Meeting Minutes
Community Redevelopment Agency

Tuesday, February 13, 2024 | **7:00 PM** | **Commission Chambers**

CALL TO ORDER AND ROLL CALL

The meeting was called to order on the above date by Chair Bill Ganz at 7:15 p.m., in the City Commission Chambers, 150 NE 2nd Avenue, Deerfield Beach, Florida.

Present:
Mr. Todd Drosky
Mr. Michael Hudak
Mr. Ben Preston
Vice Chair Bernie Parness
Chair Bill Ganz

Also Present:
City Manager David Santucci
City Attorney Anthony Soroka
City Clerk Heather Montemayor

PLEDGE OF ALLEGIANCE

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

APPROVAL OF MINUTES

Community Redevelopment Agency Meeting Minutes - January 10, 2024

MOTION was made by Mr. Preston, seconded by Mr. Hudak, to approve the January 10, 2024 minutes as submitted. Voice Vote:

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

Nays: 0

APPROVAL OF AGENDA

February 13, 2024

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

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

Nays: 0

GENERAL ITEMS

1. Retail attraction strategy update.

Kris Mory, Director of Economic Development, displayed previous and current photographs of east Hillsboro Boulevard. Thereafter, she outlined the scope of services for the S-Curve Utility Undergrounding and Streetscape Improvements Project and displayed a rendering of what it will look like once completed. She stated that staff has installed a sign within the construction area to notify the public that reconstruction and beautification is underway. Further, she said staff has been collaborating with restaurant and retail brokers regarding bringing new restaurants into the CRA District. Additionally, staff met with the CRA District property owners last Friday to discuss a retail attraction strategy, which included discussions regarding what they would want to see and what the CRA and city could do to help support their businesses. She explained that staff invited all property owners with a vacancy in the CRA District, and although not everyone showed up, staff received a very good source of guidance and input on what the CRA should be doing; nevertheless, additional outreach will be done.

Moreover, Ms. Mory said all attendees expressed an interest in the Rideshare Program, which will be launched on March 11th. She stated that the attendees advised that they prefer to do their own advertising without assistance from the City or CRA; however, many may participate in Freebee's advertising. Ms. Mory said staff has been working on new policies and trying to develop a new program for innovative use of the Rideshare Program, whereby, using rideshare in lieu of parking in the CRA District and introducing some type of pilot project. Currently, the City has a parking deviation ordinance, which allows businesses to pay into a parking fund in lieu of physical parking. Thereafter, she briefly commented on Aventura's model. Further, she stated that the rideshare program could potentially be used as a possible community benefit for future Planned Development District (PDD) developments.

Continuing, Ms. Mory said as part of the Micro-Façade Program, CRA staff has been working with Eric Power, Director of Planning & Development Services, on a pilot project to allow property owners within the CRA District to add temporary window wraps to their vacant establishments, which would require Community Appearance Board approval. Thereafter, various photographs of windows wraps were displayed. She explained that under the new Micro-Façade Program, a new business could come in and receive $25,000, whereby, $3,000 of that could be from the property owner to be used for the temporary window wraps, and the balance could go directly to the tenant to offset lighting, signage, etc. Further, she stated the wayfinding signage will continue to be a component to ensure the S-Curve looks and operates better. Thereafter, she displayed a photograph of BSO's temporary trailer on the S-Curve, which could be replaced with a pedestrian level signage, as it's more esthetically pleasing and the messages could be relayed in a friendly manner. Lastly, Ms. Mory said the CRA District is also marketed, on the city-side, through the Convention and Visitors Bureau.

Mr. Hudak asked what objections have been identified through the various meetings that have occurred and what is staff doing to overcome those objections with regard to why businesses are not coming to the City.

Ms. Mory replied that the group staff met with had no objections. Further, she said there is a reason behind every vacancy; nonetheless, the area is small enough so staff can meet with each property owner and come up with strategies that will address their particular situation.

Mr. Hudak said besides restaurant industries, what other industries is staff researching.

Ms. Mory replied that It'Sugar is forthcoming, and years' ago there were more retail/souvenir shops, so that is something staff can look into; nevertheless, the interest in the S-Curve is largely restaurants.

In response to Mr. Hudak's question, Ms. Mory replied that the Broward Alliance does not typically focus on retailers; nonetheless, she reiterated that staff works with the Convention and Visitors Bureau to market the destination.

Chair Ganz thanked Ms. Mory for the forthcoming approaches, whereas, the CRA must stay proactive. Further, he said it's disappointing to see those businesses that were invited to the meeting, and only four attended; nonetheless, this is why staff should be pursuing those who are expanding and successful in other cities, and not the property owners. Thereafter, he spoke in support of the Micro-Façade and Temporary Window Wrap Program. Chair Ganz spoke in opposition to BSO's temporary trailer and is happy staff is looking into something more creative. He also said police presence will ensure individuals are obeying the rules.

Chair Ganz opened the public hearing.

