

MINUTES OF MEETING  
CITY OF DANIA BEACH  
COMMUNITY REDEVELOPMENT AGENCY  
WEDNESDAY, SEPTEMBER 2, 2015 – 6:00 P.M.

1. Call to Order/Roll Call

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

Present:

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

2. Citizen Comments

There were no citizen comments at this meeting.

3. Administrative Reports

3.1 CRA Updates August 2015

Interim Director Bach reviewed the memo that was included in the agenda packet.

As requested by Vice-Chair Grace, Director Bach elaborated on the Walking Audit.

Dan Murphy, Economic Development Director, spoke of the Boot Camp that will be held on October 1<sup>st</sup>, to help business owners overcome problems they may have. There will be no charge this year; however, we may charge in future years.

4. Presentations

4.1 CRA Work Plan for FY 2016

Interim Director Bach presented a PowerPoint overview of the work plan and proposed FY 2016 CRA Budget, which is attached to and incorporated into these minutes. The budget approval will be September 8<sup>th</sup>.

Mayor Salvino commented people had requested that the music at the Arts & Seafood Festival on Saturday be extended until 10:00 p.m. Interim Director Bach addressed the increase in overall operating costs to extend the hours.

Vice-Chair Grace said she is comfortable with the festival hours as they are now, until we decide whether or not this is going to be a venture that is going to generate funding, which is very important to her.

Board Member Brandimarte felt the operating hours as set are perfect because there are complaints about the lights and music late at night. She noted the seafood prices are expensive and questioned the feasibility of using food trucks. Interim Director Bach responded food trucks will be looked into at their 2016 planning meeting, and they will talk to the vendors about food pricing.

Board Member Jones agreed the current hours should remain, and we will take comments and suggestions to extend them into consideration for the future. He noted he likes the idea of food trucks, but also wants to see local food vendors. He felt local entertainers should also be given an opportunity to perform. Interim Director Bach said we try to get as many local musicians involved as possible.

Interim Director Bach continued with the PowerPoint overview.

Board Member Jones suggested that, in dealing with the schools and educational components of the PATCH, we look at some type of horticulture club for our young people.

Responding to Board Member Jones, Interim Director Bach addressed the lack of electrical power and the portable toilets at the PATCH.

Interim Director Bach concluded the PowerPoint overview.

## 5. Consent Agenda

### ***Items Removed from Consent Agenda: #5.3***

- 5.1 Minutes:  
Approve Minutes of August 5, 2015 CRA Board Meeting
- 5.2 Travel Requests: none
- 5.4 Approve MetroStrategies, Inc. Invoice #3432 for \$6,720.00, and Invoice #3433 for \$6,112.50

**Board Member Jones motioned to approve the Consent Agenda, with the exception of Item #5.3; seconded by Board Member Brandimarte. The motion carried unanimously.**

- 5.3 Motion to approve a Commercial Façade Grant for Premier Mobile Health Solutions, located at 250 S. Federal Highway, in amount not to exceed \$20,000

Vice-Chair Grace wants us to be cautious because previous businesses that have received grant funding have not stayed in the City. She wants them to be aware there is a two-year commitment; otherwise, they have to return the grant.

**Board Member Jones motioned to approve Item #5.3; seconded by Board Member Brandimarte. The motion carried unanimously.**

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

There were no discussion items on this agenda.

8. Board Member Comments

Board Member Jones gave an update of the airport issues and noted Senator Nelson has gotten with the FAA, which will award another \$19.7 million to accelerate the conveyance and release and sound insulation programs. He felt perhaps a thank you letter, through the Mayor, should be sent to Senator Nelson.

9. Adjournment

Chairman Salvino adjourned the meeting at 7:06 p.m.

ATTEST:

*for* *Jon Schneider, Deputy City Clerk*  
LOUISE STILSON, CMC  
CRA SECRETARY

COMMUNITY REDEVELOPMENT  
AGENCY

*[Signature]*  
MARCO A. SALVINO, SR.  
CHAIRMAN – CRA

Approved: October 12, 2015

Minutes of Regular Meeting  
Dania Beach Community Redevelopment Agency  
Wednesday, September 2, 2015 – 6:00 p.m.





