

**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
APRIL 19, 1999**

The meeting was called to order at 5:38 p.m. Present from the Town were: Mayor Venis, Vice-Mayor Bush, Councilmembers Cox and Paul, Interim Town Administrator Rawls, Town Attorney Webber, and Town Clerk Reinfeld recorded the meeting. Councilmember Weiner was absent.

1. SELF INTRODUCTIONS

Present from the Community Redevelopment Agency were: Chair Kalis and Vice-Chair Gill.

Present from the Planning and Zoning Board were: Chair Greb, Vice-Chair Stahl and John Pisula.

Present from the Davie Economic Development Council were: Richard Abraham, Lynn DeLorenzo, Ferrante, Catherine McKenzie, Patricia Novak, Irving Rosenbaum, and Mark Sherman, and Cyril Spiro.

Present from the Davie/Cooper City Chamber of Commerce were: President Helma and Chuck Bonfiglio.

Present from Town staff were: Development Services Director Mark Kutney, Programs Administrator Will Allen, Redevelopment Administrator Glenn Irwin, and Economic Development Coordinator Margaret Wu.

2. DISCUSSION

2.1 Programs to Attract Businesses

Mr. Spiro noted that for the most part, the Research Authority and the economic initiative for downtown, and the CRA, were the vehicles to assist in attracting new businesses. The Economic Development Council and the Broward Alliance were the tools that the Town could work through to try and encourage businesses. Mr. Spiro cited the Broward Alliance's plans that the Town should encourage businesses with higher paying jobs which would increase property values and inevitably, the tax base. He referenced the Land Use Impact Analysis Study, completed in April 1997, by David M. Griffith and Associates, and Ms. Wu supplied copies. Specific reference was made to the table on page 3, which contains projected revenue and adjusted gross cost factors for various types of land uses. In addition, current Land Use Plan copies were distributed. Mr. Spiro felt the stability of Town Hall was important and should be addressed. Several staff vacancies and the perception of stability at Town Hall were noted. He advised that the EDC was focusing on the Town agreeing that there were certain areas that should be developed and certain areas that should be kept low-density areas.

Ms. DeLorenzo noted areas that could be developed in the future that had not been developed which included I-595 and Flamingo Road; the Imagination Acres Farm, I-75, the Turnpike, and Griffin Road.

Dr. Rosenbaum added that other areas had been discussed for a corporate park including University Drive south near Stirling Road. He expressed his belief that if the Town wanted to attract businesses, it should be proactive in seeking businesses and the primary emphasis should be focused on a marketing campaign. Dr. Rosenbaum added the residents must be protected around the commercial areas. He felt the "in-fill" parcels should be reviewed and other businesses should be solicited.

Mr. Jerome questioned whether the Town had identified what could be offered to prospective businesses. He felt the information needed to be gathered prior to a marketing campaign.

Mr. Greb discussed a few properties that were recently rezoned from commercial to residential. He noted that the surrounding residents were in favor of this action and, for the most part, residents were fearful of commercial development in close proximity to their residence. Mr. Greb felt that the Town had to develop a plan that reassured residents what type of business would be established along with the impact on the surrounding areas. It was his opinion that some businesses may be less of an impact than high-density residential communities. Furthermore, he explained the impact on a piece of property near the Scarborough development.

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Mr. Bonfiglio stated that he felt that the impression given to small businesses needed to be reviewed. He cited an example of a potential business for a bed and breakfast in the community and noted the unfavorable impression that was given when working with staff. It was his opinion that part of the program to attract businesses must incorporate the impression given by staff.

Mr. Kalis discussed the image of the Town and referenced a meeting in which the Griffin Road improvements were discussed. He noted very few commercial interests were represented. After the discussion, it was his belief that the residents primarily voiced their distrust with the Town's commercial interest to execute a plan that would be beneficial to the residents. Mr. Kalis felt that the residents and the commercial interests needed to work closer to find a consensus. Councilmember Paul concurred with Mr. Kalis' comments. She felt it was important to continue the workshops and to work with the residents. Councilmember Paul referenced the agreement that was reached with the Imagination Farms development and added that an approach needed to be developed that was comprehensive, careful, and balanced.

Mr. Spiro summarized the key elements of the discussion as being the fact that the master plan needed to be analyzed. In addition, areas needed to be targeted to establish one or two corporate parks which may help in attracting small businesses. In the two processes, a partnership with the residents needed to be developed.

Mr. Gill expressed his frustration with the Zoning Code as he felt it was difficult to understand which businesses were permitted. He referenced a Code Review Committee which had submitted some suggestions.

Mr. Spiro further summarized a review of Codes should be implemented in order to bring forth rationality. He questioned who would assume the responsibility for developing each recommendation from this meeting and it was his belief that everyone who was present should be involved. He noted that the EDC was reviewing possible changes to the land use revisions.