GENERAL ITEMS - CONTINUED

Dan Herz, 330 SE 19th Avenue, Deerfield Beach, said the parking issues could be solved overnight, if the employees of the Cove parked across the street at Sullivan Park, and the two-hour parking was enforced. Further, he said he has spoken to existing property owners along the S-Curve who advised that their patrons do not feel safe. Lastly, he said Deerfield Beach is reactive instead of proactive when attracting businesses to the City.

Chair Ganz closed the public hearing.

2. CRA Resolution 2024/001 - A Resolution of the City of Deerfield Beach Community Redevelopment Agency (CRA), adopting the Commercial Micro-Facade Grant Program; approving a budget transfer of $100,000.00 from the Infrastructure and Capital Improvement Sullivan Park Facility account to the Commercial Facade Loan Program account to fund the Micro-Facade Grant Program; providing for implementation and an effective date.

The Resolution was read by title only.

Kris Mory, Director of Economic Development, said this allows for the implementation of the Micro-Façade Grant Program, whereby, the initial budget, $100,000, is being recommended, as it would fund up to four grant applications if full funding was requested.

Mr. Hudak asked if the budget transfer will adversely affect the Sullivan Park Facility Project.

Mr. Mory reminded the Board that staff is working on the submission of a grant, which would offset the costs. Additionally, if necessary, the CRA would borrow, short-term, from the City, and then replenish the funds with next fiscal years tax increment revenue.

Chair Ganz opened the public hearing; however, there were none to speak and the public hearing was closed.

MOTION was made by Vice Chair Parness, seconded by Mr. Hudak, to approve Item 2, adopted CRA Resolution 2024/001. Roll Call:

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

Nays: 0

3. CRA Resolution 2024/002 - A Resolution of the City of Deerfield Beach Community Redevelopment Agency (CRA), approving and authorizing execution of a contract with Cale America, Inc. d/b/a Flowbird to purchase and install parking kiosks within the Cove Shopping Center in an amount not to exceed $115,000.00; waiving the competitive selection requirements for the purchase of the parking kiosks; approving and authorizing execution of a contract with Weekley Asphalt Paving, Inc. for thermoplastic striping of the Cove Parking Lot utilizing the terms of Broward County Contract No. PNC2124420B1 in an amount not to exceed $65,000.00; amending the Fiscal Year 2024 Budget to create a "Cove Shopping Center Parking Improvements" Project line item and approving a budget transfer of $180,000.00 from the Sullivan Park Facility Project line item to the Cove Shopping Center Parking Improvements line item within the Infrastructure and Capital Improvement account; providing for implementation and an effective date.

The Resolution was read by title only.

Kris Mory, Director of Economic Development, said the current parking ordinance has not been enforced for quite some time due to enforcement difficulties; therefore, implementing kiosks will assist with enforcing the two-hour parking. Thereafter, she displayed a photograph of Cove parking lot, which outlined the two-hour parking, as well as the non-regulated parking. She said in addition to the kiosks, striping will be added to the two-hour parking spaces, as well as informational signage. Further, she said the revision of the two-hour parking ordinance, which will include the addition of Sunday’s will be added to an upcoming commission meeting, whereby, if desired the hours can also be amended.

In response to Vice Chair Parness’ questions, Ms. Mory replied that the current enforcement is from 9:00 a.m. to 6:00 p.m., Monday - Saturday. Further, she reiterated that there are parking spaces within the Cove that are not enforced.

GENERAL ITEMS - CONTINUED

Mr. Drosky said at the last meeting he spoke in support of expanding the hours; however, he has since learned that the 6:00 p.m. cutoff was a request from the Cove businesses, so he asked that staff reach out to the businesses to see if that is still something they want. Thereafter, he spoke in support of the Item.

In response to Mr. Preston's question, Ms. Mory replied that this is a piggyback off a current city contract.

Chair Ganz said two-hour parking is sufficient. Thereafter, he provided a brief history of the Cove parking lot, whereby, various suggestions have been made, i.e. a sticker program for cove employees. Further, he said moving employees to the Sullivan Park parking lot creates other issues; nonetheless, this item is a step in the right direction. Thereafter, he opened the public hearing; however, there were none to speak and the public hearing was closed.

MOTION was made by Vice Chair Parness, seconded by Mr. Hudak, to approve Item 3, adopted CRA Resolution 2024/002. Roll Call:

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

Nays: 0

Chair Ganz agreed with polling the Cove business owners to see how they feel about extending the timeframe for the two-hour parking.

ADMINISTRATION COMMENTS

None.

BOARD COMMENTS

Tree Removal - Mayor Ganz asked if the trees near the Cove Restaurant were allowed to be removed.

Kris Mory, Director of Economic Development, replied yes.

There were no other board comments.

PUBLIC COMMENT

There were no public comments.

ADJOURNMENT

MOTION was made by Mr. Hudak, seconded by Mr. Preston, to adjourn the meeting at 8:02 p.m. Voice Vote:

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

Nays: 0

BILL GANZ, CHAIR

Heather Montemayor, City Clerk