



Meeting Minutes Community Redevelopment Agency

Tuesday, February 11, 2025

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. Michael Hudak
Mr. Bernie Parness
Mr. Ben Preston
Vice Chair Todd Drosky - *arrived at 7:11 p.m.*
Chair Bill Ganz

Also Present:

City Manager Rodney Brimlow
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 - December 10, 2024

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

Yeas: 4 - Mr. Hudak, Mr. Parness, Mr. Preston, and Chair Ganz
Nays: 0

APPROVAL OF AGENDA

February 11, 2025

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

Yeas: 4 - Mr. Hudak, Mr. Parness, Mr. Preston, and Chair Ganz
Nays: 0

GENERAL ITEMS

1. Presentation regarding the Museum of Discovery and Science (MODS) Business Plan.

Joe Cox, President & CEO, highlighted a brief presentation. Thereafter, he outlined the business plan. Community feedback consisted of an initial community survey, which received 1,163 responses, 27% were Deerfield Beach residents, 70% had children under the age of 18, and 93% visit cultural attractions a few times a year. Experiences that respondents want in the Marine Science Center include nature and environmental education experiences, outdoor activities, and a place that they can visit a few times a year. Operational assumptions include the projection of 26,000 visitors in year one. The location will be open five days a week, Wednesday to Sunday from 10:00 a.m. to 5:00 p.m. A \$75 family membership will be offered, whereby, members will receive free admission. Admission prices will include Florida resident: adults - \$12, children (1 and under) - \$10; non-resident: adults - \$15, and children - \$13; groups \$8 per person (minimum of 15); and museums for all program - \$3 per person. Thereafter, he briefly outlined the experiences, field trips, birthday parties, facility rentals, internships, etc. He said the exhibit themes and concepts will be focus on exploring Deerfield Beach ecosystems, will align with MODS and Deerfield Beach's mission and vision, etc. Thereafter, he briefly highlighted the exhibit teams qualifications.

Vice Chair Drosky arrived at 7:11 p.m.

Continuing, Mr. Cox said the education program development team is looking at how to develop a solid education plan that includes fieldtrip and daily programming. Thereafter, he said the curriculum will align with grades K-5 and programming will be offered for grades K-12. He said one mobile outreach van will be based in Deerfield Beach to serve the community, whereby, the line-item expense will not be outlined in the Marine Center Science budget, but will be covered by the museum. Community access will consist of Museums for ALL, Blue Star Museums, Leo Goodwin Foundations Kids Club, and Bank of America (BOA) Museums on US. Additionally, there will be two Deerfield Beach resident days, annually, which will be decided by the City. The marketing & fundraising plan is currently being drafted, which he briefly outlined. Market analysis & economic impact consisted of comparative pricing and analysis of regional similar facilities, benchmarking of museum satellite locations nationwide, and audience survey. In researching the economic impact, the center is projected to earn \$1.5 million in year one. Additionally, the visit related spending by cultural audiences of projected at \$1 million. Thereafter, he briefly outlined the operating forecast, whereby, the numbers will grow in year three and continue upwards in year five. Lastly, the next steps include MODS working with city staff on a management agreement, which should be completed by March 31, 2025; by August 2025, 100% of the detailed design drawings for the interior layout and exhibits within the center will be complete to go into fabrication no later than October 2025; and the center will open Spring 2026.

Mr. Hudak spoke in support of the partnership. Thereafter, he commented on the community access, whereas, Deerfield Beach residents were taken into consideration. Although the City will be investing \$400,000 annually, the economic impact to the community will be over \$1.5 million, which is fantastic.

In response to Chair Ganz's question, Mr. Cox replied that the initial thought was to have the City pay \$400,000 to operate the museum.

Chair Ganz spoke in opposition to the City paying \$400,000, as it has been discussed many times, and he was told that it would not be the case. Further, he spoke in opposition to BOA members having more free access to the museum than Deerfield Beach residents. Chair Ganz said the return on investment is a win, win, but there are parts of the plan that were not part of the original discussions, which is concerning.

In response to Chair Ganz's question, Kris Mory, CRA Director, replied that $\frac{3}{4}$ of the Center is dedicated to MODS, and $\frac{1}{4}$ if dedicated to city use and community facility.

Mr. Cox said MODS understanding is that all of the ground level is not accessible to the museum.

In response to Chair Ganz's question, Ms. Mory said the facility is 10,000 square feet, whereby, MODS will occupy around 7,500 square feet, and community facility will be the other 2,500.

Chair Ganz stated that he would like more flexibility with the admission for Deerfield Beach residents. Further, he spoke in support of the quality of the facility, but expressed concerns with the lack of support for the residents, and the amount being put in by the City.

GENERAL ITEMS - CONTINUED

Mr. Cox said he will work with staff to see what changes can be made.

Mr. Hudak said although he understands Chair Ganz's concern, the economic impact to the surrounding community is four times more than what the City is putting in.