**DANIA BEACH**  
COMMUNITY REDEVELOPMENT AGENCY

# Proposed Work Plan and Budget

FY 2016

- 
1. Introduction
  2. Organizational Structure
  3. Work Plan
  4. Proposed FY 2016 Budget

- CRA was created in 2004; expanded in 2010.
- BCC approval based on County funding to be provided through non-ad valorem sources.
- 2004 – 2008; no CRA activity.
- Redevelopment Trust Fund created in 2006
- 2008 the Agency was staffed and operational



Legend

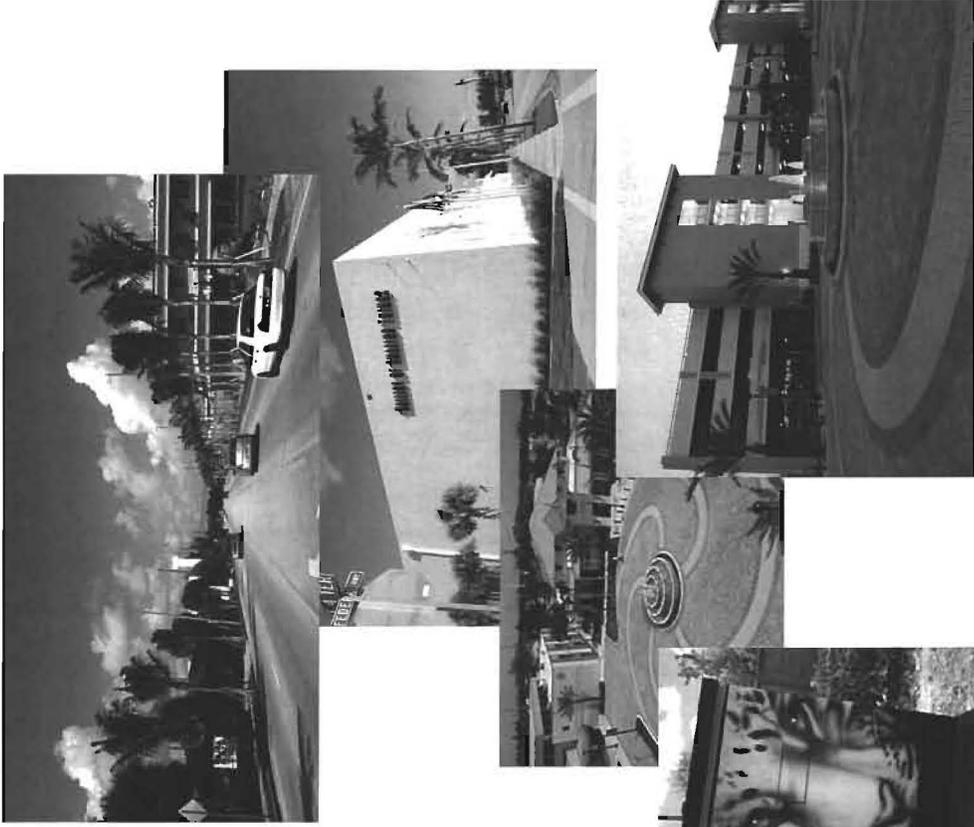
- ▭ Proposed CRA Boundary
- ▭ Existing CRA Boundary

0 0.25 0.5 1 Miles



# Introduction

## Downtown



  
DANIA BEACH  
COMMUNITY REDEVELOPMENT AGENCY

## Neighborhoods





# Business Assistance and Development



# Introduction

## Marketing and Branding



## Events



Organization

# DBCRA

## Economic Development

Special Projects  
Creative Arts  
Council

Job Training  
and  
Employment

Business  
Attraction  
and  
Retention

Neighbor-  
hood  
Revitalization

Downtown  
Redevelop-  
ment

Real Estate  
Development  
and  
Attraction

Housing,  
Health,  
Environment  
supportive  
activities

## Community Redevelopment

Strategic and Master Planning

Marketing, Public Relations, Promotions and Events



DANIA BEACH  
COMMUNITY REDEVELOPMENT AGENCY



# Arts and Seafood Festival

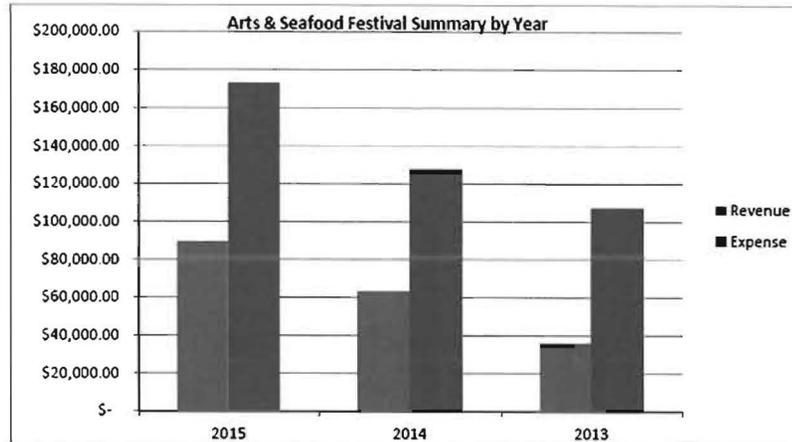
- April 2 & 3, 2016
  - Operating Hours Sat., 11-8 p.m.; Sun. 11-7 p.m.
- New Showcase Vendor area
- National Act to close out Saturday night
- Performing Art – Graffiti Art ongoing both Saturday and Sunday
- Expanded Chef Showcase

