

TOWN OF LAUDERDALE-BY-THE-SEA
TOWN COMMISSION
WORKSHOP MEETING
WITH THE
MASTER PLAN STEERING COMMITTEE
Town Commission Meeting Room
4501 Ocean Drive
Tuesday, October 24, 2006
6:00 P.M. to 7:00 P.M.

1. CALL TO ORDER, MAYOR OLIVER PARKER

The meeting was called to order by Mayor Parker at 6:00 p.m. Present were Mayor Parker, Vice Mayor Gianni, Mayor Pro Tem Clark, Commissioner McIntee and Commissioner Silverstone. Also present were Town Manager Robert Baldwin, Attorney James Cherof, and Town Clerk Medina.

Also present for the Master Plan Steering Committee were Chairwoman Sandra Booth, Vice Chairman Paul Novak, Walter Keller, Michael Arker, Marc Furth, Bob Terrien and Marilyn Karr.

2. PLEDGE OF ALLEGIANCE TO THE FLAG

The Pledge of Allegiance was recited.

3. DISCUSSION OF GOALS AND EXPECTATIONS

Chairwoman Booth introduced the members of the Master Plan Steering Committee and expressed the Committee's wish that they work together with the Commission towards a unified and shared vision for the future. The mission statement was read into the record.

Chairwoman Booth stated that the Committee had been formed in June 2006, with six meetings having been held to pursue strategic goals. Vice Chairman Novak read the strategic goals, which included prioritizing projects into projects types that would contribute to the overall success of the Master Plan. He indicated that based on the priority, funding should be provided by the Commission to ensure that progress could be expected.

Projects to be prioritized as high priorities included a new Town Hall complex that combined space for public safety, public works, and public parking; protecting and rebuilding the Town's reefs and obtaining grants funds to pursue these improvements; completing a conceptual plan for El Mar Drive; constructing gateways at the three entrances into the Town; developing and implementing a street signage program to

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identify businesses and other locations within the Town's boundaries; repaint and operations to clean-up to provide guidelines for maintaining all non-residential buildings; providing beach sanitation and public beach amenities, such as public bathrooms; creating a matching funds programs for local businesses to beautify their facades, using the Deerfield Beach program as our model; providing design and constructions recommendations for the Commercial Boulevard Beach pavilion; and, upgrading and maintaining drainage Town-wide to be maximized to their fullest potential.

Projects to be categorized as medium priorities included the implementation of a master parking program.

Projects to be categorized as low priorities included the development of a Town-wide lighting plan to ensure consistent design for the installation of new lighting or the replacement of old lighting; redevelopment of a main street concept; and preparing State Road A1A for pedestrian traffic.

Vice Chairman Novak understood that not all these projects could be pursued and completed within the next six months, but felt that they were critical issues that needed to be addressed.

Commissioner Silverstone asked if this Committee would be working with the Economic Development Task Force in the creation of the Community Redevelopment Agency. He indicated that it appeared that many great ideas had been created through the years, but following through with the completion of a project was the difficult part. Chairwoman Booth stated that the Committee had met with the Task Force and, upon the creation of the Agency, would work together with its members to seek completion.

Commissioner McIntee stated that he did not want the Agency interfering with the work of this Committee. He felt that the members of the Committee should choose two projects it wanted to pursue and emphasized the need to make an impression out there that the work would be done orderly and rapidly. Commissioner McIntee stated that one of the projects he wished to see move forward quickly was the pavilion at Commercial Boulevard. He expressed his belief that Mr. Kevin Hart had taken too long to proceed with the request for proposal concerning this project. Commissioner McIntee felt that the Committee should also pursue the completion of the entranceways and encouraged its members to move forward.

Mayor Pro Tem Clark stated that he did not see this Committee in competition with the Task Force or the proposed Community Redevelopment Agency. He felt that the Commission would not allow any interference, but strongly encouraged a good working relationship. Mayor Pro Tem Clark stated that he looked to the Committee for ideas and options for strategy and goals, as well as creating broad ideas, with suggestions for solutions. He felt that the Committee should not concern itself with the technicalities of proceeding with the actual projects as this would interfere with the progress in completion of projects set forth.

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Vice Mayor Yanni agreed with Mayor Pro Tem Clark, but questioned if the ideas for projects were strictly from the Master Plan or an array of projects the Committee felt should be done. Mr. Terrien stated that the Committee was looking for the Commission's direction, stating that the listed items were ideas the Committee wished the Commission would endorse so that they could move forward. He indicated that some ideas, such as the new Town Hall complex and the conceptual plan for El Mar Drive, had been reviewed and addressed in the past. Mr. Terrien distributed a rendering prepared by Mr. Arker for a Town Hall complex that provided ideas from two different existing sites. Mr. Arker explained some of the proposed improvements and indicated that funds were available from federal, state, and county grants. Some of the ideas included the use of the site as a bus stop for the Pelican Hopper, meeting facilities, as well as a public safety complex.

