

TOWN OF LAUDERDALE-BY-THE-SEA

TOWN COMMISSION

WORKSHOP

MINUTES

Jarvis Hall

4505 Ocean Drive

Tuesday, April 5, 2011

7:00 P.M.

1. CALL TO ORDER, MAYOR ROSEANN MINNET

Mayor Roseann Minnet called the meeting to order at 7:00 p.m. Vice Mayor Stuart Dodd, Commissioner Birute Ann Clotey, Commissioner Chris Vincent, and Commissioner Scot Sasser were present. Also present were Town Manager Connie Hoffmann, Town Attorney Susan L. Trevarthen, and Town Clerk June White.

2. PLEDGE OF ALLEGIANCE TO THE FLAG

3. ITEMS OF DISCUSSION:

a. Presentation by Redevelopment Management Associates (RMA)

Christopher Brown and Kim Briesemeister presented a redevelopment implementation plan for the Town that would create the structure and foundation necessary to stimulate redevelopment activity.

Mr. Brown said there were 9 components to the redevelopment plan which would be addressed during their presentation: appearance, marketing and special events, retail, Town Hall and El Prado sites, hotel inventory and operations, infrastructure in public right-of-way, parking, funding, and organization. Mr. Brown explained that the implementation plan was developed after interviews with the Commission, property owners, business owners, hoteliers, the Chamber of Commerce and residents. Mr. Brown added that in addition, they reviewed the Master Plan and economic studies, walked the Town on many occasions, took photographs, and analyzed the priorities.

During the interviews, statements were made and are attached as part of these minutes.

Mr. Brown provided observations that were both RMA's and the stakeholders interviewed - there was no sense of arrival into the Town, the building facades along Commercial Boulevard looked old and tired, the area south of Commercial and west of A1A appeared blighted, the marina had no public view, signage was poor, the pier's

appearance needed to be upgraded, some hotels lacked appeal and were in need of rehabilitation, and the architectural character was mixed and inconsistent.

Ms. Briesemeister recommended the Town hire a planning firm to create design guidelines that included building and landscaping; institute a Commercial Boulevard facade program; upgrade public signage including entryway signs and direction signs; and develop a hotel rehabilitation incentives by changing Town regulations concerning rehabilitation and creating an incentive grant program for hotels possible incentives financial assistance toward permitting fees, design services, and facade renovations. Ms. Briesemeister said branding of the Town should be something that would go a long way in creating a sense of place and identity. She said she heard a lot about how quaint the Town was, but heard nothing specific about what the Town actually was. Ms. Briesemeister added that branding had to define what was special about the Town with the end goal being where the Town wanted to go both in residential areas as well as business areas; it needed to be deeper than visual images like logos and signage and have meaning.

Mr. Brown said that once the branding was complete the Town could then develop the design guidelines. Ms. Briesemeister suggested that design guidelines be standardized for window displays. Mr. Brown reiterated the need to develop a hotel rehabilitation incentive program to increase the hotels' ability to upgrade, expand and increase their rates.

Mr. Brown said that marketing was to attract both businesses and tourists. He suggested that the Town establish an identity and develop a marketing plan for retail and hotels. Mr. Brown believed there was a lack of event management and suggested that the Town hire a marketing director to oversee event programs, prepare a marketing plan and initiate a branding campaign.

Ms. Briesemeister explained that a portion of the marketing plan might focus on specialty shops and boutiques. She said there needed to be a specific target approach to attract traffic to those particular businesses. Ms. Briesemeister recommended gathering data, determine the objectives, complete a situation analysis through surveys, and look at census data. Ms. Briesemeister stated that the purpose of special events and activities were to expand and attract businesses. She suggested hiring a design professional to work one on one with the retailers to upgrade their store fronts. Ms. Briesmeister stated that a Marketing Director became part of the Town making sure that anyone coming to Town was welcomed at special events and activities.

Mr. Brown pointed out that 70% of retail business occurred after 5:00 p.m. and therefore, it was best for retailers to stay open past 5:00 p.m. He added that many stores on Commercial Boulevard needed to be more attractive. Mr. Brown recommended creating a merchant association and a merchant assistance program. Ms. Briesemeister said that the retailers were the lifeblood of the community. She added that the businesses did not need to change what they were doing; they needed help with their imaging. Ms. Briesemeister explained that a merchant association would

establish a long term relationship with the retailers and aide them in creating an image for the area.

