

**COMMUNITY REDEVELOPMENT AGENCY
DAVIE ROAD "STAKEHOLDERS" MEETING
JANUARY 24, 2002
5:30 P.M.**

Neal Kalis welcomed everyone to the Davie Road "Stakeholders" meeting. Mr. Kalis introduced himself as the Chairman of the Davie Community Redevelopment Agency. Chair Kalis introduced the members of the CRA Board who were present. Those members were Vice Chair Joan Kovac, Bob Boegli, and Irene Felton. Chair Kalis mentioned Mickey Maros, Wayne Arnold and Lowell Goode were not able to attend the meeting. Chair Kalis also recognized three former members Tom Gill, Al Griffin and Cindy Osborne. Chair Kalis mentioned Tom, Al and Cindy were all significant contributors of the Community Redevelopment Agency. Chair Kalis also mentioned Harvey Kovac has been a very big contributor to the efforts within the CRA District in Davie.

Chair Kalis stated the purpose of the meeting is to spend about an hour to come up with some ideas on how we can best market, advertise, and promote Downtown Davie. Chair Kalis mentioned many people attending the meeting were business owners or property owners who we call the "Stakeholders" in Downtown Davie. Chair Kalis mentioned Downtown Davie in large part has been stagnant in terms of development, redevelopment, and business climate. Some of the businesses have been there for a number of years and have done okay, some businesses have gone out, there are a number of vacant parcels, and this is why we asked for everyone to join us this evening to discuss what we could do to enhance the business climate for the existing businesses and what could be done to spur on redevelopment and new businesses in downtown Davie.

Chair Kalis mentioned he has heard some comments not just tonight about how wonderful the downtown beautification streetscape improvements look and knew that the CRA Board along with all their consultants worked very hard to make it happen. Chair Kalis felt it looked wonderful but wanted to do something else with it.

Chair Kalis introduced Will Allen as the Redevelopment Administrator and Cheryl Ellett as the Administrative Secretary to the CRA. Chair Kalis asked each person to introduce themselves and include their name, business, and locations of their business so everyone could get to know their fellow business neighbors. Jim Stoner introduced himself and mentioned he was with Stoner & Associate Land Surveying and he just moved to Davie from Plantation. Tom Gill introduced himself and mentioned he was from Gill Realty and he owns some buildings in the CRA area. Al Griffin introduced himself and mentioned he is from Griffs Western. Robert Tubac introduced himself and mentioned he is with Davie Garage. Shirley Dickson attended with Robert Tubac. Bill Phillips mentioned he owns the Zot Insurance Building next to the Davie Garage and although he sold Zot Insurance to his employees and they moved out, Mr. Phillips still owns the building and has three tenants in the building, ProTrans a medical transcribing company, a barber shop and mentioned the front of the building is leased by Forest Lawn Cemeteries. Mr. Phillips mentioned he is in retirement but he still owns the building and is trying to keep it looking good. Cindy Osborne introduced herself and mentioned she is from Osborne Hardware. Barbara Belyeu and Danny Belyeu introduced themselves and mentioned they own the Jenmar Building which the Town is occupying some offices such as the CRA office and he operates Bel-Tec Electric. Shirley Taylor-Prakelt introduced herself as the Town's Director of Housing and Community Development. Laura Moore introduced herself and mentioned she is from Love on a Leash. Brad Hartman introduced himself as the Chamber President. Stuart Glickman introduced himself from Safe Alarm Systems. Tom Rafael introduced himself as the owner of the Beer Barn. Bob Boegli introduced himself as the Director of McFatter Technical Center and mentioned he is also the President of the South Florida Education Center Board of Directors which encompasses all of the Nova Schools, BCC, etc. Harvey Kovac introduced himself and mentioned he is from Kovac Automotive and he used to be in the CRA District for 20 years before they moved north. Mr. Kovac mentioned they moved north but the development of Davie was something they were

still very interested in. Joan Kovac introduced herself as Vice Chair of the CRA Board. Barbara Gohs mentioned she had to relocate to Davie because her father recently passed away and she is the new owner of WW Garage. Doug Millard introduced himself and mentioned he and his wife were the owners of Lil Rascals Day Care Center on 39th Street. Stew Millard introduced himself as the owner of the Dairy Queen. Jene & Tony Mirus introduced themselves as the new owners of the Pennzoil Carwash on Davie Road. Ms. Wu introduced herself as the Economic Development Coordinator for the Town. Chair Kalis thanked Ms. Wu for taking the pictures on the display board.

