

**APPROVED  
REGULAR MEETING  
CENTRAL CITY REDEVELOPMENT ADVISORY BOARD (CCRAB)  
CITY HALL  
8<sup>th</sup> FLOOR CONFERENCE ROOM  
100 NORTH ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA  
WEDNESDAY, AUGUST 7, 2019 – 3:30 PM**

September 2018 – August 2019

<b>BOARD MEMBERS</b>		<u>Regular Meetings</u>		<u>Special Meetings</u>	
		<u>Present</u>	<u>Absent</u>	<u>Present</u>	<u>Absent</u>
Mark Antonelli, Chair	P	10	0	1	0
Danella Williams, Vice Chair	P	7	0	1	0
Leslie Brown	P	3	0	0	0
Luis Castillo-Olivera	P	4	0	0	0
Pieter Coetzee (arr. 3:35)	P	4	3	0	1
Charlene Gunn	P	4	0	0	0
Peter Kosinski	P	6	1	1	0
Laxmi Lalwani (arr. 3:41)	P	5	2	1	0
Theodore Spiliotes	P	7	0	1	0
Zachary Talbot	A	5	2	1	0
Alex Workman (arr. 3:35)	P	5	1	0	0

At this time, there are 11 appointed members to the Board; therefore, 6 constitute a quorum.

**Staff:**

Cija Omengebar, CRA Planner/Liaison  
Lisa Tayar, Prototype, Inc.

**I. Call to Order**

Mark Antonelli, Vice Chair, called the meeting to order at 3:34 p.m. It was noted that a quorum was present.

**Communication to the City Commission:**

The CCRAB is recommending that the City Commission create an events funding application process to assist with local special events designed to improve the image and profile of the CRA as permitted by the CCRA Redevelopment Plan.

**Motion** made by Ms. Brown, seconded by Mr. Workman, to accept the wording above. In a voice vote, the motion passed unanimously.

**II. Approval of Meeting Minutes**

- **Regular Meeting, June 6, 2019**

**Motion** made by Mr. Castillo-Olivera, seconded by Ms. Williams to approve the June 6, 2019, regular meeting minutes as corrected. In a voice vote, the motion passed unanimously.

- **Special Meeting, June 25, 2019**

Chair Antonelli clarified on last page before Communication, the word “four” to “for” commercial properties, and also change “had” to “to have.”

**Motion** made by Mr. Castillo-Olivera, seconded by Ms. Brown to approve the June 25, 2019, special meeting minutes as clarified. In a voice vote, the motion passed unanimously.

### **III. Prioritizing CRA Programming Incentives and Event Funding**

Chair Antonelli read the following into the record:

The CRA should also assist with the general marketing and promotion of the area. This could include recruiting businesses to the area, creating outreach and communication media such as an area newsletter, as well as assistance with local special events designed to improve the image and profile of the CRA.

Ms. Omengebar stated that in prior meetings the Board has expressed interest in setting aside funds for local events. In researching this interest, the language was not found for this specific area in economic development strategy. The Incentive Program has \$270,000 set aside that could be used. A communication can be sent to the City Commission CRA Board to let them know there is an interest to use some of these funds towards event funding. If approved, Staff can create a program modeling other CRAs regarding an application for funding and how to apply. The question is, out of this \$270,000, how much money would be appropriate to allocate to event funding? A discussion of how other CRAs use such funds ensued, including the wording of an application and that the purpose is for seed money to start, but which would be less in following years as the purpose is to show growth for such events. Board members shared impressions from the funding of various events in the area.

The application process was discussed, how easily it could be applied for to help host small events; what sort of events would be most appropriate; smaller contributions to spread the support around to improve the whole community rather than one or two events. It could be required that the recipients publicly acknowledge the CCRA’s contribution and others can know to apply for funds in the future. Perhaps a formula for applying a percentage of the grant towards such things as advertising (newsletters, banners, flyers). Involvement of other agencies, such as the Chamber of Commerce and Realtors’ Association, to promote development was also discussed. Several Board Members shared their impressions of how such funds could contribute to business development in the various areas. Chair Antonelli ascertained that the CCRAB does not already have an event funding application available to promote the business community.

**Motion** made by Ms. Brown, seconded by Mr. Workman, to move up Public Comment in the agenda items. In a voice vote, the motion passed unanimously.

The following Board Members gave a quick opinion on this topic:

- Ms. Williams is listening to all the other comments to make a more informed decision.
- Mr. Kosinski thinks it’s a good idea and wants to move ahead.

- Mr. Coetzee thinks it's a good idea, but thinks the event has to be more defined.
- Mr. Workman is curious how the budget can be allocated for this if there is already a struggle to give away other allocated money. A discussion followed on the real benefits behind the percentages to be allocated to an applicant. So far it seems the proposal is too open-ended, should be more structured.
- Mr. Spiliotes is more or less in favor. There are several applications received during the year that do not necessarily compete with one another. How much is spent should depend on the set terms, how much business is brought in, and if it is worth the effort.

