

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

Neal Kalis welcomed everyone to the Second 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, Mickey Maros, Wayne Arnold and Irene Felton. Chair Kalis mentioned Bob Boegli, Mary Earnest and Elliott Rosen were not able to attend the meeting. Chair Kalis also recognized former member Cindy Osborne and Councilmember Tom Truex.

Chair Kalis called Mickey Maros to the front. Chair Kalis mentioned Mr. Maros was the owner of the McDonald's in Downtown Davie and was the person behind the western theme building at that location. Chair Kalis mentioned Mr. Maros was a member of the Davie Community Redevelopment Agency from April of 1992 through April of 2002 and Mr. Maros was one of those members who was highly dedicated and was always willing to participate in all of our activities. Chair Kalis presented Mr. Maros with a plaque on behalf of the Town of Davie, the Davie Community Redevelopment Agency and the business owners and operators and thanked Mr. Maros for his many years of dedication and service to the Davie Community Redevelopment Agency.

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. Joan Kovac introduced herself and mentioned she was a member of the CRA and co-owner of Kovac Automotive, Harvey Kovac from Kovac Automotive, Steward Millard from Dairy Queen, Doug Millard from Little Rascals Day Care Center, Mike Crowley, District Manager of Central Broward Water Control District, Councilmember Tom Truex introduced himself and mentioned his office is located on Davie Road and he owns a couple of properties along Davie Road, Cindy Osborne from Osborne Hardware, Mickey Maros former CRA Member, Wayne Arnold, Commissioner of Central Broward Water Control District and CRA Member, Irene Felton CRA Board Member, Cathy Harrison from Family Tribute Center, Alice Harrington from the Chamber of Commerce, Bob Shapiro a representative of the Lefmark Group, the owner of the Winn Dixie Property and now President of Master Development Inc., which is contemplating a development at the former Winn Dixie site, David Oakes, Terry Santini a partner of the Davie Professional Building and is also building a new building near the Chamber of Commerce, Jackie Palmero, Terry Santini's partner, Tammie Kadlec owner of Kangaroo Consignments, and George Duke from Source Mart Computers. Ms. Wu introduced herself as the Economic Development Coordinator for the Town, Will Allen introduced himself as the Redevelopment Administrator with the CRA and Cheryl Ellett introduced herself as Will Allen's Administrative Secretary.

Chair Kalis gave a brief update regarding the first Stakeholders Meeting which was held on Thursday, January 24, 2002. Chair Kalis mentioned on the back of the program was an outline of many of the ideas which were adopted as a result of the January 24, 2002 Stakeholders Meeting. Some of the ideas were elevated to a priority status and are as follows: develop old Winn Dixie property; create a website with pop-up windows; develop a parking lot and add sidewalks on 63rd Avenue; have a "Welcome Back" / "Davie Day" event for Downtown Davie; get professional help to market the area; use rodeo arena for after school or summer camp - circus; have CRA contribute toward promotion of Orange Blossom Festival; coupon booklet - subsidize by CRA; and CRA role in helping as a liaison with the Development Services & Town Administrator.

Chair Kalis mentioned the first item he would like to discuss is the development of the old Winn Dixie property. Chair Kalis gave a brief overview of the site. Chair Kalis mentioned they have been discussion with the CRA the redevelopment of the site and within the last year, the old buildings were demolished and the buildings have been cleared. Chair Kalis felt this was a significant improvement to how the Downtown corridor is appearing. Chair Kalis mentioned



the CRA is committed to working with the owners of the property to bring about a meaningful redevelopment on the site and asked Mr. Shapiro to say a few words.

Mr. Shapiro mentioned the property was acquired by Lefmark in April of 1999 as part of a 13 property acquisition. Mr. Shapiro mentioned most of the properties which were acquired with this parcel were significantly larger parcels and this particular parcel did not get a lot of attention from Lefmark. Mr. Shapiro mentioned last year, Lefmark decided to liquidate all of the properties including this property and has offered this property to sale to the public. Mr. Shapiro mentioned Lefmark itself continues exist and he is still a partner and Chief Operating Operator. At the same time, Mr. Shapiro formed his own company called Master Development and is geared up to acquire and redevelopment various properties throughout South Florida together with capital source partners and co-development partners. Mr. Shapiro mentioned he has come up with 6 or 7 alternate plans and felt they were trying to do something significant at this location with the idea of creating a central focus for the downtown redevelopment plan for the Town to embrace. Mr. Shapiro mentioned they have several ideas from doing a mixed use project with retail on the first floor to doing a multi-stories with residential and offices on the second and/or second and third floor. Mr. Shapiro mentioned they have had some preliminary and informal discussions with regard to parking needs and mentioned they were trying to put something together before the next CRA meeting. Mr. Shapiro mentioned he hoped within the next 60 to 90 days they could come up with an overall plan so they would be ready to start the process with the Town. Mr. Shapiro mentioned his website address of Masdev.net if anyone was interested in contacting him. Mr. Shapiro mentioned he was a visionary person like Chair Kalis and he is doing everything he could do to bring both capital and co-development partners together to come up with an upscale, useful downtown development project that could be the central focus of an overall downtown. Mr. Shapiro felt downtown Davie has a lot of potential and recognized this was something everyone is looking forward to. Mr. Shapiro mentioned he has had a very positive response with several of the Town Councilmembers.