FY 2016 Budget Request:	\$175,000
Anticipated Revenues:	(\$80,000)
<b>Net Operating (Cost)</b>	<b>(\$95,000)</b>



**Arts & Seafood Festival**  
**Financial Summary Schedule**  
**Statement of Receipts, Disbursements, Costs and Support**  
As of August 10, 2015

	Event Summary <u>2015</u>	Amended Budget <u>2015</u>	Original Budget <u>2015</u>	Event Summary <u>2014</u>	Event Summary <u>2013</u>
Total Receipts	\$ 89,563.47	\$ 40,000.00	\$ 40,000.00	\$ 63,263.62	\$ 36,139.00
Total Costs (Paid or Incurred)	<u>173,254.32</u>	<u>173,345.00</u>	<u>130,000.00</u>	<u>128,017.14</u>	<u>107,581.72</u>
Festival Net Operating (Cost)	<u>\$ (83,690.85)</u>	<u>\$ (133,345.00)</u>	<u>\$ (90,000.00)</u>	<u>\$ (64,753.52)</u>	<u>\$ (71,442.72)</u>





# The PATCH

(Acct. 112)

- Planting garden to full capacity (three cycles)
- Launch of Community Garden Plots (10/2015)
- Educational partnership with Collins Elementary
- Expansion of community workshops and educational tours
- Increase commercial customer revenues 300%

FY 2016 Budget Request:	\$150,000
2015 Carryforward:	\$20,000
Anticipated Revenues:	(\$30,000)
<b>Net Operating (Cost)</b>	<b>(\$140,000)</b>



# City Center

- Create a Downtown Master Plan
- Update 2012 Strategic Marketing Plan (underway)
  - Host two smaller events within City Center
  - Reintroduce Neighborhood Ambassador program
  - Incremental Marketing Plan implementation by priority and funding

**Carryforward from FY 2015: \$40,000**

# Neighborhoods

- Design and construct 3 – 6 neighborhood entry signs
- Evaluate and recommend public improvements adjacent to the PATCH.
- Secure MPO/TAP Grant funds and select consulting engineer for Design purposes
- Complete Healthy Community Zone Plan (Fall 2015), work through TOUCH Broward to identify implementation steps

**Carryforward from FY 2015: \$94,000**



# Citywide

- Redesign CRA Website
- Complete 2 Façade Improvement Grants and 1 Merchant Assistance Grant

**Carryforward from FY 2015: \$75,000**

Columbus Project (Mile Marker 55)

- Public Parking

**Grant Contributions (Broward County): \$1,128,143**

# Proposed FY 2016 - Sources

City of Dania Beach		Amended FY 2015	Proposed FY 2016
In-Lieu of Tax Increment		\$880,000	\$880,000
City Cost Allocation		\$279,170	\$279,170
City Contribution – A&SC		\$10,000	\$10,000
Broward County			
Columbus Project (MM55)		\$376,048	\$376,048
Other Sources			
A&SC Revenue		\$40,000	\$80,000
Interest Income		\$2,000	\$2,000
CF and Re-appropriations		\$1,699,429	\$1,550,818
		<b>\$3,316,647</b>	<b>\$3,198,036</b>

# Proposed FY 2016 - Uses

	Amended FY 2015	Proposed FY 2016
Operating	\$880,576	\$880,490
City Cost Allocation	\$279,170	\$279,170
A&SC	\$173,346	\$175,000
Transfer to The PATCH	\$181,000	\$150,000
Columbus Project (MM55)	\$376,048	\$376,048
City Center	\$40,700	\$40,000
Neighborhoods	\$126,458	\$94,184
Citywide	\$101,205	\$75,000
City reimbursement (MM55)	\$1,128,143	\$1,128,143
	<b>\$3,316,647</b>	<b>\$3,198,036</b>