



150 NE 2nd Avenue
Deerfield Beach, FL 33441
954-480-4200

Regular Meeting Community Redevelopment Agency

Tuesday, March 12, 2024

7:00 PM

Commission Chambers

CALL TO ORDER AND ROLL CALL

MOMENT OF SILENCE AND PLEDGE OF ALLEGIANCE

APPROVAL OF MINUTES

Community Redevelopment Agency Meeting Minutes

Attachment: February 13, 2024

APPROVAL OF COMMUNITY REDEVELOPMENT AGENCY AGENDA

March 12, 2024

ZOOM INFORMATION

Join Zoom Meeting by clicking the below link

<https://deerfield-beach.zoom.us/j/86112884549?pwd=bGpiRm9qbEVDdC9yWWE4Y2hKSFRUT09>

Join Zoom Meeting via telephone by dialing

Call-in Number: (929) 205-6099

Meeting ID: 861 1288 4549#

Participant ID: #

Passcode: 524373#

For complete instructions on joining and/or participating during Public Comment, please click

the following link or attend in person in the City Commission Chambers.

Attachment: Zoom Instructions

GENERAL ITEMS

1. Presentation regarding the Civil Citation Program.

Attachment: Civil Citation Program

2. Presentation regarding parking updates within the CRA District.

BOARD/ADMINISTRATION COMMENTS

PUBLIC INPUT

ADJOURNMENT

NEXT MEETING

Tuesday, April 9, 2024

Any person wishing to appeal any decision made by the City Commission with respect to any matter considered at such meetings or hearings will need a record of the proceedings, and for such purposes may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and the evidence upon which the appeal is made. The above notice is required by State Law (F.S. 286.0105). Anyone desiring a verbatim transcript shall have the responsibility, at his/her own expense, to arrange for the presence of a certified court reporter at the hearing.



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



Community Redevelopment Agency Meeting - March 12, 2024

DEERFIELD BEACH - YOU ARE HEREBY NOTIFIED that the **Community Redevelopment Agency** meeting will be held on **Tuesday, March 12, 2024, at 7:00 PM in the City Commission Chambers located at the City Hall Complex, 150 NE 2nd Avenue, Deerfield Beach, Florida.** A quorum of the CRA Board will be physically present at the meeting and the City will be utilizing communications media technology with most City staff participating through video conferencing.

The March 12, 2024, Community Redevelopment Agency meeting will proceed utilizing communications media technology; **however, the City Commission Chambers located at the City Hall Complex, 150 NE 2nd Avenue, Deerfield Beach, will be open to the public as an additional method** for speakers wishing to speak on items. A copy of the agenda for the March 12, 2024 meeting will be available at <http://www.deerfield-beach.com/1554/Meetings-Agendas>.

Attending and Viewing the Community Redevelopment Agency Meeting:

This meeting will be broadcast live for members of the public via Zoom. Below are the available options for the public to attend/view the meeting:

1. In Person Attendance. Attend in person in the City Commission Chambers.

2. Zoom

a. Via Zoom Online - Access to the meeting will begin at 7:00 PM on March 12, 2024.

i. Use the following link below to access the meeting via Zoom:

<https://deerfield-beach.zoom.us/j/86112884549?pwd=bGpiRm9qbEVDdC9yWWE4Y2hKSFRUT09>

ii. The video camera display feature is disabled for public use

b. Via Zoom Telephone - Join the meeting via telephone (audio only) using the Call-in number below, followed by the Meeting ID when prompted. No computer or access code is required.

Call-in Number: (929) 205-6099, Meeting ID: 861 1288 4549#, Participant ID: #, Password: 524373#

For more information on using Zoom, please visit Zoom Support at the following link: <https://support.zoom.us/hc/en-us>.

Providing Public Comment:

Public participation is strongly encouraged. Your comments will be limited to three minutes per person. To participate, please choose the option best for you and remember to include your name and address for the record.

- 1. In person** - Public comment may be given in the Commission chambers during the applicable public comment portion of the meeting.
- 2. Live Zoom Video Participation** - If attending via Zoom online, at the appropriate public comment period, click "raise hand" on the bottom of the "participants" tab, and your audio will be unmuted when you are recognized.
- 3. Live Zoom Telephone Participation** - If attending via Zoom by telephone, at the appropriate public comment period, press *9 to "raise your hand" and your audio will be unmuted when you are recognized.

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT AND FLORIDA STATUTE 286.26, PERSONS WITH DISABILITIES NEEDING SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT THE CITY CLERK NO LATER THAN 3 DAYS PRIOR TO THE MEETING AT (954) 480-4213 FOR ASSISTANCE.

Should you have any questions, please feel free to contact the City Clerk's Office at 954.480.4213. For additional information on the agenda items for the Commission meeting, please visit www.dfb.city.



City of Deerfield Beach

150 NE 2nd Ave
Deerfield Beach, FL
33441
954-480-4200

Face Sheet File Number: I.D. 2024-108

Agenda Date: 3/12/2024

Status: General Items

In Control: Community Redevelopment
Agency (CRA)

Title
Presentation regarding the Civil Citation Program.

From: [Doriot, Ian](#)
To: [Ashlee Temple](#)
Subject: RE: February 2024 --Civil Citation Report
Date: Tuesday, March 5, 2024 10:44:23 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)

Good morning sorry for the delay. Civil Citation Program

Warning Citations

- Dogs 30 18 Pioneer Days
- Bicycle 13 12 Pioneer Days
- Bicycles bridge 3
- Other 2

Written citations

- Dogs 4
- Other 2