

Pompano Beach Economic Development Council

Commission Chambers Conference Room
March 24, 2019
5:01 p.m.

Draft Minutes

A. Call to Order

B. Roll Call

Tom DiGiorgio, Jr.
Paul Webb
Roy Rogers
Chris Metzger
Elaine Fitzgerald
Jack Rogerson

Jay Ghanem
Dodie Keith-Lazowick
Whitney Metevia
Ted Perrella
Whitney Rawls
Corey Staniscia - Absent

Al Seifert
Gerald Stryker
Joe Usman
Rob Wyre

Attendees

Commissioner Tom McMahon
Commissioner Ben Preston, District 2, Deerfield Beach
Dave Mirantz, Deerfield Beach Economic Development Council
Mark Dreyer, Deerfield Beach Economic Development Council
Bob Oates, Deerfield Beach Economic Development Council
Janae Valentine, RMA Associates
Nguyen Tran, CRA
Kim Vazquez, CRA
Cristina Costa Agnone, Chamber of Commerce
Chris Clemens, Economic Development Manager
Rhonda DiBiase, Secretary II

Motions Made

Motion was made by Paul Webb to nominate Kim Briesemeister as an At-Large member of the Board. Motion was seconded by Roy Rogers. All voted in favor of the motion. Motion passed unanimously.

Motion was made by Jack Rogerson to close nominations. Motion was seconded by Roy Rogers. All voted in favor of the motion. Motion passed unanimously.

Motion was made by Paul Webb to make Kim Briesemeister an At-Large member of the Board. Motion was seconded by Roy Rogers. All voted in favor of the motion. Motion passed unanimously.

Motion was made by Roy Rogers authorizing Tom DiGiorgio to send a letter in Support of the Conceptual Plan made by Ms. Valentine of RMA. Motion was seconded by Paul Webb. All voted in favor of the motion. Motion passed unanimously.

Motion was made by Roy Rogers to form a Sustainability Sub-Committee and appoint Dodie Keith Lazowick as Chair of the Subcommittee. Motion was seconded by Jay Ghanem. All voted in favor of the motion. Motion passed unanimously.

Motion was made by Whitney Rawls to approve the new By-Law as written by Whitney Metevia. Motion was seconded by Jack Rogerson. All voted in favor of the motion. Motion passed unanimously.

Motion was made by Roy Rogers to bestow the first Director Emeritus position of the Economic Development Council to Frank Furman. Motion was seconded by Rob Wyre. All voted in favor of the motion. Motion passed unanimously.

Motion was made by Joe Usman to name the new Pier the “Fisher Pier” after former Mayor, now County Commissioner, Lamar Fisher. Motion was seconded by Paul Webb. All voted in favor of the motion. Motion passed unanimously.

C. Vote: At-Large Council Position

Motion was made by Paul Webb to nominate Kim Briesemeister as an At-Large member of the Board. Motion was seconded by Roy Rogers.

Tom DiGiorgio stated we do have an At-Large position that has opened up. Mr. DiGiorgio received one response and recommendation which was for Kim Briesemeister. Mr. DiGiorgio stated we all know Ms. Briesemeister and she is imminently qualified for this position. Mr. DiGiorgio said he has read the by-laws and he does not have to read Ms. Briesemeister’s bio as everyone knows her well enough.

Mr. DiGiorgio stated we do have a nomination from Paul Webb and was seconded by Mr. Rogers to nominate Kim Briesemeister and asked if there are any other further nominations. Hearing, none, I will ask for a nomination to close nominations.

Motion was made by Jack Rogerson to close nominations. Motion was seconded by Roy Rogers. All voted in favor of the motion. Motion passed unanimously.

Motion was made by Paul Webb to appoint Kim Briesemeister an At-Large member of the Board. Motion was seconded by Roy Rogers. All voted in favor of the motion. Motion passed unanimously.

Mr. DiGiorgio welcomed Kim Briesemeister to the Board.

