

**CITY OF CORAL SPRINGS COMMUNITY REDEVELOPMENT AGENCY
BOARD OF DIRECTORS REGULAR MEETING
Monday, April 27, 2009**

Acting CRA Board Chairperson John Walsh called the meeting to order at 6:34 p.m.

- I.** Mr. Walsh requested that the roll of Board Members be taken. Ms. Chavez called the roll and introduced herself, explaining that she was sitting in for City Clerk Peter Richardson, who was unable to attend this evening's meeting.

Board Members in attendance were: Bruce Davis, Board Member
Ginger Eisenrod, Board Member
Elissa Harvey, Board Member
Brian Walsh, Board Member

Chairperson John Ruffin and Vice Chairperson Bernie Moyle were unable to attend this evening's meeting.

Also in attendance were: Vice Mayor Vincent Boccard
Commissioner Claudette Bruck
Commissioner Roy Gold
Erdal Donmez, Assistant City Manager
Sue Delegal, CRA Legal Counsel
Susan Hess, Director of Community Development
Paul Cawley, Coral Springs Economic
Development Foundation
Rhon Ernest Jones
George Rahael
Jo Chavez, Office of the City Clerk

- II.** All persons in attendance rose for the recitation of the Pledge of Allegiance.

III. Minutes of March 23, 2009 CRA Board Meeting

Ms. Eisenrod moved, seconded by Ms. Harvey, to approve the minutes of the March 23, 2009 Board meeting as presented. The motion was approved unanimously (5-0).

IV. Citizen's Comments

There were no citizen's comments.

V. Marketing & Business Development Workshop on June 22, 2009

Mr. Donmez explained that usually there was a workshop at this time of the year on CRA-related issues, and suggested that as there would be no meeting of the CRA Board of Directors in May, the regularly scheduled meeting of June 22 could take the format of a workshop on marketing and business development-related activities to be hosted by the Coral Springs Economic Development Foundation. Mr. Donmez suggested starting the workshop meeting at 5:30 p.m., to include a review of the preliminary tax roll information. Mr. John Walsh agreed that this was a good idea.

VI. CRA Updates:

- **Infrastructure Master Plan (FDOT LAP Program)**

Mr. Donmez explained that this Plan encompassed improvements at the intersection of West Sample Road and University Drive, and the process has been initiated with the hiring of an engineering firm and a developer. He also noted that the survey had been completed, and the next stage was the design of the turn lanes and the right-of-way component. Mr. Donmez advised that this would take a few months, and as there was no urgency to the project, they were taking advantage of the current “down time” to complete the project planning.

Mr. Donmez continued that the FDOT had funding opportunities available that were time-lined, and the plans needed to be in place to be considered for such potential funding. He expressed concern that discussions with Broward County on ILA-related issues were taking longer than expected and should not prevent this initiative from going forward. Mr. Donmez said there also might be other stimulus funding in the next three months and asked Mr. Jones to outline details.

Mr. Ernest-Jones explained that he and his professional colleagues were pursuing the stimulus funding, following the applicable Department of Transportation guidelines. He noted that \$35,000,000 in funding had been dedicated to the final construction of the northern part of Dixie Highway at the Broward/Palm Beach County line. Mr. Ernest-Jones said that the remainder was earmarked for Local Agency Program (LAP) funding, with a considerable amount being proportioned for energy-related projects.

Mr. Ernest-Jones said that there were strict federal guidelines on the readiness of the projects, and the candidate had to be ready to sign contracts and start work within one hundred and twenty days. Mr. Ernest-Jones said the signals proposed for the West Sample Road and University Drive intersection were very costly, and the opportunity existed to utilize either matching funds or 100% federal funding for this project.

Ms. Harvey pointed out that money had been set aside for the West Sample Road project. Mr. Ernest-Jones agreed that money had been set aside for the design and not for construction, which he said would take place at the time of the development. He remarked that in the interim federal funds had become available, which could pay for these improvements. He advised moving forward and pursuing the completion of these plans as soon as possible. Mr. Ernest-Jones also advised that under the present circumstances, prices were at this time 30-35% lower than the peak pricing for roadway design.

Ms. Harvey moved, seconded by Mr. Davis, to proceed with the infrastructure design project. The motion was approved unanimously (5-0).

- **ILA with Broward County**

Mr. Donmez reported that he had not heard anything concrete from Broward County officials, however he understood from the Broward County Mayor's office that this issue was being deferred for follow-up by the County Administrator's office. Mr. Donmez said he had also learned that County Administrator Bertha Henry wanted to make this her recommendation, and had met with her staff, but no follow-up date had been determined.

