

**Detailed Minutes - Final**

**City Commission**

*Lamar Fisher, Mayor*

*Charlotte J. Burrie, Vice Mayor*

*Rex Hardin, Commissioner*

*Barry Moss, Commissioner*

*Beverly Perkins, Commissioner*

*Michael Sobel, Commissioner*

*Gregory P. Harrison, City Manager*

*Mark Berman, City Attorney*

*Asceleta Hammond, City Clerk*

---

**Tuesday, September 11, 2018**

**6:00 PM**

**Commission Chamber**

---

**City Commission Meeting**

**CALL TO ORDER**

Honorable Lamar Fisher called the meeting to order at 6:00 p.m.

**SPECIAL RECOGNITION**

Mayor Fisher recognized the presence of members of the Boy's Scout Troop 512, which is the only troop in Pompano Beach, and they will earn a badge for public service.

**ROLL CALL**

**Present:** Commissioner Rex Hardin  
Commissioner Barry Moss  
Commissioner Beverly Perkins  
Commissioner Michael Sobel  
Vice Mayor Charlotte Burrie  
Mayor Lamar Fisher

**INVOCATION**

Pastor Don Worden of First Baptist Church of Pompano Beach offered the invocation. Also, Pastor Worden remembered the families who lost loved ones in the 9/11 horrific attack in New York seventeen years ago.

Mayor Fisher thanked Mark Beaudreau, Recreation Programs Administrator, and his team for coordinating an incredible remembrance and the celebration last evening, at the Cultural Arts Center.

**PLEDGE OF ALLEGIANCE**

Led by Asceleta Hammond, City Clerk

**APPROVAL OF MINUTES**

18-564 Regular City Commission Meeting Minutes of July 24, 2018

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Minutes be APPROVED. The motion carried unanimously.**

**APPROVAL OF AGENDA**

Mayor Fisher announced that Items 22 & 23 will be taken from the table and re-tabled to the City Commission meeting of October 9, 2018. Also, Item 25 will be tabled to the City Commission meeting of September 25, 2018.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Agenda be APPROVED AS AMENDED. The motion carried unanimously.**

**CONSENT AGENDA DISCUSSION**

The Commission may pull items from the Consent Agenda. During Audience to be Heard, a person may speak on any item on the Consent Agenda, which has not been pulled.

Mayor Fisher announced that items 2, 5, 6, 7 and 10 will be pulled for City Commission discussion.

**A. PROCLAMATION**

18-581 **Proclamation presentation to the Pompano Beach Junior Lifeguard Team**

Mayor Lamar Fisher presented a proclamation congratulating the Pompano Beach Junior Lifeguard Team for obtaining nine national titles at the USLA Junior Lifeguard National Competition.

Mayor Fisher announced that the team returned with nine (9) national titles and forty five (45) medals.

Mimi Schulte, stated that she has been on the program for approximately fourteen years and she is proud of the Pompano Beach Junior lifeguard team, which is one of the most successful youth program and organizations in the City. She thanked Mark Beaudreau of Parks and Recreation for continuing the tradition, and also thanked Fire Chief John Jurgle for the Ocean Rescue team. Finally, she thanked the City for hosting such a great program.

**The Proclamation was READ AND PRESENTED INTO THE RECORD.**

**B. SPECIAL PRESENTATION****18-574 Check Presentation by Broward County Commissioner Chip LaMarca**

Broward County Commissioner Chip LaMarca presented a symbolic check to the City in the amount of \$10,000 pertaining to the Artwork Grant awarded to the City by the County to finance artwork at the Pompano Beach Pier in the Pompano Beach Fishing Village.

Commissioner Chip LaMarca thanked the City Commission for their services, and especially Vice Mayor Charlotte Burrie, who will be retiring after her term ends.

**The Special Presentation was READ AND PRESENTED INTO THE RECORD.**

**18-538 Introduction of the City's New Deputy Internal Auditor**

Internal Auditor DC Kiyemba introduced the new Deputy Internal Auditor, Michael A. Hewett.

DC Kiyemba, Internal Auditor, introduced Michael A. Hewett, Deputy Internal Auditor, who came from Florida Atlantic University with a certified internal auditor certification and over twenty years of internal auditing experience.

Mayor Fisher added at the time the City Commission interviewed for the internal auditor's position, Mr. Hewett was one of the applicants who has now become part of the team, which the Commission is pleased to welcome him.

**The Special Presentation was READ AND PRESENTED INTO THE RECORD.**

**18-530 Northwest Community Building and Engagement Project**

Presentation of the Northwest Community Building and Engagement Project Results by Dr. Wilhelmena Mack, President, W Mack and Associates, Inc.

Mayor Fisher stated that Dr. Wilhelmena Mack will make a presentation on the northwest community building engagement project and the results of her study.

Dr. Wilhelmena Mack, President, W. Mack and Associates, Inc., stated that she spent quite some time in District 4, at the request of Comr. Perkins. She wanted to know in the district, what are the key issues and challenges that exist within the community. Consequently, Dr. Mack stated they established four (4) project goals that started with identifying and prioritizing the challenges and opportunities as they exist in District 4, as well as the specific factors that contributed to the challenges and opportunities. Also, they wanted to get a detailed listing of the residents' desired outcomes to each of the challenges and opportunities. Specifically, what strategies and actions to be taken in order to address the challenges and opportunities.

Continuing, Dr. Mack stated the project team included community members, Comr. Perkins, City Manager Greg Harrison, Henri Crockett, Emma Ellington, Pastor George Rich, and Pastor Robert Stanley, who were responsible for directing the project. They were critical in the process because they assisted in identifying different individuals to conduct a survey, which normally is done qualitatively or quantitatively. However, it was important to obtain the qualitative information to allow her the opportunity to discuss with the residents within the community to determine the key stakeholders, including community leaders from the businesses, the education and religious institutions. Therefore, they would provide her with the initial insight as to the concerns, key issues and challenges.

Dr. Mack indicated that she established survey schedules to ensure she would spend time in different locations and with groups that would be able to provide input. She said she met with the seniors, different church parishioners, and homeowners' associations. Also, she attended the community garden event, and there was an open opportunity for the community to participate at the E. Pat Larkins Center, as well as conducting telephone calls. As a result of conducting the survey within the community, they had a total of 45 males that participated, different age groups called "cohorts" represented about 20 years. Within this group they provided their perceptions and ideas in terms of affecting the way the City is operating would be different. Therefore, the group was divided into participants that were the Traditionalists, (10), Baby Boomers (11), Generation X (17) and Generation Y (7). For the female participants group there was a total of 26 Traditionalists, 38 Baby Boomers, 12 Generation X, and 5 Generation Y. In total, she said 166 persons participated in the process, which represented .87% of the population from District 4. She said normally 5% is acceptable to get started and 10% to get a higher degree of validity.

Continuing, Dr. Mack indicated that they had compiled a list of issues and challenges as they currently exist within the community. Subsequently, two workshops were conducted to determine the top three issues, which would allow them to put together strategies to focus on the most important issues within the community. The listing she presented was based upon the top three that the traditionalists, and the baby boomers identified, and the other two became part of what they identified as "One Pompano." The generation X and generation Y identified three areas they considered critical.

Please refer to Exhibit I attached, which provides detailed information realized from the survey and workshops conducted by Dr. Mack and distributed to the City Commission.

### **Recommendations**

- City provides a response and explanation to the residents of District 4 on all elements identified in the One Pompano recommendation.
- The One Pompano recommendation provides for street lights, sidewalks, community entrance signs, paved city owned roadways, city landscaping, speed humps (and/or speed humps status).
- The response shall address status of all items which are included or addressed in the City's Comprehensive Plan:



- The City's Strategic Plan
  - The City's 2018-2019 Budget
  - Explanation and proposed actions and timelines for all items not included in the City's 2018-2019 budget
- 
- The City provides full support of the Broward Sheriff's Office (BSO) in making the continuation of its recommended policing strategies and addressing the issue of prostitution in District 4 a priority in the upcoming fiscal year.
  - The City should appropriate Community Redevelopment Agency (CRA) funding in providing "support for innovative policing innovations."
  - The City in addressing effectively the seven (7) issue identified by the community and in an effort to achieve broad based support among residents, should support the formulation of a Northwest Community Building and Engagement Strategic Implementation Plan based upon findings in the Northwest Community Building and Engagement project.
  - Recommend Response Timeline: 30 days to get started and to ensure completion within 90 days.

Finally, Dr. Mack indicated that considerable amount of work was done commencing from March to July, but she wanted to condense in her presentation and provide the City Commission with an overview in terms of the time and energy that went into putting this process together. She respectfully requested if the City Commission would allow two members of the Committee the opportunity to share some of their comments.

Dr. Robert Stanley, Pastor, Hopewell Baptist Church, thanked the City Commission for approving the Northwest Community Building and Engagement project. He said based on the Commission's approval it suggests that they understand what is happening in the northwest community. He thanked Commissioner Perkins (Moody) for her outstanding leadership, as well as her genuine concerns of the welfare of not only District 4, but all of the northwest community.

Continuing, Dr. Stanley thanked Dr. Mack and those responsible for selecting him to become part of the committee. He said he has been blessed to work with the committee and Dr. Mack who has completed an accurate picture, as well as an assessment of the northwest community. Dr. Stanley mentioned that this year he is celebrating 29 years of pastoring and 27 years of being a resident of Pompano Beach and he has never witnessed this level of community collaboration under the guidance of Dr. Mack with this particular program. He said the recommendations made did not come from a self-interest group, but actually came from all of the residents. He added that he was impressed with the level of enthusiasm, as well as the exchange and expectation he witnessed among the generations X, Y, baby boomers, and the traditionalists.

Dr Stanley said the recommendations are from the true voice and interest of the northwest section of the City. Therefore, he "beseeched" the Commission to accept the recommendations as is, as well as not to put this survey project into file 13. The frustration that the community will experience is after witnessing all of this work being done and the information provided, just to have nothing become of it. He said he is just as passionate

about the building of the northwest community as the 77 homes being built next to the church.

Finally, Dr. Stanley indicated that his faith along with many of the residents from the northwest community would be challenged if these recommendations were not accepted by the Commission, and more importantly that the strategic implementation plan is not executed. He concluded that if one part of the body is hurt or affected in any way the entire body experiences the pain. The City is one city but the needs as a body are different. Therefore, the northwest section of the City is in need, which everybody should understand. They are not trying to be special. What they are saying is that the emphasis should be placed where the greatest need is, so, what has been introduced to the Commission, if implemented to the fullest, the City will be known as One Pompano.

Emma Ellington, Pompano Beach, stated that she is very passionate about Pompano Beach and especially District 4. She mentioned that several months ago, her children convinced her to sell her house and move north with them. She gave it some thought and soul searching and having been born in the City of Pompano Beach and reached the age of approximately 70 years, she wondered if she has enough time to see the kind of change from the recommendations that have been made. She thanked Dr. Mack for all she has done with the committee and the residents of the community, as well as the City Commission for all they have done to try to make the City the best city in the United States.

Continuing, Mrs. Ellington expressed that prior to her leaving "this earth" she would like to see the City allow Dr. Mack to continue this process until all the goals and objectives, as well as the recommendations that the committee has come up with are realized. She said she has a son who has expressed that he would love to come back to Pompano Beach, but has said to her that District 4 has not changed since he left. She concluded that she loves Pompano Beach and will love to stay here.

Mayor Fisher thanked Dr. Mack for all her hard work and efforts, as well as Dr. Stanley, Mrs. Ellington and those in the community who participated throughout the process of this project. He added that although he will not be on the Commission much longer, but hopefully he can speak for the Commission that this report would not be sitting on the shelves. Instead, it will continue its process as it goes through the City staff, and City Commissioners so they can digest, and dissect it and fully implement what needs to be done. He hopes those who would be sitting on the dais in the near future will make that commitment to bring forth what needs to be done. Mayor Fisher ended his comments with "job well done."

Vice Mayor Burrie stated that Dr. Mack zeroed in on District 4, however, if she took what she has done in District 4 and picked it up, aside from the grocery store, she could move every one of those items in her report into District 2 as well. She said although she will not be in office after the election, she wanted to say to the City and those that are in office, this report not only affects District 4, it affects Districts 5 and 2 as well. Actually, it affects 90% of the City. She thanked Dr. Mack for her work and although she did not get through all the pages of the report, she got enough to digest.

Comr. Perkins thanked Dr. Mack for putting the time and effort in doing what has been needed for so many years in the district. She also thanked Dr. Stanley, Mrs. Ellington, Pastor Rich, and the City Manager who has sat in on some of the meetings. Comr. Perkins indicated that this has been a long time coming and recalled the days of E. Pat Larkins when they put together a lot of studies but the problem was they never pursued them or

followed through on any of it. Therefore, she wanted to ensure that something is put together to include the entire community. So, this project cannot be said to come from one person or two people from the community. She was pleasantly surprised to see how the residents in the community came out and sat together in groups interacting with one another and how concerned they were about the issues in the community. She said the question is always coming up, "What do you want in the district?" So, now it is documented as to what the residents desire for the community.

Mayor Fisher indicated that the motion made is appropriate but wondered since this was a presentation should it be placed as an agenda item for the Commission to consider. Staff could get on the issues immediately and work on the recommendations of Dr. Mack's report.

Mark Berman, City Attorney, stated that it is not a problem at this time, as it is not specific, but the City will not let it sit, but instead work on moving forward and take the necessary action.

Comr. Sobel commended Comr. Perkins, who precipitated and initiated the process with Dr. Mack. He mentioned that Dr. Mack's initial study was met with some skepticism by some people and there was some controversy relating to the expense and the approval process by the Commission. He said anybody who does not see that Pompano at times, has been unfair throughout all five districts, and in particular the northwest community, is in denial.

Additionally, Comr. Sobel indicated that he attended one of the workshops with the broad-based committee selected and discovered that he was part of "something much bigger than me." It was, as mentioned by Vice Mayor Burrie prior, about the City as a whole being drawn through the attention of the basic unfairness that has befallen the northwest community. He said the key to the success is the in-depth diversity in which Dr. Mack reached the entire community. Therefore, the point is to move forward and rise as one City. The report must be studied repeatedly, as well as there has to be measurables in place and time tables described, starting with the first thirty (30) days in order to make this successful. Therefore, upon the start of being implemented and successful in the northwest community it would likewise spread to Districts 2, 3, and 5.

Continuing, Comr. Sobel indicated that the City needs to put the entire comprehensive study online so that people throughout the City can have access to it. He urged the City Manager to ensure a copy of the study is readily available on the City's website so that everybody throughout the City can start to get a greater understanding of the issues that occur. He said that there are descriptions of problems, issues, and components throughout the report that are diagnosed and some people in other districts such as District 1 may have disbelief about the existence of these issues in the City of Pompano Beach. It is critical that this does not become another one of those consulting contract reports that gets placed on a shelf and not followed upon or not implemented.

Mayor Fisher indicated that as the City Manager is thinking of putting online this information, he should keep in mind that some people do not have internet, so perhaps hard copies of the report could be placed at the E. Pat Larkins Center and the McNair Center, as well as the library for availability.

Comr. Hardin thanked Dr. Mack for doing this for the City. He assured Dr. Stanley that this is not going into file 13. He said he had a long discussion with him on the results of the study and what actions the City can take



following the presentation. Therefore, he is looking forward to going through the issues in the report in its entirety and to making those necessary changes in the City.

