

**JOINT MEETING WITH  
TOWN COUNCIL, PLANNING AND ZONING BOARD,  
COMMUNITY REDEVELOPMENT AGENCY,  
THE DAVIE ECONOMIC DEVELOPMENT COUNCIL, AND  
THE DAVIE/COOPER CITY CHAMBER OF COMMERCE'S  
ECONOMIC DEVELOPMENT COMMITTEE  
MAY 28, 1998**

The meeting was called to order at 5:38 p.m. Present from Council were Mayor Venis, Vice-Mayor Cox and Councilmembers Bush, Paul and Weiner. Also present were Town Administrator Flatley, and Town Clerk Reinfeld recording the meeting.

**1. SELF INTRODUCTIONS**

Present from the Community Redevelopment Agency were: Chair Neal Kalis, Tom Gill, Mickey Maros, Robert Boegli, and Grant Marant.

Present from the Planning & Zoning Board was John Pisula.

Present from the Economic Development Council were: Richard Abraham, Jack Hardy, Lynn DeLorenzo, Cathy McKenzie and William Ferrante.

Present from the Davie/Cooper City Chamber of Commerce were: Dr. Patrick Helma, Chuck Bonfiglio, and Cara Pasquale.

Present from Town staff were: Fire Chief Michael Donati, Programs Manager Will Allen, Development Services Director Michele Mellgren, Police Chief Jack Mackie, Assistant Town Administrator Robert Rawls, Utilities Director Dan Colabella, Redevelopment Administrator Glenn Irwin, Deputy Fire Chief Len DePaola, EMS Coordinator Jose Rivero, Community Services Coordinator Braulio Rosa and Economic Development Coordinator Margaret Wu.

Mayor Venis announced that presentations would be taken out of order.

**3. PRESENTATIONS**

**3.1 Davie Economic Development Council (EDC) - Lynn DeLorenzo, Chair**

Ms. DeLorenzo stated that beginning in July, EDC would be attending Council meetings to keep everyone updated. She added that the EDC also published its goals and objectives through a newsletter. Ms. DeLorenzo stated that the EDC's most important goal was to continue working on the impact analysis study and the economic development plan. She advised that the EDC felt it was vital for the Town that new opportunities be opened for good, smart, clean development in the Town by being able to create master plan distribution facilities where appropriate. Ms. DeLorenzo indicated that she received a call prior to tonight's meeting and had been told that four new companies would be moving to the Town and utilizing approximately 80,000 square feet. She said that these were companies that would have ended up in Sawgrass, Pembroke Pines, or another municipality if the Town had not had the products available for these companies and added that the right environment must be created in order to attract new companies.

Ms. DeLorenzo advised that the EDC wanted to thank Ms. Mellgren and her staff for their work during the past year. She said that the Town was business friendly and this was something they needed to make known to the public.

Ms. McKenzie stated that recently, the EDC had discussed the existing committees and ways to streamline these committees in order to encourage an increase in membership. She indicated that it was everyone's job to retain the members they already had and to initiate new membership. Ms. McKenzie advised that there was an economic planning and public affairs and a communications committee which she felt was very important. She thanked Ms. Wu for her work.

Mr. Ferrante stated that in 1991, one of the main issues of the EDC was to address the problem of water and sewer; however, it was now 1998 and the same matter was still being addressed. He asked for an update on the water and sewer surcharge with Sunrise. Mayor Venis responded that was not be discussed by the State Legislature and would be addressed in the upcoming session. He advised that the Committee on Telecommunications and Utilities recommended, by a 16 to 1 vote, that a statewide study be conducted. Mayor Venis stated that there was a lot of work to be done before the next session and a petition drive would be started. He stated that a lot of cities were having the same problem with this issue.

Mr. Ferrante asked about the Town's present capacity for water and sewer and how the Town stood at build-out. Mr. Colabella replied that at build-out, the Town's service was 7,000,000 gallons and the Town was currently at the 5,000,000 gallon mark. He explained that the Town was "doing" under 3,000,000 gallons of sewage a day, but that 5,000,000 gallons per day could be handled. Mr. Colabella added that he felt the Town was set for the future. Mr. Ferrante questioned the rate adjustment with Mr. Colabella replying that the rates had recently been lowered by 20%.

Mr. Kalis asked for an update on the road situation. Mr. Colabella discussed the improvements on Griffin Road and University Drive and added that \$195,000 was being added for a force main from Davie Road to SW 76 Avenue.

Ms. DeLorenzo reiterated that the EDC supported the Town and offered assistance to Ms. Mellgren and her staff.

### 3.2 Community Redevelopment Agency - Neal Kalis, Chair

Mr. Kalis stated that the CRA was currently reviewing the Western Theme Manual which regulated development in the Town. He explained that the CRA wanted to expedite the review process and to remove some the levels of the review. Vice-Mayor Cox stated that everyone seemed to have a slightly different vision of what western theme was and it was difficult to classify an aesthetic style text. Mr. Kalis questioned if there was an architect who had knowledge of this type of style he could assist in hiring personnel to help out. Vice-Mayor Cox stated that she felt it was necessary to have multiple comments regarding style since the whole appearance of the downtown depended on it. Mr. Kalis indicated that he would be comfortable with the person hired to take some judgment out of the equation when he, as the person rendering the judgment, did not have the expertise. Vice-Mayor Cox asked what kind of impact the hiring of that person would have on the budget. Mr. Kalis indicated that the expense of hiring such a person could be incorporated into the permit fee.