Terry Santini suggested a private/public partnership for parking needs in the area.

Chair Kalis mentioned another idea that was brought up at the first meeting was a creating of a website for the Davie Community Redevelopment Agency. Chair Kalis mentioned McFatter Technical Institute has volunteered to provide assistance to staff to help create a website. Chair Kalis mentioned the first meeting to discuss this issue was held on May 21, 2002. Chair Kalis asked if anyone had any ideas or thoughts regarding a website and felt the website would be a wonderful marketing tool for people to find out more about what the CRA has to offer and Downtown Davie.

There was a discussion regarding the development of a parking lot and sidewalks on SW 63rd Avenue. Chair Kalis mentioned the CRA purchased 4 lots on SW 63 Avenue just north of 43rd Street and the construction of this facility has been prioritized to occur within this fiscal year. Chair Kalis mentioned it would include amenities that will make it a little bit more upscale including decorative lighting, brick pavers, landscaping and perhaps an area to have a small park or place to display some art work. Chair Kalis mentioned there will need to be some sort of access from the lot to Davie Road so it will be accessible by pedestrians on Davie Road as the lot was located one block off of Davie Road and did not have direct access to Davie Road.

Ms. Osborne questioned the survey that was being done a few days ago. Mr. Allen mentioned they needed a detailed survey showing every tree location, how big it is, what kind it is, etc., and the survey was necessary because of all the planning and engineering work involved. Mr. Allen mentioned they must also inventory the surrounding properties to make sure they accommodate all the existing needs nearby.

Mr. Allen mentioned there are residents near by and the CRA wants to be a good neighbor. Ms. Osborne mentioned she was concerned because she had a handicap neighbor nearby. Mr. Allen mentioned there has been a working meeting with the Town Engineer, Planning Department, Engineer, etc. to try and ensure that all concepts are all taken care of. Mr. Allen mentioned the project will have a nice buffer and landscaping along SW 63rd as he

did not want people to see a parking space when they first drove by. Mr. Shapiro asked how large the parking lot would be and how many spaces the lot would accommodate. Mr. Allen mentioned it was a surface parking lot which would accommodate approximately 50 spaces which could work closely with the rodeo grounds or events on Davie Road.

The next item was promotions and special events. Chair Kalis mentioned this item was one of the items staff has been working on with the Town staff and the Chamber of Commerce. Chair Kalis mentioned there were several different possibilities which were discussed at the first meeting and asked how everyone felt about having special events. Ms. Osborne mentioned there is a big rodeo that takes place in November and suggest tying the event into the rodeo. Mr. Allen mentioned he was trying to plan something in late August to tie into the Rodeo and wanted to promote the area. Mr. Allen felt events could be expanded in the future.

Ms. Kovac felt we were getting a little ahead of ourselves and felt we needed to put out a request for a Marketing Director to help us tie into marketing the area. Mr. Arnold shared Ms. Kovac's view point and felt there should be someone or an agency who could work with the businesses exclusively on Davie Road. Chair Kalis felt it was an excellent point. Chair Kalis asked staff to rethink their idea.

Ms. Harrington from the Chamber of Commerce felt the business community on Davie Road should be involved in the planning of the event so they would feel were directly involved with the process. She also felt the event needed exposure.

Mr. Kovac felt regarding an event, we should concentrate on one main theme and questioned what main theme did everyone wished to identify as a way to welcome everyone back to Davie. Mr. Kovac felt everything did not always fit together and felt a Marketing Director was the one who needed to work on this. Chair Kalis agreed and questioned what identity were we trying to create? Chair Kalis felt a marketing person could help us develop those concepts and it should be some type of family oriented event.

Ms. Santini suggested some type of competition race between the universities.

The last item on the agenda was a marketing consultant. Chair Kalis felt we needed some one to help guide us with events. Chair Kalis felt another aspect was to help us identify the vacant properties we have and to market the Downtown area not just for events but as a place for people to invest money to either redevelop an existing property or develop something new. Chair Kalis mentioned Ms. Wu has helped the CRA as the Town's Economic Development Coordinator and felt the CRA needed to do a lot more. Chair Kalis felt the market consultant could prepare a presentation package that we could deliver to potential investors. Chair Kalis felt we needed to move forward with the marketing aspects and mentioned the CRA made it one of their top priorities.

Chair Kalis mentioned the next part of the meeting is an open forum to start a dialog about what could be done to promote downtown, including marketing and advertising of downtown Davie. Chair Kalis 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:

- Mr. Shapiro questioned that status of the old Saddle Up property. Chair Kalis mentioned the CRA purchased the property and was interested in doing some sort of public/private partnership.

