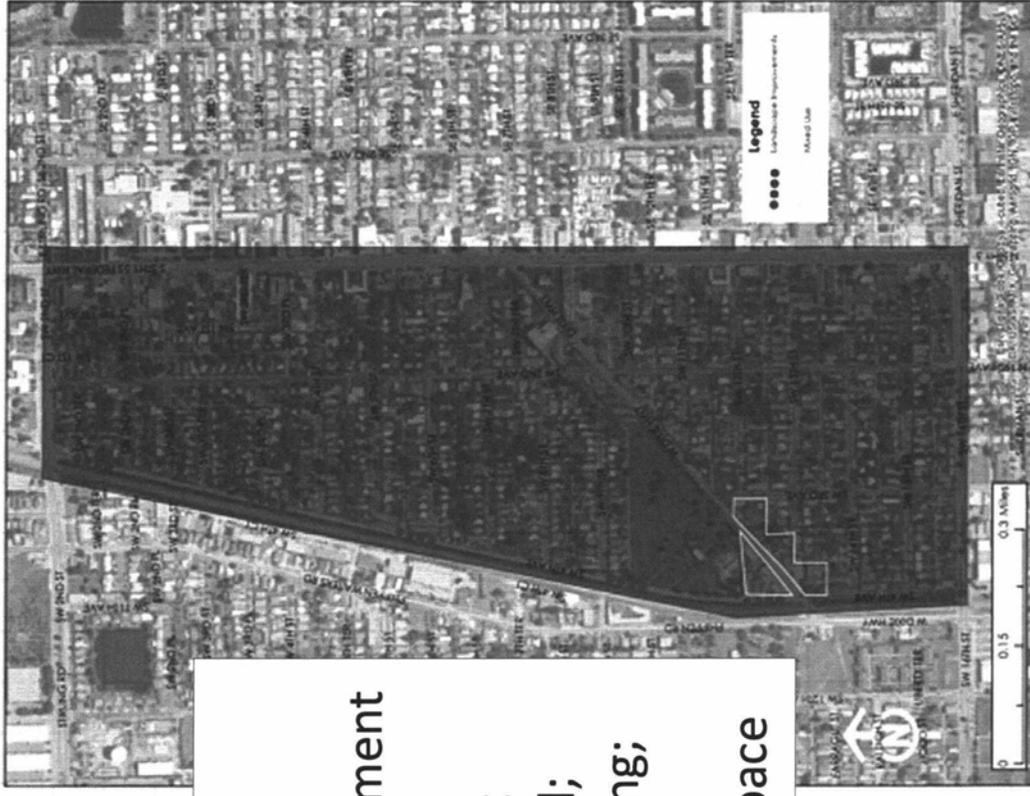
1. Strengthen law enforcement and create partnerships for cross jurisdictional crime preventions;
2. Streetscape and roadway improvements to 12th Avenue;
3. Upgrades to Chester Byrd Park;
4. Safety improvements to the corner of SW 11th Avenue and SW 2nd Terrace;
5. Identify and acquire potential site for a new park;
6. Facilitate a neighborhood community garden.



Dania Beach Heights

Dania Beach Heights Strategies

1. Encourage B&B, and live work development in support of redevelopment the Triangle Village Area;
2. Update landscape along SW 4th Street along FEC to better buffer the railroad;
3. Improve alleyways and increase lighting;
4. Facilitate a neighborhood community garden and identify additional park space



East Federal Highway

Strategies

1. Landscape improvements along SE 2nd Avenue;
2. Acquisition of property for public improvements supportive of the Urban Village
3. Connectivity of Urban Village to City Center



Sun Garden Isles

Sun Garden Isles Strategies

1. Improve the appearance of NW 1st Street;
2. Increase lighting in all areas;
3. Extend West Dania Beach Boulevard to Bryan Boulevard.
4. Introduce more community policing and mentoring programs.
5. Buffer Marine uses along NW 3rd Terr.