Mr. Brown believed that Town Hall looked dull and the Town Hall and El Prado were underutilized. Mr. Brown recommended that that area be the civic center of Town rather than Commercial Boulevard. He said that the area in front of El Prado Park should be made into a space where people could gather together and hold numerous events. Mr. Brown said that it was time for the Town to lease out parking spaces to restaurants either through a garage or other Town parking lots.

Mr. Brown stated that the vacant property adjacent to the El Prado parking lot, owned by Minto offered opportunity, and suggested that Minto build a hotel rather than townhomes as townhomes underutilized the value of the property. He suggested that the Town work with Minto to discuss what could be done with that site to enhance the public park. Mr. Brown believed the Minto lot in conjunction with the Town Hall property could be used for a hotel conference center, a museum or other public uses.

Ms. Briesemesiter stated that a new public square where the El Prado lot currently exists would not move the entertainment district up to El Prado but would create connectivity between Town Hall and the entertainment district. She said that people preferred to have a public area that had a town square element to it. Ms. Briesemesiter suggested that if a hotel was built on the Minto site, perhaps the ground floor of that hotel could have interactive uses with the public square. She added that a parking garage could be added across the street on Town land. Ms. Briesemesiter pointed out that this type of configuration would have a larger impact on helping the area connect from one section to the other.

Mr. Brown believed that if there was a Town square, and El Mar Drive was updated along with Commercial Boulevard from A1A to El Mar Drive, and A1A became pedestrian friendly, then every hotel surrounding that area from the town square to the downtown area would be purchased and rehabilitated. He believed that area was the seed to redevelopment. Mr. Brown believed there was economic erosion occurring in the hotels in Town. He stated that hotels needed attention and they could be improved dramatically with rehabilitation, and proper marketing. He suggested that a marketing director get together with the hoteliers and develop a centralized program for the hotels. Mr. Brown stated that the Town's web site needed to have a strong link to centralized marketing for hotels. He added that older hotels were closing due to the age of their structure and as a result could be purchased.

Mr. Brown recommended that in addition to an incentive program for hotel rehabilitation, a hotel association should be created among the hoteliers and a review and update to the building and zoning codes needed to be addressed. He believed that it was possible to get the hotel industry back into shape. Ms. Briesemesiter stated that the hoteliers were engaged and active and believed that they would get together with direction and financial assistance from the Town. Mr. Brown stated that the infrastructure was where development began. He said that Commercial Boulevard and El Mar Drive were the key

roads within the Town. Mr. Brown reminded the Commission that residents and visitors loved to walk.

Mr. Brown believed that public restrooms could be included when the Town delivered the public square. He said El Mar Drive had a lot of pedestrian traffic and believed the sidewalk along El Mar Drive could be widened. Mr. Brown suggested that a plan be developed for Commercial Boulevard from the bridge to A1A, and for A1A to make them more pedestrian friendly.

Mr. Brown believed it was best to bury the utility lines along El Mar Drive. He added that Andres Duany argued that sidewalks should never be less than 12 feet wide. Mr. Brown said there was tremendous parking demand from restaurants east of A1A on Commercial Boulevard. He encouraged the placement of directional signage to available parking to increase the Town's parking revenue. Mr. Brown suggested possible two locations for a parking garage: north of Town Hall (the current location of the Town trailer and Public Safety Building); and south at the current location of the A1A Parking Lot.

Ms. Briesemesiter stated that there were two important components for implementation; there had to be a clearly defined funding strategy with clear resources and staffing for implementation. She recommended the Town prepare and finalize a 5 year financing and implementation plan, identify grants, and look at bonding to implement the capital improvements all at one time. Ms. Briesemesiter stated that an implementing organization was equally important; it needed structure. She suggested having a contact person to roll out the welcome mat to businesses that were interested in relocating, to someone interested in purchasing property; someone that could give information on events and activities and that could find grant funding. Ms. Briesemesiter believed an economic development director as well as a marketing director was needed. She believed the Welcome Center and the Chamber of Commerce had different roles that should be defined.