F. Deerfield Beach Economic Development Council

Dave Mirantz stated a little less than a year ago we formed a group of private partners with 18 companies, came together, ratified by-laws and created the Deerfield Beach Economic Development Council with the hope that we would become a public private partnership with the City of Deerfield Beach. Last month the City of Deerfield voted unanimously to fund 25% of their budget. We along with the Pompano EDC are one of 6 municipal EDCs out of 210 cities that are in Florida.

Mr. Mirantz introduced other members including Commissioner Ben Preston (District 2), Bob Oates, and Mark Dreyer.

Mr. DiGiorgio stated it is important that we keep this relationship really close. We are in this together and we are all in northern county and looking for the same things. When we can help out, when we have some industrial land they are looking for, when we have a project that we are trying to move

forward, we are going to call our brothers up in Deerfield Beach and ask if they can help us and they are going to do the same.

Mr. DiGiorgio stated we want to make sure this relationship stays really close. There are going to things we are going to fight for together and there are going to be some things we are going to be competing for against, but that is healthy competition and that is great. We are in this together.

Mr. DiGiorgio stated we are going to definitely see this as a partnership, not as two competing entities looking at the same thing, it may happen, but we truly have a partnership. I think our Commissions and City Staff treat other the same way over the years. We are in a good place and they are always welcomed here and David said we are always welcomed at their meetings.

D. Approval of Minutes from January 28, 2019

Motion was made by Roy Rogers that the Minutes of January 28, 2019, be approved. Motion seconded by Rob Wyre. All voted in favor of the motion. Motion passed unanimously.

E. Treasurer's Report

Treasurer Report remains the same.

F. Capital Improvements/CRA Update – NEW UPDATES

Nguyen Tran stated the CRA are working on the plaza and Old Town backyard behind 1st Street.

Jack Rogerson stated the Pier will be ready on time but there is concern about the entryway where the archway is going so there may be a problem with access.

The Oceanic say they will be opened in June but he thinks it will be more like July or August.

Tim Hernandez still has not filed a permit for R2. The problem is he tried to redesign it because it was too costly and tried to get the costs down and now the redesign is more expensive. Because of the Lease Agreement, he is caught in the middle and we extended four times and he is supposed opened in December.

The Parking Lot RFQs are due April 9, 2019. Once we will whittle it down to a manageable few, we will come back with a more detailed plan and then it will be ranked by another committee.

Northwest CRA

Whitney Rawls stated LUPA is going to be held on the April 31st and are hoping to make that a little bit more palpable to our residents. If LUPA doesn't fly, we are at a standstill.

Mr. Tran stated we are activating the community kitchen at Pat Larkin.

G. Presentation – Janae Valentine, RMA –McCabe House & Garden Project

Ms. Valentine introduced herself as a CRA consultant, Project Manager for the McNab House and Botanical Gardens and began her presentation with a slideshow. Ms. Valentine stated the main priority of this project is about saving a piece of Pompano's history. The McNab home was built in 1926.

The idea is to preserve the home and move it a few blocks east to McNab Park and to keep the ties of the family strong. We have received a lot of support from the McNab family and the community at large.

Ms. Valentine stated we are in the early stages of the project, but it is under a tight time frame. The property has been purchased by a private developer with an approximate six month time frame of demolition and our first priority is to move the home.

Ms. Valentine discussed that McNab's Park current conditions, over the past year has received 567 calls from the Broward Sheriff's Office. The main goal is to create activity along the East Atlantic corridor and provide good visibility, as well as an activated space.

Ms. Valentine stated where the Elks Lodge is currently located, it has a 7 acre parcel surrounds and the City is proposing build new fields with sports amenities. Ms. Valentine showed slides that highlight properties surrounding McNab Park. A new park will be funded by the City from the GO Bonds and will have an open park for sporting events, as well as existing amenities surrounding parks have including basketball courts, tennis courts, pavilion, a children's playground, and open amphitheater

Ms. Valentine stated we are proposing a concept similar to the Sundry House in Delray Beach. The concept is to create and activated space with a restaurant, botanical gardens, a bed and breakfast operator and a space for events. As you go throughout the site, we have placed botanical gardens, lush tropical landscaping and water features throughout the property. This park will be open to the public and we do want to keep it as much as a park element as we can.