All Neighborhoods

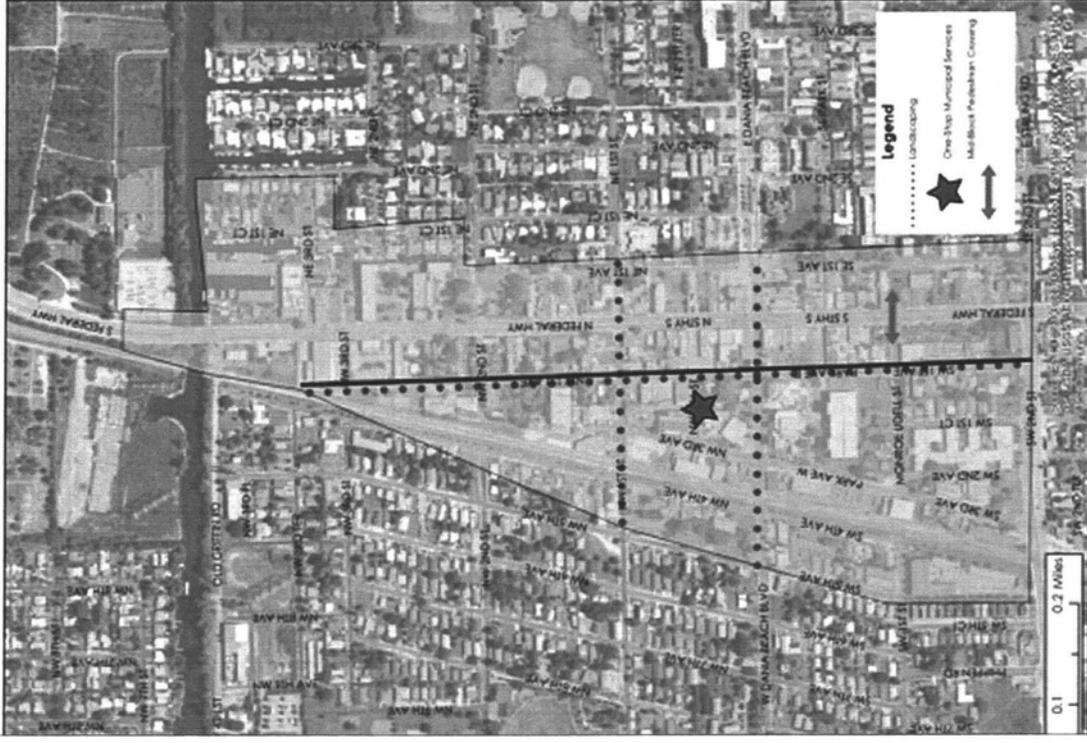
- Increased and consistent Code Enforcement
- Neighborhood streetscape and traffic calming
- Gateway signage
- Housing rehabilitation assistance
- Upgraded water and storm water utilities