Chair Kalis mentioned the intent of the meeting is to start a dialog about what could be done to promote downtown, including marketing and advertising of downtown Davie and mentioned the CRA has approximately \$35,000 allocated this year to help with those efforts.

Chair Kalis opened the floor for suggestions. The following items were suggestions directly relating to the intent of the meeting:

- Bill Phillips suggested the need to target the market for college students. He felt downtown Davie should have a place for them to hang out and suggested a sports bar.

- Harvey Kovac felt the old Winn Dixie property was the key to what could be done in downtown Davie. Mr. Kovac felt we should pursue the property and felt the property should be developed differently than originally thought of. Mr. Kovac felt it should be something that could attract college kids during the day and residents during the night. He felt a sports bar or a restaurant like the Armadillo Cafe which brought people all the way from Miami would be a good idea. Mr. Kovac thought the CRA should seek professional help in the marketing area.

- Shirley Dickson suggested something similar to Beach Place including a coffee shop, a place for entertainment, arcade or something for the family.

- Tom Rafael felt the problem was redevelopment in Downtown Davie. Mr. Rafael felt downtown Davie could not be marketed because there was nothing to market.

Chair Kalis mentioned Mr. Rafael was pointing out some things which were items hopefully of the past and felt the climate was better than it was and certainly the CRA was committed to assist developers and property owners through the process. Chair Kalis mentioned last year the CRA engaged an architect to assist people in helping them with their site plans. Chair Kalis mentioned he was certainly aware of the process and the Town could be difficult.

- Brad Hartman suggested the Orange Blossom Festival and suggested the CRA contribute towards the promotion of it.

- Jim Stoner suggested having a Davie Day's event.

- Laura Moore suggested now that the area has been fixed we should have a "Welcome Back to Downtown Davie" event.

- Neal Kalis mentioned owning a business on Davie Road was a significant benefit to a prospective developer because it relieves them from having to comply with traffic concurrency. Chair Kalis mentioned a lot of people does not know it and felt it was a real benefit. Chair Kalis felt one of the things the CRA needs to do is put together some information together which could be forwarded to potential investors to let them know about the educational complex, how many students attend the various schools and what their income status is.

- Doug Millard felt we should target specific companies and give them incentives to relocate to Davie. Mr. Millard felt downtown Davie had a lot to offer.

- Neal Kalis advised the group that during the last two weeks, the CRA purchased approximately 1 acre of land on Davie Road which was the former Saddle Up property. Chair Kalis mentioned we are discussing some sort of public/private partnership which could be a demonstration project on the parcel.

- Al Griffin felt there were no incentives for people to come to downtown Davie to shop unless we have something specific for them to come to purchase which is not offered closer to their home. Mr. Griffin felt there might be two ways to go but he forgot the first one. Mr. Griffin felt we should stay with the western theme as there has been quite an investment made already. He did not feel the \$35,000 would go very far with promotion and advertising.

Chair Kalis mentioned some ideas such as a stage coach on Friday night where families could come and bring their kids. The stagecoach could run between McDonalds, Burger King, Lums, Dairy Queen, and the Rodeo Arena. in an effort to expose downtown Davie. Chair Kalis felt if we attracted the kids then we get the parents. Chair Kalis felt if we marketed the kids with a stage coach limo service around downtown we could attract the parents.

- Bob Truback mentioned he would not directly be affected by the stage coach idea however, Davie Garage could still benefit because when people go by and see his shop they might come back and visit it because they saw it on the trip.

- Tom Rafael felt the main idea was to bring new businesses into downtown Davie.

- Chair Kalis felt we needed to put together some sort of brochure to let people know what the availability of property is and the opportunities which are available in downtown Davie. Chair Kalis felt we could send this to potential users.