**MOTION: A motion was made by Comr. Perkins, seconded by Comr. Sobel to have the City continue with the process of implementing the programs that Dr. Mack has presented. The motion carried unanimously.**

**The Special Presentation was READ AND PRESENTED INTO THE RECORD.**

**C. AUDIENCE TO BE HEARD**

Meeting went into Recess

Meeting Reconvened

Mayor Fisher announced that it was time for "Audience To Be Heard" and offered the following guidelines: Once your name is called, please come forward to the podium in front of the commission, state your name and address for the record. Speakers will be limited to three minutes to speak on any item of concern or interest, including those items pulled from the Consent Agenda. In addition, he asked speakers not to speak on any items on tonight's agenda, as they will have that opportunity to do so when that item comes forward. Lastly, he requested that speakers refrain from any emotional outbursts in either support or non-support of the speaker's comments.

Pursuant to Section 30.07(C)(2)(c) of the City's Code of Ordinances, "Thirty minutes or such time needed to permit ten members of the public to speak, whichever is longer, shall be set aside at the beginning of each City Commission meeting for the "audience to be heard" session. The "audience to be heard" session shall be continued at the end of the Commission meeting in the event that individuals wishing to speak are not reached during the first session". (Effective November 27, 2007)

The following persons were called to speak:

**Management Style of Commission** - Paul Webb, 2736 NE 10th Street, Pompano Beach, FL, stated that he would use this opportunity to thank Mayor Fisher for what he has done for the City. He said the Mayor has used a management style that really made a difference in the City. Specifically, in District 1 the Reclaimed Water project, the 27th Terrace Bridge, Harbor Drive project, to name a few. He said what he has noticed with all the projects and the successes that the City has had, they were typical of a very well run City or a very profitable company and he provided his reasons. In sum, he said that Mayor Fisher has empowered the City employees to make this a great City and he expressed thanks for doing this.

Mr. Webb expressed concerns that there are a few candidates running for Mayor, who have completely



different management styles and he wanted everyone in the City to know prior to going to the polls, that Comr. Hardin has done a really good job of learning that push down style of management, which is, beyond the top that they do not need to know everything, or being an attorney to run for a seat in the City. He concluded that people are paid to be attorneys. On the other hand, he said Comr. Sobel seems to have a micro-management style and one of the things he has noticed with the City Commission meetings is that they are twice as long as it used to be and half the information being provided. He said there appears to be so much rhetoric and legalize going through the City that seems to clutter up the City. He said Comr. Hardin's management style is similar to Mayor Fisher's and he hopes he can carry through and do as good as Mayor Fisher.

**City of Pompano Beach Progress/Development** - Don McNiel, 2720 NE 6th Street, Pompano Beach, FL, stated that he is a member of the Citizens for Better Pompano Beach, which is a group of volunteers with a goal of continuing the progress the City has made over the last decade. They want Pompano Beach to continue to be a destination City both for the residents and businesses. He added that this can be seen through references from publications such as Money magazine, where the City is referenced as the top five destination for the beaches, and Forbes magazine referenced as a very lively business community.

Mr. McNiel recalled the Yardarm lawsuit that was a fiasco in itself and was sort of an embarrassment. Nevertheless, the City came out unscathed but for years no developer would touch Pompano Beach because of that issue. The City stagnated and the areas became blighted both east and west. Crime increased and the City was by-passed for development, which this time was in the 1980's early 1990's.

Additionally, Mr. McNiel stated that it was only after Mayor Fisher, one of the visionaries, along with the accompanying Commission, did the City begin to come out of the long road from obscurity. He appreciated those who had tenure for their efforts because they have made a difference in the City.

Mr. McNiel stated that the establishment of the East/West CRA brought changes to the City. Specifically, the beautification of the Dr. Martin Luther King Boulevard, the revitalization of Old Town Pompano Beach, the construction of the beach parking garage, the rebuild of the Pompano pier are a few of the projects that have brought businesses to the City, which equates to jobs, as well as investment in the City of Pompano Beach, and broadening the tax base. He added that the G.O. Bonds went to market today, which is another investment in the City and the Bond offering was made in a timely fashion thus saving the City monies in the form of interest rate increases, which are projected to rise later on in the year. In addition, the G.O. Bonds also allow for the overdue infrastructure improvements, for example the fire houses, parks, sidewalks, flood control and draining projects, which were neglected thirty years ago.

Continuing, Mr. McNiel started that with development comes problems such as traffic and population density, which are issues that can be resolved. He said obstruction mentality has occurred in the last two years from the two newest commissioners who voted no in allowing citizens a chance to vote on the G.O. Bonds, voting no to the local preference ordinance that would give the local businesses an upper hand when bidding City projects. Also, riling against the pier and the parking garage.

Mr. McNiel stated that they must keep the momentum going and the two commissioners have cast suspicion on the City Commission, as well as City staff, which is intolerable. He suggested that if a commissioner is unsure of an item the city staff and attorney will be able to educate them.

**Safe Boating in Pompano Beach** - Michele Kerrigan, Pompano Beach, FL and Director of Marketing Sales Seatow Fort Lauderdale, 3001 W. State Road 84, Fort Lauderdale, FL, mentioned that in 2017 the United States Coast Guard ranked Florida as number one in boating accidents and deaths. She said Seatow Fort Lauderdale has a loaner life jacket stand at the Alsdorf Park, a/k/a 14 Street Boat Ramp, which is an example of the City partnering with Seatow to promote safe boating practices. She said boaters can borrow a life jacket for the day and return it for others to borrow. This practice has been successful in keeping boaters safe. In addition, she said they are accepting gently used life jackets as donations, which can be dropped off at the 14th Street Boat Ramp or at any Pompano Beach Fire department. She reported that on Saturday, September 8, 2018, Seatow hosted a Sober Skipper event at the Sands Harbor Marina fuel dock in the City, with eighteen vessels participating in taking a pledge that assures a boater always designates a sober skipper to be at the helm.

Ms. Kerrigan announced that the City of Pompano Beach Fire department will be at their next event on Saturday, September 15, 2018 from 9:00 to 11:00 a.m. at the 14th Street Boat Ramp. In conclusion, Ms. Kerrigan indicated that through these educational events boating accidents can be reduced in the City. She noted that Seatow Fort Lauderdale thanks the City of Pompano Beach in supporting their constant efforts in promoting safe boating practices.

**Occupational Safety and Health Administration regulations** - Debresia LeSane, Pompano Beach, FL, enquired if the Commission was aware of the Occupational Safety and Health Administration regulations that require construction workers to keep their exposure of construction dust at or below a permissible exposure level. She stated that too many people are exposed to cancer in those type of environments. She alleged that most cancerous materials are used in the school buildings, churches and stores, and are beyond need for professional assessment and removal. Ms. LeSane indicated that there is a silent killer among the people, to include cancerous particles that can be seen and others only the specialist in the field can see. She mentioned that another member of her family died today from cancer. In fact, she received a call from a resident regarding the exposure of silica found in concrete dust at the Pompano Mega Mart a/k/a Georgia Grocery. She said they serve food that is in open containers and residents are in and out of the store daily, while construction is taking place in the store. Most of the dust is on the items that people take home as well as it gets into people's lungs, as they step inside the store.

Ms. LeSane complained that construction is taking place all over the City other than the store and it appears that no one cares about the people who live in it. No one is doing what they are supposed to do to protect the residents who live around the construction sites. She stated that resident's health and safety should come before profits. She alleged that it only takes a small amount of airborne silica dust to create a health hazard. Therefore, she urged the City Commission to help the citizens instead of building around them.

Mayor Fisher instructed City Manager Harrison to meet with Building Official Nunez to determine if there are regulations being violated or issues that the City has any jurisdiction over.

Greg Harrison, City Manager, indicated that this matter falls under building inspections. Therefore, he invited Ms. LeSane to visit the building department regarding the issues.



Mayor Fisher indicated that there are building codes and South Florida Building codes that everyone has to adhere to if they are building in the City.

Comr. Perkins indicated that the store referred to by Ms. LeSane now called Omar, she was told that construction is going on inside the store and food is being sold where a lot of dust is in the air. Therefore, perhaps code enforcement needs to investigate this issue first thing in the morning to check into the matter. Also, next door to the same store, Port Star gas station has some equipment where they are doing work under the ground for contamination. This is concerning because this is located in a residential area and there is no telling as to what is going on underneath the ground. Therefore, perhaps staff could check into this and get back to her as soon as possible.

Mayor Fisher suggested that Comr. Perkins contact the City Manager regarding this matter. If construction is being done illegally, the City needs to know about it. Therefore, Mayor Fisher thanked Ms. LeSane for bringing this to the City's attention.

Comr. Perkins will provide the City Manager with the address of the locations, to have staff investigate the matter.

**First Colored School Marker** - Hazel K. Armbrister, 188 NW 6th Street, Pompano Beach, FL, City historian, stated that last Thursday, September 6, 2018, there was the unveiling of a state marker noting where the Pompano Colored school once stood, which was great. She said this event is the result of the Commission putting together a historical preservation committee for the City in 1985.

Ms. Armbrister provided historical information regarding the first Colored School for African-American students opened in the early 1920's in a two room wooden building, located in the 400 block of former Hammonville Road, where currently, City Vista stands. The prior building was destroyed by the 1926 hurricane. So, classes were held nearby in Salter Temple A.M.E. Church, which is now Bethel A.M.E. Church. The Broward Board of public instruction provided a new location in 1927-28 with the Pompano Colored School located at 718 NW 6th Street. In 1954, it was renamed Coleman Elementary in honor of the Reverend James Emmanuel Coleman, who was the pastor of the Mount Calvary Baptist Church.

Ms. Armbrister invited everyone to take time to take a look at the marker as it is important in the City of Pompano Beach and especially in District 4.

**Occupational Safety and Health Administration regulations** - Milo Wilson, 1547 NW 4th Avenue, Pompano Beach, FL, stated that he is currently employed with the demolition and construction industry, which they have to adhere to Occupational Safety and Health Administration (OSHA) standards to ensure everybody does not have to tolerate silica. He thanked the City Commission in trying to get the silica out of the community and out of the store, where children, babies, pregnant mothers and elders go in and out. He urged the City not to delay their efforts to investigate the matter. In addition, he said OSHA makes the rules and there is a process involved, which he explained in details. However, the store referenced earlier is not following the rules.

**City Credit Ratings** - Elaine Fitzgerald, 740 S. Federal Highway, Pompano Beach, FL, stated that she was happy to hear the City of Pompano Beach received high credit ratings by both Moody's and Standard and

Poor's (S&P). This is huge for the City and its residents. Therefore, she thanked the City Commission, Manager and staff and all the volunteers, whose unprecedented work during the past nine years made this possible.

Additionally, Ms. Fitzgerald stated that not everyone may know how important this is, specifically, the City has been found to have such solid finances, positive infrastructures, growth, and a bright path for the future that it will be granted lower interest rates than almost any other borrower. This will save the City residents and business owners a huge amount of money on the tax bill for upcoming infrastructure projects throughout the whole City for decades to come. She mentioned that in late August, Moody's gave the City a AA+ credit rating, citing the City's growing tax base, healthy reserves, formalized fiscal policies and low debt burden, while S&P stated similarly.

Ms. Fitzgerald stated that as a ten-year volunteer on the Economic Development Council, she has a closer view of the workings of the City and so do hundreds of residents and business owners who also volunteer their time on dozens of City advisory boards and attend public meetings. So, everything that she has seen, she is proud of the absolute integrity and broad transparency in the City that has led to the results of the AA+ credit rating. Therefore, she hopes this will "put to bed" the last two years they have endured of constant misplaced accusations and misinformation by the two newest members of the Commission.

In sum, she said she does not want to hear these members saying that the much needed beach area parking garage will be a white elephant, when it is anything but that. Also, that the new pier should not be funded, that the golf course should be shut down and the well needed fire stations throughout the City should not be built, when we have the means to do it. She said she cannot appreciate when the two commissioners cannot see the need to purchase the Elks Club land for much needed soccer fields, when it was documented that a sober home facility was slated to purchase it.

Finally, Ms. Fitzgerald stated she felt awful when the two commissioners voted against putting the General Obligation (G.O.) Bonds on the ballot so that the residents could decide. However, the landslide vote in favor of the G.O. Bonds is a testament to the approval rating that the citizens have of the City's positive direction.

**Evacuation Center for Northwest Area** - Robert Alexander, 1559 NW 4th Avenue, Pompano Beach, FL, stated that he has resided in Pompano Beach for 66 years. He said last year this time after the storm he appeared before the Commission and he has returned regarding the storms to try and find out if there are any evacuation centers for District 4. He mentioned that there is a center at the Pompano Beach High School and one in Coconut Creek, but they still do not have anything that would cover from Atlantic Boulevard up to NW 6th in District 4.

Mr. Alexander stated that the Blanche Ely High School was a center at one time. He said the people need somewhere to go should there be a storm, which they are getting worse. He said protection is needed for the community as the last time both centers were full when people from his community sought help. He suggested that the E. Pat Larkins Center, Sanders Park Elementary or the Blanche Ely High schools could be used for an evacuation center.

Mayor Fisher indicated that they spoke about this matter last year and he is aware that Broward County



provides the shelters. However, he requested that the City Manager get with the County again, to determine where they are considering for the northwest community for a shelter and offer the E. Pat Larkins Center. He said the County recently selected their 33 locations and three are pet friendly and all those are schools. Therefore, the City should check into the possibility of utilizing Blanche Ely High, or Sanders Park Elementary schools as a shelter and how to go about getting this accomplished.

Comr. Perkins stated that the matter came up approximately one year ago about the shelters and the City Manager was supposed to get back to the residents. In sum, Comr. Perkins stated that more than one shelter is needed in the City of Pompano Beach. Therefore, she suggested that a request in writing should be sent to the proper authorities that more than one shelter is needed in the City.

Mayor Fisher suggested that contact could be made with County Commissioner Mark Bogen to see if perhaps he can have some influence with the County.

Vice Mayor Burrie provided a brief history regarding the shelters in the City. She indicated that the former Elks Lodge facility was built as a fortress with concrete structure, roof and walls and the City tried long ago, and up until the time when the building was sold, to make it a hurricane shelter, but the County and the Red Cross did not approve it. She said there are criteria demanded by either the County or Red Cross for shelters. She asked the City Manager to obtain the criteria to allow the City to designate a place as a shelter. Vice Mayor Burrie indicated that perhaps one of the reasons the schools are not considered it could be that they are missing part of the criteria. In sum, she said the School Board is responsible for the use of the schools and it is not under the control of the City Commission to get the schools to participate as an emergency shelter.

Comr. Sobel commented on what the City is in control of, because about one year ago Hurricane Irma bypassed the City and "We dodged a huge bullet." Nevertheless, somethings were learnt in the exercise, specifically, how we were deficient, because there were not enough sand bags on hand, there were broken down levels of communication and backup communication. The City has put in place a study to try and analyze one of the essential purposes of local government, which is to protect its residents during a hurricane. Comr. Sobel suggested that perhaps now would be a good time to engage in a trial run since there are so many potential storms developing. So the City should turn on the lights at the operations center, make sure there will be enough sand bags and ice available this time. He suggested to have some meetings of the Emergency Response and CERT teams at the Operations Center. This will allow the team to activate and check that everything is in place, because it is not out of line that Florida could be next.