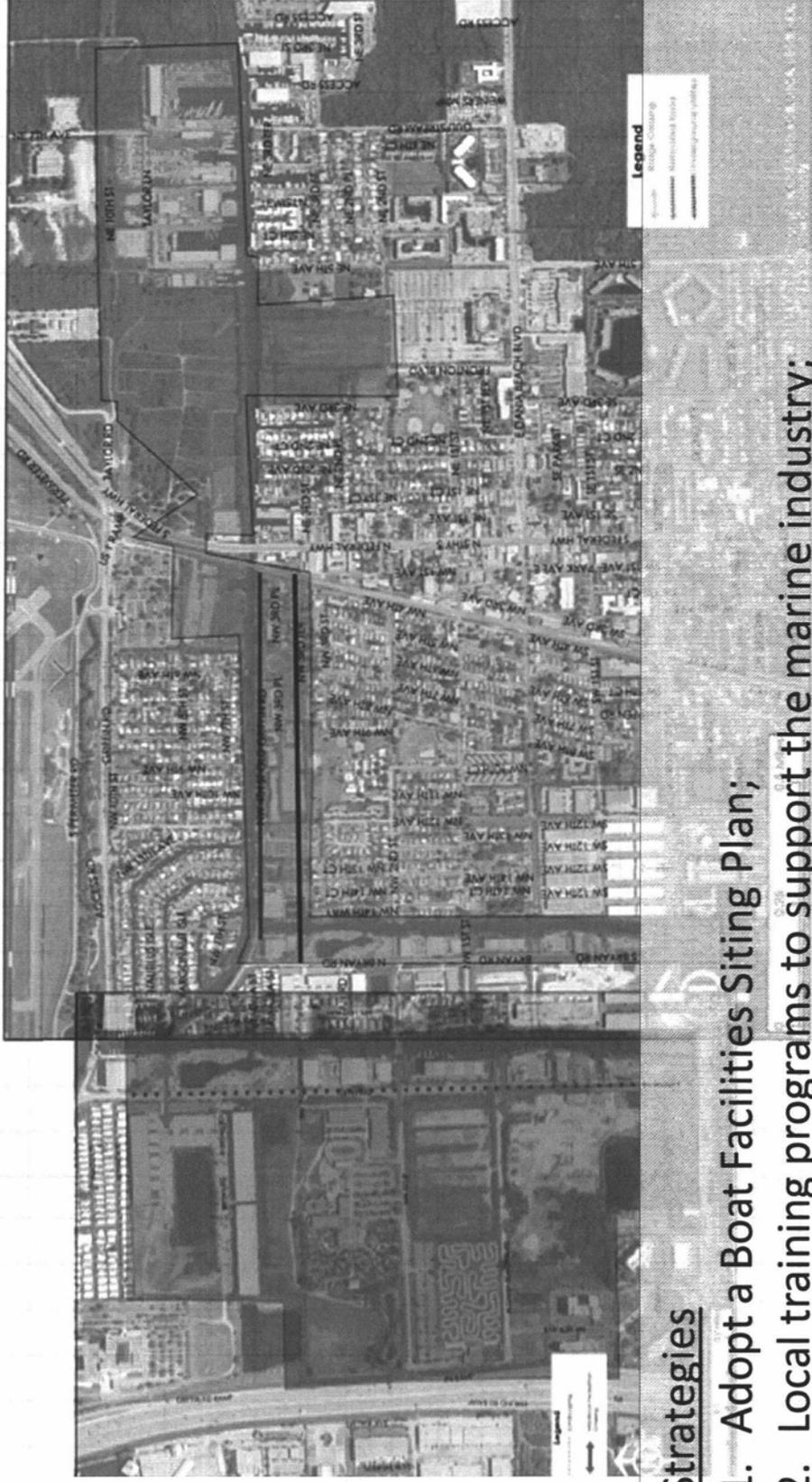
City Center

Strategies

1. Create a “one-stop” resource center for the community;
2. Improve pedestrian crossing of US 1;
3. Create a business incubator program;
4. Provide incentives for adaptive reuse of historic structures;
5. Encourage residential uses in City Center to support business
6. Incentivize the arts and arts related businesses;
7. Landscape and infrastructure improvements along NW 1st Avenue and NW 2nd Street;
8. Identify public private partnerships that can leverage city facilities and needs while encouraging private investment.



Marine Sub Area/West Bryan Road



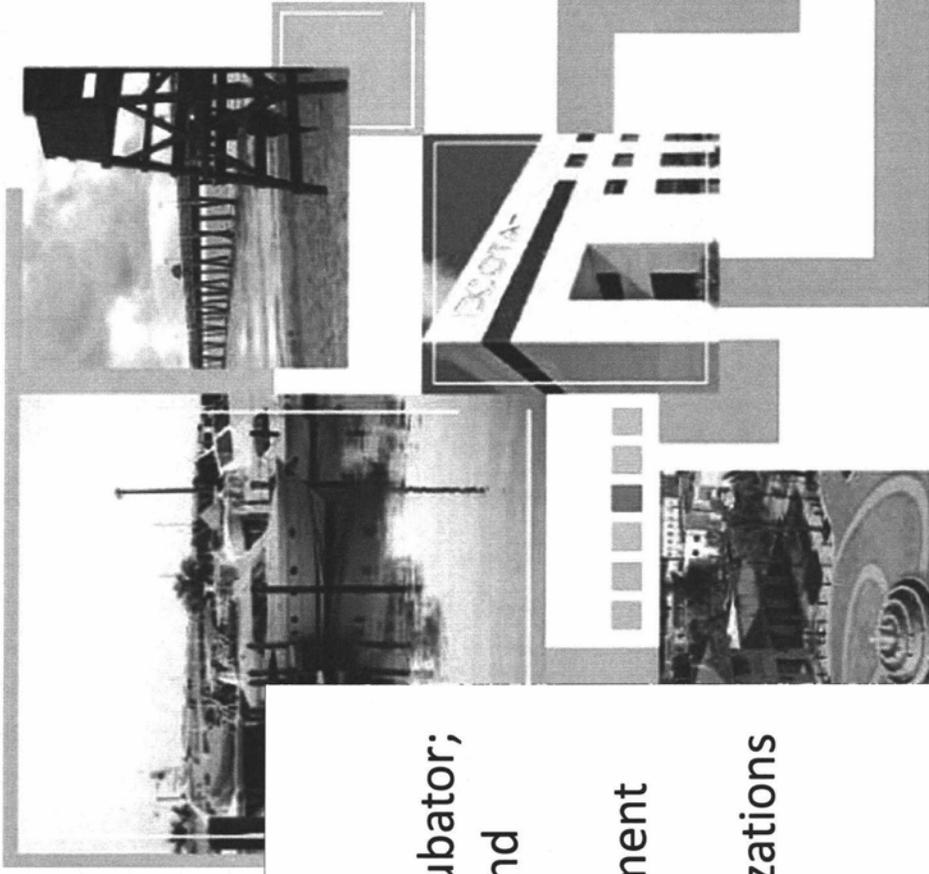
Redevelopment Goal 2: To Eliminate substandard housing and provide a mix of affordable housing