Ms. Briesemesiter suggested that if the Commission wanted to create committees and/or groups that they should appoint people with specific business and industry expertise, such as architects, designers, real estate brokers, and bankers. She said that the merchants and the residents should be represented. Ms. Briesemesiter concluded the presentation by stating that the redevelopment implementation plan needed to address appearance, marketing and special events, retail, Town Hall and El Prado sites, hotel inventory and operations, infrastructure in public right-of-way, parking, funding and organization.

Mayor Minnet opened the meeting for public comments.

Ken Kugler believed the recommendations from RMA were outstanding. He encouraged the Commission to move forward.

Town Commission Workshop Minutes
April 5, 2011

Attorney Nectaria Chakas spoke on behalf of Minto Communities. She pointed out that Minto previously received site plan approvals and intended to build residential units on the remaining undeveloped parcels. She advised the Commission that Minto designed and constructed the El Prado Parking Lot, the El Prado Park and several easements in the area in accordance with requests made by the Town during the site plan approval process. She reiterated that Minto intended to utilize the remaining two parcels for residential uses.

Cristi Furth was happy to hear that Minto planned to maintain their parcels as residential uses. She preferred that El Mar Drive remain a residential area so as to preserve the tranquility and quiet atmosphere the Town was known for. Ms. Furth said she agreed with Ms. Chakas that Minto worked very hard to build the El Prado Parking Lot and El Prado Park which was used to hold numerous successful Town events. She added that the current location of the parking lot worked very well for beach visitors during the day and downtown visitors during the evening. Ms. Furth was not in favor of moving the parking lot to the location of the Public Safety building because she believed it was too far away from downtown. She said that if motorists were not willing to park at the A1A Parking Lot, they would not choose to park as far away as the Public Safety Building. Ms. Furth requested that the Commission include the stakeholders in any discussions regarding parking changes to El Mar Drive as was done in the past for other neighborhoods. She requested clarification of the function of a multipurpose lane.

Ellen Zavell, Manager of the Driftwood Beach Club, explained that she was not in favor of evening parking along El Mar Drive due to the noise which would affect the hotel guests. She was concerned that the Driftwood parking lot would also be used as an alternate route for motorists to get to A1A from El Mar Drive. Ms. Zavell questioned who would be responsible for keeping the area clean and provide security for evening parking along El Mar Drive. She pointed out that there was currently minimal lighting in the area which created a safety hazard for motorists. Ms. Zavell suggested that the Commission consider suspending the meters in the evening or have the neighboring businesses pay to offer the meters so parking was free to the public.

Marie Chiarello pointed out that this was the fifth meeting held by the Town to discuss urban design and planning. She questioned where the residents had been for the first four meetings.

Arthur Franczac, General Manager of Shore Haven Resort, was in favor of the Town completing the proposed projects. However, he was concerned that the Town would have to raise property taxes to pay off the debt accumulated which would result in a depreciation of property values.

Esther Jackson preferred not to develop a situation that would bring additional traffic to El Mar Drive. She wanted the Town to maintain a "country" feel.

Joyce Murray thanked the Commission and staff for trying to get the public involved in the decision making process. She believed the Town needed to plan ahead in order to

Town Commission Workshop Minutes
April 5, 2011

move forward. Ms. Murray advised the Commission that if the deteriorating hotels/motels did not begin to receive some type of help, the Town would begin to fade away.

Jay Flynn, business owner, was happy with the proposal presented by RMA and was excited with the direction the Town was going in.

Beverly Wilson, business owner, was excited about upgrading the Town which she felt was necessary. She recalled that El Mar Drive was originally deeded to not allow parking along the center of the road. Ms. Wilson believed that it created a dangerous situation for the Town.

With no one else wishing to speak, Mayor Minnet closed the public comment portion of the meeting.

Mayor Minnet recessed the meeting at 8:25 p.m. and reconvened at 8:35 p.m.

Mayor Minnet thanked RMA for the work done. She said that the Town was essentially trying to enhance and protect what was already in place. Mayor Minnet believed that the Commission needed to be fiscally responsible and maintain transparency. She encouraged the Commission to ask as many questions as possible of RMA while they were present.

