

MINUTES OF WORKSHOP MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, JUNE 28, 2016 – 5:00 P.M.

1. Call to Order/Roll Call

Chairman Salvino called the meeting to order at 5:05 p.m.

Present:

Chairman:	Marco A. Salvino, Sr.
Vice-Chairman:	Albert C. Jones – <i>arrived at 5:05 p.m.</i>
Board Members:	Chickie Brandimarte Paul Fetscher Bobbie H. Grace – <i>arrived at 5:10 p.m.</i>
Executive Director:	Rachel Bach
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

2. Presentation by the Interim CRA Executive Director

Director Bach presented a PowerPoint, which is attached to and incorporated into these minutes.

Board Member Grace arrived at 5:10 p.m.

Director Bach explained in detail how the loan to grant program with Broward County works.

Vice-Chairman Jones wants the CRA to be self-sustaining so that the taxpayers do not have to fund it.

Chairman Salvino contended that the CRA is the agency that markets the City; if we do away with them, it will fall upon City staff to do their work. Also, the money still comes from the City and the taxpayers.

Director Bach revisited the purpose of a CRA and its funding, and noted the Redevelopment Plan needs to be reviewed and updated. The downtown RFQ is currently being written and will be brought to the Board for review in July; it may be issued in the fall.

City Attorney Ansbro wants to review the RFQ before it is released.

Director Bach spoke of the Downtown Master Plan, which staff is starting to work on. Board Member Grace wants downtown to be cleaned up, with the businesses contributing to the cost. Board Member Brandimarte wants a roundtable discussion with the downtown property owners, not the business owners.

Board Member Fetscher said working with code and enforcing the special magistrate fines will get the attention of the property owners.

Director Bach noted NW 1st Avenue is also a priority for the redevelopment of downtown.

Vice-Chairman Jones wants money for signs coming into the Byrd Point neighborhoods. Director Bach said we want to wait in order to be consistent with the signs that are to be placed throughout the city.

Director Bach noted the West Dania Beach Boulevard extension and bridge to Bryan Road are imperative and the Board needs to have a discussion on whether or not we should move forward on this project.

Chairman Salvino said we have already begun the discussion with the developer of Dania Pointe, and it has also been discussed with the County.

Vice-Chairman Jones suggested we need to get everyone who will benefit to roundtable and talk about who will pay.

Marc LaFerrier, Director of Community Development, noted the time to do the plan for the bridge would be when Dania Pointe comes forward with the Phase 2 site plan in August or September and with the off-site development agreement with the City.

Board Member Fetscher asked if anyone checked with the community to see what they want as they may not want the additional traffic and noise.

Board Member Grace said 4-7 homes in NW Byrd Pointe will be displaced. Some people do not want to be uprooted, but if they get enough money they will favor relocating.

Director Bach added staff's proposal is to start including funds in the budget for property acquisition before getting to the point of eminent domain.

Director Bach asked what the priorities are for the PATCH.

Chairman Salvino said he does not understand what we are doing; he thought it was for the residents. He suggested we get rid of the PATCH concept right now, give it back to the residents to take care of, and not pay people to work there. He felt the program has turned commercial.

Board Member Grace noted it was for growing healthy, organic food for everyone in the City to use and for extending to other cities in partnership.

Director Bach addressed the concept of the PATCH.

Vice-Chairman Jones felt we should start putting focus within the community as they are not involved enough nor do they understand the PATCH.

Board Member Fetscher commented that we need more EMTs in the budget, not \$150,000.00 for growing lettuce.

Director Bach clarified that we also need an office at the PATCH to have a refrigerator and place to store the produce. She added the total amount to operate the PATCH may be less than the budgeted \$150,000.00 because of revenues and grants received. Staff will look at options which can be discussed when the budget is presented, and the Board can decide how to proceed.