Strategies

1. Acquire vacant lots for future replacement housing
2. Homebuyer readiness program
3. Homeownership assistance programs
4. Partnerships with external affordable housing providers and agencies
5. Funding to implement programs for future affordable for young and the elderly



Redevelopment Goal 4: To Attract targeted industries and retain and expand core business sectors

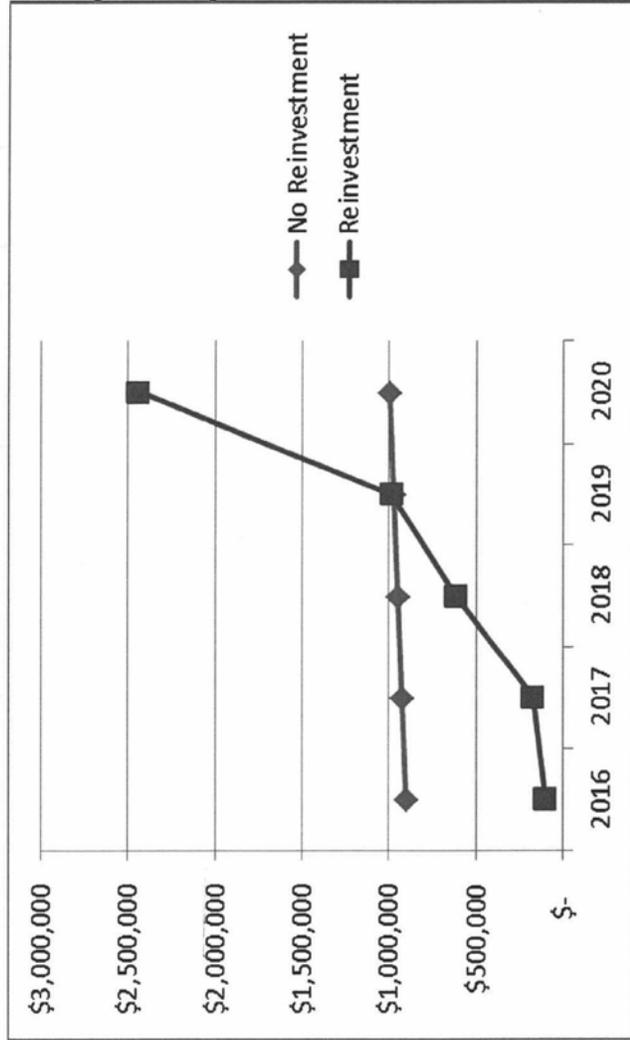


Strategies

1. Entrepreneurship programs;
2. Develop a marine business incubator;
3. Formalize business retention and expansion programs
4. Implement Economic Development Strategic Blueprint
5. Partner with local trade organizations that support targeted business sectors;
6. Intergovernmental coordination