He said the City discussed the idea of having the one school and while the County has control over determining which schools and which buildings are emergency centers during the hurricane, it is the City's responsibility to take steps to ensure these things are in place. Therefore, he would recommend that the City Management start now with a trial run.

**Response to Attacks** - Tom DiGiorgio, 24 NE 24th Avenue, Pompano Beach, FL, stated that he is responding to the fallacious attacks directed at him and others by Comr. Sobel, who he described as a demagogue, with no success on his own to run on. He said the definition of a demagogue, is a leader who makes use of popular prejudices and false claims in order to gain power. He continued to say that when Comr. Sobel first ran for office no one was prepared for such a leader, so he got elected with no platform only

accusations, innuendos, character assassination, and clearly manipulative comments about the state of the City. He added that the unsubstantiated talking points and the scary predictions by Comr. Sobel did not come through. In fact, the City is in such good financial shape it just received AA bond ratings because, as stated by S&P, "The positive outlook reflects our view of Pompano Beach strong management conditions."

Mr. DiGiorgio indicated that after one year in office, Comr. Sobel has only caused the Commission meetings to nearly doubling in length, and causing division within the communities. He said he has no legislative success to speak of yet he has decided to run for mayor. In sum, Mr. DiGiorgio indicated that Comr. Sobel's action shows no integrity and even less leadership with blind political ambition. He contends that an apology should be given to everybody to include the companies, the individuals, the soccer moms and dads, the citizens concerned for the public's safety and better roads. Most importantly, he believes Comr. Sobel owes the senior staff an apology for implying they played some part in a "Pay for Play" scheme. Mr. DiGiorgio concluded his comments by saying, "Comr. Sobel pack your bags because you are done."

Comr. Sobel responded that he assumes a resident of Lighthouse Point will not be voting for him.

Mr. DiGiorgio responded that he has been a resident of the City of Pompano Beach for over 35 years and bought a house in Lighthouse Point in 2016. However, he along with his parents have been paying taxes in the City since 1972, and they still live in Palm Aire. Moreover, he still pays taxes as a business owner in the City of Pompano Beach. Therefore, he believes he has every right to speak on what happens with the leadership in the City.

**Palm Aire Pickle Ball Court** - Judy Cohen, 2940 N. Course Drive, Pompano Beach, FL, proposed a pickle ball court in Pompano Park. She said she has collected petitions and have eighty-six names of a wide range of interest. She suggested that one of the tennis courts could be converted to a pickle ball court to determine the interests. Ms. Cohen said she is an ex-tennis player and can no longer play tennis but can play pickle ball. Moreover, she said a lot of people now play pickle ball but there is no court in the George Brummer Park.

Mayor Fisher understands that Ms. Cohen is suggesting to convert one of the tennis courts at the George Brummer Park to a pickle ball court.

Comr. Moss stated that this has been an issue in Palm Aire. Ms. Cohen has a number of petitions, as well as a number of residents have approached him about the issue. He said there are six (6) tennis courts at the George Brummer Park. Therefore, they would like to experiment to convert one of them to a pickle ball court to see how the community accepts it and if successful could decide how to move forward. Notwithstanding, Comr. Moss stated that it would be of a minimal cost to the City. Therefore, he would like to get the Commission's endorsement of the idea to move forward with it.

**MOTION: A motion was made by Comr. Moss, seconded by Comr. Sobel to convert one of the tennis courts to a pickle ball court at the Palm Aire George Brummer's Park. The motion carried unanimously.**

Prior to Ms. Anderson speaking, Mayor Fisher stated that last Friday, Ms. Anderson was awarded a shining star award from the Pompano Beach, Margate, Lighthouse Point Chamber of Commerce luncheon for her art



work. He said Ms. Anderson is Pompano Beach's famous artist.

**Lack of Code Compliance** - Patricia Russell Anderson, 2650 NE 24th Street, Pompano Beach, FL, stated that she changed her speech but her determination is still the same regarding the lack of compliance to the City's code. She then provided background information regarding an issue she has had, over one year ago, when construction next door to her involved a new seawall. She said this did not get started for a long time and when it was started she was out of town, and when she returned home there was a seawall built at an angle in front of her house extending her property line seven feet out into the waterway, which is a cul-de-sac. She contacted the Building department about the matter and they showed her the plans for twelve inches when in reality it was seven feet into the waterway on an angle back to the church with another four feet not twelve inches. After she engaged an attorney to look into the matter they found no records in the Building department of the destruction. She said Qualmann Marine smashed her seawall, which was maintained because she made a complaint that the seawall was off into the water. She said there is no record of them smashing her seawall and nothing was done for one year. She recently received a citation from Code Compliance and order from the Special Magistrate that she has to clean up her seawall because it is in disrepair.

Mayor Fisher asked if the City Attorney can check into the situation to see if there are any legal issues that the City may have or to assist Ms. Anderson with her complaint.

Mark Berman, City Attorney, understands that the seawall next door has been fully investigated, it was approved and permitted, inspected and approved as inspected, and it was built legally. Apparently, when the seawall was being built, her seawall was in disrepair and it fell apart. This matter was a private matter to be taken up between Ms. Anderson and the contractor, Qualmann Marine, who did the work next door. He said the City have advised Ms. Anderson on numerous occasions. City staff attempted to get Mr. Qualmann together with Ms. Anderson to reach an understanding so he can make repairs to her seawall, which was going forward, in an effort to facilitate something that was reasonable for Ms. Anderson. The issues is not the City's doing or responsibility, but staff tried to do it anyway. There apparently was a falling out between Ms. Anderson and Qualmann, and she has hired someone else. He understand that from the City's outside counsel that the property was cited for disrepair, and Ms. Anderson has asked for time because she has a permit and a contractor and the City is given her all the time that she reasonably needs to make the repair. However, if there are damages, that is a private matter between Ms. Anderson, her neighbor and or her contractor. Therefore, she needs to consult with legal counsel. Mr. Berman stated that Ms. Anderson has been advised about this repeatedly.

Mayor Fisher asked if the City Attorney and staff could sit one more time with Ms. Anderson to try to help in any way the City can.

**Temporary Signs** - Douglas Matthes, 500 NE 6th Street, Pompano Beach, FL, stated that there are two issues that need attention at this time. First, he said for the previous election, the political signs were removed from his swale area, while the signs elsewhere in the swale area supporting opposing candidates and or issues were not touched. He said there is a major clutter of signs on City property in violation of City Ordinance Chapter 156.16. Private signs are not allowed on City property. He stated that he notified the City on July 19, 2018, and so far there has been no visible action by the City. He said majority of the signs in his neighborhood are for Rex Hardin and Tom McMahon. Mr. Matthes indicated that the ordinance was last updated by the

City Commission on February 28, 2017 and provided the provisions within the ordinance regarding the name(s) on signs, violations, and the property line. In sum, Mr. Matthes indicated that there are violators of the sign ordinance and they need immediate attention by the City.

**Northeast 5th Avenue** - Second, Mr. Matthes stated that a paving project on the first day of school was discontinued. However, he stated that there has not been any communication from the city administration as to the status of the project. He said as an owner of property that borders NE 5th Avenue, the lack of communication from the City is uncalled for. He said NE 5th Avenue carries a significant amount of traffic which is mostly truck traffic. However, the pavement is in good conditions, so repaving is a colossal waste of tax money. He suggested that prior to doing any paving throughout Old Pompano, a traffic plan limiting every street to less than 100 vehicles per day is needed. After the plan is implemented the streets need to be milled before they are repaved. Also, a four way stop sign needs to be done for NE 8th Street and change to markings such as "A quiet residential street." A discussion is necessary with the neighborhood, input and a set of options, a proposed plan followed by neighborhood approval before any action is taken by the City on this street.

Mayor Fisher indicated that Mr. Matthes brought up a good point regarding the political signs. These signs need to be where they should be and there is an ordinance in place. So, all candidates should adhere to the City's ordinance, especially as it relates to City properties and right-of-ways. The signs should not be in the right-of-way.

**The Christians Performance** - Skye Whitcomb, Outré Theatre Company, 50 NW 45th Court, Oakland Park, FL, stated that he is the artistic director of Outré Theatre Company and they perform at the Pompano Beach Cultural Center. He thanked the City and the Commission for welcoming his company to Pompano Beach. He said they are in their second season and they were one of the first companies to perform at the Center. He invited the Commission to their next performance, which is called the "Christians" by Lucas Hnath. Also, he invited the churches throughout the City to participate because they will need the praise and worship as well as choir members to actively participate in the production. He said the theme running through the play is about church experiences and communication. Finally, he thanked the Commission for creating an artistic haven in Pompano Beach, and inviting him to be part of it.

**Black on Black Killing** - George Dillard, 612 NW, Pompano Beach, FL, thanked the City Commission and Comr. Perkins, City Manager Greg Harrison for the concession stand, which he thinks is beautiful. However, he wanted to focus his attention on black on black crime. One month ago he recalled a drive by shooting murder in Collier City. He said black lives matter and it does not matter who is doing the killing. He thanked Captain Irving for the great job he is doing and he really puts forth effort to assist the residents in the community. He says the senseless killing of each other needs to stop. He said they must find a way to dialogue, and to speak not to kill.

**Killing of Tikesha Reid** - Pam Hightower, Pompano Beach, FL, stated that on July 31, 2018, the community was affected by a murder in the neighborhood. She said the death has affected her because the young woman was a friend of hers and her body was found by her front door.

Ms. Hightower stated that she is a standing community member of the City, who has volunteered in different



organizations, as well as campaign for many of the members of the Commission. As a citizen, she felt they were not protected and that the death could have been prevented. She said this actually started on July 4, when they called the police about the first shooting, which followed by a few more shootings. She said on July 29 they gave the police names, descriptions and activities of those people doing the shooting who were not from the City, yet on July 31 Tikesha Reid, 26 years old, was killed in their neighborhood. She reiterated that the killing could have been prevented and the children in their neighborhood need to be protected. She said she is asking the Commission for their help and she refuses to eat or sleep until "this is turned to change."

**Killing of Tikesha Reid** - Carol Singletary, Collier City, Pompano Beach, FL, stated that a few nights ago they called the police officer, because there were people from Coral Springs selling drugs, gambling and in possession of a gun. The officers came out but did not say anything to the offenders, in fact, when they saw the police they ran through the alley. The police enquired as to who called them and when they were told why, they responded by saying, "If you see any more activities, please call us back." Ms. Singletary stated that some of the boys standing at the apartment building had guns, and drugs on them, but it appears no one cared, because the police walked in and out, which is a regular routine for them. She asked, "Who is protecting us?" She said they are trying to get the community to not pick up a gun and to let the police handle the situation, but often times the police officers are not doing anything.

Mayor Fisher asked Captain Adkins to provide the Commission with a chronological report regarding what happened in this incident, which started back on July 4, 2018 as indicated by one of the speakers. Moreover, Mayor Fisher indicated that extra patrol is needed in the area. He said if information is being provided then it should be utilized.

Comr. Perkins stated that the family is hurting and it is in the northwest community, but it happened in District 5. Therefore, she enquired what the district commissioner is going to do. She suggested that perhaps he could meet with the family, meet with the community or meet with Broward Sheriff's Office (BSO).

Comr. Moss responded that he would be inte

**D. CONSENT AGENDA**

There was no discussion on items 1, 3, 4, 8, 9, and 11-14.

1. [18-523](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE A LICENSE AGREEMENT BETWEEN THE CITY OF POMPANO BEACH AND POMPANO PIRANHAS, INC. TO UTILIZE THE CITY'S AQUATIC CENTER TO PROVIDE A YOUTH SWIMMING PROGRAM; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

(Staff Contact: Mark Beaudreau)

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, to APPROVE/ADOPT the item under the Consent Agenda. The motion carried unanimously.**

**Enactment No: RES. No. 2018-242**

2. [18-547](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE A LICENSE AGREEMENT BETWEEN THE CITY OF POMPANO BEACH AND POMPANO BEACH EAGLES, INC. TO OPERATE THE CONCESSION STAND AT NORTH POMPANO PARK DURING THE FOOTBALL SEASON; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

(Staff Contact: Mark Beaudreau)

Comr. Perkins pulled the item for discussion. Comr. Perkins indicated that she could not verify on her laptop that all the agreements were the same, which she recently found out that they are for items 2, 3 and 4. Therefore, she did not need any further clarification.

Mark Beaudreau, confirmed that all three agreements are identical.

Melissa Patton, 601 SE 8th Avenue, Pompano Beach, FL, stated that as a mother, a volunteer, and the Vice President of the Booster Club of the Pompano Eagles she wanted to thank the City for funding and supporting all of tackle football in the City of Pompano Beach.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Resolution be ADOPTED. The motion carried by the following vote:**

Yes: Hardin  
Moss  
Perkins  
Sobel  
Burrie  
Fisher

**Enactment No: RES. No. 2018-243**

3. [18-548](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE A LICENSE AGREEMENT BETWEEN THE CITY OF POMPANO BEACH AND POMPANO COWBOYS BOOSTER CLUB, INC. TO OPERATE THE CONCESSION STAND AT MCNAIR PARK DURING THE FOOTBALL SEASON; PROVIDING AN EFFECTIVE DATE.  
(Fiscal Impact: N/A)

(Staff Contact: Mark Beaudreau)

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, to APPROVE/ADOPT the item under the Consent Agenda. The motion carried unanimously.**

**Enactment No: RES. No. 2018-244**

4. [18-549](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE A LICENSE AGREEMENT BETWEEN THE CITY OF POMPANO BEACH AND POMPANO CHIEFS FOOTBALL TEAM, INC. TO OPERATE THE CONCESSION STAND AT MITCHELL/MOORE PARK DURING THE FOOTBALL SEASON; PROVIDING AN EFFECTIVE DATE.  
(Fiscal Impact: N/A)

(Staff Contact: Mark Beaudreau)

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, to APPROVE/ADOPT the item under the Consent Agenda. The motion carried unanimously.**

**Enactment No: RES. No. 2018-245**

5. [18-557](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, RATIFYING AND AFFIRMING THE ACTIONS OF THE CITY REGARDING THE POMPANO BEACH COMMUNITY REDEVELOPMENT AGENCY



AND AFFIRMING THE AMENDMENT OF THE REDEVELOPMENT PLAN FOR THE NORTHWEST DISTRICT NUNC PRO TUNC; PROVIDING FOR A TERMINATION DATE OF THE NORTHWEST DISTRICT OF THE COMMUNITY REDEVELOPMENT AGENCY; AND PROVIDING FOR CONFLICTS, SEVERABILITY, AND AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

(Staff Contact: Mark E. Berman)

Comrs. Perkins and Sobel pulled the item for discussion. Comr. Perkins asked staff to explain the item.

Mark Berman, City Attorney, stated that the resolution was attached to the settlement agreement between the City and the County in a lawsuit. It was agreed upon at that time that this resolution would be passed on settlement of the case. Therefore, this is a follow-up item that is within sixty days that the CRA and the City passes these resolutions, both the City and CRA would be approving an amendment to the CRA redevelopment plan that incorporates the terms of the agreement as the northwest district terminates on December 31, 2040, as stated in section 2.2 of the agreement. In addition, he says it refers to tax increment financing terminating for the Northwest CRA on December 31, 2019. Also, it affirms and has the County's affirmation that one of the items brought up during the litigation was that the City did not properly enact the CRA, so this clears up all of that through the subject resolution. In sum, this is to clean up something the City already agreed to do exactly to the verbatim that was attached to the original agreement. Mr. Berman confirmed that nothing has changed since the time of the settlement.