- Chair Kalis asked what could be done in the interim about marketing the existing business in downtown Davie to expose them more.

- Danny Belyeu mentioned the people in attendance at the meeting should be the CRA's ambassadors for promoting downtown Davie. Mr. Belyeu mentioned he was glad to hear the CRA was going to help developers who decide to come into Davie as he had a very difficult time developing his property.

- Chair Kalis mentioned he would like to get the word out that the CRA is available to meet at any time with any potential developer and we are willing to be a liaison and an ambassadors between the Town Administration and the Development Services Department.

- Vice Chair Kovac mentioned if someone spoke with someone like Mr. Millard who thought he had growing pains developing in Davie, Mr. Millard shared with her that he is experiencing worse problems in the Pembroke Pines building department. Vice Chair Kovac felt it was just the nature of the beast. Vice Chair Kovac asked the merchants who were in attendance, what their feelings might be toward a coupon booklet. Chair Kalis mentioned the coupon booklet could be subsidized by the CRA and the coupons could be something that could represent some type of investment by the CRA. Chair Kalis mentioned the coupon booklet could encourage people locally to come back to downtown Davie.

- Doug Millard questioned the activities at the Davie Rodeo Grounds.

- Chair Kalis mentioned they used to have something called the Jackpot Rodeo and they had rodeo's on Friday night. Chair Kalis mentioned there was a time when the Chamber was very active in Orange Blossom Festival and the Fall Championship Rodeo and they used to have a significant amount of local involvement including involvement in running the Rodeo and

various events in downtown Davie. Chair Kalis mentioned at some point, the Chamber made a decision to assign their rights to the Boys and Girls Club. He felt the energy during that time was lost. Chair Kalis mentioned the Chamber is reacquiring the Orange Blossom Festival and he feels there is an opportunity for business people to get involved with the Chamber and felt the business owners and operators should reach out to the Chamber and the Chamber should reach out to them. Chair Kalis felt a lot of the energy could be created and it could get infectious and spread. Chair Kalis mentioned at one time year ago they used to close off Davie Road and they had parades, street events including vendors and business were able to display their items. Chair Kalis mentioned they also had bands, beer trucks, Clydsdale horses, orange crate races, and it was a great family event.

- Tom Gill felt there were two things we needed to separate. One is the existing businesses and the other is the undeveloped land. Mr. Gill felt as a relator the CRA should reach into their pocket and pick up some of the expenses. Mr. Gill felt people should have a reason to stop and get out on Davie Road. Mr. Gill felt the rodeo arena was under utilized and it has the potential for concerts and parties, etc., which could attract a larger crowd.

- Mr. Millard felt it was true that wherever kids go, the parents follow. He felt there could be activities after school or a summer camp which could utilize the rodeo arena more. Mr. Millard felt there could be some type of cheap field trip for the kids. Mr. Millard mentioned there were 475 daycare centers in our area. He felt Davie was a great place people to go to visit because they could shop at Grifs and to buy clothes, etc.

- Chair Kalis mentioned years ago his children attended a camp where they had a circus and all the kids participated in the various circus programs. Chair Kalis felt we did not have the same situation in Davie but he felt we had a big rodeo arena which could be utilized. Chair Kalis suggested a summer camp program which could involve horseback riding, or circus like events in the arena. Chair Kalis did not think the arena was utilized during the day.

- Mr. Millard felt a lot of daycare centers would visit there because they sometimes rent space at the various parks to put bounce houses, pony rides, etc. He mentioned the rodeo arena or vacant property could be a place for people to come to and do activities with the kids. He felt the location was very centralized and was a great location that downtown could feed off of.

- Chair Kalis mentioned another idea is having a cattle drive at night prior to the Rodeo and they could bring the cattle downtown into the arena. This could be great for spectators.

- Cindy Osborne suggested adding a parking lot for people to park and sidewalks should be added on 63rd Street. Ms. Osborne mentioned when they held their 65th Anniversary Party, they had a bounce house, hot dogs, etc., and a lot of people attended.