Financial Analysis

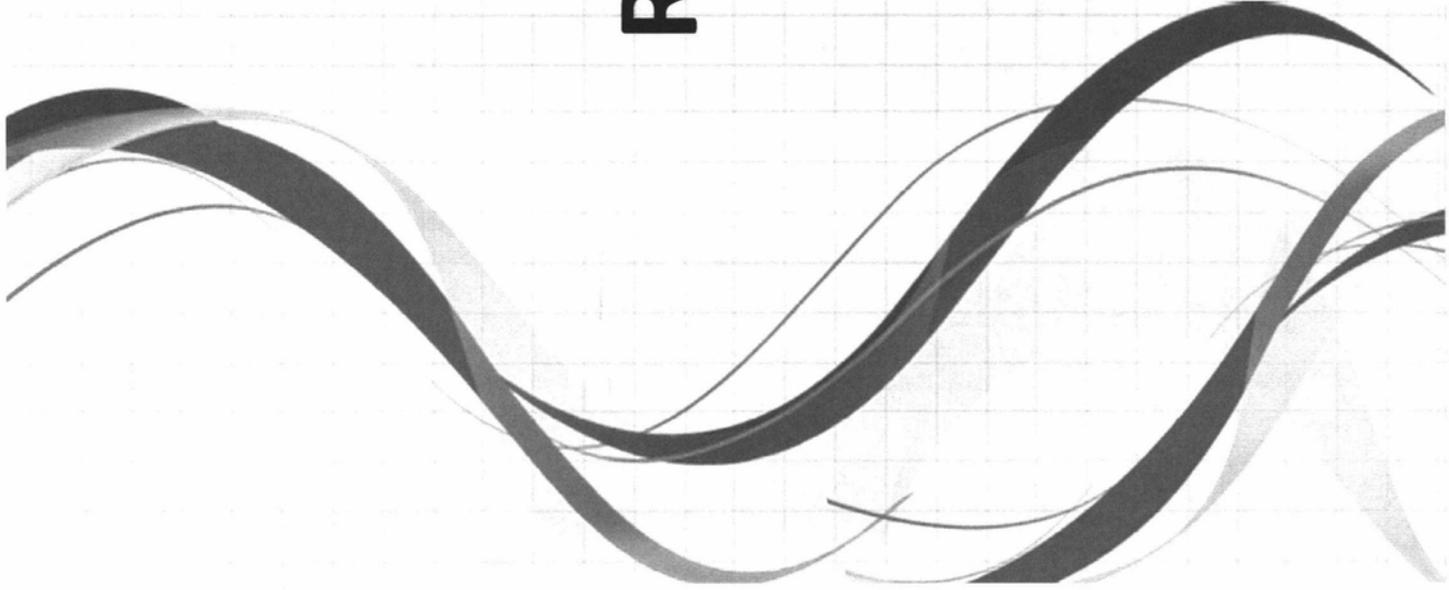
CAPITAL PROJECTS	1-5 Years	6 – 10 Years	10+ Years
Neighborhood Improvements	\$1 million	\$6 million	\$6 million
Roadway Realignment	N/A	N/A	\$5 million
Bridge Demolition	N/A	N/A	\$2 million
Bridge Reconstruction	N/A	\$5 million	\$22 million
TOTAL	\$1 million	\$11 million	\$35 million