Mayor Fisher added that they cannot change anything without the Commission's approval.

Comr. Sobel said he understands the legalese of the resolution and that the Commission is confirming some change or affirming the settlement of the lawsuit. However, he asked if there was anybody who could explain the details that is underlying it. He referred to a sentence in section D, which states, "The CRA has identified specific redevelopment projects that if implemented the City and CRA believe will significantly reduce slum and blight in the Northwest District." Comr. Sobel mentioned that earlier comments were made about basic unfairness and heard in Dr. Mack's presentation about incorporating some of her strategies in the Northwest CRA. He said most of the residents, particularly in District 1 are happy with the list of East CRA accomplishments over the summer. The beach park, the license plate recognition, the construction of the pier, the water taxi, the continuation of the construction on Oceanic, and the beach house restaurant. He said there is a clear list, the Atlantic bridge promenade of projects within and around the CRA communities that have been prioritized, just like the Commission did with the G.O. Bond. Therefore, he wanted to know specifically, from someone from the CRA/City, how they will identify the specific redevelopment projects, if implemented, the City and the CRA believe will reduce slum and blight as stated in section D. In addition, he wanted to know why those specific redevelopment projects that are part of this settlement were not itemized in priority. Finally, he believes those items should be determined.

Comr. Sobel's second question was, since the settlement was enacted, the Northwest CRA has been declared by the federal government as an opportunity zone for purposes of capital investment. So, in conjunction with the settlement, on behalf of the City and the CRA, how will the City attract those developers who can bring an



enormous amount of capital investment into these blighted areas and that the slum blight would be removed for over the last 29 years. Also, Comr. Sobel asked if the item will go before the next CRA Board meeting.

Mr. Berman responded that he believes it will, and it will be identical. Therefore, that could be discussed at the CRA meeting and the information would be provided to the commission. He said legally the City is meeting its obligation for the item tonight and as indicated, he will be bringing another one back for approval by the Commission when the redevelopment plan is modified. This will first go before the CRA for approval by the Commission.

Comr. Sobel asked that somebody be present to answer his questions at the next CRA meeting scheduled for Monday, September 17, 2018.

Comr. Perkins asked for clarification regarding the association to the settlement for \$10 million.

Mr. Berman responded that is separate and distinct. He explained that the settlement was set forth in a way that the County and the City, with outside counsel agreed, and the condition approved when it was discussed that these things would happen, as outlined in the original agreement in the backup. Therefore, this is just one aspect of that agreement that the Commission would pass, ratifying that the actions taken forming the CRA are adequate and proper, so they are not challenged in the future by the County or anybody else. It also makes it clear when the TIF money is going to stop. It does not address everything.

Tom Terwilliger, 3160 NW 1st Avenue, Pompano Beach, FL, stated that he has two issues. The first one is that in the past, the Commission has repeatedly told staff that any issue over \$100,000 should not be on the consent agenda. However, this document, although it is broiler plate and repetitive, is for about \$13 million. He believes that this should have been under the regular agenda.

Mr. Terwilliger's second point is based on the subject document, and he asked, "Does this Commission have any idea when we are going to get the audit, so that we actually know about the money that is referenced in this document?" Also, he asked if there was going to be an audit, and if so when will the citizens get it.

Mayor Fisher indicated that this is a CRA matter and a question for the next meeting. Hopefully, somebody will be able to provide information on the forensic audit.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Resolution be ADOPTED. The motion carried by the following roll call vote:**

**Yes:** Hardin  
Moss  
Perkins  
Sobel  
Burrie  
Fisher

**Enactment No: RES. No. 2018-246**

6. [18-558](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE A FIRST AMENDMENT TO AGREEMENT FOR LEGAL SERVICES TO REPRESENT INDIGENT DEFENDANTS BETWEEN THE CITY OF POMPANO BEACH AND THE LAW OFFICES OF STEVEN A. SCHAEET LLC; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: Maximum \$75,000.00 per fiscal year)

(Staff Contact: Mark E. Berman)

Comrs. Perkins and Sobel pulled the item for discussion. Comr. Perkins indicated that she had a concern as to why this item was on the agenda, but it was explained to her earlier.

Mark Berman, City Attorney, explained that the City of Pompano Beach and all municipalities in Florida are responsible for providing legal defense to any indigent person charged with a violation of City ordinance. The City has had a contract with Mr. Schaet who has done an excellent job as well as he works for other municipalities. The City is pleased with his representation, billing, hours and work practices. This is to add weekend and holidays to the practice the City has had in place for a while. He said even though Mr. Schaet has been working all year round, it was not specifically spelt out in the contract. Since the contract was approved by the Commission then the amendment must be approved likewise.

Comr. Sobel stated that he is one of the people interested in seeing the contract because it states that the City is amending the existing contract but there was no existing contract in the backup.

Mr. Berman apologized for the oversight and promised to ensure the Commission receives a copy.

Comr. Sobel enquired how much was spent on private indigent counsel last year.

Mr. Berman responded that staff took a three year sampling for an average of \$1,500, which may increase as BSO is out doing more enforcement at the parks and other areas. The increase would not come near the maximum of \$75,000 as stated in the backup.

Ed Phillips 384 NW 19th Street, Pompano Beach, FL, stated he finds the item interesting but perplexing. He said the City has a large homeless population and is in the process of trying to figure out how and what to do with that population. He said often times he has seen homeless people in areas they should not have been, such as the parks and other places, which is discussed consistently. He asked when those people are cited, based on the information provided, are they not cited enough. Or when they are cited would it not be an opportunity to try and funnel them to some services so they would not be seen again. In addition, Mr. Phillips expressed concern about the lowness of the citing, and expounded on it.

Mr. Berman explained that prostitution is a state charge, which does not come through the City Attorney's office. However, there may be other prosecutions, but this addresses violations of municipality ordinance that are cited and prosecuted by the City Attorney's office, such as open containers, soliciting without wearing a

vest, interference with traffic or things of that nature. Mr. Berman stated that it is not a homeless issue, but an issue of indigence in terms of providing legal representation. He said everyone that BSO approaches is asked, "What can I do to assist you?" So they try to work with them rather than cite them.

Comr. Sobel stated that the Commission had previously passed an ordinance to try to assist BSO and provide them with another tool for their arsenal with regard to homelessness in the parks. He asked if the ordinance is ready to be implemented and have warning signs been placed in the parks. Also, he asked if BSO is currently able to make arrests if their homeless outreach is unsuccessful.

Mr. Berman responded that he cannot say as it is operational in nature. However, he said that the City Attorney's office has met with BSO and staff and he believes it is being coordinated. A legislation was passed and delivered, so hopeful it is in the process of being resolved. Finally, he is aware that there have been meetings with the respective parties to get this rolling.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Resolution be ADOPTED. The motion carried by the following vote:**

**Yes:** Hardin  
Moss  
Perkins  
Sobel  
Burrie  
Fisher

**Enactment No: RES. No. 2018-247**

7. [18-532](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE A COMMUNITY AESTHETIC FEATURE AGREEMENT BETWEEN THE CITY OF POMPANO BEACH AND THE FLORIDA DEPARTMENT OF TRANSPORTATION AFFIRMING THE CITY'S INTENT TO FUND ALL DESIGN, INSTALLATION AND MAINTENANCE COSTS ASSOCIATED WITH ROUND 2 OF THE PUBLIC ART UTILITY WRAP PROJECT ON FDOT-OWNED PROPERTIES; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

(Staff Contact: Laura Atria/David Recor)

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Resolution be ADOPTED. The motion carried by the following vote:**



Yes: Hardin  
Moss  
Perkins  
Sobel  
Burrie  
Fisher

**Enactment No: RES. No. 2018-248**

8. [18-544](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING INSTALLATION OF SONATA KAZIMIERAITIENE'S COMMUNITY-THEMED MOSAIC AT THE CHARLOTTE BURRIE COMMUNITY CENTER PURSUANT TO THE MOSAIC TEAM PROJECT; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

(Staff Contact: Laura Atria/David Recor)

Comr. Sobel pulled the item for discussion. Comr. Sobel stated that it states that the City in conjunction with the county, but indicates that the City is going to fund all costs for the design, installation, and maintenance of the project, but further it indicates that there is no fiscal impact to the City. He asked, how the City could be funding all the work and have no fiscal impact.

Laura Atria, Public Art Program Manager, responded that the Commission has already approved the items so a resolution had to be created for approval to move forward to wrap the boxes. Actually, all the funding was approved previously.

In response to Comr. Sobel's question, Ms. Atria said the cost has been budgeted with Parks and Recreation paying for the vendor aspect, which is \$34,639.74, and Public Art is paying for the artistic wraps, which is \$7,600.00.

Mayor Fisher stated the project is well worth it as it has made a huge difference in the community.

Ed Phillips, Pompano Beach, FL, commended the wrap program as he likes to see the tigers and the other themes that are around the community. However, he asked if the program could be extended to include the bridges to paint or put murals at the vacant areas that are dismal and unattractive.

Mayor Fisher indicated that this would be a different art program so the public art committee could look at that as well.

Ms. Atria stated that this matter has been discussed, but this is a bit more difficult because the bridges are state-owned. Nevertheless, the Committee has a definite interest to improve those areas.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, to APPROVE/ADOPT the item under the Consent Agenda. The motion carried unanimously.**

**Enactment No: RES. No. 2018-249**

9. [18-546](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE AN AGREEMENT FOR COMMISSIONED ARTWORK BETWEEN THE CITY OF POMPANO BEACH AND CECILIA LUEZA ART PROJECTS, INC.; PROVIDING AN EFFECTIVE DATE.  
(Fiscal Impact: \$30,000.00)

(Staff Contact: Laura Atria/David Recor)

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, to APPROVE/ADOPT the item under the Consent Agenda. The motion carried unanimously.**

**Enactment No: RES. No. 2018-250**

10. [18-561](#) Approval to award Bid E-36-18 Emma Lou Olsen Civic Center Lobby Renovation to the lowest responsive responsible bidder, A Ruiz Kasbar Construction Co., Inc. DBA Ark Construction Co., Inc., at a cost of \$112,654.00.  
(Fiscal Impact: \$112,654.00)

(Staff Contact: Sean Bennie/Horacio Danovich)

Comr. Sobel pulled the item for discussion. Comr. Sobel said he saw two bidders from Pompano Beach but noticed it was awarded to the lowest bidder from Plantation.

John Sfiropoulos, City Engineer introduced Sean Bennie, the new project manager that oversees the subject project.

Sean Bennie, Engineering Project Manager, stated that two of the bidders were from Pompano Beach but the lowest responsive bidder out of Plantation that had an 8.6% difference between the lowest bidder and the second lowest. He then explained the scope of work, which Comr. Sobel was unable to see in his backup.

Mr. Bennie said the lobby renovation for the Emma Lou Olson Center would encompass the entire lobby, as well as the reception desk. They will be replacing the entire flooring, replacing the acoustical tiling, replacing the flooring, replacing the lights, putting up new signage, installing new furniture, updating the fire sprinkler system, and there are a few items within the lobby that need to be brought up to ADA compliance, which will be done. Also, installing new systems furniture. He said the plan is available and he would provide a time when it can be uploaded to the e-plan system for the residents and Commission viewing.

Mayor Fisher indicated that the local preference ordinance was utilized in this case but it was beyond the point system, which Mr. Bennie responded that is correct.

Michael Skversky, 1630 SW 5th Avenue, Pompano Beach, FL, stated that the job is going to A. Ruiz Kasbar Construction Co., Inc. DBA Ark Construction Co., Inc., and asked if the references were called as stated in the backup.

Mr. Bennie responded yes he did, and the references revealed that they were doing similar scope of work as well as additional scope with what is being done for the City.

Mr. Skversky asked if Mr. Benne was aware that Ark Construction has no workers compensation insurance for approximately thirteen years.

Mr. Bennie responded that they did provide insurance to go with their bid.

Mayor Fisher asked someone from Purchasing to answer the question on insurance because whenever there is a bid out they have to provide the required insurance.

Jeff English, Purchasing Department, explained that the City requires insurance at the contract level. At the time of the bid and award, they inform the companies that the insurance will be required prior to entering into a contract, so this is the award stage. Moreover, the City reserves the right to go to the second lowest bidder if they do not provide it at the contract stage.

Mr. Skversky enquired why not ask for insurance upfront to ensure the company is totally covered.

Ed Phillips, Pompano Beach, FL, stated he understand the process because he owns an insurance company. He then indicated the job would not get done unless a Certificate of Insurance is issued and until the contract has been awarded, and they are properly vetted to do the job.

Mr. English responded that the second stage of the contract cannot happen until the company provides insurance.

Comr. Sobel asked if they do not meet the criteria after they are vetted, does the item come back before the Commission for approval of the second lowest bidder or does it automatically become the lowest bidder.

Mr. English responded that when the item goes before the Commission for the first time, staff asks for the right to go to the second lowest bidder if the criteria is not met.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Approval Request be APPROVED. The motion carried by the following vote:**



Yes: Hardin  
Moss  
Perkins  
Sobel  
Burrie  
Fisher

11. [18-550](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE AN INTERLOCAL AND LICENSE AGREEMENT FOR RENOVATION AND USE OF THE TERRA MAR DRIVE BRIDGE BETWEEN THE CITY OF POMPANO BEACH AND THE TOWN OF LAUDERDALE-BY-THE-SEA; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

(Staff Contact: John Sfiropoulos)

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, to APPROVE/ADOPT the item under the Consent Agenda. The motion carried unanimously.**

**Enactment No: RES. No. 2018-251**

12. [18-551](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE AN FDOT DISTRICT FOUR HIGHWAY MAINTENANCE MEMORANDUM OF AGREEMENT BETWEEN THE CITY OF POMPANO BEACH AND THE STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION FOR SIDEWALK CONSTRUCTION ALONG NE 11th AVENUE FROM ATLANTIC BOULEVARD TO NE 10th STREET; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

(Staff Contact: John Sfiropoulos)

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, to APPROVE/ADOPT the item under the Consent Agenda. The motion carried unanimously.**

**Enactment No: RES. No. 2018-252**

13. [18-559](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND RATIFYING THE MAYOR AND CITY MANAGER'S EXECUTION OF AN AGREEMENT BETWEEN THE CITY OF

POMPANO BEACH AND CAMINO REAL GROUP, INC. FOR DEMOLITION SERVICES AT THE PROPERTY LOCATED AT 1213 EAST ATLANTIC BOULEVARD; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: \$134,795.00)

(Staff Contact: John Sfiropoulos)

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, to APPROVE/ADOPT the item under the Consent Agenda. The motion carried unanimously.**

**Enactment No: RES. No. 2018-253**

14. [18-560](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND RATIFYING THE MAYOR AND CITY MANAGER'S EXECUTION OF AN AGREEMENT BETWEEN THE CITY OF POMPANO BEACH AND PARAGON CONSTRUCTION UNLIMITED, INC. FOR DEMOLITION SERVICES AT THE PROPERTY LOCATED AT 700 NE 10TH STREET; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: \$175,495.00)

(Staff Contact: John Sfiropoulos)

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, to APPROVE/ADOPT the item under the Consent Agenda. The motion carried unanimously.**

**Enactment No: RES. No. 2018-254**

**E. REGULAR AGENDA****QUASI-JUDICIAL PROCEEDING**

15. [18-524](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING THE FAIRFIELD AT POMPANO BEACH PLAT LOCATED AT 601 AND 621 N. FEDERAL HIGHWAY, AND 1999 AND 2001 NE 6TH STREET; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

(Staff Contact: Maggie Barszewski/David Recor)

Daniel Keester-O'Mills, Principal Planner, Development Services Department, presented the item and stated that it is a proposed plat for the property located on the northwest corner of north Federal Highway and Northeast 6th Street. The plat currently includes five parcels totaling just under 3 acres in size. The property is zoned for Transit Oriented (TO), within the East Overlay District (EOD). The subject property was never platted and is currently a retail shopping plaza. The proposed plat restricts the property to 327 mid-rise units and 10,000 square feet of commercial use.