- Mr. Kovac felt there were three items which should be considered with a marketing program. Mr. Kovac felt the first priority should be to hire a professional person who could market the Downtown area and felt this person could also help market the fun and games of Downtown Davie. Mr. Kovac felt we were not really developing the marketing between the Town and the CRA and mentioned the property he was talking about was the SE corner of Griffin Road/Davie Road. Chair Kalis asked what did Mr. Kovac recommend? Mr. Kovac recommended a marketing person to come in and market the property. Mr. Kovac thought it was a great site and wanted to see something substantial on the site. Chair Kalis felt the Town and the CRA made tremendous effort to try and make something happen on that corner and felt there are a lot of pieces that are ready for redevelopment. Mr. Kovac later mentioned that he was not specifically referring to the Walgreens property and mentioned he was referring to

not allowing what happened there to happen to the rest of the properties in Davie and felt the reason the CRA needed a professional marketing person. Mr. Kovac felt downtown Ft Lauderdale was a perfect example of what could be done with mixed use and felt it was working very well. Mr. Kovac advised Mr. Shapiro that he would like to see a two to three story building with residential above it.

- Mr. Shapiro mentioned he was exploring many different options. One of the possibilities was retail with offices on the second floor and townhouses around the parking garage. Another possibility was to eliminate the offices in the first space and simply do condo or rental apartment above retail around a parking garage which could be hidden by townhouses or parking and felt it might be able to go to three or four floors. Mr. Shapiro felt the problem with rental apartments in that area is the current building costs in the area does not allow the apartments to be economical.

- Vice Chair Kovac mentioned there was a new development project off of Davie Road and felt they had some upscale prices and there was a need or a desire for it in the area since they were completely filled.

- Ms. Santini mentioned she is in the process of having a two story building built on Davie Road and questioned if the CRA could assist in a loan program to assist in exterior improvements? Chair Kalis mentioned the CRA has a Loan Subsidy program available and she could contact Mr. Allen for more information. Chair Kalis mentioned the CRA has also discussed the possibilities of subsidizing the cost of a professional architect to help someone take their idea and create something so they could see what it would look like and what the cost would be.

- Ms. Santini asked if the CRA could help the business owners upgrade their business in Downtown Davie. Ms. Santini suggested perhaps a program if they sold within so many years they would have to repay the loan. Chair Kalis was not sure how the idea might work. Ms. Santini felt the CRA needed to go to the business owners and operators and they should not wait for them to approach the CRA.

- Mr. Oakes felt there was an opportunity to create a Downtown Davie and this was the time to create Davie's future. Chair Kalis mentioned the problem is how to get there. Chair Kalis felt there were a lot of different beliefs on how to get there and many of the property owners who have been in Davie for a long time were concerned about changes. Chair Kalis felt we had to make sure that whatever we do does not interfere with their business and felt there were many options which needed to be considered and felt the implementation was not simple.

- Vice Chair Kovac felt the key was to get the right marketing person to help market the downtown area.

- Mr. Arnold felt there were infrastructure problems which needed to be addressed in the Eastside. Some of the issues included sewer, drainage, lighting and sidewalks. Chair Kalis mentioned at our last CRA meeting on May 20, 2002 there was a presentation from Craven Thompson regarding some improvements which are needed in the area.

- Chair Kalis asked for everyone's input regarding the CRA's vision of a multi-use type of development with residential as part of the component. Chair Kalis mentioned some people have not embraced this kind of idea and did not feel residential belonged in a commercial type of setting. Chair Kalis asked everyone how they felt about a mixed use concept in a downtown setting. Mr. Oakes felt it was essential. Mr. Shapiro felt without the Community Redevelopment Agency having provided the street improvements and creating a look that some could embrace to invest in downtown he was not sure anyone would be interested in the downtown area. Mr. Shapiro felt the infrastructure the CRA started with and had a vision to implement was the most important part of trying to attract someone to the area. Mr. Shapiro felt in terms of residential and multi-use, he felt it was necessary to create a vibrancy and dynamic that allows for activity to be happening all the time. Mr. Shapiro felt you could not just have retail or office space if you wanted to create something that had some life to it. Mr. Shapiro felt you really needed the residential component and felt if properly done the residential component could be over and around commercial uses such as retail and offices. Mr. Shapiro mentioned the Town has engaged a very competent city planner Victor Dover. Mr.

Shapiro recommended a budget be adopted to allow Victor Dover to come up with some alternatives to draw a picture of what could be done. Mr. Shapiro felt it would be money very well spent to have someone like Victor Dover show a conceptual idea of what could be done.

Chair Kalis asked if anyone had anymore ideas. With no other ideas, Chair Kalis thanked everyone for coming and asked if anyone had any further ideas or comments they should contact Will Allen.

#### ADJOURNMENT

There being no further business, the meeting was adjourned at 7:00 p.m.

Approved: \_\_\_\_\_

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Chairman/Committee Member