19 years remaining in CRA

Opportunity to accelerate redevelopment through reinvestment

**ECONOMIC IMPACT
AND
RETURN ON INVESTMENT
UPDATE - 2015**



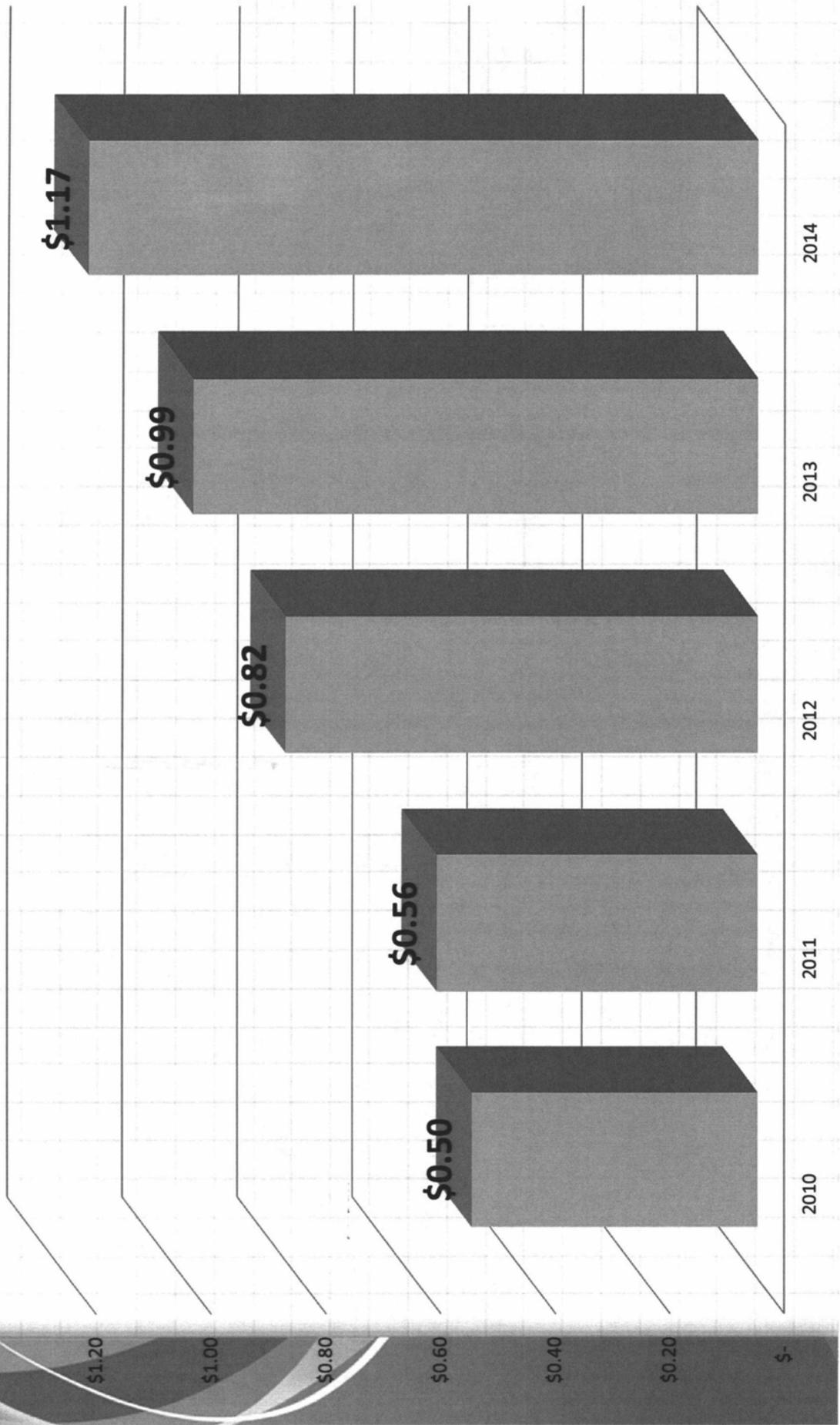
Economic Impact and ROI

Expenses 2009-2014 \$10,617,094

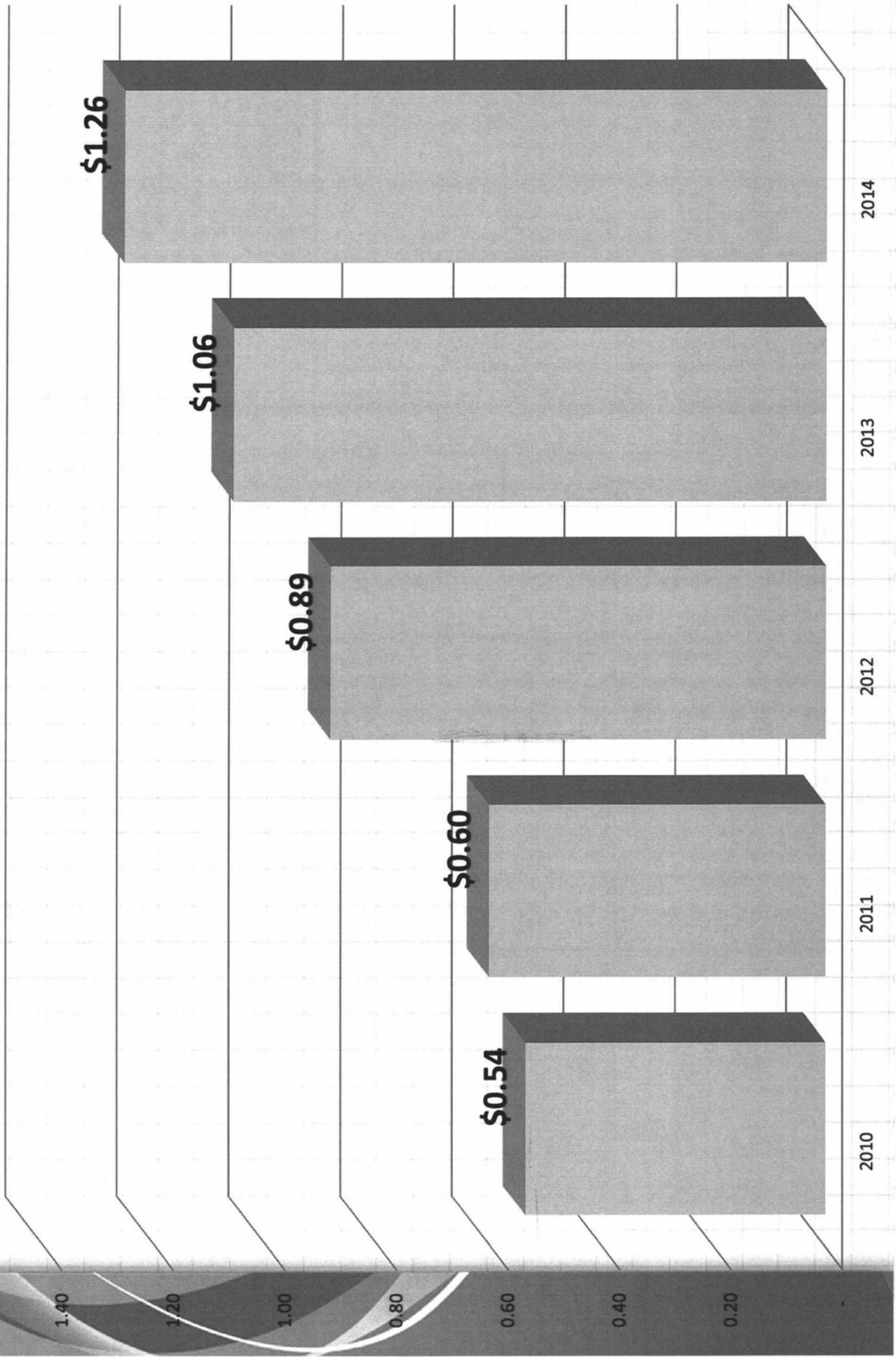
60% Were Direct Redevelopment Investments