Ms. Valentine stated the Chamber is not included in the diagram for the concept design and we are still speaking with them about potential relocation opportunities.

Ms. Valentine said the proposal is to place the McNab house facing Atlantic Boulevard with an attached garage for a courtyard type environment which could be used for a museum.

Ms. Valentine stated the concept design also includes parking behind the home, a two-story, twenty unit, and bed and breakfast. South of the bed and breakfast, we are looking to propose a McNab Park Paseo which would be an activated space for bicyclists, pedestrians and in some cases could be closed off for community events. As we continue down, we are proposing a gazebo in the area on the site so it could be used for wedding receptions and other events.

Ms. Valentine stated directly south of the McNab Park site there is vacant land which could be an opportunity to keep some of the existing amenities that are found at the McNab Park. Again, this is just a preliminary design and concept. We are still considering the surrounding area, but wanted to point out something that was vacant directly south of the parcel.

Ms. Valentine stated the current operating costs for the park right is approximately \$44,000 annually, and does not include calls to BSO, only maintenance.

Ms. Valentine stated the project is estimated for a timeframe to take between of 2 to 3 years. With an opportunity for the City to generate jobs and revenues from the McNab house restaurant, the bed and breakfast operator, and other events.

Ms. Valentine stated preliminary estimated costs are approximately \$2.7 million and include to moving the house and garage to the new location is approximately \$350,000, for the preliminary design \$75,000, construction \$1.9 million, permit fees \$66,000, and contingency fees of \$375,500.

Ms. Valentine stated they have already been to the East CRA Advisory Board and they are very supportive of the project. They have \$1.5 million that could be used for the initial phase of the project which would include the cost for moving the house, which is their priority, before the developer decides to build his project Atlantic One.

Ms. Valentine said public investment drives private investment. Pompano has the best example in our own backyard and what happened at the beach. When the City invested in parking at the beach, the beach became activated and this led to quality development such as the Beach House and Oceanic and is still growing.

Ms. Valentine stated there is a lot of money behind the Cultural Heritage Tourism Market within the Tourism Industry, it is real. When people come to places, they really want an experience. What we are proposing with this project is an experience to learn about the McNab history. We could teach the community, as well create jobs and revenue for the City from the bed & breakfast, restaurant, and events.

Ms. Valentine stated we have been talks with the McNab family, the Historical Society, the City, the East CRA Advisory Committee, the Chamber of Commerce, the Preservation Board, the property owner, a now you, Economic Development Council, as well as the residents for community feedback.

Ms. Valentine stated we are currently we are working on a draft and LOI that could attract a restaurateur and proactively looking to see if we can get people from the market interested. We are looking at alternatives for the CRA project budget and the house relocation and the Commerce relocation and nothing has been decided yet but we are in talks with them.

Ms. Valentine stated we received feedback on the bed & breakfast design, but then again this is only a preliminary concept and we are only looking to save the McNab House. We've also heard a lot regarding the green space and we understand and tried to keep as much as the space open with the botanical gardens.

Mr. Rogers said her suggestion regarding the potential for private sector participation with regards to the budget, we have examples here in both in Deerfield and the Sample McDougald House. We should see if we could get a donated windmill and see if we can have the Boys and Girls Club volunteer as it makes a better story.

Dodie Keith-Lazowick asked if they are looking for one operator for the house, restaurant and bed & breakfast.

Ms. Valentine stated we are envisioning is a restaurateur; but then a separate bed & breakfast operator. What she was told with public/private partnerships that could be a part of the deal depending on what type of interest we receive.

Kim Briesemeister stated for clarification, this whole concept is emanating from the Historical Society's prospective of saving the house. That is a very important part of this, because at some point, it really is a question of what is the most important thing here. A lot of what Ms. Valentine's discussion extends beyond that and for a reason.

Ms. Briesemeister stated one is, in the CRA and the client of the CRA, if you're going to move a house and have a historical structure, is there something bigger and better that can happen from a redevelopment perspective. That is the story about public investment drawing private money.