Mr. Kalis interjected that Council should make the adoption of the items discussed a priority. Each committee member needed to be involved and supportive in the entire process. He felt the process should begin at the top. Mr. Gill concurred with Mr. Kalis and felt it was detrimental to have a vacancy in the Town Administrator's position.

Mr. Rawls noted that staff was working hard and had implemented a number of changes. He added that staff would not allow the development community to become stagnant.

2.2 Incorporating Economically Beneficial Development into the Land Use Plan

Earlier in the meeting, Mr. Spiro stated that the Town provided a unique circumstance in which numerous low-density areas could be developed, while the Town could continue to foster open spaces, riding trails, and bike paths. The Town could also take advantage of the educational complex and develop the downtown as provide an atmosphere for mixed-use businesses around the schools and Town Hall. The Town would provide a commercial or industrial district that, from a tax standpoint, would help provide for the aspirations of the citizens.

Mr. Spiro indicated that the first issue was to decide whether the committee members' vision had changed.

Mr. Gill felt it was important to look to the future and the Town should continue on course by trying to project its tax base as development continues. Councilmember Cox added that her belief was that the Town should continue with the low-density lifestyle and the commitment to the Open Space program. She noted that there were substantial amounts of acreage in the Open Space program and the Town was rapidly approaching build-out. Councilmember Cox was still committed to that vision, however, she recognized other areas, such as commercial development which needed to be reviewed in order to augment the tax base. She felt that the community would have to support the vision in order for it to be realized. Mayor Venis concurred with Councilmember Cox's comment regarding the low-density lifestyle, however, a study conducted a few years ago addressed a percentage change in the acreage.

Mayor Venis indicated that the rezoning change to industrial or commercial delayed a tax increase for approximately 15 years and felt it was important to continue the character and lifestyle of the Town. He noted that Ivanhoe residents were provided the opportunity to have an apartment complex or a commercial development adjacent to their property and they had agreed to the commercial

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development. Subsequently, the tax rolls had indicated this property was worth approximately \$30 million dollars. He felt it was important to have a dialogue with the residents and homeowners so that they would have an understanding of the impact on their community.

Dr. Rosenbaum felt that the economics of the Town, in terms of sustaining the low-density lifestyle, needed to be reviewed. It was his belief in order to continue the low-density lifestyle, quality needed to be maintained and stressed the importance of understanding that development may have to be considered in order to capitalize on the Town's assets. He felt that no one looked at the unrealized potential of the Town and noted that University Drive would probably be fully developed; however, it may not be developed to its potential. Dr. Rosenbaum suggested the possibility of a corporate park that would fit the "lifestyle" of the Town, but would provide a mix that would maximize the Town's revenue. He added that the land use study needed to be reviewed and should examine the type of uses for each category. In addition, Dr. Rosenbaum felt that the "Research Authority" should be used as a tool to capitalize on the educational institutions.

Ms. DeLorenzo felt that the environment that corporations were looking at were a master plan business park. The businesses want to create an atmosphere for their employees so that they would be retained and the company would grow. She felt that there were opportunities to enhance the educational center. There were companies that would like to create relationships with the schools; however, there was no one in the City that could help coordinate the relationships. Ms. DeLorenzo noted that there was no revenue received from the educational facilities yet the Town had to provide service to them; however, the facilities create jobs for the Town. She felt the open space concepts could be balanced with the vision for the Town.

Mr. Greb stated that he felt that people move to the Town because of its lifestyle and in order to keep this lifestyle, he felt that a firm tax base had to be maintained. It was his belief that research or industrial park suggestions should be pursued if well planned and did not affect the lifestyle of the Town.

Mr. Kalis questioned the image the Town was projecting to potential commercial investors. He inquired as to the Town's effectiveness in enforcing the Code, specifically landscaping and maintenance in the commercial areas. Mr. Kalis suggested reviewing how the Town could improve in this area, while not detracting from the Town, yet making the image better.

Ms. Novak noted that there was limited space available for commercial businesses to relocate to the Town. She concurred with the industrial/commercial park suggestion.

By a hand vote, there was a consensus that the vision statement as outlined was the vision for the Town.

2.3 Goals for Maximum Utilization of Bergeron Rodeo Grounds

Mr. Spiro clarified that the land available near the Town Hall could be used for parking and currently, was unused for most of the week. He questioned whether a plan could be developed to utilize this parking to accommodate parking requirements for the downtown area. Mr. Webber discussed a proposed contract that provided primary uses for arena parking. In the entrance feature, it would be designated as the Bergeron Rodeo Grounds Arena and such other uses that would serve and support the activities that were conducted at the arena. These activities were not limited to construction of other facilities to support the arena. Basically the language of the contract showed that the property must be primarily used for the benefit of the arena, but not inconsistent with the arena uses.

Mr. Kalis referenced a conversation with Mr. Bergeron in which he was questioned whether other uses of the property would be considered and Mr. Bergeron had responded affirmatively. Mr. Kalis suggested that a workshop be held to try and develop a "Master Plan" for the downtown area. It was noted that there were several elements to the plan that would have to be agreed upon. Mr. Kalis felt that the opportunity needed to be capitalized on for the downtown area. All of the assets of the community need to be reviewed. Councilmember Cox felt that it was important to include Mr. Bergeron in the process. She expressed her belief that the Town should look to improve the entire area and better utilize the existing resources. She noted numerous details need to be revisited.