Upon motion duly made and seconded, Item V, Public Comment was moved up on the Agenda. The floor was opened to public comment.

- Abby Laughlin, Vice President Central City Alliance, spoke for those others present who support this idea. It was recommended that the CCRAB ask the City to move forward on this based on the Plan as read into the record (above). Several businesses want to open and need as much support as possible. Last year, the beer and wine festival spent \$30,000, and it was sold out to thousands of people. The Alliance has two events a year, and would look to match 50/50 with the CCRAB. Ms. Laughlin noted this is past the organic phase and is up to the seed money phase. Events suggested are a Halloween Event and Christmas Lighting. The area is hungry for this type of experience.

Ms. Lalwani asked about the match, and if the two events would be \$30,000 each. The Alliance is not expecting any contributions for the Halloween event, as it is too soon, but it is not too late for the Holiday Lighting and another event is planned for March. Mr. Castillo-Olivera suggested a proposal be made for the next meeting for the Christmas Décor events.

Chair Antonelli wonder if Ms. Laughlin had any knowledge of parties or events that took place in the NW CRA that were successful. One event going on now is Finally Friday is a regular quarterly event; also, Light Up Sistrunk (events sponsored by CRANWP). Chair Antonelli noted that CCRAB does not want to alienate or insult anyone and that perhaps Christmas Lights could be changed to Holiday Lights and Harvest Happening instead of Halloween, and the applicants should reflect that. Ms. Laughlin stated the Alliance collaborated with the City for the Grand Opening of 13<sup>th</sup> Street, they know their budget, how many volunteers are needed, what type of marketing is needed, and how to involve all the neighborhoods surrounding the commercial areas to come by creating foot traffic at these events. Next discussion was location and parking and how the businesses contributed to solving those problems.

- Randal Klett thought the concept of sponsoring events is wonderful. Suggested consideration be given to the costs of insurance, street closings, police (if needed), which makes spending \$30,000 on an event very easy. The City needs to help pay for such events. Comments were made about 4<sup>th</sup> Avenue, the busy street makes it difficult to close the street for an event. As a business owner, he is disgusted with the renovations on 4<sup>th</sup> Avenue in that the one thing needed, parking, didn't happen. Also addressed was the difficulty of getting a change of use through City Planning.

The floor was closed to public comment.

Ms. Omengebar recapped that there is support for the event funding application. What is needed is the percentage and what areas should receive attention. The Board discussed the possible language for motions as regards the funding, preferring percentages over dollar amounts. FY 2019-2020 has already been set, so this discussion is for FY 2020-2021; however, the budget can be discussed every year and move funds around as necessary.

**Motion** made by Mr. Castillo-Olivera, seconded by Ms. Lalwani, that CRA set aside 10% of what there is in the budget to fund and help finance the incentives and events per the Charter. After discussion, the motion was withdrawn.

Discussion: The 10% aspect was discussed, as there is a need to have some idea of an actual dollar amount. The amount should not be a percentage of the budget, but of the incentives dollars. Consensus was to do a dollar amount instead.

**Motion** made by Mr. Castillo-Olivera, seconded by Ms. Brown, that CRA use \$27,000 of the Incentives Budget to be used to finance and assist in any way or form local special events or improve the image of the CRA. After discussion, the motion was withdrawn.

Discussion: Mr. Spiliotes was concerned that the expected costs haven't been explored before voting on this motion. Ms. Omengebar explained the process is to make a Communication to the City Commission expressing that the CCRAB is in support of creating an events funding application process. Once approved, then the process can be defined. This is just to get approval to go forward. Ms. Williams wondered if \$27,000 is enough. Ms. Brown felt the number is arbitrary and can be amended. The purpose of the communication is to get the opportunity to go forward. The CCRAB is not paying for the whole event, and the Board may decide that each individual application would get only \$7,000, and each application can be capped as necessary. Mr. Coetzee noted that it is important to include the language, "image of the CRA and encouraging business to the area." Mr. Workman wondered if the Board can allocate more if necessary, which opened further discussion of percentages and set budgeted amounts. Ms. Brown suggested that three priorities be set: events, street beautification, and development, and buckets are created to distribute funds to these priorities.

#### **IV. Communications to City Commission**

Ms. Omengebar offered a simplified communication to the City Commission as follows:

The CCRAB is recommending that City Commission create an events funding application process to assist with local special events designed to improve the image and profile of the CRA as permitted by the CCRA Redevelopment Plan.

**Motion** made by Ms. Brown, seconded by Mr. Workman, to accept the wording above. In a voice vote, the motion passed unanimously.

#### **V. Public Comment -- Moved up in the agenda.**

## **VI. Adjournment**

The next regular CCRAB meeting will be held September 4, 2019.

**Motion** to adjourn the meeting was duly made and seconded. There being no further business, the meeting was adjourned at 4:54 p.m.

[Minutes written by M. Moore, Prototype, Inc.]