Ms. Briesemeister said when she showed you the pier because as the pier evolved, when we first started designing and got a concept for the pier remember how many unanswered questions were out there. As far as who would build the garage? Who would manage the garage?

Ms. Briesemeister said you're at that stage now where those questions are opened and I would suggest let that concept continue to evolve as you start to decide on the site plan, location and other things that are going to make this a success. Those kinds of business decisions become very obvious. Look at the pier. The pier paying started out and we were paying somebody to manage the parking garage and we had \$500,000 of income, now the City has over \$2 ½ million of parking revenue. The pier site is going to collect almost over \$700,000 in revenue and we couldn't have answered those questions the first year even eighteen months or two years into it. I think the best thing is to do what you're doing now and put those questions out there and as Jenae comes up with more and more topics to back to the City and CRA for decision points will help with that decision making. The goal is to get a Letter of Intent out to see what the interest is.

Ms. Lasowick stated it is really easy to move a wood house, but to move a brick house? Seeing this budget, there is consideration in bringing this up to speed and being an operational restaurant and have running water and electricity. This budget is not enough.

Ms. Valentine stated we got two different quotes from movers for \$300,000.

Mr. DiGiorgio stated let's assume it's a little bit light, we have some precedent here. We had two buildings that were slated to be torn down. They were the two of our oldest buildings in downtown Pompano Beach. A few of us got a phone call from Kristen Jacobs who said we could not let those buildings be torn down. Someone needs to buy those buildings. We did and saved those two buildings. Those buildings are now BaCA and the other is Joe Usman's building and those are the anchors of our downtown development here on the eastside of Dixie Highway.

Mr. DiGiorgio said those were saved because the Historical Society getting involved and stopping the demo and private investors spending their money. That is how these things get started and this started the development in downtown.

Mr. DiGiorgio stated we have to look at our past. I do believe this, like that, this will enhance our development in that area and will activate the park. This is the area people are worried about and the vagrancy problem. We have all the makings of the potential for this to be success. I think you are right about requesting an LOI right now and I think it is a great first step and you are following the right path. You're ahead of it a little bit because the Commission and CRA have not taken action and cannot take action yet.

Jack Rogerson stated we recently had a CRA Advisory meeting and it was well attended. I'd say there was a 78% - 80% in favor of this. The Advisory Committee passed a motion supporting trying to save the house and move it down there but only with the condition that we get the second a bite of the apple.

Mr. Rogerson said we are going to meet again next week and the Board doesn't meet until a couple weeks later. There is a concern, if the Chamber issue isn't addressed before we do that, that \$3 million represents half of the CRA's operating budget for the next three years. I don't want to spend that money and still find out that we don't have the Chamber moved. If we don't get that done before the CRA votes, then I'm not going to support it. There are enough gambles in there that cannot be avoided. That is a gamble that is strictly internal and we should stop it.

Mr. DiGiorgio stated the City Manager is working with the executive team at the Chamber of Commerce to come up with a mutual satisfactory solution.

Al Seifert asked how much it would harm the historic significance of the building if you demo the building and used the materials and made a rendering of the building?

Commissioner McMahon stated it would not be a historical building and it would not be a possibility.

Mr. DiGiorgio stated from the cultural significance you would lose that and we would not be able to put the house on any register.

Commissioner McMahon stated the McNab family came to the Historical Society in April 2017 and said they would love to donate the house to the Historical Society. We started digging into the costs and the only place we thought was Founders Park but that was not an option. So we came up with the plan of McNab Park and cost wise, logistically and it would activate the park. We asked the City Manager and the CRA and they said this makes sense and there is a budget and this is how we got to it today.

Ted Perrella asked if time is the problem with this project? Six month is not enough time to procure all the elements to make this work. Have you approached owners of the property and asked what it would cost to extend the time? Time is the problem to move it and get all the contracts in place. How can we get the timeline extended, and what would it take to talk to these folks, and have you done that?

