

**APPROVED
REGULAR MEETING
CENTRAL CITY REDEVELOPMENT ADVISORY BOARD (CCRAB)
CITY HALL
8th FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
THURSDAY, JANUARY 15, 2020 – 3:30 PM**

September 2019 – August 2020

BOARD MEMBERS		<u>Regular Meetings</u>		<u>Special Meetings</u>	
		<u>Present</u>	<u>Absent</u>	<u>Present</u>	<u>Absent</u>
Luis Castillo-Olivera, Chair	P	3	0	0	0
Laxmi Lalwani, Vice Chair	P	2	1	0	0
Leslie Brown	P	1	2	0	0
Pieter Coetzee	P	2	1	0	0
Charlene Gunn	P	3	0	0	0
Peter Kosinski	A	2	1	0	0
Theodore Spiliotes	A	1	2	0	0
Zachary Talbot	A	2	1	0	0
Danella Williams [arr. 3:53]	P	2	1	0	0

At this time, there are 9 appointed members to the Board; therefore, 5 constitute a quorum.

Staff:

Cija Omengebar, CRA Planner/Liaison

Guests:

Abby Laughlin, VP Central City Alliance

I. Call to Order

Cija Omengebar called the meeting to order at 3:44 p.m. as the Vice Chair was running late. Roll was called and it was noted that a quorum was present.

Communication to the City Commission:

None

Motion made by Mr. Coetzee, seconded by Ms. Lalwani to nominate Mr. Castillo-Olivera as meeting chair. In a voice vote, the motion passed unanimously.

III. Approval of Meeting Minutes

- **Regular Meeting, December 4, 2019**

Motion made by Ms. Gunn, seconded by Ms. Brown to approve the December 4, 2019, regular meeting minutes. In a voice vote, the motion passed unanimously.

IV. Central City Event Funding Request -- \$20,000 13th Street Craft Beer and Wine Festival [with Car Show]

Ms. Omengabar gave background that the process for this event began several months ago; application process was adopted, approved for \$20,000, which was set aside in CCRAB's marketing funds (out of \$50,000 total funds), as mentioned in the Central City Redevelopment Plan.

Abby Laughlin, VP Central City Alliance, gave a presentation [see attached PowerPoint.] This is the Second Annual Festival, though actually it is three years, the first year being a Grand Opening festival when the streets were redesigned. A history of last year's festivities was given; the neighborhood agreed they had been "waiting for this party for 20 years." The goal is to expand this year to include new businesses, looking to increase marketing and exposure to include radio, social media, print ads, more professional marketing, and sales of tickets through Groupon. The grant will help attract larger sponsors. The motto is Embracing Community; proceeds will be donated to a TBD charity.

[Danella Williams arrived 3:53 p.m. and assumed the Vice Chair for the meeting.]

Ms. Williams noted the project cost is \$30,000 and wondered where the remaining \$10,000 will come from. Ms. Laughlin said from sponsorship, ticket sales, some CCA funds on hand. Last year \$5,000 left over was given to Homes Inc. and another \$5,000 in scholarships. CCA is in the process of becoming a 501(c)(3) in order to attract even more sponsors going forward.

Mr. Coetzee had a question about the time of the event. Ms. Laughlin said they would like it to be 4 to 9, but last year they ran out of beer. Also, the vendors are paid beforehand and the City application was from 4 to 8. Every hour costs more money in terms of police and having the ShowMobile, which is an hourly charge. If sponsorship can be secured, perhaps the time can be extended another hour.

Mr. Castillo-Olivera noted the risks of running longer and felt that last year was long enough. A request was made to consider giving some of the profits: 1) more funds added to the already very nice Christmas decorations on 13th Street (which was outstanding); and 2) reserve some funds to have another giveaway to DisneyWorld.

Ms. Lalwani noted the \$10,000 for the PR firm; as it seemed the CCA did a fantastic job on their own, would like to know how that cost is justified. Ms. Laughlin said that is a new group of several separate print media and others in order to step up the game on social media as well as coordinating and expanding the children's activities. Also there is a need to pay for audio equipment; the City used to provide the sound equipment for the stage, but last year CCA partnered with the School of Rock. This year School of Rock can come again, but their equipment is already committed; therefore all sound equipment for the stage comes in at \$3,000 to \$4,000. All of this is part of that \$10,000 PR budget.

Motion made by Mr. Coetzee, seconded by Ms. Lalwani to approve the Central City Event Funding request for \$20,000. In a voice vote, the motion passed unanimously.

Motion made by Mr. Castillo-Olivera, seconded by Ms. Brown to move Public Comments forward in the Agenda. In a voice vote, the motion passed unanimously.

VII. Public Comment

The floor was opened to public comments:

- Barry Curtis, President of Central City Alliance, noted that the Alliance wants to springboard this event so that it become bigger and bigger every year so that the CCA can come to the CCRAB for less and less, or at least morph the efforts into other events for the community. Thanks were given to Mr. Castillo-Olivera in the hopes that volunteers will become a bigger part of the event.

The floor was closed to public comments.

Ms. Omengebar stated there will be another presentation and information after the event, talking not only about the event but the economic impact. Staff will put together a memo to CRA Board informing them of the approval for \$20,000 for this event for their approval of the funds; after the event, they will require a report. As CCA has requested the entire \$20,000 set aside for events for this year, there will be no further funding for other events.

II. Selection of Chair and Vice Chair

Vice-Chair Williams stated that she will be stepping away from the Chair due to personal changes and called for a recommendation.

Motion made by Ms. Lalwani, seconded by Ms. Brown to nominate Mr. Castillo-Olivera for Chair. In a voice vote, the motion passed unanimously.

Motion made by Chair Castillo-Olivera, seconded by Ms. Gunn to nominate Ms. Lalwani for Vice Chair. In a voice vote, the motion passed unanimously.

III. Communications to City Commission – None

IV. Old/New Business

- **Mobility transportation meeting**

Mr. Castillo-Olivera noted the backbone of the community is Sunrise Boulevard; there was a meeting on January 14 for an advisory board of some sort to do a project concerning mobility transportation. There were no notices to CRA or CCRAB, it was held on the night of the first day it was publicized. This may have been concerned Sunrise Boulevard having the highest number of pedestrians hit and/or killed in the City, or maybe the State. There should have been Association input at such a meeting; the text of the NextDoor posting was read aloud. Ms. Omengebar will research and bring to the next meeting as New Business.

- **Rezoning Update**

Mr. Coetzee wondered about the status of the rezoning as he has not heard any feedback. Ms.

Omengebar noted that at the December meeting it was mentioned that it was not complete; the draft proposal is still being reviewed. Some contractual issues are being resolved and it was hoped that something would have been ready for this meeting; this item will be moved to the February Agenda.

General discussion ensued, including cleanup of the Sunrise area development, free market vs. real estate matters, the vacant lot on Sunrise. Ms. Gunn would like to see if an update on proposed businesses can be given on a regular basis; Mr. Castillo-Olivera noted businesses such as Wawa, a restaurant, and the Aldi which were approved several years ago; it takes a long time to get things approved and to the point of breaking ground. Ms. Omengebar asked if any of the Board has signed up to receive updates; but in the interim these and other items will be added to the list to follow through with the City.

V. Adjournment

The next regular CCRAB meeting will be held February 5, 2020.

Motion to adjourn the meeting was duly made and seconded. There being no further business, the meeting was adjourned at 4:29 p.m.

Attachments: CCA Power Point Presentation 13th Street Festival

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