Dan Murphy, Economic Development Manager, noted the amount of produce is only 10-12,000 pounds, not the estimated 30,000 pounds per year; also the hours of operation could be expanded to increase sales and ultimately, production.

Director Bach addressed the Arts & Seafood Festival, and noted the site layout will be redesigned for better flow; there will be separate hospitality areas; a food concessionaire will be hired; and a continued parking agreement with the Casino has been confirmed and they will also work with us to bring in national acts.

Director Bach noted economic development issues will be discussed during the budget.

Vice-Chairman Jones suggested maintenance and upkeep of the parking garage need to be looked at. He spoke of variances for parking spaces being granted and nothing being paid into the parking fund.

Chairman Salvino felt we should focus on going back to Wards again and not letting them die; he hates to see businesses start and then lose their mojo.

3. Discussion of CRA Priority Areas for 2017
 - 3.1 Administration
 - 3.2 Downtown
 - 3.3 Neighborhoods
 - 3.4 PATCH
 - 3.5 Marketing and Promotions
 - 3.6 Economic Development

4. Prioritize Goals

5. Adjournment

Chairman Salvino adjourned the meeting at 6:40 p.m.

ATTEST:



LOUISE STILSON, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY



MARCO A. SALVINO, SR.
CHAIRMAN – CRA

Approved: July 26, 2016



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Strategic Goal Setting Workshop

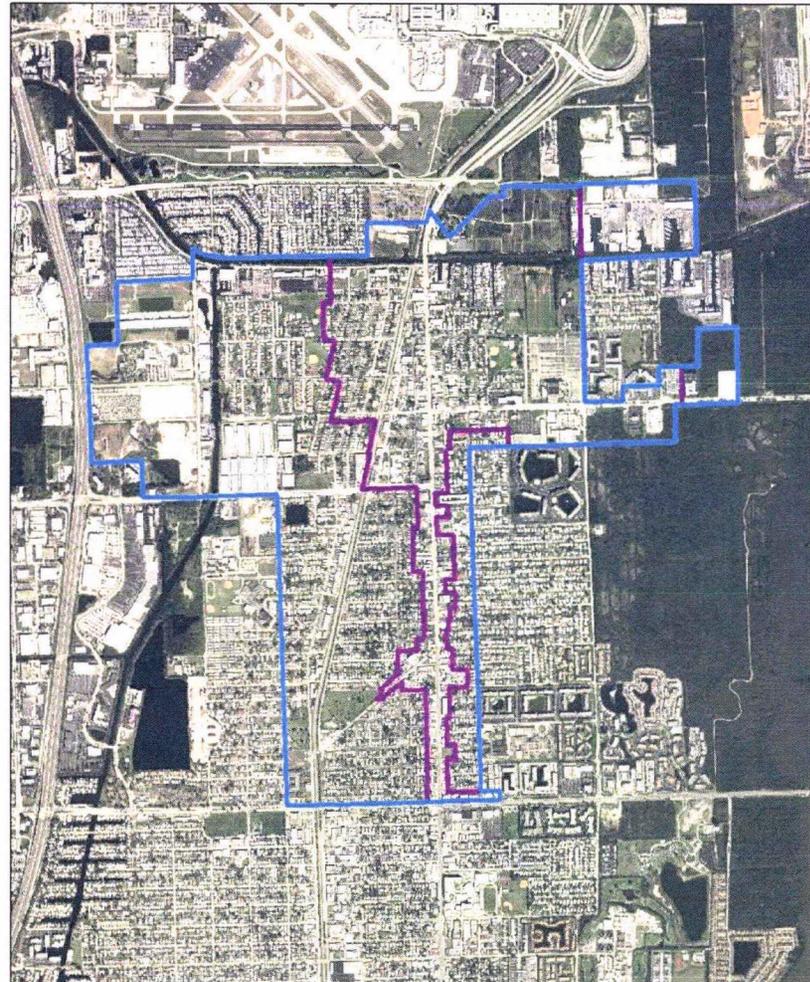
June 28, 2016

Goals for this Workshop

1. Identify operational and long term goals for the Community Redevelopment Agency (CRA);
2. Review and prioritize CRA Sub-Area and Action Area Plans and proposed FY 2017 projects;
3. Review resources available to implement priorities;
4. Prioritize FY 2017 projects and identify timing of future projects;
5. Adjourn

