

**TOWN OF LAUDERDALE-BY-THE-SEA**  
**TOWN COMMISSION**  
**SPECIAL COMMISSION MEETING**  
**MINUTES**  
Jarvis Hall  
**4505 Ocean Drive**  
**Tuesday, April 12, 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 Clottey, Commissioner Chris Vincent, and Commissioner Scot Sasser were present. Also present were Town Manager Connie Hoffmann, Town Attorney Susan L. Trevarthen, Town Clerk June White, and Deputy Clerk Nekisha Smith.

2. PLEDGE OF ALLEGIANCE TO THE FLAG

3. RESOLUTION (Public Hearing)

- a. Resolution 2011-08: A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF LAUDERDALE-BY-THE-SEA, FLORIDA, URGING THE FLORIDA LEGISLATURE TO STOP ENACTING NEW, AND REPEAL EXISTING, UNFUNDED GROWTH MANAGEMENT AND PLANNING MANDATES; AND PROVIDING FOR AN EFFECTIVE DATE

Attorney Trevarthen read Resolution 2011-08 by title.

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

Commissioner Sasser made a motion to approve. Vice Mayor Dodd seconded the motion. The motion carried 5-0.

4. OLD BUSINESS

- a. Commission Approval of the Town's participation in a Community Design Workshop with the University of Miami (Town Manager Connie Hoffmann)

Town Manager Hoffmann said that a scope of services for the University had been outlined and would be incorporated into an agreement. She said that the University of Miami School of Architecture requested that community sessions begin May 21st and

run through May 26th as they would obtain better participation from their design professionals on those dates. Town Manager Hoffmann asked for Commission availability for those dates.

Commissioner Vincent wanted clarification that this was not a design competition as was done with the students from the Art Institute for the El Mar Drive design. Town Manager Hoffmann said this process was different, was not a design competition. She indicated that 30 to 40 landscape architects and real estate and hotel professionals would be involved.

She added that the amount we would pay to the University of Miami was \$16,500, which covered their costs to bring in professionals from the hotel industry, and the physical cost in the preparation of the plans.

Vice Mayor Dodd said the pavilion was a competition and was free, as the El Mar Drive competition was free. He said the Town was paying for this and for the best expertise. He agreed that there should be specific parameters for them to follow and a clear scope of the whole project.

Commissioner Clotey confirmed that the people from the University of Miami School of Architecture were experienced in the field. She asked how the drawings would be presented. Town Manager Hoffmann said the streetscapes would basically be pictures, such as a map of the road with a general design for A1A. She added that the smaller hotels would have specific facade redesigns. Town Manager Hoffmann explained that for the anchor hotels, the old Holiday Inn and Clarion sites, architectural renderings would be available showing what could be built on those sites within our current code restrictions. She added that they would also provide economic performance for those two hotel sites. Town Manager Hoffmann believed that conceptual drawings would be made for Commercial Boulevard architecturally but more specific to street layout. Commissioner Clotey asked whether there was any possibility there would be any drawings for Bougainville Drive. Town Manager Hoffmann did not believe it could be added into this scope, but believed the topic of improvement to Bougainville Drive could be discussed when the Commission reviewed the master plan.

Commissioner Sasser asked whether the Town would get a finished product that would enable them to go out for an RFP. Town Manager Hoffman said it would not provide a design that could go out for bid but would advance the Town significantly. She explained that the master plan contained only statements that the appearance and pedestrian experience on A1A should be improved; the University of Miami would provide a streetscape design plan. She believed the Town engineer should participate in the University of Miami project and it was critical to have the Traffic Engineer participate because both roadways were under FDOT jurisdiction. Commissioner Sasser inquired of the cost for the traffic engineer. Town Manager Hoffmann said the traffic engineer agreed to \$1,500.

Town Manager Hoffmann said there would be a lot of opportunity for the public to become involved in the design process and provide their input. She added that when it was over the Commission would decide which projects they considered priority. Town Manager Hoffmann said the Town would then put out an RFP for the complete design of that project. She said the advantage was the conceptual design phase would already have been completed.

Commissioner Sasser guessed it would be more expensive than what they were getting from the University of Miami School of Architecture if they hired outside consultants, especially since the University offered experienced professionals. Town Manager Hoffmann agreed and said she had done a rough estimate of approximately 35 design professionals, working 32 hours each would conservatively cost the Town \$100,000; using a very low \$75 an hour design fee. She believed the Town was saving a lot of money and a lot of time by partnering with the University of Miami School of Architecture.

Commissioner Sasser inquired of the two anchor hotel sites and what could be done with the ideas and the renderings when they were provided, and what could be done with that knowledge. Town Manager Hoffmann said that investors frequently expressed interest in purchasing property. She said with the renderings the Town could go to the owners and explain what was possible with their property or to show potential investors the renderings.

Commissioner Vincent stated that the Commission agreed with RMA (Redevelopment Management Associates) to go ahead and work with the University of Miami School of Architecture and to review the renderings and streamline even more. He believed that RMA would fine tune it and provide the Commission with construction costs and save time.

Mayor Minnet said she favored this participation and was excited to see that this would create planning documents that the Town could utilize. She said this was not just another study. Mayor Minnet stated that the University would be using architects, planners, and the business sector to create a plan for A1A and Commercial Boulevard.

Vice Mayor Dodd made a motion to approve a contract with the University of Miami in the amount of \$16,500 to commence the Community Design Project.

The Commission confirmed their availability for Saturday, May 21, 2011 through Thursday evening, May 26, 2011.

Mayor Minnet asked the business owners to put those dates in their calendar. She looked forward to their participation.

Commissioner Vincent seconded the motion. The motion carried 5 - 0.