- Chair Kalis mentioned by the Rodeo Arena there is about 8+ acres which used to be the Huck Liles property. Chair Kalis mentioned some of them believed that in order to maximize redevelopment in downtown, parking needs to be at remote locations so people are forced to park and walk to events.

- Al Griffin felt if we were going to have a theme area then we should keep with that idea and if we were going to draw business to Davie they have to be business to draw clients to Downtown. Mr. Griffin mentioned some businesses get people in the area and some people advertise and draw in and attract people. Mr. Griffin mentioned we have a theme area which is supposed to draw people into the area but there was a lot of areas which need to be filled in and felt we need businesses to draw people into the area and felt those business that could attract people should advertise with their own money to draw people into downtown Davie and maybe the other business could feed off of that. Mr. Griffin was not sure where the stage

coach on weekends idea came from but he liked the idea. Mr. Griffin felt we should try this idea for about 6 months to see what happened. Mr. Griffin felt there need to be someone on staff that could put together promotional information to promote the Rodeo especially during the winter months to draw some of the winter seasonal folks that were in town during this time. Mr. Griffin thought it would be a good idea to have a stage coach on Friday night and perhaps on weekends, have some music to travel around downtown to play for an hour here or there in Davie. Mr. Griffin thought perhaps on Saturday afternoons we could have some pony rides or car shows in downtown Davie. Mr. Griffin thought it should be a place that on every Friday or Saturday, they could bring their kids, eat at Lums, have Dairy Queen on the way home, listen to music, etc. Mr. Griffin mentioned it takes organization and coordination and mentioned you could spend all your money and if it not someone who knows what they are doing, you'll get nothing for your money. Chair Kalis liked his ideas with the car show. Mr. Griffin mentioned we needed something more often than Orange Blossom Festival. Mr. Griffin mentioned if we got them to come to the Rodeo Arena lets bring them along Davie Road where people could shop and where the business are.

- Jim Stoner suggested a livestock show in the grass lots by the arena or exotic fruit tree shows like Flamingo Gardens has. Mr. Stoner felt that a lot of people go to orchards shows and felt we needed to get the people down to downtown Davie. Chair Kalis felt we needed to do something out on the street to capitalize or enhance it.

- Tom Gill suggested horse shows in the arena. Mr. Gill also suggested having a quarterly music event.

- Chair Kalis mentioned he promised to stop in an hour and asked how everyone felt. Someone made a suggestion for Chair Kalis to ask for some final comments.

- Harvey Kovac felt the CRA needed a professional marketer if they are going to market the existing business and future businesses.

- Chair Kalis mentioned the turnout this evening is one of the best turnouts he has ever received at anytime for an event such as the Davie Road "Stakeholders" Meeting.

- Danny Belyeu mentioned the Town has a Special Project Coordinator, Bonnie Stafief who is already on staff. Mr. Belyeu asked if we would be in line to be able to utilize some of their efforts towards some special events like this?

- Chair Kalis was not sure and mentioned we needed to explore this further. Chair Kalis mentioned after the meeting staff would need to sit down and review the various options which were mentioned this evening. Chair Kalis mentioned he did not want to use the \$35,000 solely for a marketing person. Chair Kalis felt we needed to allocate our resources the best way as possible.

- Brad Hartman indicated the Davie/Cooper City Chamber has marketing committee which could partnership with the CRA to promote downtown Davie.

- Shirley Dickson shared a few of her thoughts. She suggested an auto show, a web site with pop-up windows and a monthly event of some sort.

Chair Kalis thanked everyone for coming and asked if everyone would like to meet again in 6 months. The consensus of the attendees were to meet again in three months. In closing, Chair Kalis mentioned he looked at this group as starting a little bit of a family and felt we all had a single purpose in mind. Chair Kalis mentioned the purpose is to have our property values increase and our business do better. Chair Kalis mentioned we needed to be Davie's

ambassadors and promote downtown Davie. Chair Kalis thanked everyone for attending the meeting.

ADJOURNMENT

There being no further business, the meeting was adjourned at 7:45 p.m.

Approved: _____

Chairman/Committee Member