



Meeting Minutes Community Redevelopment Agency

Tuesday, August 20, 2024

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 6:01 p.m., in the City Commission Chambers, 150 NE 2nd Avenue, Deerfield Beach, Florida.

Present:

Mr. Michael Hudak
Mr. Bernie Parness
Mr. Ben Preston
Vice Chair Todd Drosky
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 - June 11, 2024

MOTION was made by Mr. Parness, seconded by Mr. Hudak, to approve the June 11, 2024 minutes as submitted.
Voice Vote:

Yeas: 5 - Mr. Hudak, Mr. Parness, Mr. Preston, Vice Chair Drosky, and Chair Ganz
Nays: 0

APPROVAL OF AGENDA

August 20, 2024

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

Yeas: 5 - Mr. Hudak, Mr. Parness, Mr. Preston, Vice Chair Drosky, and Chair Ganz
Nays: 0

GENERAL ITEMS

1. Presentation regarding a partnership with the Fort Lauderdale Museum of Discovery and Science for the management of the Sawgrass to Seagrass Center at Sullivan Park.

Kris Mory, Community Redevelopment Agency Director, highlighted a brief presentation. Thereafter, she outlined the project background and displayed photographs of the Fort Lauderdale Museum of Discover and Science (MODS), which is an American Alliance of Museums. The museum is 150,000 square feet, sees 500,000 visitors annually, has 150 staff members, and a \$12 million budget. Joe Cox, Museum of Discovery and Science President and CEO, has 20 years of experience in the museum field; in those years he raised \$75 million in philanthropic donations and earned the Institute of Museum and Library Service Nation Medal, which is the nation's highest honor. Thereafter, she introduced Mr. Cox.

Mr. Cox said they were immediately intrigued when approached by CRA staff, as the proposal is a clear alignment with who the Fort Lauderdale MODS is and what is done there. He said in addition to the 150 employees, they also have 110 paid high school interns who spend 25 hours/month working at the museum. Thereafter, he commented on the recognition the museum received and the strategic plan that helped guide them to earn the award, which included mobile outreach vans delivering programs all over South Florida. He stated that thanks to the philanthropic support of their partners, 80% of the programs delivered to the schools, libraries, etc. are at no cost to their partners. The second major initiative included renovating and improving the existing footprint by launching a capital campaign. Since 2020 five major exhibitions have been opened with the newest being the Discovery Spot, which is a 5,000 square foot, \$6 million exhibit, dedicated to children six and under.

Continuing, Mr. Cox said one of the strategic initiatives included education pillars: early childhood education, physical science, health and wellness, and environmental sustainability, which would be appropriate for the Sawgrass to Seagrass Center. Thereafter, he briefly commented on the composition of their Environmental Sustainability Department. He said they put together a HUB for Resilience Education Committee, which consists of 30 members ranging from municipalities, i.e. City of Fort Lauderdale, etc., to corporate partners, i.e. Lego, City Furniture, Advanced Roofing, etc., to universities, i.e. FIU, FAU, UM. Further, he said they know how to build buildings and have the content knowledge to work with the City on the Sawgrass to Seagrass Center.

Ms. Mory said the Deerfield Beach CRA has the vision, location, facility, and existing partnerships with the Guy Harvey Ocean Foundation, Broward County - Deerfield Island, and Florida Inland Navigation District but we need further refinement of the Sawgrass to Seagrass concept, interior design and buildout, operational organization, marketing, and fundraising, which MODS has experience with. Further, she is seeking direction from the Board to allow her to have additional discussions with Mr. Cox and his organization on the possibility of entering into a memorandum of understanding and future management agreement.

Mr. Cox thanked the Board for their time, and expressed his enthusiasm for the potential partnership.

Mr. Hudak spoke in support of the potential partnership, as this board does not know how to run museums. Further, he said this partnership, along with the Guy Harvey Ocean Foundation adds credibility to the City's Museum. He's enjoyed Sugar Sand throughout the years because they turn their displays over every six months, which city staff would not have the capabilities to do. Museums are expensive, so a fundraising aspect is critical. Lastly, he reiterated his support for the partnership.

Vice Chair Drosky said the vision for this facility is becoming a reality, whereby, having the Guy Harvey Ocean Foundation and MODS as partners is a huge accomplishment for the City. Thereafter, he spoke in support of the partnership and thanked Mr. Cox.

Chair Ganz said having a partnership with the Guy Harvey Ocean Foundation, Broward County - Deerfield Island, and Florida Inland Navigation District has been extremely beneficial, and now having MODS come on board to handle the day to day operations is tremendous. Thereafter, he spoke in support of the partnership.

In response to Chair Ganz's question, Ms. Mory replied that the construction contract for the facility is \$8.1 million.

