



Meeting Minutes Community Redevelopment Agency

Tuesday, August 9, 2022

6:00 PM

Commission Chambers

CALL TO ORDER AND ROLL CALL

The meeting was called to order on the above date by Chair Bill Ganz at 6:00 p.m., in the City Commission Chambers, 150 NE 2nd Avenue, Deerfield Beach, Florida.

Present: 5 - Mr. Todd Drosky
Mr. Bernie Parness - via Zoom
Mr. Ben Preston
Vice Chair Michael Hudak - Tardy
Chair Bill Ganz

Also Present: 3 - City Manager David Santucci
City Attorney Anthony Soroka
City Clerk Samantha Gillyard

PLEDGE OF ALLEGIANCE

There was a moment of silence, followed by the Pledge of Allegiance.

APPROVAL OF MINUTES

Community Redevelopment Agency Meeting Minutes - April 12, 2022

MOTION was made by Mr. Preston, seconded by Mr. Parness, to approve the June 14, 2022 minutes as submitted.
Voice Vote:

Yeas: 4 - Mr. Drosky, Mr. Parness, Mr. Preston, and Chair Ganz

Nays: 0

APPROVAL OF AGENDA

August 9, 2022

MOTION was made by Mr. Preston, seconded by Mr. Parness, to approve the agenda as submitted. Voice Vote:

Yeas: 4 - Mr. Drosky, Mr. Parness, Mr. Preston, and Chair Ganz

Nays: 0

GENERAL ITEMS

1. Presentation regarding Sawgrass to Seagrass Creative Interior Design.

Kris Mory, Director of Economic Development, provided a brief background of the project. She explained that various interior conceptual designs were created through a committee consisting of CRA and city staff, Patxi Pastor, and the Guy Harvey Ocean Foundation, which included Dr. Tonya Shearer who's experienced with children's science exploratoriums in the Atlanta area. Thereafter, she introduced James Bowers, project architect.

Mr. Bowers introduced Josh Adcock and Erik Baeumlisberger, BaseMint Creative; thereafter, a brief PowerPoint presentation was displayed.

Vice Chair Hudak arrived at 6:10 p.m.

Mr. Adcock said the images will focus on the creative interior of the guest's Sawgrass to Seagrass experience at Sullivan Park, which will allow patrons to be immersed and transported into the wonders of our waters. The presentation will show how individuals will step from outside to inside the facility and outline the embarkment of your journey, descending into the deep and exploring our waters. Thereafter, various images were displayed. Mr. Adcock said at the front door, individuals will enter the colorful and vibrant worlds of both Guy Harvey and "Alligator" Ron Bergeron; whereby, scenic Guy Harvey dimensional sculptures will be displayed to the right near the reception area, and the left side will have media walls outlining welcome messaging, story introduction of the experiences and act as a community message board, school group times, etc. The next experience includes a special effects theater that will transport individuals from above water to underwater by hopping on an airboat ride, with real special effects, i.e. fans, that will take you through the mangroves and coastal waterways while highlighting and featuring some of the species and wildlife that's encountered, and then descend into an underwater realm. Mr. Adcock said from the theater, you will enter the Exploratorium through a coral transition tunnel that includes real and digital species, viewable through portals. The Exploratorium will also include analog learning, real species, touch tanks, etc. and at the end of the journey there will be an area for purchasing retail, i.e. Guy Harvey merchandise, etc.

Mr. Baeumlisberger outlined the floor plan, which was displayed. He advised that the directional arrow illustrates the guest flow, whereby, guests will come in through Zone 1, reception area, where questions can be answered, tickets can be purchased, etc.; Zone 2 consists of the media walls, gathering space, and restrooms; Zone 3 is the theater which showcases the Sawgrass to Seagrass theatrical show every 3-5 minutes; Zone 4 includes the coral transition tunnel, which will showcase the digital and real species and incorporate the Deerfield Beach live cameras; Zone 5 will include various exhibits, augmented reality sandbox, color your own marine animal, shell-fie station, touch tank, lionfish aquarium, etc. and Zone 6 will be the gift shop. Thereafter, photographs of each zone were displayed. Mr. Baeumlisberger said Zone 1 will be colorful and bright, with the use of natural materials mixed with fun colors and will showcase Guy Harvey artwork. Zone 2 will consist of three offset media walls, which will assist with the acclimation of the Sawgrass to Seagrass story and hopefully be a placemaking opportunity of what's to come in Zone 3. Further, the welcome messaging will blend in with the scenery and the area will include sound deadening material, natural wood ceiling treatment, and dimensional Guy Harvey sea life, etc.