Commissioner Clotey was pleased with the presentation and thanked RMA for the recommendations that were made. She explained that she was disappointed with the lack of cost benefit analysis within the proposal. Commissioner Clotey said that she would have preferred to see the costs associated with the suggestions that were presented. She questioned what the collateral damage would be if the recommendations were implemented. Ms. Briesemeister explained that the construction would bring disruption; however, it was minimal compared to the positive impact the finished product would have on the area. Commissioner Clotey questioned whether any of the projects would diminish the quality of life for any residents. Ms. Briesemeister did not believe they would.

Commissioner Clotey recalled a previous Mainstreet project which failed due to lack of involvement from the landlords. She questioned what incentives could be given to get the landlords involved to implement the suggestions. Ms. Briesemeister explained that a public/private partnership between the Town and the property owners could have a positive result on the projects. Commissioner Clotey pointed out that many businesses in Town were not owned and operated by the same person. Ms. Briesemeister explained that incentive programs were implemented in other cities that required both the property owner and business owner to agree. She added it was a time consuming process; however, the end result was usually that the property owner was willing to participate and make the upgrades that were necessary.

Town Commission Workshop Minutes
April 5, 2011

Commissioner Clotley questioned the probability of Commercial Boulevard no longer being under the jurisdiction of FDOT (Florida Department of Transportation). Mr. Brown explained that the Town would have to enter into discussions with both FDOT and Broward County, which could become a lengthy process, but it was a question worth asking.

Commissioner Vincent stated that the Town was in a re-investment era. He explained that if the Town chose not to invest and allowed property values to diminish, the funds necessary to run the Town would either have to come from higher taxes or higher franchise fees. Commissioner Vincent believed that re-investment in the Town could in turn reduce property taxes as sufficient revenue would be generated to run the Town. He said that the public needed to be educated and encouraged to come to the meetings and get involved. Commissioner Vincent clarified for the benefit of the public, that the Commission was considering creating a multipurpose lane on EL Mar Drive to be used during special events and when necessary; not a permanent parking lane. He pointed out that the Town currently used El Mar Drive for additional parking when necessary.

Commissioner Sasser explained that Lauderdale-By-The-Sea was a small town and although RMA presented great ideas, some projects were simply unaffordable. He preferred to choose the projects that the Town could afford, rather than acquire a bond to pay for the expenses to complete the other projects. Commissioner Sasser was concerned that money be spent was only to find out what projects could or could not be done. He said that RMA was saying the Town needed to hire a planning firm, a traffic engineer, a marketing director, a branding consultant, and architects. Commissioner Sasser wanted the Commission to maintain fiscal responsibility throughout the planning process.

Commissioner Sasser questioned how the Town could continue to attract tourists and generate revenue while completing the capital improvements recommended by RMA. Mr. Brown advised that the Town needed to create additional parking to attract restaurants and retail stores. He said that the marketing director needed to sell parking availability to the public. Mr. Brown explained that one of major issues was making A1A safer for pedestrians to cross. Commissioner Sasser explained that he did not want to implement numerous government regulations; he preferred to allow the free market to cover that aspect of the Town. He said that he wanted the Commission to focus on what could be accomplished, rather than what was outside the Town's control. Commissioner Sasser questioned the cost to implement a Hotel Incentive Program and who was responsible to regulate the program. Ms. Briesemeister explained that Town staff would first identify the issues of the hotel community through discussions with the owners, and then both parties would determine the best way to resolve the issues. She added that a budget was needed and suggested including a match incentive; all of which the marketing director would monitor and regulate. Commissioner Sasser questioned the percentage of tax dollars that was needed to implement this program and whether there were alternative programs available that could tax the businesses differently so the majority of the funds that were needed came directly from those businesses. Ms. Briesemeister explained that the Town needed to identify the amount of revenue

that could be dedicated towards debt service at the current tax rate. She added that the Commission could also look into grants that were available. Ms. Briesemeister explained that a template was given to the Town in their report to prepare a five year plan that showed the amount of funding available, the amount of funding still needed, the priorities, and what projects the funds could be used for. She advised that the financing plan needed to be determined first.