Additionally, Mr. Keester-O'Mills stated that the owner, the Karam Family LLC has filed concurrently a major site plan application with the department to develop a six story building with one, two and three bedroom units, structured parking, ground floor lobby interior courtyard and residential amenities. One of the conditions of the site plan approval on the development order is to record a plat prior to building permit approval. The plat received a unanimous recommendation of approval from the Planning and Zoning Board (P&Z) at the May 2018 meeting.

Robert Lochrie, Esq., Lochrie and Chakas P.A., 1401 East Broward Boulevard, Fort Lauderdale, FL, on behalf of the applicant stated that they agree with staff comments in the report and is available to answer questions.

Comr. Sobel stated that it is clear that an exception was carved out of the ETOC so that this could be done. He asked with such a dense development is the City able to or insisting that the developer have an additional access to the facility off of 6th Street to reduce traffic congestion in the area.

Mr. Lochrie responded that when the application went before the P&Z Board and was approved, as it stands today there is access to south in and out. In addition, they put in an additional right turn in on Federal Highway so traffic would not have to make that turn that is coming into the site.

Comr. Sobel asked if the width of Northeast 6th Street is being increased in those two areas, in and out.

Mr. Lochrie stated the width is not, but there is an access point into it. He said the existing width was sufficient to handle the additional traffic that is there. He said sidewalks will be added and the roadway width will meet all the City's standards, but they are widening on Federal Highway to provide a turn lane into the site.

Comr. Sobel asked why is the width considered adequate and wanted to know if a traffic study was done.



Mr. Lochrie stated that they had to do a traffic study which was reviewed by the City's traffic consultant. He then explained one of the changes made to meet the requirements for parking.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Resolution be ADOPTED. The motion carried by the following vote:**

**Yes:** Hardin  
Moss  
Perkins  
Burrie  
Fisher

**No:** Sobel

**Enactment No: RES. No. 2018-255**

16. [18-528](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING CITY STAFF'S LETTER OF NO OBJECTION TO PLAT NOTE AMENDMENT, RENEWAL OF FINDINGS OF ADEQUACY AND MODIFICATION OF CONDITIONAL AGREEMENT ON THE KEVIN THOMAS SCOT GREVE PLAT; PROVIDING AN EFFECTIVE DATE.  
(Fiscal Impact: N/A)

**(Staff Contact:** Maggie Barszewski/David Recor)

Daniel Keester-O'Mills, Principal Planner, Development Services Department, presented the item and stated that the owner of the property, SMAX LLC has requested to amend the note on the recorded plat in order to update the Finding of Adequacy and modified conditions of an agreement for the plat in order to increase the restriction imposed on the original plat. The property is located at 291 NW 12th Avenue, at the southwest corner of Martin Luther King Boulevard and NW 12th Avenue, which is currently vacant.

Mr. Keester O'Mills stated that the property is restricted to a 5,000 square foot industrial use. The applicant is proposing to increase it to construct a maximum of 14,000 square foot building for industrial use with some commercial and office use. In addition to the intensity, the applicant is also requesting to modify conditions of an agreement related to the plat, which was originally between the County and the property owner, however, the County has requested to include the City as part of the agreement. He said the change relates to eliminating the requirement for a turn lane. The CIP Manager does not object to this change and staff has no objection to the request.

Julian M. Stein, 601 SE 5th Terrace, Pompano Beach, FL, stated that SMAX LLC is the company that is currently under contract to purchase the property.

Comr. Perkins stated that this is news worthy for her. She understands that it is a change for use, however, her

concern was that she was unaware of this type of building will be built there. She also understands that it is industrial, however, as the district commissioner she was not made aware of this development. Comr. Perkins indicated that she needs to know the plans for MLK Boulevard and explained her reasons. Therefore, because she was unaware of this plan, she would prefer to table it until she have a chance to look into it further. In the future she would like staff to contact her to inform her of what is coming about. In sum, she would like to be informed ahead of time.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Resolution be ADOPTED. The motion carried by the following vote:**

**Yes:** Hardin

Moss

Sobel

Burrie

Fisher

**No:** Perkins

**Enactment No: RES. No. 2018-256**

17. [18-531](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, RESCINDING RESOLUTION NO. 2018-121, AND APPROVING AND CONSENTING TO A TERMINATION/RELEASE OF DECLARATION OF RESTRICTIVE COVENANTS FOR PROJECT ACCESS AMONG BRIDGE POWERLINE, LLC, BRIDGE POWERLINE FRONTAGE, LLC AND BROWARD COUNTY; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

**(Staff Contact: Maggie Barszewski/David Recor)**

Daniel Keester-O'Mills, Principal Planner, Development Services Department, presented the item and stated the request is to terminate a Declaration of Restrictive Covenants for project access. The subject property is located at 1951 North Powerline Road. At the March 27, 2017 City Commission meeting the Commission approved a resolution for the termination or release of a Declaration of Restrictive Covenants regarding access to the property. Following the Commission approval of the declaration the property owner, Bridge Powerline LLC created an outparcel and sold it to another entity Bridge Powerline Frontage prior to the recording of the declaration. Since, the document must be signed by all owners the declaration must be re-executed to include the new owner. There are no substantive changes to the agreement, and the change is limited to the updating of the document to include the additional owner thus updating the signature pages.

Robert Lochrie, Esq., Lochrie and Chakas P.A., 1401 East Broward Boulevard, Fort Lauderdale, FL stated this is a housekeeping matter.

**A motion was made by Commissioner Hardin, seconded by Vice**

**Mayor Burrie, that the Resolution be ADOPTED. The motion carried by the following vote:**

**Yes:** Hardin  
Moss  
Perkins  
Sobel  
Burrie  
Fisher

**Enactment No: RES. No. 2018-257**

**END OF QUASI-JUDICIAL PROCEEDING**

18. [18-516](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND ACCEPTING THE CITY'S SPONSORSHIP POLICY FOR CITY FACILITIES; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

**(Staff Contact: Suzette Sibble)**

Suzette Sibble, Assistant City Manager, presented the item and stated that last year the City Commission approved the award of a solicitation to the Superlative Group (Group) for the development and implementation of a citywide corporate sponsorship program. Subsequent to that point, the City Commission approved a Phase I contract with the Group, which encompass three deliverables. They were tasked to prepare a recommended sponsorship policy for the City Commission's consideration, which is the subject item. In addition, they were tasked to prepare an asset inventory and valuation to identify possible city assets for sponsorship opportunities in order to generate sponsorship revenues for the City. Also, they were asked to design a marketing strategy, should the City determine to move the project to Phase II. She then provided a background on how the City arrived at this stage and why the City decided to pursue this project.

Ms. Sibble indicated that there are two agenda items to be presented to the City Commission. The first one is asking the City Commission to consider approving a recommended sponsorship policy, which will be followed by a second item whereby the City Commission will be asked to approve a Phase II contract with the Superlative Group.

Mr. Kalicanter, of the Superlative Group, provided background information regarding the Phase I Valuation Overview, and their Sponsorship policy. Attached is Exhibit II, which was the overhead presented that provides details on Phase I Overview & Policy Approval and Phase II Contract Approval.

Howard Clarke, 2509 NE 15th Street, Pompano Beach, FL, enquired about the potential total of the valuation of the specific sites.

Mr. Kalicanter responded that they valued a number of different opportunities and assets and the total ranges from \$675,000 to \$46 million at a minimum of ten year terms, however, some will go longer than that.



Mr. Clarke asked if there is an overall cost associated with generating the revenue.

Mayor Fisher indicated that question will be answered after the presentation of Phase II which is the next agenda item.

Mr. Clarke said at this point he is hesitant to request the Commission to vote on this item when he does not know if it is even worth the effort at this time.

Comr. Sobel thanked Ms. Sibble for the hard work put into looking at alternate sources of income and the Superlative Company that makes him think of, "Dorothy you are not in Kansas anymore." He said the question has nothing to do with the company itself or the hard work put into it. However, he asked, "What kind of Pompano Beach do we want in the future?" Comr. Sobel indicated that the Commission is being asked to incrementally, permanently market City assets and dictate the products that the residents can consume, while attending those assets. The income that maybe generated from it, based on other similar cities of the same size, which was provided by the Group, at least to him is negligible in terms of the imagery that would be comprised, and the type of City we would become when the city assets are turned into brand names.

Continuing, Comr. Sobel indicated that personally, however, good the contract is, and whatever speculative sources of income maybe produced in the future, it is not his vision for Pompano Beach.

Comr. Hardin asked what if the City enters into a sponsorship with someone and some material aspects of the sponsoring entity changes midterm. For example, Pepsi is sponsored for the City of Pompano Beach and they suddenly find they are putting cocaine in their product, could the City get out of the sponsorship at that point.

Mr. Kalicanter replied yes, and explained how the contract works and the City's ability to terminate. So, if any costs are associated with the termination, it would be borne by the partners in that entity.

Vice Mayor Burrie stated that this is a great source of income, but just how much City of Pompano Beach identity would be lost. She said this was her thought at the very beginning when this matter came before the Commission.

Ms. Sibble clarified a point that Comr. Sobel made earlier about dictating the beverages that the residents drink. She said if you think about it, this is already being done, because the City has a vending agreement, which we can terminate at any point, where the vending machines carry certain products. So, what staff is asking the Commission to do is to allow them to market that right differently in a way that would be more fiscally impactful to the City.

Continuing, Ms. Sibble indicated that they had several meetings with the Commission individually, because it is a new area, but it is something that Broward County has done for several years that the City is trying to mirror their policy in developing its own.

An extensive discussion followed on the pros and cons of a sponsorship program with the various entities and the fear of the City losing its identity.

Comr. Hardin wanted to be assured that the Commission would under no obligation approve anything, even though the policy is being approved, the implementation is separate.

Ms. Sibble replied that is correct.

Comr. Perkins asked if there are any surrounding cities that are involved with this type of sponsorship program.

Ms. Sibble stated that the City of Fort Lauderdale is working with Superlative, but they are a little bigger than the City of Pompano Beach in population size. Also, Superlative have done work with Miami Beach.

Mr. Kalicanter stated that he has a relevant list of cities that they have worked with, which Comr. Sobel had asked for previously.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Resolution be ADOPTED. The motion carried by the following vote:**

**Yes:** Hardin  
Moss  
Perkins  
Burrie  
Fisher

**No:** Sobel

**Enactment No: RES. No. 2018-258**

19. [18-554](#) **P.H. 2018-95: (PUBLIC HEARING 1ST READING)**

AN ORDINANCE OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE A SERVICE CONTRACT BETWEEN THE CITY OF POMPANO BEACH AND THE SUPERLATIVE GROUP, INC. TO IDENTIFY CITY ASSETS, AND DEVELOP AND NEGOTIATE SPONSORSHIP AND NAMING RIGHTS CONTRACTS; PROVIDING FOR SEVERABILITY; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: \$145,000 retainer and \$600,000-\$3.5 million annual revenues/ net of commissions)

(Staff Contact: Suzette Sibble)

Suzette Sibble, Assistant City Manager, presented the item and stated that the City Commission's approval is requested for a five-year contract with the Superlative Group to allow them to move to Phase II of the project pertaining to the policy that the City Commission just adopted. This would engage the Group to move forward with utilizing their resources to identify potential sponsors. Then they will begin negotiations with those potential sponsors and bring forth those contracts for discussion and approval by the City Commission. Assuming

approval of the contract is granted, they will assist the City with auditing of the contracts, and they would manage the collection of potential revenues that are due annually to the City. The cost to do this would be \$7,500 retainer fee per month not to exceed eighteen months as they go through the sales campaign phase. If they successfully negotiate the contract, they would be paid a commission of approximately 15% for each revenue that comes back to the City. She said this seems fair when compared to neighboring cities such as Fort Lauderdale.

Tom Terwilliger, 3160 NW 1st Avenue, Pompano Beach, FL, stated that procedurally the public did not get a chance to speak under audience to be heard for the last item on the agenda. Therefore, Mr. Terwilliger pointed out that the procedure and the numbers do not work out and explained his reason. In sum, he said the City spent a significant amount on promotion and advertising in branding and name recognition of the City and should not throw that right away for just pennies. Therefore, he urged the City Commission to protect the name of the City for the residents.

Michael Skversky, 1630 SW 5th Avenue, Pompano Beach, FL, said he does not see the numbers where the City would profit from this venture. Actually, he said he is for the item, but the City does not have large facilities, such as American Airlines Arena for this type of sponsorship. So the money does not appear to be there.

Mr. Kalicanter explained how the program would work in realizing revenues from a venture such as this.

Ms. Sibble also provided a break out of the costs and the potential revenues that could be realized.

Mayor Fisher noted that public speaking was allowed under item 18.

Howard Clarke, 2509 NE 15th Street, Pompano Beach, FL, provided a brief background on his experience in real estate. He said he will not question the source of the Group's data or the validity of it because they are gross revenue numbers, they are not values. He said there are expenses associated in deriving the information.