Continuing, Mr. Baeumlisberger said Zone 3, theater, is where individuals jump on an airboat while Guy Harvey explains the Sawgrass to Seagrass transition and how everything is connected. Further, the theater will feature a curved screen, caustic lighting creates an animated ground through projection; the space between the bottom of the screen and floor will be used to hide the special effect fans. These features will engage individuals with the experience and transition them into Zone 4, the coral reef, which includes real and digital species, as well as Guy Harvey messaging. Zone 5 is a thoughtful mix of analog and digital exhibits to include the augmented reality sand box that contains real sand with digital imagery projected on top, a drawing experience, etc. Finally, guests will exit through the gift shop, where merchandise can be purchased, along with virtual drawing sessions with Guy Harvey, etc.

Mr. Bowers displayed various updated exterior photographs of the facility, whereby, the stair width was increased because of FEMA's base flood elevation requirement. He explained that the elevator core was brought up, a covered area was added to the roof, facility materials include smooth stucco finishes in grey and white and a contrast of the green hardie board and the veneer wood finishes, media has been incorporated on the west façade, and the Deerfield logo was moved to the southwest corner. Further, he reiterated that the elevator was brought up to the roof, which consists of a covered area with tables and chairs, and an opportunity to take the Sawgrass to Seagrass

GENERAL ITEMS - CONTINUED

experience to the exterior of the building. Mr. Bowers said the square footage of the floor plan increased to enhance the overall experience. Thereafter, an updated exterior rendering of the southside was displayed which showcased the up lights along the façade, as well as the shadow lines of the 3D fish.

Continuing, Mr. Bowers said the community center is approximately 2,600 square feet and located on the parking level. On the topside, to the right of the elevator will be a set of double doors leading to the reception area, which provides access to the community center. To the left of the elevator core is a prep kitchen with direct access to the exterior to allow for cleanliness; on the right there is an open area which can be utilized for events; and south of the kitchen is a very large storage room, with adjacent bathrooms. Lastly, Mr. Bowers said the exterior and interior mesh well together to provide a unique, one of a kind experience.

Ms. Mory stated that the next step will include taking the images and creating collaborative materials, so staff can begin marketing the Sawgrass to Seagrass experience to potential sponsors and funding sources. She explained that the materials would be used to bring sponsors onboard to donate to the interior build out, as well as provide a three-year operational savings. Lastly, she explained that the exterior costs of the building will be discussed during the budget presentation.

Mr. Preston applauded all involved with the project.

In response to Vice Chair Hudak's question, Ms. Mory replied that part of the operational responsibility will include changing the interior content of the Exploratorium to ensure it is up to date.

2. Presentation regarding the Fiscal Year 2023 Community Redevelopment Agency Budget.

Kris Mory, Director of Economic Development, provided a brief PowerPoint presentation. She said 78% of the budget is allocated to capital projects and 5% to agency administration. The estimated carryover from fiscal year 2022 is \$7.4 million and \$4.9 million is from new tax increment for an overall budget of \$12,403,106; however, debt service, agency administration, programs and professional services are deducted, leaving \$9.7 million of the remaining budget to be allocated to specific projects. Thereafter, she outlined the programs offered by the CRA: community policing; special events increased due to fireworks, etc.; public art; and commercial façade to include the Cove Restaurant and Cove Brewery.

Moreover, Ms. Mory listed the projects allocated from the remaining \$9.7 million: S-Curve Undergrounding Project - \$2.5 million, costs have not been finalized; Ocean Way bollards - \$1.3 million, which the CRA will be reimbursed by the City for their portion in fiscal year 2023; island mobility - \$1.3 million; main beach parking lot seating - \$301,059; and proposed Hillsboro Square access improvements - \$80,000 which consists of partnering with the plaza to redesign the entrance. If project costs do not exceed the budgeted amounts, \$4.1 million will be available for the Sawgrass to Seagrass at Sullivan Park Facility. She explained that during the mid-year accomplishments presentation, staff expected construction commencement on the facility in fiscal year 2023; however, since the cost is uncertain, staff will have a better understanding within the coming months. Thereafter, photographs of the proposed projects were displayed.