GENERAL ITEMS - CONTINUED**2. Presentation regarding the proposed Fiscal Year 2025 Deerfield Beach Community Redevelopment Agency Budget and 3-Year Capital Improvements Plan (CIP).**

Kris Mory, Community Redevelopment Agency Director, highlighted a brief presentation. She stated that the CRA budget is comprised of contractual services - 2%, operating - 5%, programs - 5%, debt service - 19%, and capital projects - 69%. Ms. Mory explained that the CRA borrowed \$2 million from the City to enter into the construction contract for the Sawgrass to Seagrass Center, which is currently under debt services; nevertheless, once it is paid back, capital projects will increase. The estimated fiscal year 2024 carryover is \$9.5 million, which is allocated to the Sawgrass to Seagrass Center and S-Curve Utilities Undergrounding Project and the projected fiscal year 2025 tax increment revenue is \$6.1 million; therefore, the total available tax increment revenue is \$15.7 million.

Continuing, Ms. Mory reiterated that the total available tax increment revenue is \$15.7 million, but debt service - \$1 million, debt repayment - \$2 million, carryover - \$9.4 million, operating expenses - \$900,000, other contractual services - \$313,000, and programs - \$840,000; therefore, \$1.1 million is left in tax increment funding available for capital projects. Further, should the CRA receive grant funding from FDOT for Freebee, it will offset some of the programming costs. Ms. Mory said the \$1.1 million will be allocated for the Cove Shopping Center parking feasibility study, programming and consulting contracts for the Sawgrass to Seagrass Center interior design and management services, and exterior art package. Lastly, the feasibility study will be conducted in 2025 and if the Board desires to move forward with a 300 parking spot garage at the Cove Shopping Center, the estimated cost would be \$9 million; whereby, the project would occur in 2026 and all tax increment revenue would be needed to complete the project in 2028.

There were no comments from the Board.

3. Presentation of the July 4th Celebration Economic Impact Report.

Kris Mory, Community Redevelopment Agency Director, provided a brief overview of the July 4th Celebration.

There were no comments from the Board.

4. Update regarding the Freebee rideshare program.

Kris Mory, Community Redevelopment Agency Director, provided a brief overview of Freebee, which has gained traction since inception. Thereafter, she displayed a map outlining the various rides that have occurred.

In response to Mayor Ganz's comment, Ms. Mory stated that there is growth month after month.

Ms. Mory said the Department of Public Affairs and Marketing has been assisting with marketing the program, and Freebee does have a paid advertiser, Ocean's 234. Thereafter, she displayed the advertisement. Further, Ms. Mory said Sunday evenings aren't as busy, so Freebee suggested reallocating the hours elsewhere. Additionally, staff is working with the Town of Hillsboro Beach to see if the program can be expanded into the Town. Lastly, Ms. Mory said the customer feedback has been extremely positive, and has included suggestions that the program be expanded further, i.e. more days and hours, which may be an option should the grant be awarded.

Mr. Parness said he would like to get the information to his residents in Century Village via newsletter and bulletin board.

Ms. Mory said Freebee's Marketing Director would like to set up a table in the clubhouse and have one on one interaction with the residents.

In response to Mr. Preston's questions, Ms. Mory replied that the southern portion of District 4 hasn't really used the program. Further, she said additional outreach, i.e. attending HOA's could assist with their usage, as word of mouth is the best marketing tool. Lastly, she said Freebee staff does plan on meeting with every HOA in Deerfield Beach to discuss the program.

GENERAL ITEMS - CONTINUED

Mr. Preston spoke in support of the program, as people are beginning to get it and use the service.

Chair Ganz asked that Beach Rides be included in any advertisements involving the alternative mobility programs. Further, he reminded everyone that the rides must either originate or end in the CRA District, which is why District 1 looks like the most usage. Mayor Ganz encouraged staff and Freebee to reach out to the HOAs, and stated that this program will solve some of the food deserts, as there is a Publix within the CRA; therefore, he also suggested that staff reach out to the Deerfield Beach Housing Authority, Palms, churches, etc. Lastly, he has no objection with adjusting the hours.

ADMINISTRATION COMMENTS

There were no administration comments.

PUBLIC COMMENT

Commissioner Parness left the meeting at 6:50 p.m.

Dan Herz, 330 SE 19th Avenue, Deerfield Beach, commented on the Sawgrass to Seagrass Center, Guy Harvey Ocean Foundation, Fort Lauderdale Museum of Discover and Science, the cost of the Center, and Freebee.

Kris Mory, Director of Economic Development, entertained comments and questions posed by Mr. Herz.

BOARD COMMENTS

There were no board comments.

ADJOURNMENT

MOTION was made by Mr. Preston, seconded by Mr. Hudak, to adjourn the meeting at 6:55 p.m. Voice Vote:

Yeas: 5 - Mr. Hudak, Mr. Parness, Mr. Preston, Vice Chair Drosky and Chair Ganz
Nays: 0

BILL GANZ, CHAIR

Heather Montemayor, City Clerk