Chair Ganz said \$400,000 is a hard number, whereby, the economic impact is more nebulous, so he wants to ensure that it's achievable, and that the City is getting it's return on investment. Thereafter, he opened the public hearing.

Karen Shelly, 190 Durham D, Deerfield Beach, spoke in support of the partnership. Further, she suggested that any changes to the contract be made after the election. Thereafter, she thanked everyone involved with getting the facility up and running.

In response to Chair Ganz's question, Ms. Shelly replied that she shares some of the same concerns, whereby, she would be interested to know what the long-term impact would be.

Dan Herz, 330 SE 19th Avenue, Deerfield Beach, asked that more community involvement be conducted. Thereafter, he commented on a public records request he submitted and a conversation he had with a MODS employee.

Chair Ganz closed the public hearing.

Ms. Mory said the \$400,000 is essentially the operating gap within the current budget; nevertheless, the amount will be addressed between the City and MODS, together, as a partnership. Furthermore, it will include a layering of various funding sources to bridge that gap, to include a mixture of operational tweaks and fundraising commitments. Lastly, she said the \$400,000 is not intended to be a City of Deerfield Beach budget request.

Chair Ganz said if the gaps cannot be closed, who will be on the hook to pay the difference.

Ms. Mory replied that she cannot answer at this time, as that will be negotiated in the management agreement.

- 2. CRA Resolution 2025/001 - A Resolution of the City of Deerfield Beach Community Redevelopment Agency, approving and authorizing execution of a Work Authorization with Bermello Ajamil & Partners, Inc., for additional professional engineering, design, and construction administration services for the Sullivan Park Facility Project in an amount not to exceed \$39,400.00; providing for implementation and an effective date. (Funds from Account #190-500-520-5200-000-55200-506304 - Infrastructure and Capital Improvements)**

The Resolution was read by title only.

Kris Mory, CRA Director, provided a brief overview of the Item.

There were no comments from the Board.

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

MOTION was made by Mr. Hudak, seconded by Mr. Parness, to approve Item 2, adopted Resolution 2025/001. Roll Call:

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

Nays: 0

- 3. CRA Resolution 2025/002 - A Resolution of the Deerfield Beach Community Redevelopment Agency (CRA), approving and authorizing a modification and increase to the Broward Sheriff Office's level of service for community policing deputy detail in the amount of \$60,000.00; authorizing a budget transfer within the CRA Fund in the amount of \$60,000.00 from the infrastructure and capital improvement line item to the community policing line item; providing for implementation, execution and an effective date. (Funds from Account #190-500-520-5200-000-55200-503230 - Community Policing)**

GENERAL ITEMS - CONTINUED

The Resolution was read by title only.

Kris Mory, CRA Director, said staff recommends community policing on Friday evening, and sunrise to midnight on Saturday and Sundays; however, there is room for flexibility for special events, holidays, crime trends, etc. Further, this level of service would require an additional \$60,000, so a budget transfer is needed.

Mr. Hudak spoke in support of the service levels.

In response to Vice Chair Drosky's question, Ms. Mory replied that due to the new rate, officers are willing to take shorter shifts; therefore, staffing will no longer be an issue.

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

MOTION was made by Mr. Hudak, seconded by Mr. Parness, to approve Item 3, adopted Resolution 2025/002. Roll Call:

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

- 4. CRA Resolution 2025/003 - A Resolution of the Deerfield Beach Community Redevelopment Agency (CRA), approving and authorizing execution of a First Amendment to the Agreement with Beefree, LLC d/b/a Freebee for on-demand transportation services to renew the Agreement for one year, modify the days of operation and increase the contract amount from \$300,000.00 to \$453,860.00; authorizing use of the CRA unencumbered fund balance; providing for implementation and execution and an effective date. (Funds from Account #190-000-130-0000-000-38990-389100 - Use of Fund Balance & Account #190-500-520-5200-000-55200-504900 - Rideshare Service)**

The Resolution was read by title only.

Kris Mory, CRA Director, provided a brief overview of the Freebee Program thus far. Thereafter, she provided a brief overview of Fort Pierce's success with Freebee, whereby, their program launched in 2023 with four cars as well; however, their initial service was provided Thursday to Sunday, 40 hours a week. Prior to expanding to seven days a week, Fort Pierce averaged 1,445 riders per month. After the expansion, their monthly ridership surged by 316%, reaching 4,500+ riders. Further, she said the current cost per ride is about \$30; however, if the program was expanded to seven days a week, the cost of the service per vehicle goes down, and the cost per ride would drop to \$11 - \$15. Ms. Mory said staff, along with Freebee will work with the Florida Department of Transportation (FDOT) and Federal Department of Energy (FDOE) on a grant opportunity due in March; whereby, the grant will cover 50% of program costs.