Vice Mayor Dodd questioned whether RMA received a copy of the Goodkin report and all previous Master Plans. Ms. Briesemeister confirmed that they did. Vice Mayor Dodd said that once the actual costs to bury the utility lines were received Town staff could then move forward with the parking and drainage projects. Vice Mayor Dodd agreed that the retail stores needed the support of the Town. He questioned the difference between a merchant association and the role of the Chamber of Commerce. Mr. Brown said that in his experience merchants did not prefer to become members of the Chamber of Commerce; businesses did. He explained that the marketing director along with the merchants could decide on the type of events that would be needed to bring in specific consumers.

Vice Mayor Dodd explained that after careful consideration he believed that the Town could not consider building a parking garage for another five to ten years. He said that there were opportunities to create additional parking spaces at a cost lower than building a parking garage. Vice Mayor Dodd reassured the residents that the Commission had no intentions to allow parking on El Mar Drive until 2:00 a.m. He added that he would later request that Town staff determine how many spaces could be created in addition to the existing spaces and the spaces designated for the parking exemption program. Vice Mayor Dodd requested that RMA clarify their recommendation for the Town to hire a lobbyist. Mr. Brown explained that the recommendation was to hire a lobbyist that was also a grant writer, which he believed was different from a traditional lobbyist. He said that there were good grant writers available that were also lobbyists that specialized in federal and state funding. Vice Mayor Dodd agreed that the Town was in need of a grant writer. He requested that staff add an item to the next roundtable agenda in regards to bonds. Vice Mayor Dodd believed that bonds for burying the utility lines and other Town improvements needed to be voted upon by the residents.

Mayor Minnet questioned what the Town could do immediately to begin moving forward. She believed that if an identity was created, then the character of the Town could be maintained and a plan of action could be determined. Ms. Briesemeister believed that the Town could immediately begin working on most of the recommended projects due to the funding that was already available. Mayor Minnet said that she preferred to discuss at a roundtable meeting what funding and capital assets were available to be implemented immediately. She explained that there was no recommendation in the presentation of how to solve the issue of pedestrians not crossing A1A. Mayor Minnet questioned how that problem could be eliminated. Ms. Briesemeister explained that the intersection lacked signage that indicated that the pedestrian came first. She added that it was inexpensive to add those features. Ms. Briesemeister stated that barriers

could be placed on the street that made it uncomfortable for the motorist, forcing them to slow down.

Mayor Minnet questioned whether ordinance and zoning changes could assist in implementing some of the incentives recommended by RMA. She asked whether a TIF (Tax Increment Financing) Program would be helpful to move the projects forward. Ms. Briesemeister explained that it was very difficult to implement a TIF program and could also become a lengthy process. She added that the Town did not have to become a TIF district to implement any of the recommendations made by RMA. Ms. Briesemeister reiterated that all of the recommendations made could be implemented. Mayor Minnet questioned whether the current staff was able to provide the necessary expertise to move forward or whether additional staff was needed to begin implementing the recommendations. Town Manager Hoffmann said that currently the Town did not have the staff necessary to accomplish what the Mayor asked for. She believed it was critical to begin the marketing aspect of the plan and believed that could be started right away. Town Manager Hoffmann preferred to contract with a firm to create the marketing plan, rather than hire an employee right away as that took additional time. Town Manager Hoffmann explained that the next step was to get cost the financial plan in order and to get cost estimates for the projects.

Mr. Brown suggested the Town look at the financial plan as a business plan. He said that funding sources needed to be identified and that capital projects would need to be funded by bonds.

Commissioner Sasser questioned what the costs were to receive estimates for the recommended projects. He asked whether the Broward County Chamber of Commerce could be utilized for marketing purposes. Ms. Briesemeister explained that the Broward County Chamber of Commerce had a different mission and the recommendations made by RMA were focused more directly on the Town. She added that it was unlikely that the Broward County Chamber of Commerce would dedicate any staff or funding to the Town. Commissioner Sasser questioned whether the recommendation of a Business Improvement District would allow the businesses to tax themselves to pay for the improvements. Mr. Brown said that state statutes did allow the Town to implement that option. Commissioner Sasser requested that Mr. Brown explain why RMA deemed the El Prado parking lot and Town Hall as the most prime locations in Town. Mr. Brown explained that they both had the best views available and were underutilized. Town Manager Hoffmann pointed out that the Town Hall site was several acres, the largest developable parcel in Town.