Introduction

- Community Redevelopment Agency created in 2002;
- CRA (Area) was adopted in 2004; expanded in 2010.
 - Broward County approval based on non-ad valorem sources.
- Redevelopment Trust Fund created in 2006 but not funded.
- 2009 CRA Boundary was expanded. 1st year funded, through “in-lieu of tax increment”/General fund contribution



Legend

- Proposed CRA Boundary
- Existing CRA Boundary

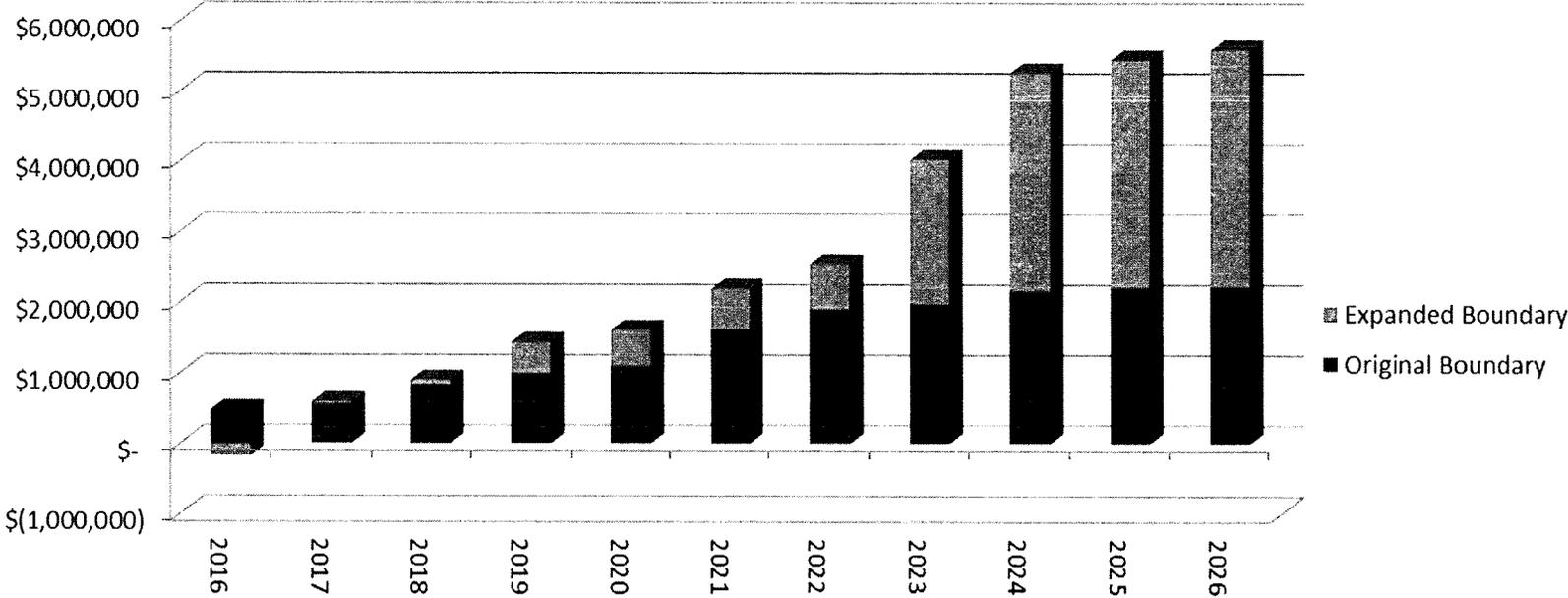
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THE MELLGREN
PLANNING GROUP