Ms. Delegal said she and Mr. Donmez had gone over the agreement in detail and possible issues that Broward County might raise regarding inter-local agreements with other jurisdictions. In preparation for such a meeting, they had tried to frame some arguments and discussion points as to how the agreement with Coral Springs is different, namely being the first to proceed using funding from Broward County, and getting an affirmative statement from them.

Mr. Donmez pointed out that the City made decisions far more rapidly than the County, and he had made it very clear to his counterpart with the County, not to lump this issue with other CRA issues, but to give clarification on this issue only. Mr. Donmez said she was very polite, but reiterated that the Broward County Administrator would address this matter. He said the meeting was supposed to have been scheduled for this week but as of Friday, he had not had confirmation of a specific meeting date. Mr. Donmez reiterated that this was a separate issue that needed to be dealt with, and that the focus needed to be on infrastructure improvements.

- **Fiscal Year 2008 Financial Audit and CRA 2008 Annual Report**

Mr. Donmez reported that he and Ms. Delegal had worked to soften the audit-related language, as previously discussed. He said that there had been a transition in auditors due to a number of issues. Mr. Donmez said he hoped that this would be the last comment on this matter.

- **Broward Alliance Chair Ray Ferrero's Visit to Coral Springs**

Mr. Donmez reported that Mr. Ferrero would be addressing the Coral Springs Chamber of Commerce membership on the evening of May 20th.

Paul Cawley, Coral Springs EDF Director, explained that the Broward Alliance had put a committed effort into formulating the CEO Council, which had been the brainchild of Mr. Ferrero. Mr. Cawley said the Broward Alliance had conducted two recent studies, as follows:

- a) The Headquarter Recruitment Strategic Blueprint, studying the area and citing reasons why the Headquarters should be in the area. The intent of this study, Mr. Cawley said, was to get everyone on the same page regarding the future of the CRA. This would then lead into a workshop, including a potential strategic plan for the Coral Springs CRA.
- b) The Strategies that headquarters actually utilize in decision-making. He stated that this outlines how the whole process takes place. The second portion was benchmarking, which was done with other cities around the country, to show the advantages of the areas, and an evaluation of Broward County as a whole, including the City of Coral Springs, outlining the advantages of relocating to certain cities.

Mr. Cawley said that the presentation would take place on May 20th, beginning at 6:00 p.m. at the Coral Springs Marriott, and he expected that Mr. Ferrero would be asking for the Coral Springs CRA Board's commitment to be the first municipality to officially get behind the Broward Alliance/Broward County effort as future partners. Mr. Cawley said that his assistant would be emailing all the groups with further details about the presentation. Mr. Davis asked exactly what "getting behind it" meant for the CRA. Mr. Cawley responded that this meant a commitment to agree to the strategies and the studies, moving forward as partners, trying to make a CEO Council a reality.

Responding to Ms. Harvey's question about being able to see the reports prior to the presentation, Mr. Cawley said that he would prefer not as it would take away from the purpose of his presentation. However, Mr. Cawley said he would get copies of the studies to her after the initial presentation.

Mr. Davis asked whether there would be enough information in the package to have the CRA Board make a commitment that night. Mr. Cawley responded that he thought board members would have to absorb the information that night and then attend the workshop in June to get specific information to the needs of the CRA Board and the proposed plan. Mr. Davis told Mr. Cawley

that he might want to communicate to Mr. Ferrero that unless the Board was comfortable with the outlined plan they would not give a commitment. Mr. Crawley agreed, noting that the focus was on targeted industries.

Mr. Cawley continued that the study proved that people should refer to it as Broward Alliance, and he believed that eventually there would be a vote to be recognized as the “Greater Fort Lauderdale” area, rather than Broward County.

In response to Mr. Walsh’s question whether the material would be the same that he presented at the quarterly meeting, Mr. Cawley responded that the material Mr. Ferraro had presented at the quarterly meeting, was the study on the headquarters, which he would give to everyone prior to the workshop.