	Employment	Labor Income	Value Added	Output
2010	40.0	\$ 2,148,543	\$ 2,677,342	\$ 4,675,882
2011	5.3	\$ 263,547	\$ 358,165	\$ 591,920
2012	20.1	\$ 1,045,610	\$ 1,325,255	\$ 2,290,030
2013	14.3	\$ 730,769	\$ 993,709	\$ 1,679,835
2014	10.2	\$ 444,155	\$ 634,273	\$ 1,069,109
Total 10-14	Average 18.0/yr	\$ 4,632,624	\$ 5,988,744	\$ 10,306,776

Leverage of City Support Project Funding Spent for Every \$1.00 of City Funds

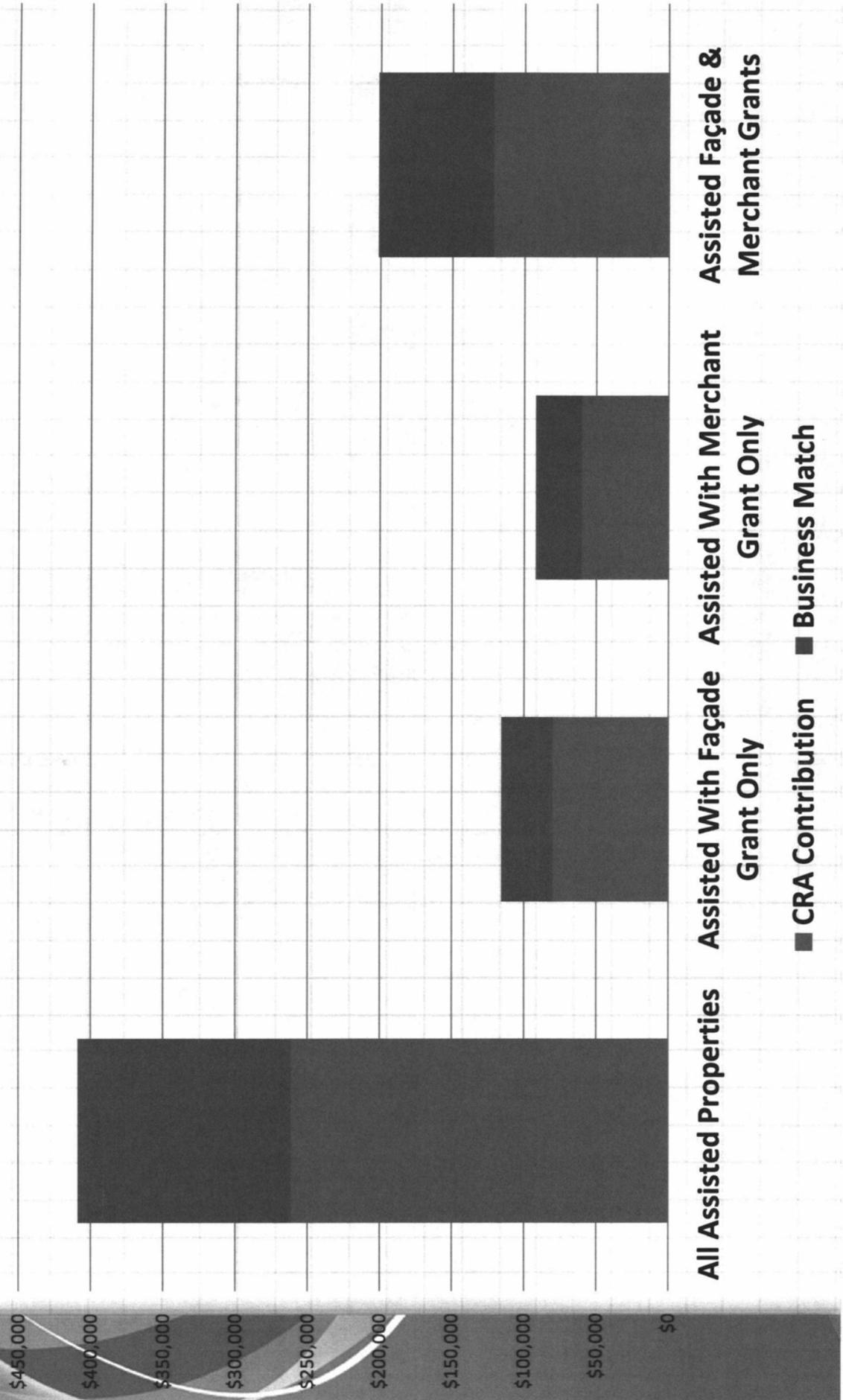


Leverage of County Support Project Funding Spent for Every \$1.00 of County Funds



Dania Beach CRA

Private Sector Assisted Direct Investment



Private Investment

Pirates Inn Property	\$60,000,000
Dania Beach Hotel Property	\$30,000,000
Lucky's Hotel (Holiday Inn Express)	\$7,000,000
The Columbus Project	\$56,000,000
City Center Project	\$17,000,000
<u>San Soucy Project (180 units, E. Dania Bch Blvd)</u>	<u>\$45,000,000</u>
Total	\$215,000,000

- 65,000 square feet of commercial and 1,500 new units
- 2,700 construction jobs, with \$350 million economic impact
- When completed, 100 new jobs, \$50 million in annual economic activity.
- Approximately \$185 million in taxable value when everything completed.

New Residential Economic Impact

Top Ten Sectors – Annual Economic Impact from New Household Spending

Real estate establishments	\$17,938,339
Insurance carriers	\$4,850,822
Food services and drinking places	\$4,385,489
Other amusement and recreation industries	\$3,069,450
Retail Stores - Motor vehicle and parts	\$2,017,894
Hotels and motels, including casino hotels	\$1,650,684
Insurance agencies, brokerages, and related activities	\$1,650,219
Retail Stores - Food and beverage	\$1,507,446
Other private educational services	\$1,432,209
Retail Stores - Furniture and home furnishings	\$1,027,751

New Residential Economic Impact

Top Ten Sectors – Job Creation from New Household Spending

Real estate establishments	123
Food services and drinking places	71
Other amusement and recreation industries	55
Retail Stores - Food and beverage	26
Other private educational services	22
Retail Stores - Motor vehicle and parts	20
Insurance carriers	18
Hotels and motels, including casino hotels	13
Insurance agencies, brokerages, and related activities	12
Retail Stores - Furniture and home furnishings	12

Dania Point - \$450m Investment (Phase 1, Retail)

Construction (2015 – 2018)

Impact Type	Employment	Labor Income	Value Added	Output
Direct Effect	4,019	\$227,747,157	\$240,388,272	\$432,977,550
Indirect Effect	707	\$37,585,304	\$53,729,197	\$92,191,007
Induced Effect	1,524	\$65,059,408	\$117,590,264	\$193,636,589
Total Effect	6,251	\$330,391,869	\$411,707,733	\$718,805,146

Operation

Impact Type	Employment	Labor Income	Value Added	Output
Direct Effect	2,551	\$58,537,175	\$98,139,104	\$137,043,914
Indirect Effect	231	\$10,849,244	\$19,003,312	\$30,638,021
Induced Effect	400	\$17,075,435	\$30,861,280	\$50,812,814
Total Effect	3,183	\$86,461,855	\$148,003,696	\$218,494,749

THANK YOU!