Future Growth

DANIA BEACH CRA ESTIMATED TIF GROWTH (EXPANSION AND ORIGINAL)



Broward County Loan(s)

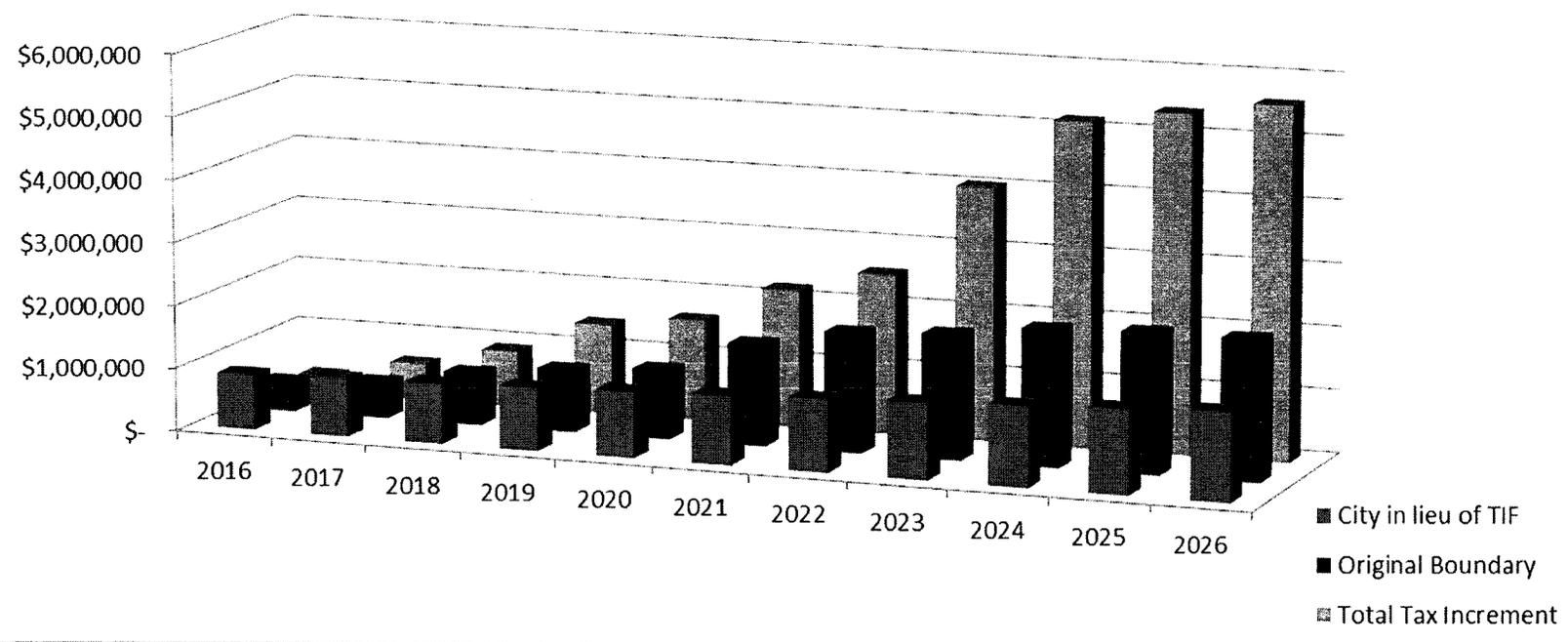
Parcel 109	\$2,334,200	3/31/2018
Parking Garage	2,590,909	9/30/2019
Security System	140,000	9/30/2019
Gate Arm	<u>273,790</u>	8/31/2022
	\$5,338,899	

Current Request to BCC for forgiveness (Casino, Dania Place and Holiday Inn)	\$2,281,968
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Upon C.O. of Casino and Dania Place	<u>\$963,026</u>
	\$3,244,994