A very extensive discussion followed regarding pursuing alternative revenues from sponsorships given the various impacts on the City's budget and the feasibility of losing naming rights for an insignificant amount. Also, the payment of fees to the group for services rendered.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Ordinance be APPROVED FIRST READING. The motion carried by the following vote:**

**Yes:** Hardin  
Moss  
Burrie  
Fisher

**No:** Perkins  
Sobel



20. [18-401](#) **P.H. 2018-91: (PUBLIC HEARING 2ND READING)**

AN ORDINANCE OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE A CONTRACT FOR PROFESSIONAL CONSULTING SERVICES BETWEEN THE CITY OF POMPANO BEACH AND KEITH AND SCHNARS, P.A. FOR OVERHEAD UTILITIES CONVERSION TO UNDERGROUND; PROVIDING FOR SEVERABILITY; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

**FIRST READING: JULY 24, 2018**

(Staff Contact: John Sfiropoulos)

John Sfiropoulos, City Engineer, presented the item and stated that there has been no change since the first reading.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Ordinance be ADOPTED. The motion carried by the following vote:**

**Yes:** Hardin  
Perkins  
Sobel  
Burrie  
Fisher

**Absent:** Moss

**Enactment No: ORD. No. 2018-76**

21. [18-485](#) **P.H. 2018-92: (PUBLIC HEARING 2ND READING)**

AN ORDINANCE OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE A CONTRACT FOR PROFESSIONAL CONSULTING SERVICES BETWEEN THE CITY OF POMPANO BEACH AND KIMLEY-HORN AND ASSOCIATES, INC., FOR CONTINUING CONTRACT FOR ENGINEERING SERVICES FOR OVERHEAD UTILITIES CONVERSION TO UNDERGROUND; PROVIDING FOR SEVERABILITY; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

**FIRST READING: JULY 24, 2018**

(Staff Contact: John Sfiropoulos)

John Sfiropoulos, City Engineer, presented the item and stated that there has been no change since the first reading.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Ordinance be ADOPTED. The motion carried by the following roll call vote:**

**Yes:** Hardin  
Perkins  
Sobel  
Burrie  
Fisher

**Absent:** Moss

**Enactment No: ORD. No. 2018-77**

22. [16-32](#) **P.H. 2018-77: (PUBLIC HEARING 2ND READING)**

AN ORDINANCE OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA ADOPTING A COMPREHENSIVE PLAN MAP AMENDMENT FOR THE AMP IV HIDDEN HARBOUR, LLC REQUEST OF PROPERTIES LOCATED NORTH OF 14TH STREET, SOUTH OF NE 17TH STREET ON THE EAST SIDE OF FEDERAL HIGHWAY; PROVIDING FOR A DETERMINATION THAT A LOCAL PLANNING AGENCY HEARING WAS HELD ON MAY 25, 2016; PROVIDING THAT A TRANSMITTAL AND ADOPTION PUBLIC HEARING WILL BE HELD; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

**TABLED FROM JUNE 26, 2018**

**TABLED FROM JUNE 12, 2018**

**FIRST READING: JANUARY 10, 2017**

**\*With regard to this Item, the applicant requested to postpone this matter to the October 9, 2018 Commission Meeting Agenda.**

(Staff Contact: Maggie Barszewski/David Recor)

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, to take the item off the table. The motion carried unanimously.**

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Ordinance be TABLED to the October 9, 2018**

---

**City Commission meeting. The motion carried by the following vote:**

**Yes:** Hardin  
Perkins  
Sobel  
Burrie  
Fisher

**Absent:** Moss

23. [18-400](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE AN AGREEMENT BETWEEN THE CITY OF POMPANO BEACH AND BROWARD COUNTY FOR EVACUATION SHELTER STAFFING; PROVIDING AN EFFECTIVE DATE.  
(Fiscal Impact: N/A)

**TABLED FROM JUNE 26, 2018**

**TABLED FROM JUNE 12, 2018**

**\*This is a companion item to Agenda Item 22 and will be postponed to the October 9, 2018 Commission Meeting Agenda.**

**(Staff Contact: Maggie Barszewski/David Recor)**

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, to take the item off the table. The motion carried unanimously.**

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Resolution be TABLED to the October 9, 2018 City Commission meeting. The motion carried by the following vote:**

**Yes:** Hardin  
Moss  
Perkins  
Sobel  
Burrie  
Fisher

24. [18-515](#) **P.H. 2018-96: (PUBLIC HEARING 1ST READING)**  
**AN ORDINANCE OF THE CITY COMMISSION OF THE CITY OF POMPANO**



BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE A THIRD AMENDMENT TO THE AGREEMENT FOR POLICE SERVICES BETWEEN THE CITY OF POMPANO BEACH AND THE SHERIFF OF BROWARD COUNTY, FLORIDA; PROVIDING FOR SEVERABILITY; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: \$1,214,355)

**(Staff Contact: Brian Donovan/Major John Hale)**

Brian Donovan, Assistant City Manager, presented the item and stated that the purpose of the item is to procure radios for the Pompano Beach District office. He said Broward County is installing a new E-911 system. As a result, the City will need the radios for the officers that are sworn and non-sworn. The terms of the proposed agreement is for three years and estimated to cost approximately \$1.2 million. The repayment for the radios would take place over a three year period, starting the following fiscal year of 2020.

Comr. Hardin enquired where the funding will come from for this item.

Mr. Donovan responded that this will be included in the annual consideration presented to the City Commission each budget year, to commence in the fiscal year 2020, and is expected to be in the general fund and funded through those means.

Comr. Hardin asked what will happen if the Commission does not approve funding this item.

Mr. Donovan responded that the City will still need to get the radios whether it is approved for funding or not. He explained that Broward County is getting a new E-911 system and these radios are necessary for that communication, as the old radios will be inoperable.

Comr. Perkins asked if the Broward County Sheriff's Office (BSO) is requiring other cities to upgrade their radio as well.

Mr., Donovan responded yes. He said every city that contracts with BSO is going through this process. In the end the City will own the radios.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Resolution be APPROVED FIRST READING. The motion carried by the following vote:**

**Yes:** Hardin  
Moss  
Perkins  
Sobel  
Burrie  
Fisher

25. [18-511](#) **P.H. 2018-97: (PUBLIC HEARING 1ST READING)**

AN ORDINANCE OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, AMENDING CHAPTER 76, "PARKING METERS," BY AMENDING SECTION 76.04, "ENFORCEMENT OF PROVISIONS," TO PROVIDE AUTHORITY TO PARK RANGERS TO ENFORCE PARKING VIOLATIONS WITHIN CITY PARKS; BY AMENDING CHAPTER 90, "ANIMALS," BY AMENDING SECTION 90.02, "AUTHORITY OF LAW ENFORCEMENT OFFICERS," TO PROVIDE AUTHORIZATION TO PARK RANGERS TO ENFORCE ANIMAL VIOLATIONS OBSERVED WITHIN THE CITY PARKS; BY AMENDING SECTION 90.38, "DOG PARK," TO PROVIDE PARK RANGERS WITH AUTHORITY TO ENFORCE THE RULES AND REGULATIONS OF THE CITY'S DOG PARK AND DESIGNATED DOG AREAS IN OTHER PARKS; BY AMENDING CHAPTER 98, "PARKS AND PLAYGROUNDS," BY AMENDING SECTION 98.01, "DEFINITIONS," TO DEFINE THE DUTIES AND AUTHORITY OF PARK RANGERS; BY AMENDING SECTION 98.02, "PROHIBITED ACTS," TO ENUMERATE ADDITIONAL PROHIBITED ACTS WITHIN ANY MUNICIPAL RECREATION FACILITY, MUNICIPAL BEACH AND ADJACENT AREAS THERETO; TO PROVIDE FOR PENALTIES FOR CERTAIN PROHIBITED ACTS; PROVIDING FOR SEVERABILITY; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

(Staff Contact: Mark Beaudreau)

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Ordinance be TABLED to the September 25, 2018 City Commission meeting. The motion carried by the following vote:**

**Yes:** Hardin  
Moss  
Perkins  
Sobel  
Burrie  
Fisher

26. [18-526](#) **P.H. 2018-98: (PUBLIC HEARING 1ST READING)**

AN ORDINANCE OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE A LICENSE AGREEMENT BETWEEN THE CITY OF POMPANO BEACH AND BLUEWATER MOVEMENTS, INC. TO UTILIZE THE CITY'S CIVIC CENTER TO CONDUCT ITS ANNUAL POMPANO BEACH SALTWATER CIRCUIT; PROVIDING FOR SEVERABILITY; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: In-kind services of \$43,659.63 per year.)

(Staff Contact: Mark Beaudreau)

Mark Beaudreau, Recreation Programs Administrator, presented the item and stated that in the world of saltwater fishing tournaments, this is the "Superbowl." The agreement is great and the tournaments are greatly run and well organized, and the benefit to the City is tremendous.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Ordinance be APPROVED FIRST READING. The motion carried by the following vote:**

**Yes:** Hardin  
Moss  
Perkins  
Sobel  
Burrie  
Fisher

27. [18-555](#) A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE A TRANSPORTATION SYSTEM SURTAX INTERLOCAL AGREEMENT AMONG BROWARD COUNTY, THE CITY OF POMPANO BEACH, AND OTHER BROWARD COUNTY CITIES; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: N/A)

(Staff Contact: Greg Harrison)

Greg Harrison, City Manager, presented the item and stated that it is an interlocal agreement with the County. He said if the surtax passes in November, this is a transportation surtax that will be voted on throughout Broward County, and up to 10% of the proceeds collected by the County are being pledged to the 31 cities. There will be an extensive process required similar to an application phase in order to come up with the funds. So, this agreement will prepare the City to do that should the surtax pass.

**A motion was made by Commissioner Hardin, seconded by Vice Mayor Burrie, that the Resolution be ADOPTED. The motion carried by the following vote:**

**Yes:** Hardin  
Moss  
Perkins  
Sobel  
Burrie  
Fisher

**Enactment No: RES. No. 2018-259**



**F. REPORTS**

**Gregory Harrison, City Manager - General Obligation Bonds Ratings** - Mr. Harrison distributed to the Commission the information that staff submitted to the rating agencies on the General Obligation (G.O.) Bonds sale. When the presentations were done for the G.O. Bonds that staff was estimating that the rate would be approximately 4.6%. The sale was closed today the rate the City got was 3.647584, which is a great rate. This is a testament to the sound financial management that Suzette Sibble has led over the years. This represents a savings of \$20 million over the life of the bonds.

**Broward League of Cities Magazine** - Mr. Harrison stated that the Broward League of cities publishes an annual magazine called 31 Cities. They have featured on the front cover the Hillsboro Beach with the Lighthouse.

**Appreciation of the Beach Development** - Mr. Harrison read a copy of an email he received from a resident, Jeffery Sodakoff, which was a response to Horacio Danovich regarding questions on the development on the beach, and it reads as follows:

“Thank you so much for your update. You all are doing an amazing job of creating a seaside paradise including a hotel, restaurants, shopping and more. Besides feeling like I am always on vacation, the value of my condo has increased over \$100 per square foot in just five years. This is based on actual sales of similar units on asking price.” Based on this information, Mr. Harrison said the Commission could pat themselves on the back for doing a super job with all of the beach development.

**New Southwest Fire Station** - Mr. Harrison announced that the official station number for the new Southwest Fire Station will be fire station 114, which is the 114th fire station in Broward County.

**Mark Berman, City Attorney - J-Con Litigation Court Ruling** - Mr. Berman indicated that he had updated the City Commission during the August break that the City was successful in its litigation against J-Con for Fire Station 11 litigation. The court concluded that the City properly terminated its contract with J-Con and awarded them nothing. The City was awarded costs in damages for improper construction of about \$300,000. Also, the City is pursuing for attorney fees and costs in the matter. Unfortunately, the company is no longer viable, but the City will continue to search to see what can be realized in this regard.

**Asceleta Hammond, City Clerk** - No Report.

**Commissioner Rex Hardin - GoFund Me for Ely High School Football Player** - Comr. Hardin offered kudos to those people in the community who were involved with this effort. He said former commissioner Phillips was involved with the effort of a GoFund Me page for the Ely High School Football player who was paralyzed, and had to go to Atlanta for specialized medical care. The GoFund Me page was created to raise funds to fly him to Atlanta, which was realized. This was a terrible accident but thankfully enough money was raised to enable him to get the medical care he needs.

**Bee Keeping Program** - Comr. Hardin stated that he has been in contact with people involved in the Micro Apiary, a bee keeping program. He said they have been in discussion with the people at the Sample

McDougald House at Centennial Park. They are looking for spots they can put beehives, which is good for the environment and for the bees. Furthermore, they would take care of everything, and only need \$ 7,500 to build the apiary. John Coldwell, President Director is the person who takes care of the bees for a period of time and the state has to approve it. Comr. Hardin stated that this is something the City could look into, and the information he has on the program he will give to City Manager Harrison to contact them to find out how the City can embrace bee keeping in the public spaces, which will be a good public relations effort for the City.

**Pompano as Small Business Friendly City** - Comr. Hardin reported that recently, there was an article in the Sun Sentinel newspaper about small business friendliness, which rated the State of Florida poor. Some cities were highlighted, for example Fort Lauderdale received a C+, and Miami a B- and this is all about creating small businesses and the friendliness factor, among other things. He said Jacksonville was the only Florida city to earn an A+ rating among six cities nationally. Therefore, he suggested the City ought to have someone, perhaps Chris Clemens, Economic Manager, contact the City of Jacksonville to find out what they are doing to achieve an A+ rating for small business friendliness, and copy them. This will assist in making our City truly a Florida Warmest Welcome.

**9/11 Memorial Event** - Comr. Hardin offered kudos to the Parks and Recreation staff for last night's tremendous event at the Cultural Center remembering the 9/11 incident. He said next year people should be sure to get their tickets to attend. Overall, it was wonderful to see the display of great talent. Chief Hale and Captain Adkins spoke, which was moving. In attendance were Mayor Fisher, Comrs. Moss, and Perkins.

**Hillsboro Lighthouse** - Comr. Hardin stated that last Saturday they were at the Hillsboro Lighthouse for the unveiling of their new railing to put it back into historical context, which was amazing to see a fairly ornate and expensive ironwork being donated. It is a tremendous icon for the area.

**First Annual Haitian Heritage Celebration** - Comr. Hardin encouraged everybody to come out this Saturday, from 4:00 p.m. to 8:00 p.m. for the First Annual Haitian Heritage Celebration, which will be held at the Cultural Center. He said there was a lot of trials and tribulation with it, but "hats off" to Andy Cherenfant for persevering to make this happen.

**Commissioner Barry Moss - 9/11 Event** - Comr. Moss echoed Comr. Hardin's congratulations to the people who put the 9/11 event on at the Cultural Center. He said he was proud of Joe Haynes, a Palm Aire resident whose idea started this and who has been asking him about it for quite a long time ago. The show was wonderful and he is glad that the City did it.

**Old Town Untapped** - Comr. Moss stated that it was his first time attending Old Town Untapped and it was successful, as there were over 1,500 people attending. He said it is well organized, there are interesting things to see, good food and drinks to enjoy. He thanked CRA for a job well done.

**Assisting School Children** - Comr. Moss stated that he has begun working every Wednesday after school helping kids from the Charles Drew Elementary School, at the Jan Moran Learning Library in Collier City. If so inclined, he invited anybody who wanted to assist with after school program from 3:00 p.m. onwards to help the kids with their homework and to read to them.



**Commissioner Beverly Perkins - 9/11 Event** - Comr. Perkins echoed Comr. Hardin's sentiment regarding the 9/11 event at the Cultural Center, which was a very nice event.

**Colored School Historical Marker Event** - Comr. Perkins thanked the commissioners for participating in the Pompano Colored School Historical marker event.

**GoFund Me for Footballer** - Comr. Perkins stated that Comr. Hardin mentioned earlier the young man, Wilbens Morisaint who was injured at Blanche Ely during a football game. She said she has been in contact with the family every day. They left on Monday morning to Atlanta, Georgia for more therapy for him. His sister Sergine has set up a GoFund Me for him. However, he will need more funds once he returns to Florida for more rehab. Therefore, she would like to leave the link with the City Manager's office for those who want to call to give to that fund for Wilbens' recovery. Finally, she asked that they keep the family in prayer as they go through this very difficult time.

Mayor Fisher stated that when he visited with him, surprisingly his spirits were good. He told him that he could move his shoulder, which he did.

**Commissioner Michael Sobel - Reporting on Activities and Improvements** - Comr. Sobel reported that he was on the email chain with Mr. Solakoff and what he says is true. The beach park is booming, and CRA did a great job in renovating the beach. Also, when he as a condo representative had a sidewalk broken in front of the Condo building, the City responded quickly. Property values have skyrocketed and there are millions of dollars of additional tax revenues this year. However, we still find ourselves significantly short in the budget, requiring increases in the millage rate and the fire assessment fee.