Continuing, Ms. Mory displayed the final 5-year capital improvements plan for the Deerfield Beach CRA. She explained that during construction of the Sawgrass to Seagrass facility, CRA staff will need to relocate, so commercial acquisition redevelopment, east of Hillsboro Boulevard, is being recommended. Furthermore, she outlined other recommendations as proposed by the Board and City Manager: creation of a Main Beach Parking Lot Master Plan to encompass the main beach parking lot, fire station, fire station parking lot, and the small east Hillsboro Boulevard parking lot. These infrastructures will help determine the best possible location for the Fire Station, possible addition of a community center, potential location for ocean rescue headquarters, etc. Ms. Mory said if Sullivan Park can be completed in fiscal year 2023, roughly \$17.5 million will be available over the next 5 years.

In response to Mr. Preston's question, Ms. Mory replied that SE 1st Street could be a potential location for the Fire Station due to the lane structure; nevertheless, if relocating the Fire Station was a desire of the Board, precursory master planning would be needed to find the best location.

GENERAL ITEMS - CONTINUED

Mr. Preston said the Fire Station must be leveled and a new plan needs to be designed through a General Bond, or other funding mechanism.

Chair Ganz opened the public hearing.

Paula Cook, 62 Centennial Court, Deerfield Beach, asked for clarification on where the monies are coming from and the debt service. Thereafter, she read an excerpt from the Pompano Pelican regarding the operation of the Exploratorium.

Chair Ganz closed the public hearing.

Ms. Mory explained that the CRA is funded through tax increment revenue, which is a portion of the City's taxes. Further, she said in 2012, the CRA was not collecting \$4.9 million a year but projects were needed to get the tax increment going; therefore, the Board approved a bond to fund projects in the CRA and agreed to pay them off until the CRA sunsets.

Chair Ganz spoke in favor of the budget but said additional discussion will be needed regarding the main beach parking and is unsure about including it in the 5-year plan.

Vice Chair Hudak spoke in favor of allocating funds toward a Main Beach Parking Lot Master Plan, so the Board has a better understanding of area opportunities.

Chair Ganz spoke in support of obtaining a study, but additional information is needed on what is being studied; nevertheless, he agreed that changes need to be made, especially to the Fire Station, but the Board must know what can and cannot be done.

Mr. Drosky said the CIP can be amended, so he is not overly concerned with what can be done in 2028 but agreed that the Board must understand what the study covers and the cost. He said projects are outlined until FY24, so FY 25/26 will provide options for new projects; nevertheless, he expressed interest in the proposed Main Beach Parking Lot Master Plan and reiterated that the Board will need additional information on what exactly is studied. Further, Mr. Drosky said a Deerfield Beach element should be included in the Sawgrass to Seagrass experience.

Mr. Parness suggested combining the police station and Fire Station 4 and selling the land that currently houses the fire station to cover the costs.

Chair Ganz said that would have to be discussed at a City Commission meeting.

Mr. Preston suggested holding off on a study to see what ideas staff can bring forward; nevertheless, he agreed that the study should provide a clear understanding of what is being studied.

ADMINISTRATION COMMENTS

None.

BOARD COMMENTS**MR. DROSKY**

None.

MR. PRESTON

Sawgrass to Seagrass Experience - Mr. Preston applauded staff for the presentation but agreed that Deerfield Beach should be included in the experience.

BOARD COMMENTS - CONTINUED**MR. PARNESS**

None.

VICE CHAIR HUDAK

None.

CHAIR GANZ

None.

PUBLIC COMMENT

Paula Cook, 62 Centennial Court, Deerfield Beach, expressed concerns with who will operate the Exploratorium, and the funding mechanisms for the facility, as the project in Pompano Beach has yet to be fully funded.

Chair Ganz said the Exploratorium and the City of Pompano Beach projects are different.

Kris Mory, Economic Development Director, explained that the City does not have the expertise to run a science Exploratorium, so staff is hopeful that through in-kind efforts, a not-for-profit organization will be created. Further, she said the CRA will be funding the brick and mortar, but staff, along with partnerships with the Guy Harvey Ocean Foundation, and other outside organizations will seek donations to create an endowment that will fund the not-for-profit organization, who will enter into an interlocal agreement or lease agreement to use the facility.

ADJOURNMENT

MOTION was made by Mr. Parness, seconded by Mr. Preston, to adjourn the meeting at 7:10 p.m. Voice Vote:

Yeas: 5 - Mr. Drosky, Mr. Parness, Mr. Preston, Vice Chair Hudak and Chair Ganz

Nays: 0

BILL GANZ, CHAIR

Samantha Gillyard, CMC, City Clerk