Future Growth

DANIA BEACH CRA REVENUE PROJECTIONS FOR FUTURE FUNDING

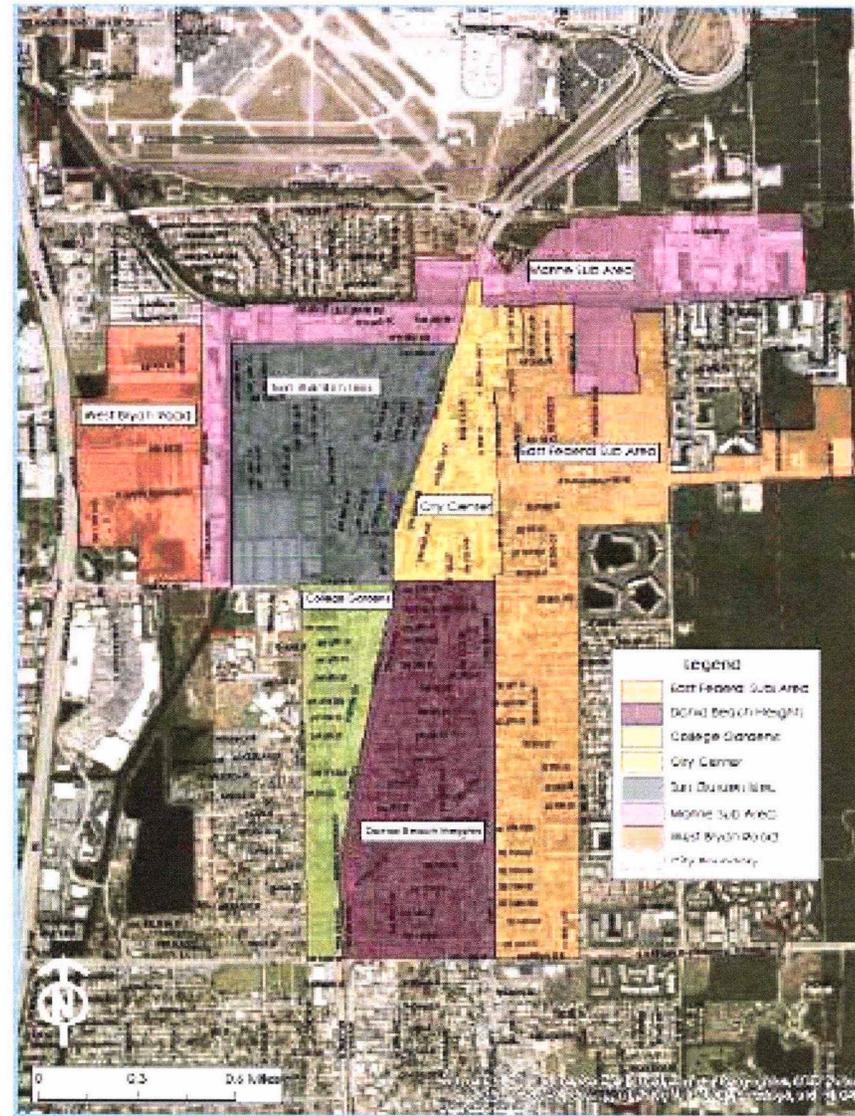


Redevelopment Plan

Updated CRA Plan adopted by
CRA Board April 2015, but tabled
by City Commission June 2015

Needs for “New” Modifications

1. Updated evaluation of Marine Sub Area, related uses and capital improvements;
2. Evaluation of City Center Sub Area and Zoning;
3. Incorporation of Dania Pointe improvements and mitigation strategies; and,
4. Evaluation of all Sub Area boundaries and related zoning regulations.