Comr. Sobel said as he looks back, there is so much construction, improvements, and streetscape going on in District 1. He said he just reflected on those projects where a groundbreaking occurred during the last two years while he has been in office. Furthermore, the pier construction, which he monitors all the time continues to be on track, the Atlantic Bridge Promenade construction is likewise moving forward, the Oceanic restaurant is on target to open up by the end of the year, the beach house is doing very well, the water taxi is maintaining well over the summer, the new license plate recognition system that was put in place is being effectively used by BSO law enforcement on the barrier island.

Continuing, Comr. Sobel said there are a couple of ordinances that the Commission passed prior to the hiatus in August, which he continues to monitor. In addition, the discussion earlier about the additional arsenal tool for BSO to be able to approach vagrants and the homeless in the park about clothing or other material that is left there or food being cooked. This allows additional steps to be taken if the BSO outreach program is not being effective. The problem is it is not yet implemented to the point where staff has put up the signs and the proper notices giving BSO the opportunity to go ahead and make arrests if need be as a last resort. This is being worked on and he continues to monitor that.

Additionally, the Commission passed the community residents ordinances which mandated certain compliance and certification and spacing requirements based on non-discriminatory studies at a national expert's help that the City hired. He said the implementation was deferred until March 2019. So when Major Hale talks about some of the bad operators who are leaving some of the addicts on the streets to become homeless or vagrants



or irritants and affecting adversely the quality of life in the neighborhoods part of that is because we need to push forward on the implementation of the community residence ordinances that were passed.

**Vice Mayor Charlotte Burrie** - No Report.

**Mayor Lamar Fisher - Upcoming Events** - Mayor Fisher announced that recently there was a press release on the City launching "Where is my inspector App" so kudos to Mr. Harrison for that. He said it is a web based application that allows individuals who have applied for City permits to actually see where in the inspector's schedule they are and are provided with the inspectors estimated time of arrival.

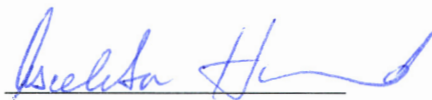
**Appreciation of Walter Syrek** - Mayor Fisher stated that there are times we have incredible people who volunteer for the City and who always give of themselves. One such person was Walter Syrek, who will be remembered for the sober homes debacle where he was instrumental in helping District 2 and specifically the Highlands area to make a difference. Mayor Fisher said he received an email that Mr. Syrek is moving. Mayor Fisher thanked Mr. Syrek for his voluntary services to the City.

#### **G. ADJOURNMENT**

The meeting adjourned at 10:42 p.m.



Lamar Fisher, Mayor



Asceletha Hammond, City Clerk

# Northwest Community Building and Empowerment

Dr. Wilhelmena Mack  
President  
W Mack and Associates, Inc.



# Project Goals

- ▶ Identify and prioritize challenges and opportunities within District 4.
- ▶ Identify specific factors contributing to these challenges and opportunities.
- ▶ Detail community residents' desired outcomes to each challenge and opportunity.
- ▶ Detail action strategies which can be taken by both the city and community residents to address identified challenges and opportunities.





# Project Team Members

Commissioner Beverly Perkins  
City Commissioner  
District 4

Greg Harrison  
City Manager  
City of Pompano Beach

Henri Crockett  
President  
Crockett Foundation

Mrs. Emma Ellington  
Owner  
Hawkins Homes, Inc..

Pastor George Rich  
Senior Pastor  
P 3 Church

Dr. Robert Stanley  
Senior Pastor  
Hopewell Missionary Baptist  
Church

Dr. Wilhelmena Mack  
President  
W Mack and Associates, Inc.



# Northwest Community Building and Engagement Survey

1. Please describe what you see as the future for District 4? What is your overall vision for the District?
2. Please describe your overall opinion of District 4.
3. What do you feel are the two most important challenges facing District 4? Why
4. What do you feel are the two key strengths or best features of District 4?
5. Please list two key improvements needed in District 4.
6. What can residents do to become more involved in the overall improvement of District 4?
7. What is the one thing you are most proud of about District 4?
8. Please list one thing you feel if changed would have an immediate positive impact or effect on District 4.
9. Please list one thing you feel is critical to the overall success of this project.
10. General Comments. Please provide any additional comments, suggestions or recommendations.



# Key Stakeholders

1 Hazel Armbrister  
2 Glen Bostic  
3 Delores Bullard  
4 Rev. Jacques Demornay  
5 George Dillard  
6 Rev. O'Neal Dozier  
7 Shedrick Dukes  
8 Kevin Eason and Ollie Eason  
9 Norman Edwards  
10 Emma Ellington  
11 Jay Ghanen  
12 Jimmie Habersham  
13 Harry Harrell  
14 Robert Holmes  
15 Novice Johnson  
16 Vince Johnson  
17 Pastor Robert Kinchen  
18 Lloyd King  
19 Debresia Lesane  
20 Jazzman Lesane

21. Marguerite Luster  
22. Richard Macon  
23. Tony Manuel  
24. Rev. Gary McLamore  
25. Tom McMahon  
26. Kim Mitchell  
27. Rev. Eddie Moise  
28. Tim Peoples  
29. Woodie Poitier  
30. Shelton Pooler  
31. Whitney Rawls  
32. Ada Rogers  
33. Janice Robinson Banks  
34. Rev. Louis Sanders  
35. Rev. Robert Stanley  
36. Mandie Striggles  
37. Veronica Thomas  
38. Vincente Thrower  
39. Tray Williams  
40. Rev. Johnny Zander



# Survey Schedule

Date	Time	Event and Location
April 6 Friday	9:00 AM	Senior Program E. Pat Larkins Center 520 Martin Luther King Boulevard Pompano Beach, Florida
April 10 Tuesday	7:30 PM	Bible Study Hopewell Baptist Church 890 NW 15 Street Pompano Beach, Florida Rev. Dr. Robert Stanley
April 11 Wednesday	7:00 PM	Kendall Lakes Homeowners Association Northwest Library 1580 NW 3 Avenue Pompano Beach, Florida Mary Phillips
April 15 Sunday	11:00 AM	World Wide Christian Center Church 450 North Powerline Road Pompano Beach, Florida Rev. O'Neal Dozier
April 18 Wednesday	7:00 PM	Kendall Green Homeowners Association 1580 NW 3 <sup>rd</sup> Avenue Pompano Beach, Florida Ada Rogers, President
April 21 Saturday	9:00 AM	Patricia Davis Community Gardens-- Earth Day 1099 NW 6 Street Pompano Beach, Florida David Miller
May 3 Thursday	6:00 PM	Community Survey E. Pat Larkins Center 520 Martin Luther King Boulevard Pompano Beach, Florida
May 6 Sunday	10:45 AM	Antioch Missionary Baptist Church 420 NW 8 Avenue Pompano Beach, Florida Rev. Norman Freeman
May 11 Friday	10:00AM	Mother's Day Brunch E Pat Larkins Center Pompano Beach, Florida
May 21 Monday	6:00 PM	Pompano Springs Homeowners Association 3500 Gateway Drive #202 Pompano Beach, Florida President
April 6 - June 5		Telephonic Surveys

# Survey Results (male)

N= 45

Category	Traditionalist 1928 - 1945	Baby Boomers 1946 - 1964	Generation X 1965 - 1985	Generation Y 1986 - 1999
Total Participants	10	11	17	7
*Residency Length				
1 - 10 years			1	3
11 - 20 years		2	4	1
21 - 30 years			1	
31 - 40 years	1	1	1	1
41 - 50 years		2	2	
50+ years	1	3	2	
*Business Owner				
1 - 10 years		1	1	
11 - 20 years			1	
21 - 30 years	1			
31 - 40 years			1	
41 - 50 years				
50+ years				

# Survey Results (Female)

N = 81

Category	Traditionalist 1928 - 1945	Baby Boomers 1946 - 1964	Generation X 1965 - 1985	Generation Y 1986 - 1999
Total Participants	26	38	12	5
Residency Length				
1 - 10 years	1	2	3	1
11 - 20 years		1	1	1
21 - 30 years	1	2	1	
31 - 40 years	3	3	2	
41 - 50 years				
50+ years	7			
Business Owner				
1 - 10 years		1		
11 - 20 years		1		
21 - 30 years	2	1		
31 - 40 years				
41 - 50 years				
50+ years				



# Key Stakeholders and Community Survey Common Issues N=166

- ▶ Chickens– Elimination and code enforcement.
  - ▶ Code Enforcement– Code violations, vacant housing, slum lords, and derelict car removal.
  - ▶ Crime
  - ▶ Drainage
  - ▶ Drug addicts, dealers and sales.
  - ▶ Economic base improvement.
  - ▶ Education– Vocational/technical; K –12.
  - ▶ Housing– Affordable, low and moderate income; rehabilitation; stock.
  - ▶ Jobs– Lack of; training programs; mentoring programs.
  - ▶ Law Enforcement– Visibility, community policing; ATV, noise.
  - ▶ Loitering – Convenience store, gas stations, parking lots.
  - ▶ Local businesses– Community customer focused; African American owned.
  - ▶ One Pompano– Street lights, paved roadways, sidewalks, landscape.
  - ▶ Prostitutes– Elimination.
  - ▶ Seniors– Activities, programming, housing.
  - ▶ Speed bumps– Installation.
  - ▶ Speeding– Elimination, reduction.
  - ▶ Transportation– Elderly, public
  - ▶ Trash and illegal dumping– Elimination.
  - ▶ Youth– Programs; job and job training; after school programs
-

# Community Building Workshop I

## AGE COHORT TOP THREE ISSUES

- ▶ **TRADITIONALISTS (1928 – 1945)**
  - New grocery store
  - Elimination of Drugs and Prostitution
  - CRA money being spent in the community
- ▶ **BABY BOOMERS (1946 – 1964)**
  - Job Training/Youth Programs
  - Drugs
  - Holding Homeowners/Landlords accountable
  - Speed Humps
  - Street lights
- ▶ **GENERATION X (1965 – 1985)**
- ▶ **GENERATION Y (1986 – 1999)**
  - Economic Development
  - Money for small business development
  - Elimination of corner stores allowing loitering



# Community Building Workshop II

## TRADITIONALISTS (1928 – 1945)

### ▶ **ISSUE:**

- **Convenience Stores/New Grocery Store**

### ▶ **ISSUE DESCRIPTION:**

- **People loitering outside stores selling drugs, drinking beer; People loitering make potential customers feel uneasy about entering the store; stores charge high prices for goods.**





Reasons why this is a problem or Factors contributing to this as a problem.	CITY actions to be taken to address this problem.	COMMUNITY RESIDENT actions to be taken to address this problem.
*Lack of easy access due to loitering around store	*City explores bringing in a regional brand name low cost grocery store i.e. Aldi.	*Commissioner Perkins work with community to develop a plan of action.
*Lack of transportation to other stores (Walmart) to purchase goods.	*City meets with lease owner of property and requests their cooperation in allowing BSO to enforce no loitering on property.	*Residents deal with loitering issue by advocating restricting hours and report violations to police and city.
*Operational hours of store.	*City explores instituting a curfew ordinance not allowing individuals under the age of 18 on property after hours.	*To be more present and vocal at city commission meetings.
*Transportation routes are limited to getting to store.	*City explores instituting an ordinance limiting store hours.	*To hold leadership accountable regarding issues within the community.
*High prices for goods in stores.	*City explores levying a fine against store owners who allow loitering on premises.	*To fully commit to taking action by being involved.
	*City explores innovative transportation options for residents to go to stores, etc. within the confines of the city.	*Residents can create their own ride share program among themselves.
	*City explores city/county/private transportation service offerings.	*Boycott stores until owners comply with requests.

# BABY BOOMERS (1946 – 1964)

## ▶ ISSUE:

- JOB TRAINING/YOUTH PROGRAMS

## ▶ ISSUE DESCRIPTION:

- Many residents are felons and have difficulty or can't get a job with a company requiring background checks; limited youth training programs that result in a living wage; limited to no youth or young adult programs which they are interested in attending or participating.





Reasons why this is a problem or Factors contributing to this as a problem.	CITY actions to be taken to address this problem.	COMMUNITY RESIDENT actions to be taken to address this problem.
*Focus has not been on creating job training programs for individuals not going to college.	*City should create youth internship programs for jobs within the city. *City create paid youth internships programs with city work obligation upon program completion	*Residents become mentors and volunteers in local schools.
*Lack of focus on preparation for next generation type jobs.	*City should explore partnerships/ internships with local colleges and universities. *City work with colleges and vocational technical schools to identify/create job and career training programs to meet city and community needs.	*Churches/ local businesses/non-profits provide space/education for students suspended from school.
	*City conduct a survey of all city sponsored youth programs and identify grant funding sources to support programs, and internship and employment opportunities. *City work with local chambers of commerce, economic development department and largest employers to 1. Identify current job vacancies, opportunities 2. Project and map future job and workforce needs.	*Community residents serve on educational task force to participate in the process.





# BABY BOOMERS (1946 – 1964)

## ▶ **ISSUE:**

- **HOLDING HOMEOWNERS/LANDLORDS ACCOUNTABLE**

## ▶ **ISSUE DESCRIPTION:**

- **Homeowners/landlords not maintaining their property—cutting lawn, painting, and general upkeep; not reporting trash dumping; not reporting suspicious or illegal activity; not allowing Code Enforcement on their property.**



Reasons why this is a problem or Factors contributing to this as a problem.	CITY actions to be taken to address this problem.	COMMUNITY RESIDENT actions to be taken to address this problem.
*People who rent are not vested in the community.	*Enforce code and fine violators. *Protect identity of violator informants.	*Start a Neighborhood Crime Watch
*Sober Homes in the neighborhood contribute to problems—drugs/prostitution.	*Provide residents with location of all current and proposed new Sober Homes and city ordinance regulating Sober Homes	*Get residents personally involved in providing and implementing solutions.
*Each neighborhood does not have a HOA or Civic Association.	*Install surveillance cameras on poles. *Conduct an operational assessment of all HOAs, identify strategies to strengthen and expand.	*Churches involved creating programs to address real issues concerning improvement programs.
*Residents not sure of the boundaries of their neighborhood.	*Conduct ongoing educational programs on resident roles, obligations, responsibilities of home ownership	*Engage residents to stop owners that allow loitering, drug sales and criminal activity.
*Some neighborhood HOA are not operational	*Provide home rehab loans to residents with no/low interest based upon resident continued living in home. If resident move/sells/transfer home loan becomes due on pro-rated basis.	*HOAs engaged to identify home rehab issues working directly with homeowners providing them with information on home rehab as well as Habitat for Humanity.