Vice Mayor Yanni stated that the Town had already approved the gateway entrance features and asked if the project had been funded. Manager Baldwin replied affirmatively, and indicated that funding was allocated within a future budget. Vice Mayor Yanni indicated that the Town had also approved proceeding with the request for proposal for the Commercial Boulevard pavilion and asked that staff look into the progress for this project.

Vice Mayor Yanni requested information on ideas regarding parking solutions. Mr. Arker stated that the Commission should look into negotiations with the owners of Max Groves to building a ramp to a second level in the municipal parking area next to the site. He indicated that mitigation could be provided to allow Max Groves parking within the new parking facility. Mr. Arker felt that the real trick was to have the plans in advance, so that when the funds were available, the Town could move forward quickly. Vice Mayor Yanni stated that parking was a project designated for the proposed Community Redevelopment Agency and felt that this was a project that both boards should work on together. He felt that by working in unison, there were more possibilities of completing the programs.

Mayor Pro Tem Clark referenced the use of the Master Plan, stating that while it was a document the Committee should review, the Committee also needed to consider the Goodman report. He felt that perhaps the Committee should also review some of the past programs initiated by the Town. Mr. Arker advised that the Committee had access to all the reports noted and indicated that they were used for discussion and research,

Mr. Furth stated that the Committee needed clearer direction from the Commission to ensure that the Committee was working towards accomplishing goals and projects the Commission would accept. He indicated that the Committee had no objections to working with the Task Force or, ultimately, with the Agency to pursue the completion of project that would benefit the Town.

Commissioner Silverstone stated that in talking to residents during his campaign, he

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believed that residents wanted to make sure that the entrance to Town, coming over the bridge on Commercial Boulevard made a statement. He felt that improvements to the aesthetics on Commercial Boulevard had to be pursued, whether it meant planting or signage or any other type of improvement. Mr. Arker agreed, stating that professional landscaping would be required on that thoroughfare.

Commissioner McIntee stated that he did not like what he was hearing. The Committee was jumping from one project to another. He felt that the Committee needed to move forward with the smaller projects first to ensure that progress could be measured. Commissioner McIntee felt that if the Commission divided its sources into too many projects, the Committee would fail.

Vice Mayor Yanni stated that funds had already been allocated to reef improvement and felt that this project should move forward quickly. Likewise, the gateways had been approved and could be pursued in a timely manner. He indicated that signage plans and clean-up programs should be easy to pursue, with the pavilion being underway. Vice Mayor Yanni expressed his belief that drainage would have to be addressed by the Town.

Mayor Parker agreed that there should be no conflicts between this Committee and the Task Force. He felt that the Committee's primary goal should be to develop ideas for beautification, while the Task Force's primary goal would be to determine how funding could be obtained. Mayor Parker stated that the only objection he had to the strategic goals was that while he liked the idea of a new Town Hall, the Town could not afford a new complex with its current resources. He felt that revitalizing El Mar Drive and solving the drainage problems were more important goals to pursue. Mayor Parker stated that he did not mean to discourage the idea of a new Town Hall complex, but felt it should not be the Committee's primary goal. He indicated that public bathrooms along the beach would be a costly venture on an on-going basis. Mayor Parker felt that the Agency might have a bit more leverage with programs that included clean-up and new facades, but had no objections to the Committee pursuing these programs as well.

Mr. Furth stated that Mr. Arker had been very gracious in the past by paying himself for renderings to assist in the planning project. He requested assistance from the Town by providing for a minimal budget to work with on these matters. After a brief discussion, there was full consensus of the Commission to provide \$5,000 for the purposes of paying for expenses as requested.

Mr. Terrien stated that the plans for a new Town Hall complex was to design an overall plan that could be constructed in stages, as needed. He indicated that with regards to El Mar Drive, he felt a plan should be designed that, within two to three months of engineering, the plans could be bid. There were no objections from the Commission.

Mr. Arker stated that the Committee was aware that there were no funds that could be currently used for the construction of a Town Hall; however, he felt that if a concept

could be created, the Agency might be able to obtain funding. Again, there were no objections from the Commission.

Chairwoman Booth stated that it was vitally important for the Committee to run forward with the varied projects so that it could return to the Commission with recommendations. She emphasized that the Committee would continue to strive to improve the quality of life and protect the investment of the residents.

4. ADJOURNMENT

Commissioner Silverstone made a motion to adjourn the meeting. As there were no objections or any further business to discuss, the meeting was adjourned at 6:49 p.m.

Oliver Parker, Mayor

ATTEST:

Alina Medina, Town Clerk

Date Accepted:_____