Mr. Kalis advised that the future parking needs would have to be considered whether it be a municipal lot or off-site parking and this was something that the Town needed to prepare for in the next year or so. He suggested that neighboring properties execute a cross-parking easement and possibly new businesses could contribute some of their property towards future parking.

Mr. Kalis indicated that a decision needed to be made on what the Town would like to see on the Winn Dixie property. He questioned if the site was to be re-developed, would the Town like to see a multi-building on that site. Vice-Mayor Cox felt that was a good way to go and added that this particular area had more pedestrian potential than most other parts of the Town. Ms. Mellgren indicated that the existing tenants could be asked to bring the property up to Code and Code Compliance could be stressed.

Mr. Kalis discussed the issue of slowing traffic down on Davie Road and indicated that speeding through the downtown area was not conducive to business. He felt in order to increase the pedestrian traffic in the area, traffic had to be slowed down. Mr. Kalis stated that the land that was being taken for beautification purposes narrowed some of the streets and, therefore, traffic in some areas would be compelled to slow down.

Mr. Kalis felt they needed a marketing plan to promote what the Town was doing and going to do.

Mr. Flatley brought up the fact that there was no leadership in the South Florida Educational Complex (SFEC) and felt there should be a more coordinated effort between all the existing institutions. He stated that the institutions needed to work with Allison Smith to get the communication going between all the institutions.

Mr. Ferrante mentioned that the Broward Economic Development Council met on a monthly basis which provided a good opportunity for communication. He suggested that monthly meetings could be held regarding the SFEC.

Mr. Kalis stated a main street manager was needed to coordinate events to draw people to the downtown area. He said that the Town needed to capitalize on recreational activities and urged everyone to submit any ideas they may have regarding this.

Mr. Kalis mentioned the beautification of Orange Drive. He stated discussion had been held to tie into the Old

Davie School and carrying the project across the canal bank.

### 3.3 Davie/Cooper City Chamber of Commerce - Cara Pasquale, President

Ms. Pasquale highlighted some examples where partnership was undertaken between the Chamber and the Town. She advised that a new event scheduled for September was a travel auction and a golf tournament was being planned for October. Ms. Pasquale thanked Mr. Flatley for his contributions in the strategic planning and added that the Chamber was now sharing a web site with the Town. She stated that there was more staff involvement and thanked everyone for their participation.

Ms. Pasquale indicated that the Chamber's Membership Committee had established a new program that would bring college students into the Chamber and welcomed input from anyone interested. She mentioned that she had recently met a business owner in Miami Lakes who was interested in relocating to Davie or Cooper City and she had spoken to Ms. Wu regarding business development.

Mr. Ferrante questioned the plans for an Executive Director. She replied that the Chamber was reviewing various options and she would keep everyone updated.

Mr. Bonfiglio brought up a matter that was raised at the Joint Economic Development Steering Committee meeting regarding the Orange Blossom Festival. He stated that three years ago, the Chamber entered into a partnership with the Boys & Girls Club and questions had been raised why the festival was no longer an event. Vice-Mayor Cox stated that the Town had tried to bring some of the events back, however, concerts were lukewarm and the carnival had a lot of appeal. Mr. Kalis stated that he felt community spirit was lost and added that in the past, there was more networking between the groups. He felt in order to continuing enhancing the downtown area, more events needed to be brought in that would stir up interest.

Mr. Gill stated that after such events like the Orange Blossom Festival, everyone was holding their breath to see if any money was made. He said that the Chamber should not put all their eggs in one basket. Mr. Bonfiglio stated that dues were not the answer for sole income and therefore, the Chamber leaned towards holding fund raisers. Vice-Mayor Cox stated that participation by the Town was needed and ten days seemed too long for the events. She stated that projects needed to be reviewed to see what would be profitable for the Town. Vice-Mayor Cox stated that the community wanted to keep their personality and this was an important item.

### 3.4 Planning and Zoning Board - George Greb, Chair

In the absence of Mr. Greb, Mr. Pisula stated that the Board wanted to better understand what the Town expected for the future. He added that the Board was concerned about the maintaining of residential areas.

### 3.5 Town Council/Town Administrator - Robert Flatley, Town Administrator

Mayor Venis stated that there may not be enough room on the November ballot for the parks bond. He felt this was important and needed to be done in November 1998. He suggested that a meeting be held with the Broward County Supervisor of Elections and an ordinance drafted for the November ballot.

Mr. Flatley advised that the Town's wish list had been distributed and indicated that a budget workshop would be held in July or August. He mentioned that the Town's focus for 1998-99 would be on the Town's recreation and parks bond issue. Mr. Flatley indicated that the Town would be moving from a privatized EMS service to a Town service and indicated that one station would be taken over by the Town's Fire Department on October 1, 1998. He added that next year when the Town's fourth station was opened, another transition would take place.

There being no objections or further business, the meeting was adjourned at 7:08 p.m.