Mr. Rahael was asked to speak, and he said he had been approached and asked to become involved with this project. Mr. Rahael said what they were looking for was a financial commitment from enough people to raise substantial money to institute this effort to bring specific corporate headquarters to Broward County. The first part of the process, Mr. Rahael continued, was performing the studies just referred to, which have been completed. The study revealed that there was a branding issue regarding the name “Broward”, similar to what Dade County did, ultimately resulting in the renaming of “Miami/Dade County”. Whether or not Broward County would be renamed, Mr. Rahael said was unknown, but he thought the Broward Alliance has recognized that the Fort Lauderdale brand is a good brand, which should be utilized. He also pointed out that the Tourist Center was called “The Greater Fort Lauderdale Tourism and Convention Center”. Mr. Rahael said there was an advantage to promoting this new name outside of the region, and that it would be useful to determine how to measure up as a good choice of the site selectors. Mr. Rahael said over \$1,000,000 have already been committed to for this three-year plan, however he was not sure whether Mr. Ferrero was asking the City contribute financially to this effort. Mr. Cawley confirmed that this was not so. Mr. Rahael continued that he thought Mr. Ferraro was asking for all the municipalities to get behind the Plan, which would add greater strength in getting the County on board.

Mr. Rahael concluded by saying that the Council met about three-four months whenever there was a need for a meeting, and at present, there were about 20 members of the CEO Council. He thought this was a worthwhile effort to undertake especially at this time.

Mr. Walsh said he had been a representative of the City for the Broward Alliance, and noted that from time to time the question had arisen about what the City was getting out of this alliance. Mr. Walsh said he thought this new effort was different, and a commitment on the part of the leaders of the Broward County community, and he felt there was more reason to support the

Broward Alliance than he had ever seen. He said he thought the Board would appreciate the presentation, and he would be surprised if they did not want to support this.

Mr. Donmez added that after the recession concluded, there would be significant vacant retail, industrial and office space, and this was an important opportunity to incorporate into focusing on future regeneration.

Mr. Donmez noted that copies of the study with recommendations would be available for their meeting following this presentation, which would help them to decide how to focus efforts in marketing and business development.

Mr. Cawley added that the Broward Alliance was just setting the stage for the big picture, but the workshop would deal with a lot more, such as retail and education. Mr. Davis said that he wanted to make sure that they were given enough time and information to be able to make a clear decision.

Mr. Rahael noted that he thought Mr. Ferraro's presentation would be a good foreground for the meeting that would take place a month later, and provide useful background. He also stated the meeting in June should be one of "drilling down" further and being more specific to Coral Springs' needs. Mr. Rahael reiterated that he thought that Mr. Ferraro was really looking for is a support of his proposed plan, and until the Board was able to disseminate the plan, they would not be able to give that commitment.

Mr. Donmez confirmed for Mr. Walsh that the presentation would be made to the City Commission, the CRA, Enterprise Coral Springs, Coral Springs EDF, and the Chamber of Commerce. Mr. Donmez clarified for Mr. Walsh that he thought that rather than an approval, Mr. Ferraro was looking for recognition.

Ms. Harvey noted that she was looking forward to this presentation, which would help the CRA determine how they fit within the framework of the County. She continued that the CRA would have to think about how to coordinate efforts with all the other groups within the City to make sure that everyone's efforts were in synch and headed in the same direction.

- **Miller Legg Invoice**

Mr. Donmez reported that the CRA Board had approved a payment of \$1,500 to Miller Legg for additional work, which they had graciously accepted even though their invoice had reflected greater amounts due.

- **Federal Stimulus Funding Program**

Mr. Donmez said that surprisingly they had not seen much of the transportation unit funding, although some transit funding had become

available for Broward County. He noted that sometimes because of the size of the programs, funding was disseminated from the County or State level and at that point, the City would have to compete.

Mr. Donmez confirmed that the City had received over \$1,000,000 in stimulus grants to make the City more energy-efficient, and that these funds would be used to improve and upgrade existing buildings. Mr. Donmez also stated that the City had received funding for \$111,000 related to public safety; \$3,400,000 from the summer jobs (Workforce One) program; \$250,000 as community development grants; \$1,200,000 for enhancement of public safety and building; as well as funding for two Emergency Operations Center improvements.

VII. Upcoming CRA Board Meetings:

- May 25 (cancelled)
- June 22, 2009 – Proposed workshop date
- July 27, 2009

All Board members in attendance approved the above-mentioned proposed meeting dates.

VIII. Other Business

Mr. Walsh personally thanked everyone for coming to the meetings, remarking that it was good to have an educated audience. He expressed appreciation to the City Commissioners, in particular, for taking an interest in the CRA, and Mr. Cawley, Mr. Ernest-Jones, and Mr. Rahael for their continued input.

The meeting adjourned at 7:20 p.m.

DATE APPROVED/ACCEPTED

JOHN WALSH.
ACTING BOARD CHAIRPERSON
CRA BOARD OF DIRECTORS

JOSEPHINE CHAVEZ
OFFICE OF THE CITY CLERK
CITY OF CORAL SPRINGS

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