City Center/Downtown

City Center RFQ – Issue Fall 2016

Downtown Master Plan \$10,000

- Business Mix and Vacancies
- Market Analysis
- Regulatory constraints
- Walkability and Public Realm
- Sign Clutter and Wayfinding
- Parking Improvements
- Business Attraction Strategies
- Branding and Marketing

FY 2017

FEC Ped Crossings \$140,000

NW 1st Avenue \$170,000

- Roadway Improvements
- On Street Parking
- Sidewalk widening
- Beautification/Lighting

(Design Fees Only – Future Grant \$\$)



Neighborhoods/HCZ

FY 2017

MPO-TAP Grant: Pedestrian Improvements and Traffic Calming
(Transferred to Public Services CIP – Construction funding available FY 18/19)

Extension of West Dania Beach Boulevard to Bryan Road

- Land Acquisition
- Design Plans (FY 17 & 18)
- Financing

Healthy Community Zone
Safe Routes to Schools

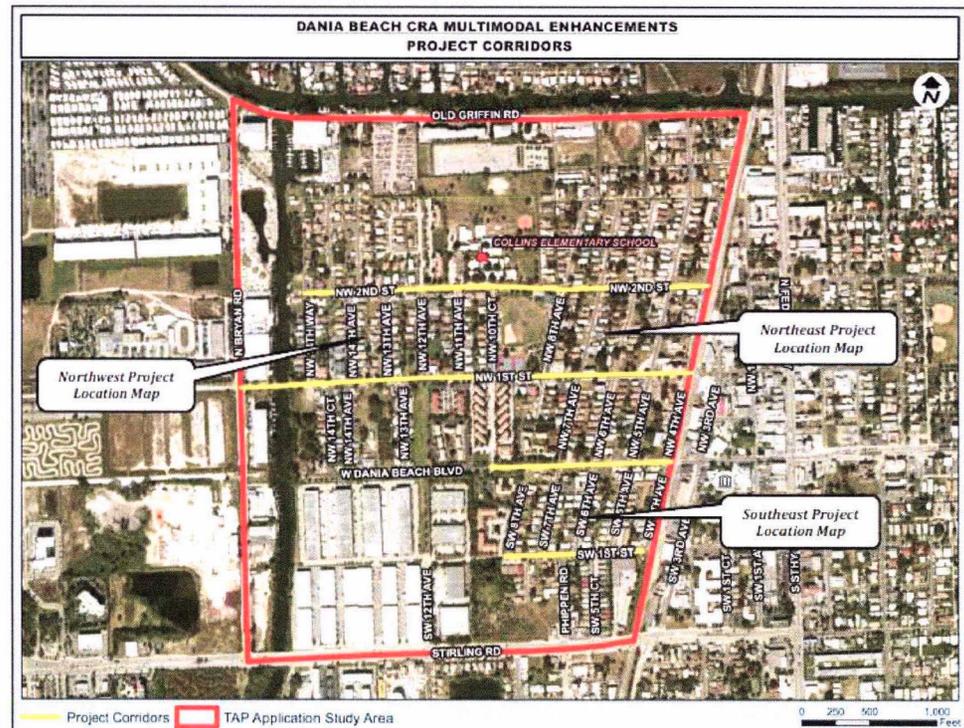
- Collins Elementary (3/1/17)

Health Hubs (locations)

- Diabetes Prevention/Mgmt.
- Walking Clubs
- Mental Health/Smoking Cess.