**GENERATION X (1965 – 1985)**

**GENERATION Y (1986 – 1999)**

▶ **ISSUE:**

▫ **ECONOMIC DEVELOPMENT**

▶ **ISSUE DESCRIPTION:**

- **Lack of a discernible business development plan for the area; limited number of successful small businesses within local travel area of the community; lack of Black owned businesses to cater to the quality of life and social needs of the community and tourists; lack of resources and business options to support area business growth.**





Reasons why this is a problem or Factors contributing to this as a problem.	CITY actions to be taken to address this problem.	COMMUNITY RESIDENT actions to be taken to address this problem.
*Lack of strategic plan to identify locally owned businesses to address resident needs.	*Conduct a survey of local residents to determine business services they want need and are willing to support.	*Participate in the survey.
*Lack of access to funding to support minority owned businesses.	*Identify local, state, national and grant funding sources to assist businesses.	*Create a community empowered/selected committee to address issues led by Commissioner Perkins.
	*Engage all elements of the community– for-profit, non-profit, churches, etc. in spearheading development opportunities.	*Ensure the city provides necessary funding to support this initiative.
	*Create an implementation plan to turn community ideas into actionable strategies.	*Ensure residents frequent the businesses.
	*Work with local colleges and governmental agencies to create/support business incubator programs for businesses identified in survey. *Provide economic incentives to established businesses to support or partner with new/small business to address needs. *Allocate city dollars to as matches for programs, projects addressing city needs requiring matching funds	*Participate in job/business development programs.

**GENERATION X (1965 – 1985)**

**GENERATION Y (1986 – 1999)**

▶ **ISSUE:**

◉ **SMALL BUSINESS DEVELOPMENT**

▶ **ISSUE DESCRIPTION:**

◉ **Limited number of Black owned businesses; lack of strategic plans for establishment and expansion of local small businesses; Lack of strategic relationships/partnerships between area large/medium businesses with small businesses; limited ability of small businesses to hire local area residents.**





Reasons why this is a problem or Factors contributing to this as a problem.	CITY actions to be taken to address this problem.	COMMUNITY RESIDENT actions to be taken to address this problem.
<ul style="list-style-type: none"> <li>* Lack of access to grant information and funding</li> <li>* Business roadblocks to grants</li> </ul>	<ul style="list-style-type: none"> <li>*Education sessions on locating grants.</li> <li>* Training sessions on grant writing, funding requirements, application process.</li> <li>*Conduct periodic free grant writing workshops for non-profit/for-profit organizations and groups that address or provide services to District 4 residents.</li> </ul>	<ul style="list-style-type: none"> <li>*Attend local business development workshops and programs to learn about business operations and funding sources.</li> </ul>
	<ul style="list-style-type: none"> <li>* City and CRA earmark funds to support small businesses identified in the economic development survey as meeting identified needs of the Northwest community.</li> </ul>	<ul style="list-style-type: none"> <li>*Ensure funding is provided through CRA and city to support small business development, growth and expansion.</li> </ul>
	<ul style="list-style-type: none"> <li>*Economic Development Department of the city work with large businesses in the area to mentor and form strategic partnerships/relationships with small businesses to assist in their growth and development.</li> </ul>	<ul style="list-style-type: none"> <li>*Take advantage of business mentorship opportunities.</li> <li>*Purchase goods and services from local Black owned businesses.</li> </ul>
	<ul style="list-style-type: none"> <li>*City work with local private companies to invest monies from capital gains in District 4.</li> </ul>	



TRADITIONALISTS	(1928 – 1945)
BABY BOOMERS	(1946 – 1964)
GENERATION X	(1965 – 1985)
GENERATION Y	(1986 – 1999)

▶ **ISSUE:**


◦ **PROSTITUTION**

▶ **ISSUE DESCRIPTION:**

- **Women of the evening mixing with children on their way to school; women loitering around convenience stores soliciting; violence erupting in places where they work.**



# CITY ACTIONS TO BE TAKEN TO ADDRESS THIS PROBLEM:

- ▶ Undercover detectives target street level prostitutes soliciting them.
  - ▶ Undercover detectives posing as prostitutes solicit or are solicited by “Johns”.
  - ▶ Warrant sweeps of prostitutes that were identified from previous arrests and have failed to appear for court and now have active warrants.
  - ▶ Arrest alleged prostitutes for violations of state and local ordinances to remove them from roadways, store fronts, private property and sidewalks (where posted with enforcement signage.)
  - ▶ Building data bases for identifying prostitutes during field interviews by Road Patrol. If no crime is apparent, giving them a documented trespass warning from posted areas to justify future legal arrest.
  - ▶ Conduct education and training for community.
  - ▶ Implement targeted community engagement initiatives to support community policing effort.
- 

TRADITIONALISTS	(1928 – 1945)
BABY BOOMERS	(1946 – 1964)
GENERATION X	(1965 – 1985)
GENERATION Y	(1986 – 1999)

▶ **ISSUE:**

- **ONE POMPANO**

▶ **ISSUE DESCRIPTION:**

- **Concept of the city which from one end to the other all have as a minimum sidewalks, street lights, city landscaping, community entrance signage, speed humps and paved city roadways.**





# CITY ACTIONS TO BE TAKEN TO ADDRESS THIS PROBLEM:

- ▶ City should work with residents to identify areas within the community that are without sidewalks, street lights, city landscaping, community entrance signage, speed humps, and paved city roadways and work to immediately remedy the situation.



# RECOMMENDATIONS

- ▶ The City provides a response and explanation to the residents of District 4 on all elements identified in the One Pompano recommendation.
- ▶ The One Pompano recommendation provides for street lights, sidewalks, community entrance signs, paved city owned roadways, city landscaping, speed humps (and/or speed hump status).



# RECOMMENDATIONS

- ▶ The response shall address status of all items which are included or addressed in:
  - City's Comprehensive Plan
  - City's Strategic Plan
  - City's 2018/2019 Budget
  - Explanation and proposed actions and timelines for all items not included in City's 2018/2019 budget

**Recommended Response Timeline to Community:  
30 days**





# RECOMMENDATIONS

- ▶ The City provides full support of BSO in making the continuation of its recommended policing strategies in addressing the issue of prostitution a District 4 priority in fiscal year 2018/2019.
- ▶ The City should appropriate CRA funding in providing “support for innovative policing innovations.”
- ▶ **Recommended Response Timeline: October 1, 2018**



# RECOMMENDATIONS

- ▶ The City in effectively addressing the seven (7) issues identified by the community and in an effort to achieve broad based support among residents should support the formulation of a Northwest Community Building and Engagement Strategic Implementation Plan based upon the findings in this Northwest Community Building and Engagement Project.



# RECOMMENDATIONS

**The Strategic Implementation Plan should:**

- \*Establish goals and identify specific strategies that will serve as a roadmap for action on each of the seven identified issues incorporating community recommended courses of action.

- \*Link the City's Comprehensive and Strategic Plans to appropriate action strategies to ensure operational funding and resources.





# RECOMMENDATIONS

- To the extent and where possible mirror or link action strategies to Broward County's Six Pillars (Talent Supply and Education, Innovation and Economic Development, Infrastructure and Growth Leadership, Business Climate and Competitiveness, Civic Governance Systems, and Quality of Life and Quality Places).
- Provide for public/private partnerships, initiatives and funding opportunities.



# RECOMMENDATIONS

- Ensure ongoing interactions, education and training opportunities between the City and community residents.
- Include a formal Communication Plan providing for regular and ongoing community and city updates on the Strategic Plan's status, actions taken, outcomes, and results.
- **Recommended Timeline: 30 days to begin/90 days to complete.**







## City of Pompano Beach, FL

Phase I Overview & Policy Approval

Phase II Contract Approval



# HISTORY OF THE PROCESS

## **RFP Process**

The City releases RFP for Development & Implementation of a Citywide Corporate Marketing & Sponsorship Program

Superlative and the City enter into an Agreement for the services on July 18, 2017

## **Engagement to Date**

Superlative and the City worked through Phase I Draft Valuation Report and Draft Policy from August 2017 – April 2018

April 5, 2018 – Superlative met with City Commission Members to deliver an overview of both the Valuation findings and the Sponsorship Policy

# PHASE I VALUATION OVERVIEW

City of Pompano Beach Asset Naming Rights		Value Range per Site		10-year term (2.9%)	
Facility		Floor	Ceiling	Floor	Ceiling
<b>Pompano Beach Fishing Pier</b>					
Fishing Pier Naming Rights		\$60,000	\$90,000	\$684,673	\$1,027,010
Fishing Pier Garage Naming Rights		\$25,000	\$50,000	\$285,281	\$570,561
<b>Community Park</b>					
Community Park Naming Rights		\$50,000	\$75,000	\$570,561	\$855,842
Pompano Beach Aquatic Center Naming Rights		\$20,000	\$40,000	\$228,224	\$456,449
Pompano Beach Tennis Center Naming Rights		\$20,000	\$40,000	\$228,224	\$456,449
Pompano Beach Dog Park - Canine Corner		\$15,000	\$30,000	\$171,168	\$342,337
Hike & Bike Trail		\$20,000	\$40,000	\$228,224	\$456,449
<b>Pompano Beach Cultural Center</b>					
Cultural Center Naming Rights		\$50,000	\$75,000	\$570,561	\$855,842
Theater Naming Rights		\$25,000	\$50,000	\$285,281	\$570,561
Outdoor Spaces Naming Rights		\$15,000	\$30,000	\$171,168	\$342,337
<b>Ali Arts Cultural Center</b>					
Performance Space		\$25,000	\$50,000	\$285,281	\$570,561
<b>City of Pompano Beach Category Sponsorships</b>					
Category		Floor	Ceiling	Floor	Ceiling
Pouring Rights		\$50,000	\$500,000	\$570,561	\$5,705,612
Small-Cell Leases / Telecom		\$50,000	\$500,000	\$570,561	\$5,705,612
Financial Services		\$50,000	\$500,000	\$570,561	\$5,705,612
Healthcare		\$50,000	\$500,000	\$570,561	\$5,705,612
Automotive		\$50,000	\$500,000	\$570,561	\$5,705,612
Sporting Goods		\$50,000	\$500,000	\$570,561	\$5,705,612
Energy		\$50,000	\$500,000	\$570,561	\$5,705,612
<b>Total</b>		<b>\$675,000</b>	<b>\$4,070,000</b>	<b>\$7,702,573</b>	<b>\$46,443,682</b>

# CITY OF POMPANO BEACH SPONSORSHIP POLICY

## **Sponsorship Policy Features**

**Sets the standards, guidelines and approval criteria for solicitation, consideration and acceptance of sponsorships**

**Ensures public access to information about sponsorship opportunities – open and fair process to ensure transparency to the public**

**The City possesses sole and final decision making authority for determining appropriateness of any sponsorship**

**Prohibited subject matters include: alcoholic beverages, tobacco products, firearms, sexually oriented business/products/activities, political and policy issues/campaigns, etc.**

**Permissible recognition messages may identify the sponsor or product, including use of sponsor or products logo and marks, but not promote or endorse the sponsor or its products or services.**

**City Commission possesses sole and final approval on ALL sponsorship agreements.**



# KEY DEFINITIONS FROM SPONSORSHIP POLICY

**Sponsorship** – financial or in-kind support from an outside person or entity, including other governmental or quasi-governmental organizations to associate outside entity's name, logo, products or services with a City facility or program. Sponsorship is a business relationship in which the City and the outside entity exchange goods and/or financial remuneration for the public display of an agreed-upon sponsorship recognition message.

**Naming Right** – financial transaction and form of brand recognition whereby a corporation or other entity purchases the right to name a facility, or event, typically for a defined period of time

**Pouring Right** – exclusive permission granted to a beverage manufacturer or bottler to control beverage distribution at a venue or an event

# THE SUPERLATIVE GROUP'S PAST EXPERIENCE

## ❖ **Pouring Rights Agreements**

- ❖ City of Miami Beach, Florida: 10-year, \$7 million Pouring Rights agreement with Coca-Cola as the exclusive and official non-alcoholic beverage and recycling partner of Miami Beach
- ❖ City of Palmdale, California: 10-year, \$316,000 Pouring Rights agreement with Pepsi

## ❖ **Sponsorship Sales**

- ❖ City and County of Denver, Colorado: 2-year, \$330,000 sponsorship agreement with Jeep for Denver Arts & Venues
- ❖ City of Palmdale, California: 5-year, \$275,000 exclusive sponsorship agreement with Antelope Valley Hospital for the new Fitness Court, Palmdale Ampitheater and DryTown Water Park

# PHASE II



# PHASE II OVERVIEW

## ❖ Sales Approach:

- ❖ Exhaust contact database of TSG's regional, national and international corporate contacts
- ❖ Collaborate closely with the City
- ❖ Match the marketing needs of corporations with the logical and most valuable assets
- ❖ Create presentation material
- ❖ TSG will lead negotiations and contracting process
- ❖ Present all contracts negotiated to the City of Commission for approval

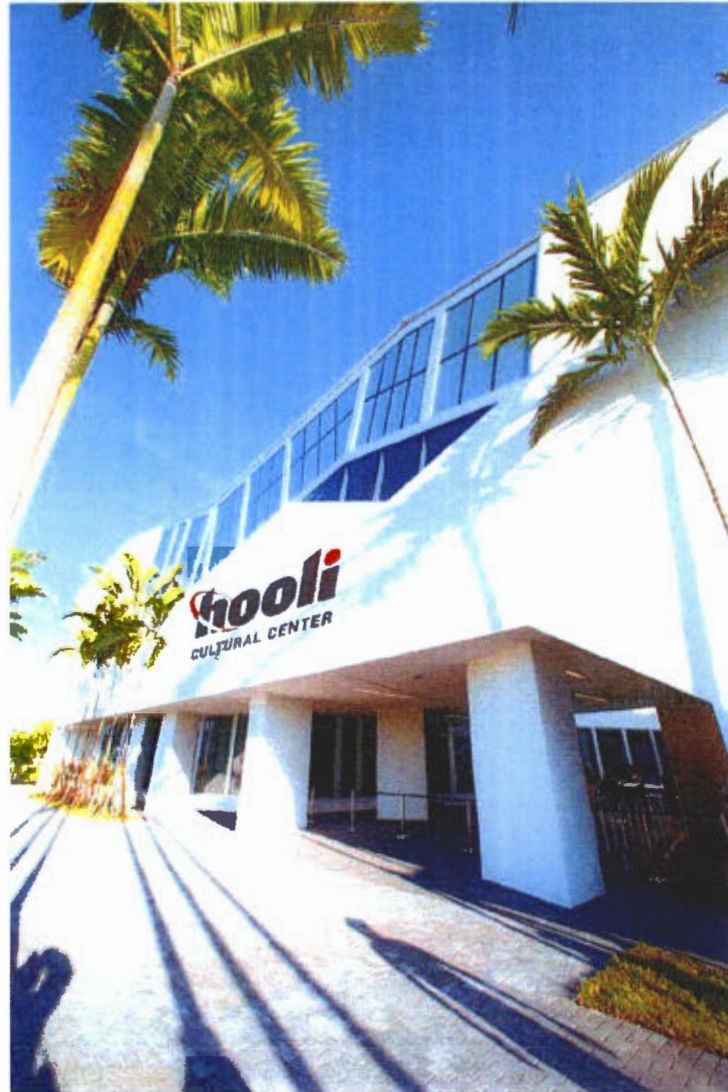
# SAMPLE SIGNAGE



The Superlative Group Inc.

*Superlative* 

# SAMPLE SIGNAGE





# PHASE II COMPENSATION

**Retainer:**

\$7,500/month

18 months

**Commission**

15% Commission on executed sponsorship and Naming Rights agreements



# **The Superlative Group Inc.**

921 Huron Road  
Cleveland, OH 44115  
216-592-9400