



Meeting Minutes

Community Redevelopment Agency

Tuesday, March 12, 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 7:00 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 - February 13, 2024

MOTION was made by Mr. Preston, seconded by Mr. Hudak, to approve the February 13, 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

March 12, 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. Presentation regarding the Civil Citation Program.

Captain Hofstein, BSO District X, said the newly established civil citation program allows deputies to intelligently address issues that occur from the Hillsboro Beach bridge to the boardwalk and beach. Thereafter, he briefly outlined the program, and highlighted various data that was collected from December 2023 - March 2024. Captain Hofstein said 80 citations have been issued since December 2023; however, they are mostly warning citations, as the first Phase of the program is education. Lastly, as data is collected it will highlight how effective the program can be in curbing some of the issues that have been surrounding the area for quite some time.

In response to Mr. Drosky's questions, Captain Hofstein replied that the category labeled 'other city ordinance' could be open containers, noise violation, etc. Further, smoking on the beach would fall under this category, as it is enforced; nonetheless, he will see if citations have been issued for smoking on the beach and report back.

2. Presentation regarding parking updates within the CRA District.

Kris Mory, Director of Economic Development, said Freebee, which has already received positive feedback, will be launching Thursday, March 14, 2024 at 6:00 p.m. at the main beach parking lot and Ocean Way. Thereafter, she provided a brief overview of Freebee. Further, she explained that the kiosks for the Cove have been ordered and the striping has been scheduled. Per the Board's direction, staff went door to door, which was well received, and surveyed each business within the Cove to seek their stance on the hours of enforcement, whereby, the businesses were supportive of enforcing the two-hour parking; satisfied with current restricted hours, 9 a.m. to 6 p.m. and spoke in support of including Sundays; want the plaza to charge for parking; and want plaza parking spaces for Cove businesses only.

Mr. Hudak spoke in support of the enforcement, as he receives many complaints from the businesses within the Cove regarding the lack of parking.

In response to Mr. Preston's question, Ms. Mory replied that the kiosks are the same as those along the beach and in Sullivan Park, and are extremely user friendly.

Rodney Brimlow, Director of Public Safety, said parking handles upwards of a quarter million transactions a year, and only 25 - 50 appeals are requested for a tag entry error. Furthermore, many are dismissed due to someone inadvertently putting a 0 when it should be O, G when it should be C, etc.

Eric Power, Director of Planning & Development Services, said Section 98-88 of the Land Development Code (LDC) contains a section known as technical deviation, which is a special type of variance. He explained that technical deviations are allowed throughout the City; however, there is a special code section for the barrier island, which allows someone to pay a fee for the reduction of spaces. Mr. Power said in order to ensure parking is being improved and is effective, staff is going to conduct a study of the current parking assessment on the barrier island to determine the parking necessities of the area, i.e. payment into the rideshare program could be a condition for the technical variation. Further, Mr. Power said many of the recent Planned Development District (PDD) applications have included a rideshare destination, which could be used as a community benefit moving forward.

In response to Mr. Hudak's question, Ms. Mory replied that the rideshare pilot program is from 4 p.m. to 11 p.m.

Mr. Hudak said many businesses open earlier than 4 p.m., so in order to contribute to the program, the hours would need to be adjusted.

Ms. Mory agreed. Further, she said Freebee can also be used as a retail attraction strategy, whereby, the CRA would underwrite a certain amount of time for new businesses coming into the CRA, to have six months of free advertising on the app or car. She said as the program gains more interest and grows, more vehicles can be put onto the road, and the hours and service areas can be expanded.

Mr. Drosky said prior to expanding the program, the initial data must be received and evaluated. Further, he asked that the formula for the rideshare parking deviation policy and fee be thoroughly defined and outlined in the Code and suggested that other portions of the Section be updated, so they are more thoroughly defined.

GENERAL ITEMS - CONTINUED

Mr. Power agreed, whereby, staff is looking to update the Section to the current transportation standards. Further, he said all technical deviations require city commission approval.

In response to Mr. Preston's question, Ms. Mory replied that monthly rideshare program updates will be provided to the Board, so if changes are needed, it can be discussed; nevertheless, there have been no issues with Freebee thus far.

Chair Ganz opened the public hearing.

Tom Connick, 411 E. Hillsboro Boulevard, Deerfield Beach, listed the various businesses he represents within the Cove. Thereafter, he provided a brief overview of the Cove parking issues throughout the years, whereby, he believes the installation of the kiosks violates the 2015 agreement. Further, he said there was never a public hearing, nor a workshop or public outreach advising his clients of the installation of the kiosks; however, once it was approved, the tenants received a flyer advising of the kiosks.

Peggy Ross, 103 NE 19th Avenue, Deerfield Beach, asked where the Cove employees are parking. She also asked where the employees along the S-Curve are parking.

Chair Ganz closed the public hearing.

In response to Chair Ganz's question, Ms. Mory replied that the parking spaces directly facing a storefront are enforced, whereby, the middle portion is unrestricted parking. Further, she said there is also designated employee parking.

ADMINISTRATION COMMENTS

City Commission Agenda - Kris Mory, Director of Economic Development, said an addendum has been added to the March 19th Commission Meeting regarding the submission of a grant application to the Florida Inland Navigation District (FIND).

Retail Attraction Strategy Update - Ms. Mory said \$25,000 has been awarded to Thick and Thin Pizza under the new Micro-Façade Grant Program, and Grind N Unwind will be seeking funding as well. Furthermore, a few buildings/businesses will be utilizing the temporary window wraps. Lastly, she said staff is continuing to collab with restaurant brokers to generate leads on the vacant establishments.

BOARD COMMENTS

There were no board comments.

PUBLIC COMMENT

Peggy Ross, 103 NE 19th Avenue, Deerfield Beach, said community policing is lacking on the beach and should be better enforced.

ADJOURNMENT

MOTION was made by Mr. Hudak, seconded by Mr. Preston, to adjourn the meeting at 7:43 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