Commissioner Sasser questioned where RMA recommended the placement of bathrooms on the beach. Mr. Brown advised that the Commission could determine the locations once the Town green was implemented. Commissioner Sasser questioned whether RMA's recommendation for the Town green would change if the remaining Minto townhomes were built. Mr. Brown explained that he predicted that Minto would not build townhomes on that property; instead they would construct luxury rental apartments.

Commissioner Clotney questioned the type of retail stores RMA proposed for Commercial Boulevard. Ms. Briesemeister explained that the Town first needed to analyze the types of retail stores currently within the Town and later, future types of stores could be determined. She believed restaurants were always needed as they were positive for the Town. Mr. Brown suggested the Town target the residents first, followed by the tourists and restaurants.

Commissioner Clotney requested confirmation that RMA recommended to allow parking along the median of El Mar Drive at night. Mr. Brown explained that he recommended parking along the median of El Mar Drive only during special events. He added that there were several residents who were not in favor of the idea and it was the Town's responsibility to address the issue. Commissioner Clotney pointed out that the recommended pavers for El Mar Drive could become a safety hazard when it rained.

Town Manager Hoffmann explained that staff discussed the issue of the multipurpose lane with a traffic engineer who indicated it could be done. She said that the traffic engineer advised to either raise the lane slightly or add reflectors to the road to indicate to the motorist that the multipurpose lane was not for driving use.

Town Manager Hoffmann advised the Commission that the fastest way to determine the costs to implement the recommended projects were to engage with RMA to assist staff. She added that it was faster to have RMA determine the costs than it would for staff to get the costs.

Mayor Minnet requested clarification that the Town was already in the process of implementing several drainage projects. Town Manager Hoffmann confirmed that the Town was currently designing two drainage projects.

Commissioner Clotney requested the item be tabled to the next roundtable to allow for further discussion.

Commissioner Vincent preferred that staff identify the costs to have RMA develop the cost estimates to complete the projects. He believed that could be done immediately and did not need further discussion. Mayor Minnet said that the cost for RMA's services and a financial plan to fund the projects could be presented at the next roundtable meeting. She requested that the financial plan include alternative funding sources other than bonds.

Commissioner Sasser stated that he wanted to remain transparent to the public and requested that staff provide a description of the amount money the Town would save by contracting with RMA to determine the costs of the recommended projects.

Vice Mayor Dodd was in favor of moving the item to the next roundtable meeting.

Town Manager Hoffmann advised the Commission that formal action could not be taken at the roundtable meeting and questioned whether the Commission wished to hold a special meeting to allow for formal Commission approval.

Commissioner Clotey questioned whether approval of item 3b would change any direction given for the current item. Town Manager Hoffmann explained the project with University of Miami would allow the Town to take the next step in the revitalization process.

Town Attorney Trevarthen advised that with Commission direction a special meeting needed to be scheduled and advertised. There was Commission consensus to move forward with a special meeting as previously discussed.

b. The University of Miami School of Architecture's 2011 Community Design Project

Mayor Minnet said the workshop would include over 30 architecture, real estate, urban design and hotel industry professionals to analyze design solutions to improve the overall economic vitality and appearance of A1A and Commercial Boulevard. She wanted the public to hear a description from the Town Manager of how the University of Miami differed from the previous projects from the students of the Art Institute.

Town Manager Hoffmann said there was a huge difference between the expertise and knowledge of the University of Miami School of Architecture and than that of the students of the Art Institute. She explained that the people involved in this project from the University of Miami School of Architecture were not only architecture students, but working architects that came to the university for summer coursework to enhance their knowledge on new urbanism and to obtain real estate knowledge. She added that university professors would bring in hotel experts from South Beach, Miami. Town Manager Hoffmann believed this was an incredible opportunity to have the expertise of 30 professionals to build upon the Master Plan offer their designs ideas. She said the Community Design Project would build upon the master plan ideas and not conflict or delay anything. Town Manager Hoffmann said she spoke to the university about doing architectural renderings on the two anchor hotel sites mentioned in the RMA report that would illustrate what could be built on those sites under the Town's current code. She added that she also spoke to them about doing facade designs for two of the smaller hotels along A1A, to show what was possible and how much it would cost to transform the appearance of smaller hotels. Town Manager Hoffmann said the cost to the Town was about \$18,000.