SPARK Training

- Y Fit based
- Sports Equipment



Neighborhoods/HCZ

Healthy Community Zone

Stirling/Phippen Waiters Intersection

- Traffic and Pedestrian Counts
- Meetings with FDOT

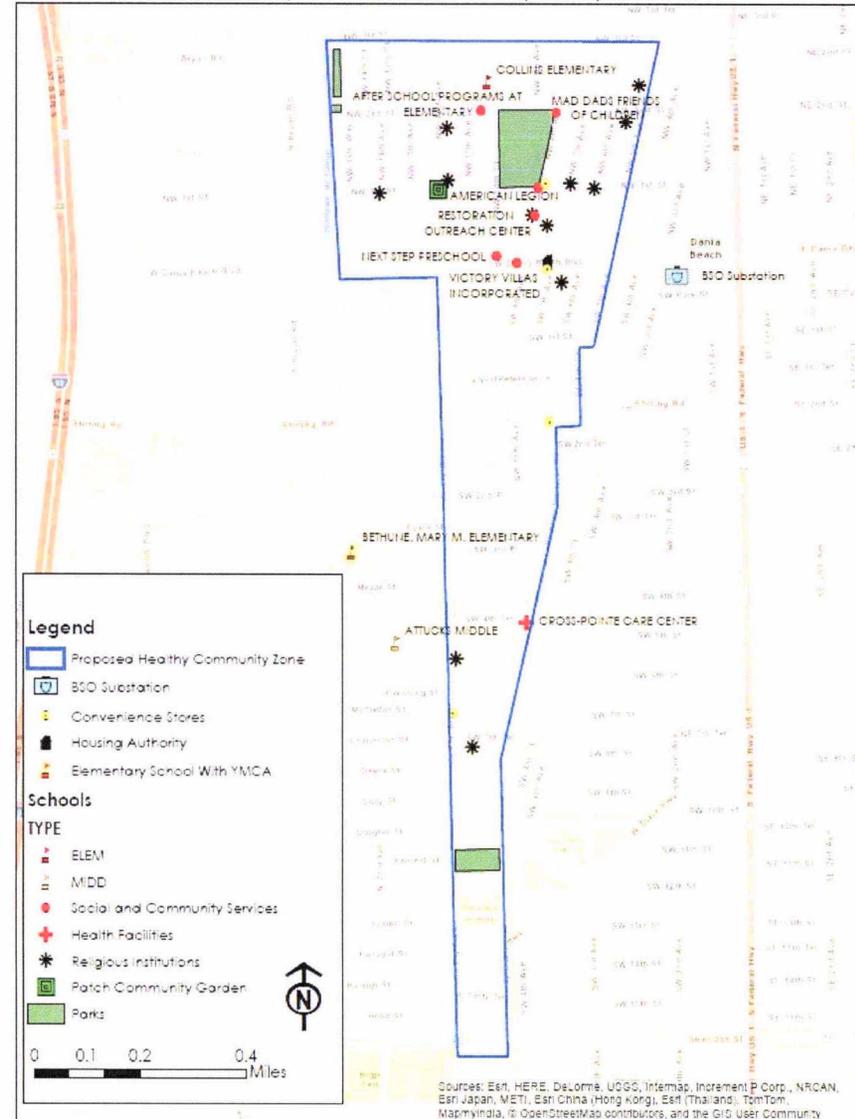
Chester Byrd Park (Reactivation)

- Grand re-opening
- Walking clubs/fitness class
- Public Art
- Security

SW 12th Avenue

- Complete Streets Project (CDBG)

Broward Healthy Communities (HCZ): Dania Beach



Neighborhoods/The PATCH

FY 2017

PATCH Operations \$150,000

- Staffing (contractor?)
- Supplies
- Farm Management
- Infrastructure (Office/Shed)
- Market Management
- Community Garden
- Special Events (Neighborhood Nts)

Priorities

- Expanded Hours (dates)
- Community based activities v. Promotion based activities
- Facility rentals and Commercial sales
- Buyers Club or Mobility of Market
- Profit or Community Benefit
- Economic Development, training and employment
- Educational programs (children and/or adults)
- PATCH Collaborative



Marketing and Promotions

FY 2017

External

- Downtown Branding and Marketing Campaign
- Banker/Broker Events and Tours of Downtown
- Develop a "Guide to doing Business" for Dania Beach

Internal

- Continue quarterly Merchant Meetings
- Create a cross promotion program with local merchants
- Continue Neighborhood Ambassador to promote local businesses
- Collaborate more closely with the *Creative Arts Council (funding)*