Ms. Briesemeister stated that Chris Brown, her business partner at RMA, has been the point person talking with them and the City. The goal is to keep the pressure on. Because, in government everything takes a long time as it is. The more everybody stays hyper focused on making this happen, the more likely we will do it quickly. The real reality and feasibility of having the house up and moved in 6 months is limited. The conversations with the developer are underway. As fast as we are going around and trying to gather all that information, that will flush itself out. We might reach a day it may not work out and we lose the battle.

Jay Ghanem asked if the bed & breakfast is going to be on the site and the second level or on the property? What are we doing about the south property are we moving on it or are we just talking about it. What is going to happen to the Chamber? If we are in a time crunch we should have some answers now?

Ms. Valentine stated the bed & breakfast would have 2 floors with 5 units. The McNab house would be the restaurant facing Atlantic Boulevard.

Mr. DiGiorgio stated they are proposing the property south of the McNab parcel. They are showing this only for potential amenities. That comes with the City and the CRA and the budget.

Mr. Rogerson said part of the reason for doing and selecting McNab Park was to get rid of the problems, now you would just be moving them across the street, which is not a good thing. I think the bed and breakfast should be pulled out of it right now, it is not germane to what you are doing and you could come in later with the bed and breakfast.

Mr. DiGiorgio said from a conceptual stand point you can always kill things later. I think it's better to show it the way you'd love to see it dreamed it up and if it doesn't work then you pull it out. It so much harder to put it in later. To me, I think this is a perfect venue for a corporate retreat. I can

imagine having this in South Florida, 3 blocks from the beach, having corporate weekends with 20 rooms on site at a \$100 a room. This could be an economic driver and I wouldn't take anything out right now.

Elaine Fitzgerald stated it is a beautiful plan and concept and if you don't try, you don't get.

Ms. Valentine asked the Economic Development Council to send a letter supporting their concept design.

Motion was made by Roy Rogers authorizing Tom DiGiorgio to send a letter in Support of the Conceptual Plan made by Ms. Valentine of RMA. Motion was seconded by Paul Webb. All voted in favor of the motion. Motion passed unanimously.

H. Presentation – Jean Dolan, Planner – Sustainability Subcommittee

Jean Dolan said she has been named the Sustainability Coordinator for the City of Pompano and they want to activate a Sustainability Subcommittee.

Ms. Dolan said the first thing you are going to see are the Broward County Seawall Regulations and Policies coming out of the County. That is where things are going to start costing people money and that is where we want to bring you in. New seawall height ordinances are going to be drafted as a Comprehensive Plan Amendment Policies. If the cities don't adopt these model ordinances, we won't be able to do Comprehensive Plan Amendments, so the City will have to adopt the model ordinance. The trigger is, as soon as the crest goes over the wall, you will get a Code Enforcement warning, which means you will have to raise your seawall. The cost to do this is going to be somewhere between \$450 to \$2,150 a foot and the homeowner will be responsible.

Mr. DiGiorgio informed the members that the EDC will have a standing subcommittee to work with the County. This is going to have real impact in development and the way we can get out in front of it and being able to work with the County. It is going to be a mutual relationship. The structure we are thinking is 4 members from the EDC, an expert from either the private sector or public sector, 4 members of Senior City Staff, and this could change overtime. Mr. DiGiorgio said he would like to see Dodi Lasowick chair the subcommittee.

Ms. Dolan said they will be inviting Ms. Lasowick to interviews with the Commission, Finance Department, and the Planning and Zoning Board being held between April 17-19th. She will be in contact with Ms. Lasowick for future details.

Mr. Usman stated he thinks it's important to make sure rumors doesn't go around that people will have to start replacing seawalls when they are purchasing or selling their homes.

Mr. DiGiorgio stated if we can stay ahead of this, and the County can see us as a partner, it can be done in a way that is beneficial for all of us. That goes back to our Communications Committee about all these things that are out there and the County making all these recommendations.

Motion was made by Roy Rogers to form a Sustainability Subcommittee and appoint Dodi Keith Lasowick as Chair of the Subcommittee. Motion was seconded by Jay Ghanem. All voted in favor of the motion. Motion passed unanimously.