It was Mr. Kalis' opinion that some of the concepts that would be brought out were parking concerns and whether or not other businesses would like to share in the benefits of pedestrian traffic. This would allow others to see the beautification project.

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Mr. Spiro questioned who would conduct the workshop. Mr. Kalis questioned if there was a consensus from Council. It was noted that there were four Council members present who by consensus responded affirmatively to the workshop meeting suggestion.

3. PRESENTATIONS

3.1 Davie Economic Development Council

Mr. Spiro explained the EDC's views it's priority to assist the Town in obtaining the vision as outlined at this meeting. Once the vision had been accomplished, the Economic Council could focus on inducing investment in the town. It was his belief this program that was finalizing the master plan, targeting areas for a corporate park and the town leadership was important. He noted that currently the Town Council had a rotating seat on the Economic Council.

3.2 Community Redevelopment Agency (CRA)

Mr. Irwin advised that approval had been received from the County to move forward on the Davie Road Beautification Project and the streetlights had been ordered. With regard to the Western Theme revisions, proposed ordinances should be submitted to the Planning and Zoning Board within the next two months. Plans to renovate the old Winn Dixie store were being proposed and staff was working with the developer to include the CRA and the Town. The east side neighborhood project had completed four houses, with five more under construction. Mr. Irwin further noted that at the last CRA meeting, the agency had discussed the Main Street Program. He indicated that the CRA had not been able to come to a consensus as to the streetscape landscaping and felt this issue should be revisited.

3.3 Davie/Cooper City Chamber of Commerce

Dr. Helma presented a building report on the Chamber and felt that the building had been improved. He noted the staff was being reorganized and a campaign was underway to increase membership. Dr. Helma felt that the Chamber should be more proactive in the Town and mentioned that upcoming events include a travel auction and a wine and cheese/jazz event. He advised that no update was available for the Westfair event. Dr. Helma noted discussions were being conducted with the Boys and Girls Club to conduct the event.

3.4 Planning and Zoning Board

Mr. Greb felt that this joint meeting was beneficial so that all aspects of the community were represented. It was his belief that there was a consensus in the direction the Town should proceed.

Mr. Pisula added that the Planning and Zoning Board was trying to be proactive and was being represented at the CRA meetings.

3.5 Town Council/Town Administrator

Mr. Rawls felt that this meeting focused on development, and to support new and prospective developments; however, it was important to nurture existing businesses. In meetings with business owners, staff had learned that the most beneficial aspect was for the Town to be "time sensitive" to the businesses needed in the review process. He indicated that staff was looking at the review process timeframes and added that methods to reduce the site plan process were being reviewed.

Mr. Rawls expressed concern with regard to a customer service standpoint and explained that the phone system was being revamped. He indicated that it was the Town's intent for each call to be answered by a person rather than voice mail.

Mr. Kalis suggested that staff who dealt with plans should help provide suggestions as to the plan's deficiencies. He felt a "round table" approach should be used to resolve the problem with the plans.

Mr. Stahl suggested that one method of shortening the variance process would be for the Planning and Zoning Board to review variance requests. He indicated that the request would only be forwarded for Council consideration if the Board denied the request. Mr. Rawls commented this might involve a Charter amendment. He advised the current time frame had an interval of four weeks; however, it would be shortened to the next Council meeting proceeding the Planning and Zoning Board.

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4. OLD BUSINESS

No old business was discussed.

5. NEW BUSINESS

No new business was discussed.

6. COMMENTS AND/OR SUGGESTIONS

Mr. Spiro requested a consensus as to the amount of joint meetings required and whether this format for the meeting was acceptable. It was the consensus that the format was acceptable and meetings should be held two times per year.

Dr. Rosenbaum questioned whether there was a consensus to readdress the Research Authority and indicated that it was his belief that this issue should be discussed in a public forum. He noted the meetings had been infrequent and no one had dealt with this issue. In response to Mr. Gill's inquiry, Dr. Rosenbaum explained the County had four appointees on the Authority and no meeting date had been agreed upon. He suggested that Council send a message to the Authority that they had a responsibility to the Town. Ms. Wu noted she was responsible for recording the minutes and the administrative duties and indicated that the members of the Authority were appointed to three year terms. Dr. Rosenbaum advised the Authority's by laws did not address the frequency of meetings and added that the intent of the legislation was to promote an active body.

Ms. Wu advised that there was a meeting scheduled for May. Dr. Rosenbaum noted Representative Tracy Stafford had been notified of that meeting and plans to be in attendance.

7. ADJOURNMENT

There being no further business, the meeting was adjourned at 7:12 p.m.

APPROVED _____

Mayor/Councilmember

Town Clerk