Continuing, Ms. Mory said Option 1 includes the current schedule, 28 hours, Thursday - Saturday, 4:00 p.m. to 11:00 p.m. and Sunday 2:00 p.m. to 9:00 p.m., whereby, there have been funds budgeted for this level of service for the remainder of FY25. Option 2 includes increasing the service to 56 hours, seven days a week, 2:00 p.m. to 10:00 p.m., whereby, a budget transfer of \$91,000 would be required. Option 3 includes 70 hours, seven days a week, 12:00 p.m. to 10:00 p.m., whereby a budget transfer of \$119,000 would be required. Further, she said the contract renewal price for Option 1 - \$300,000, Option 2 - \$453,860, and Option 3 - \$501,332, and the terms would be from March 2025 to March 2026.

In response to Mr. Hudak's, Claudia Miro, Freebee, replied that every city dictates their level of service. Further, she said the average wait time for Deerfield Beach was set to 20 minutes; however, the average wait time is now 12 minutes, but it is normal for there to be peak times. If the Board desires to have an additional vehicle, it can be added into the contract at the same rate as the others.

In response to Mr. Hudak's question, Anthony Soroka, City Attorney, replied that the contract terms can be reviewed, whereby, the CRA piggybacked off another governmental entity contract.

Mr. Hudak asked that it be looked into, as he would prefer that the contract be based on the City's fiscal year.

GENERAL ITEMS - CONTINUED

In response to Mr. Parness's question, Ms. Miro replied that Freebee is fully ensured and fully indemnifies the City. Further, Freebee has \$1 million in insurance.

Mr. Preston briefly commented on the positive feedback he's received regarding Freebee. Further, he stated that he was skeptical when the idea was first brought forward, but has since changed his stance due to the wonderful feedback he's received.

Chair Ganz opened the public hearing.

Ryan Morgan, 860 SE 6th Avenue, Deerfield Beach, said he owns BeachRidesUSA. Thereafter, he spoke in support of Freebee bringing people all over the City to the CRA District, as well as BeachRidesUSA assisting with bringing individuals to their destination. Further, he would like to be involved in any marketing strategies that help benefit both Freebee and BeachRidesUSA. Thereafter, he briefly commented on the expansion of BeachRidesUSA, whereby, he has another shuttle, as well as three vehicles that provide airport service. Lastly, he said they will be using the airport service vehicles on election day to provide voters with transportation to their precinct.

Dan Herz, 330 SE 19th Avenue, Deerfield Beach, thanked city staff for posting the Freebee reports on the website. Thereafter, he briefly commented on the number of riders, as well as previous comments made by various individuals regarding Freebee. Lastly, he spoke in opposition of increasing the contract.

Karen Shelly, 190 Durham D, Deerfield Beach, spoke in support of expanding the Freebee program, but spoke in opposition to the length of the contract.

Chair Ganz closed the public hearing.

Ms. Mory stated that by the end of the calendar year (s/b anniversary year), Freebee will hit 10,000 rides, whereby, the cost of the program for a year is \$300,000.

Chair Ganz said advertising has improved; nonetheless, the pilot program could have been handled better by city staff. Although, money was saved, shortening the hours during the pilot program was detrimental. Further, he spoke in support of expanding the level of service, but spoke in opposition to the Sunday hours. Chair Ganz said he would like city staff to continue working with BeachRidesUSA on grants and advertising.

In response Mr. Preston's questions, Ms. Mory replied that it is not \$30 per ride; whereby, the program is \$300,000, and by the end of the program, there will be 10,000 riders, so it will be \$30 per rider. Further, she did not calculate cost per ride.

Vice Chair Drosky expressed concerns with the contract exceeding the scope of the original contract without going out to bid; nonetheless, he has heard nothing but positive feedback regarding the program. Further, he said the City has various contracts that do not align with the FY, so he is unsure if the one-year extension would be problematic.

Ms. Mory agreed, whereby, having the contract go from March 2025 to March 2026 will not be an issue.

Mr. Parness asked that Ms. Miro and city staff get with him, so he can promote the service to his residents in District 3.

Mr. Hudak spoke in support of Option 2, but asked that Sundays be amended to 12:00 p.m. to 8:00 p.m. Thereafter, he motioned for approval.

MOTION was made by Mr. Hudak, seconded by Mr. Parness, to approve Item 3, adopted Resolution 2025/003, as amended. Roll Call:

Yeas: 3 - Mr. Hudak, Mr. Parness, and Mr. Preston

Nays: 2 - Vice Chair Drosky & Mayor Ganz

Chair Ganz stated that he voted no because he was in support of Option 3.

ADMINISTRATION COMMENTS

None.

BOARD COMMENTS

None.

PUBLIC COMMENT

There were no public comments.

ADJOURNMENT

MOTION was made by Mr. Hudak, seconded by Mr. Parness, to adjourn the meeting at 8:26 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