Mayor Minnet asked whether this project created any conflicts. Town Manager Hoffmann believed it would not be a conflict and would not delay the master plan. Ms. Briesemesiter believed this would save the Town time. She suggested clear definition of parameters upfront so that the university participants would be able to knock out those things that would not be realistic. She added that eliminating the unrealistic projects and producing design visuals would save money.

Town Commission Workshop Minutes
April 5, 2011

Town Manager Hoffmann stated that the Town's traffic engineer would be brought in to participate in the process and that cost would be paid by the Town to discuss what was likely to be approved by FDOT on A1A and Commercial Boulevard.

Commissioner Clotey stated that FDOT's plans for A1A in Broward County, was to get rid of all back out parking. She asked whether there was a chance that could happen in our lifetime. Mr. Brown did not believe it would.

Vice Mayor Dodd asked whether the community meetings would have any impact on the Community Center activities. Town Manager Hoffmann stated that the tentative plan was to have an all-day community workshop known as a charrette in Jarvis Hall on Saturday, May 14, 2011 followed by community sessions on Monday, May 16th through Wednesday, May 18th and on Thursday evening, May 19th there would be a public presentation. She said the other option would be to use a 2,000 square foot vacant store front in Town. Town Manager Hoffmann believed that Bridge was scheduled and was workable. Vice Mayor Dodd asked whether this would be the last study. Town Manager Hoffmann said she considered this design work rather than a study.

Commissioner Sasser questioned whether there was an estimate on using the Town's traffic engineer. Town Manager Hoffmann estimated the cost to be around \$1,500. Commissioner Sasser asked whether the University of Miami School of Architecture was going to redesign something that was already designed in the past. Town Manager Hoffmann said that the only projects that were designed were the north A1A streetscape project and the El Mar Drive beautification project. She added that the University of Miami would look only at El Mar Drive at Commercial Boulevard and perhaps to the alleyway.

Mayor Minnet said that the university would focus on the section of A1A which had not been designed in the past or in the Master Plan.

Vice Mayor Dodd asked for clarification that this was for the area on A1A from Palm Avenue to Pine Avenue and had nothing to do with the most easterly block near the pavilion. Town Manager Hoffmann said she had proposed that it be the A1A area, but Elizabeth Plater-Zyberk believed that the University of Miami School of Architecture could tackle Commercial Boulevard too, so the project would cover both. Vice Mayor Dodd wanted to make sure clear parameters were set so that clear solutions could be obtained.

Mayor Minnet requested that Town Manager Hoffmann set clear parameters so the students understood what to include in the project. Commissioner Vincent requested that the students be informed that they needed to stay within a certain budget.

There was Commission consensus to place this item on the special meeting Tuesday, April 12, 2011.

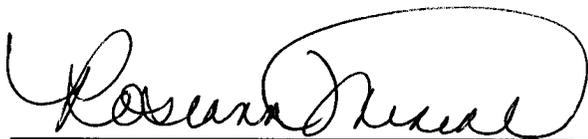
Town Commission Workshop Minutes
April 5, 2011

Attorney Trevarthen stated that the Commission requested that she draft a Resolution regarding unfunded planning mandates. She noted the Legislative sessions terminated at the end of April and therefore, the Resolution could not wait until the Regular Commission meeting on April 27, 2011 to take action. Attorney Trevarthen inquired as to whether the Commission wanted the Resolution added to the special meeting agenda as well.

There was Commission consensus to add the Resolution to the April 12, 2011 Special Meeting agenda.

4. ADJOURNMENT

Vice Mayor Dodd made a motion to adjourn. With no further business before the Commission, Mayor Minnet adjourned the meeting at 10:15 p.m.



Mayor Roseann Minnet

ATTEST:


Town Clerk, June White, CMC

4-29-2011
Date