I. Education Committee Update

Mr. Rogers introduced Cristine Agnone from the Chamber. Mr. Rogers stated that George Minnich has accepted the responsibility of Chairman of the Education Foundation for the Chamber of Commerce. Mr. Rogers stated this is an opportunity to align with the EDC, to do things together, and it fits right in line with the Communications Committee. The right people are in place and will keep the projector going in the right direction to be successful and the schools will return to “A” schools.

Mr. Ghanem stated Atlantic Technical College will be presenting next month and he would like a good outcome for them. Atlantic Technical College could be a good transitioning school and benefit for our underprivileged children and could make a difference without having to jump through hoops.

Tom DiGiorgio said it is a model program and excited that they are going to here and he would like to speak before the meeting.

J. Tourism Committee Update

Rob Wyre congratulated Elaine Fitzgerald for her Tourism update two weeks ago and said it was well attended

Mr. Wyre said Broward County published their Bed Tax Collections for 2018, it looks too good to be true and Lydia Gorzelany has cautioned him. If you normalize for the increase in the Tourism Tax from 5% (2017) to 6% (2018), and you do the normalization, Pompano’s Bed Tax increased by 29%. Mr. DiGiorgio asked him to confirm this.

Ms. Fitzgerald stated there are a reasons for this. Occupancy has dipped by a few percentage points yet the average daily rate has gone up. The City is trying to get the VRBO rental intact and getting everybody licensed.

Mr. Wyre said the City of Pompano has submitted a Grant Application for a \$60,000 from the State to improve the habitat around the Okinawa and we have U.S. Concrete donating all the concrete and Pompano Fishing Rodeo have sent in letters of support.

Ms. Fitzgerald stated we had the opening of the Blanche Ely Museum. It was the home of Blanche Ely who was the principal of the Pompano Colored School in 1951. She was very influential in Pompano and this has been in the works for many years. The event was very well attended.

K. Old Business

Whitney Metevia read the following changes to the Economic Development By-Laws for the addition of Director Emeritus:

“The Board of Directors may designate as many directors emeritus as deemed necessary in recognition of their contribution and service to the Council. Directors Emeritus are not eligible to vote, are not subject to mandatory sentence requirements such as listed in paragraph 2.06, and may be removed according to paragraph 4.3.2”

Mr. DiGiorgio stated the intent was to honor long-term folks who have participated on this Board and give them a voice, but not a vote.

Motion was made by Whitney Rawls to approve the new By-Law as written by Whitney Metevia. Motion was seconded by Jack Rogerson. All voted in favor of the motion. Motion passed unanimously.

Motion was made by Roy Rogers to bestow the first Director Emeritus position of the Economic Development Council to Frank Furman. Motion was seconded by Rob Wyre. All voted in favor of the motion. Motion passed unanimously.

L. New Business

Mr. Usman asked the EDC for support in naming the Pier at the Beach in honor of former Mayor, now County Commissioner, Lamar Fisher and name it “Fisher Pier.”

Mr. DiGiorgio said he would like Joe Usman to head up this Committee and work with the City. This would not affect any of the naming rights.

Motion was made by Joe Usman to name the new Pier the “Fisher Pier” after former Mayor, now County Commissioner, Lamar Fisher. Motion was seconded by Paul Webb. All voted in favor of the motion. Motion passed unanimously.

M. Staff Report

Chris Clemens passed out his staff report. Volunteer Luncheon will be held on Thursday, April 11th between 11:30-1:00 p.m. Greg Harrison Roast will be held on Saturday, March 30th at 6 p.m. at the Sample McDougald House.

Deerfield Commissioner Bob Preston stated this is a well-run Economic Council. Commissioner Preston suggested they get together on the seawall issue.

Mr. Perrella stated the Seafood Festival will be held on the last weekend of the month and will be moving to the Amphitheater.

N. Adjournment

Tom DiGiorgio made a Motion to adjourn. Meeting ended at 6:19 p.m.

Next Meeting – 4th Monday of the month
April 22, 2019 @ 5:00 pm
Commission Chambers Conference Room
100 West Atlantic Blvd., Pompano Beach, FL