Arts and Seafood Celebration

Arts and Seafood Celebration (5th Anniversary) April 8-9, 2017

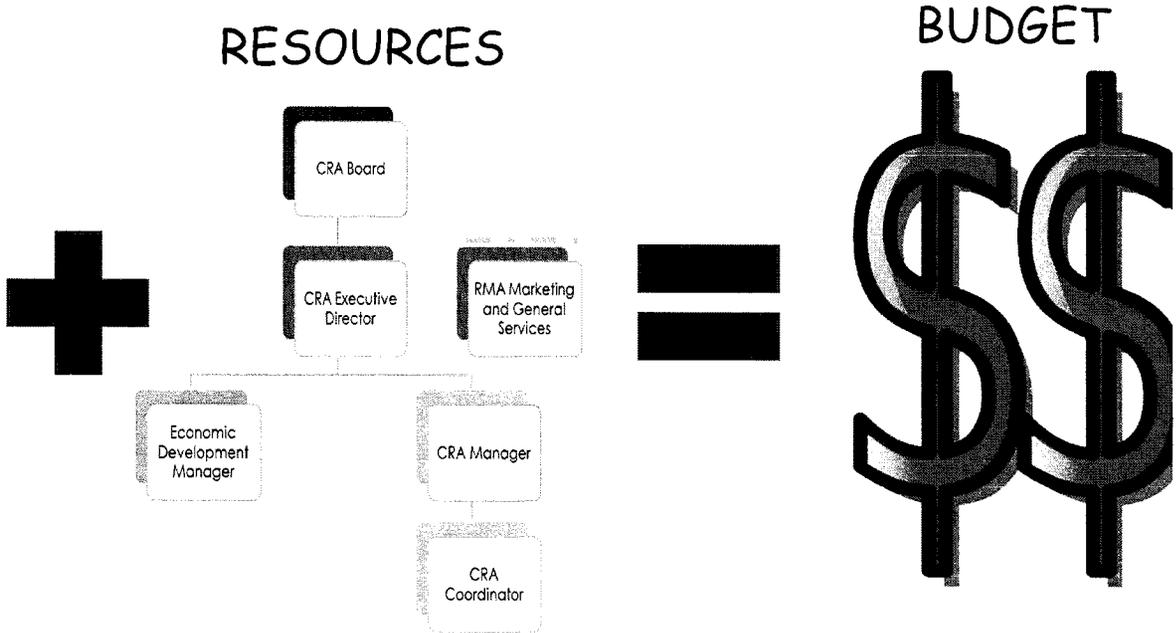
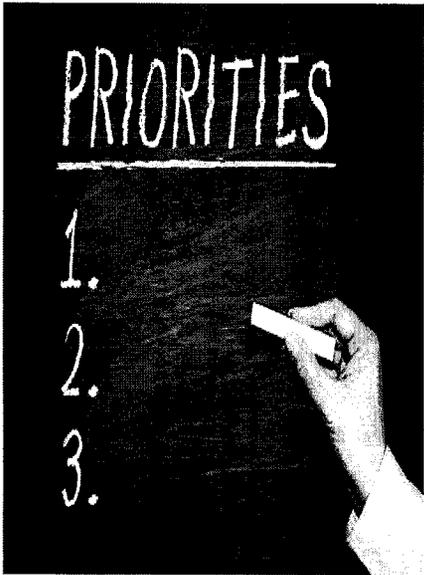
Priorities

- Redesigned Site Layout
- VIP Area separate from Volunteer/Artist hospitality
- Food Concessionaire responsible for all food vendors
- Continued partnership with Casino (parking and entertainment)

Other priorities?



Prioritizing



Managing Expectations

Operational Questions?

1. Update to the CRA Plan?
2. What role should the CRA play in Capital Projects in terms of management and financing?
3. How should the CRA continue to be funded and at what level?