## 5. NEW BUSINESS

a. Agreement with Redevelopment Management Associates to Assist with the Development of Cost Estimates and a Finance Plan for the Master Plan Projects and Economic Development Activities (Town Manager Connie Hoffmann)

Town Manager Hoffmann said that RMA had put together a proposal at a cost of \$19,900 to provide a financial plan and to accomplish the projects over a 5 year period. She added that RMA would also provide rough cost estimates of the capital projects and approximate costs for staffing, for a marketing plan, for a branding plan and for grant programs for retailers and hoteliers.

Commissioner Clotey asked whether RMA would itemize specific items. Town Manager Hoffmann said they would itemize individual projects.

Chris Brown, RMA consultant stated that all the items presented in their implementation plan at the previous Commission meeting would be in there.

Commissioner Clotey stated that the Commission would ask RMA to look at Bougainvillea Drive and Poinciana Street later down the road.

Commissioner Sasser inquired as to when RMA would be done. Town Manager Hoffmann believed they would be done within the first 2 weeks in June. Commissioner Sasser asked whether RMA would help with the branding and marketing as it was not in their scope of work and believed it should be. Town Manager Hoffmann said it was not included in this particular assignment. She added it was something the Town could discuss with them, if the Commission so desired.

Commissioner Sasser believed the marketing plan or branding assistance should either be included in here or RMA should come back with a plan. Town Manager Hoffmann requested Commission direction as to whether they want to go down that road. Commissioner Sasser expected that RMA would get the Commission to the point where they could base their decision on a product with the money the Town had available, and provide a financial plan on how the remaining projects would be done. He believed that based on the financial plan, the Town could put that on the ballot for next year for the people to decide how to fund the projects.

Mr. Brown said he would submit a 5 year plan and the Commission would decide which project to do first and which project they would do each year thereafter. He said there would be a list of items including an estimate on the cost of branding. Mr. Brown said it would be the Commission's decision on how to fund the projects.

Vice Mayor Dodd asked whether the Town would need a garage in the next 10 years. Mr. Brown believed a parking study would need to be done to make that determination. He believed there was high parking demand in the downtown area on Commercial Boulevard, east of A1A. Mr. Brown stated that the key was to get people to walk across A1A. He said the Town may not need a garage today, but should think about it in the

future. Mr. Brown added that once the redevelopment mode got going things could change overnight and therefore, the Town should be prepared. Vice Mayor Dodd pointed out that the site intended for a multi-floor garage was the same site where a ground parking lot was not being used. Town Manager Hoffmann said there were other options for managing parking, such as valet services, or adding on-street parking in other locations as Vice Mayor Dodd had observed.

Commissioner Vincent asked whether the Chamber of Commerce would be included in working with RMA in the branding. He believed the garage site needed to be identified, should be looked at for the future, and should be included in the study and in the master plan. Commissioner Vincent wanted to see a list of priorities that the Commission needed to focus on.

Mr. Brown said they would work with the Commission on that and stated that the Town would be working with a limited amount of money and therefore, needed to set priorities which would be seen immediately in their first draft.

Commissioner Clotey inquired of the infrastructure repairs that needed to be done and whether their costs should not be included at this time, or let the people know what their costs would be. Town Manager Hoffmann said staff had the drainage cost estimate from the Chen & Associates study that was done last summer and the Commission already prioritized the projects in that area. She said that would be displayed in the Town's five year capital improvement plan. Town Manager Hoffmann said that all the facts would be available for the Commission to make a decision as the Commission went through the budget preparation process this summer.

Mayor Minnet inquired as to whether staff was available or capable of preparing the costs or whether they should have RMA pull all the costs together. Town Manager Hoffmann said that the Finance Director would have to begin working on the budget in mid-May. She added that staff could do it, but not until August or September and, even then, would have to call in consultants to help cost out the projects. Town Manager Hoffmann believed that by using RMA we would move much quicker and utilize their expertise.

Mayor Minnet asked whether RMA could make branding and marketing part of their cost estimate. Mr. Brown said that RMA did not do branding but with Commission direction to the Town Manager, RMA could assist by recommending the people that do.

Mayor Minnet said RMA was asked to come up with a cost estimate to get the financial planning in motion. She summarized that there would be a list of projects and estimated costs then the Commission would prioritize and exclude projects that were not high priorities for the master plan. Mayor Minnet believed that the Town could actively search for grants to help fund some projects. She believed it was important to move forward with this project.

Town Manager Hoffmann requested direction as to whether RMA was to develop a cost proposal to prepare the marketing plan, which was the next step in marketing. Town Manager Hoffmann suggested the Commission go forward with this contract and then determine what the marketing plan would entail and the cost, and bring it back later as a separate item. The Commission agreed with that approach.

Commissioner Vincent made a motion to approve the contract first on the financial plan, with RMA. Commissioner Clotley seconded the motion. The motion carried 5 - 0.

Attorney Trevarthen advised the Commission that pursuant to Florida Statutes 286.011(8), there will be an attorney-client session beginning at 6:00 p.m. on Wednesday, April 27, 2011, attended by Mayor Roseann Minnet, Vice Mayor Stuart Dodd, Commissioner Birute Ann Clotley, Commissioner Scot Sasser, Commissioner Chris Vincent, Town Manager Connie Hoffmann, and Town Attorneys Susan L. Trevarthen and Daniel L. Abbott, unless there was a conflict of time.

There was no conflict.

**6. ADJOURNMENT**

Vice Mayor Dodd made a motion to adjourn to Roundtable meeting. With no further business before the Commission, Mayor Minnet adjourned the meeting at 7:45 p.m.

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Mayor Roseann Minnet

ATTEST:

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Town Clerk, June White

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Date