

City of Lauderhill

*City Commission Chambers at City Hall
5581 W. Oakland Park Blvd.
Lauderhill, FL, 33313
www.lauderhill-fl.gov*



Meeting Minutes - Draft

Monday, July 8, 2024

5:00 PM

City Commission Chambers

Community Redevelopment Agency Meeting (CRA)

CRA Executive Director Sean Henderson

LAUDERHILL CITY COMMISSION

Mayor Ken Thurston

Vice Mayor Lawrence Martin

Commissioner Melissa P. Dunn

Commissioner Denise D. Grant

Commissioner Sarai Martin

Desorae Giles-Smith, City Manager

Andrea M. Anderson, City Clerk

Angel Petti Rosenberg, City Attorney

I CALL TO ORDER

Mayor Thurston called to order the Community Redevelopment Agency (CRA) Meeting at 5:02 PM.

II ROLL CALL

Present: 5 - Commissioner Melissa P. Dunn, Commissioner Denise D. Grant, Vice Mayor Lawrence Martin, Commissioner Sarai Martin, and Mayor Ken Thurston

Commissioner M. Dunn arrived at 5:06 PM and Vice Mayor L. Martin arrived at 5:07 PM.

ALSO PRESENT:

Sean Henderson, Executive Director
Angel Petti Rosenberg, City Attorney
Constance Stanley, Police Chief
Andrea M. Anderson, City Clerk

HOUSEKEEPING

A motion was made by Commissioner S. Martin, seconded by Mayor K. Thurston, to ACCEPT the Revised Version of the Community Redevelopment Agency Meeting Agenda for July 8, 2024. The motion carried by the following vote:

Yes: 3 - Commissioner D. Grant, Commissioner S. Martin and Mayor K. Thurston

Abstain: 0

Off Dais: 2 - Commissioner M. Dunn and Vice Mayor L. Martin

III CONSIDERATION OF CONSENT AGENDA

A motion was made by Commissioner S. Martin, seconded by Mayor K. Thurston, that this Consent Agenda was approved. The motion carried by the following vote:

Yes: 4 - Commissioner M. Dunn, Commissioner D. Grant, Commissioner S. Martin and Mayor K. Thurston

Abstain: 0

Off Dais: 1 - Vice Mayor L. Martin

IV APPROVAL OF MINUTES

V THIS WILL BE A LIMITED AGENDA MEETING. THE ONLY ITEMS TO BE DISCUSSED WILL BE:

RESOLUTIONS

1. CRA RESOLUTION NO. CRA-24R-07-18: A RESOLUTION OF THE LAUDERHILL COMMUNITY REDEVELOPMENT AGENCY (CRA) APPROVING THE AGREEMENT WITH 2 EXTREME MARKETING AND PROMOTION, LLC. TO PROVIDE BOOKING AGENT SERVICES FOR THE ACQUISITION OF R&B ARTIST MICHEL'LE, IN CONNECTION WITH THE 5TH ANNUAL BEER-B-Q EVENT TO BE HELD NOVEMBER 2, 2024; AUTHORIZING THE EXPENDITURE IN THE AMOUNT OF \$8,000.00 FOR SERVICES AND EXPENSES IN ADDITION TO THE PREVIOUSLY APPROVED BOOKING AGENT SERVICES IN THE AMOUNT OF \$42,500.00; AUTHORIZING THE CRA EXECUTIVE DIRECTOR TO EXECUTE ALL NECESSARY DOCUMENTS; PROVIDING FOR PAYMENT FROM THE APPROPRIATE BUDGET CODE NUMBER(S); PROVIDING FOR AN EFFECTIVE DATE (REQUESTED BY CRA EXECUTIVE DIRECTOR, SEAN HENDERSON).

Attachments: [CRA-RES-24R-07-18-Agreement CRA Beer-B-Q Michel'le.pdf](#)
[AR CRA-24R-07-18](#)
[2EXTREME Booking Agent BeerBQue 2024 - Michel le 7-8-24](#)

This Resolution was approved on the Consent Agenda. (See Consideration of Consent Agenda for vote tally.)

2. CRA RESOLUTION NO. 24R-07-19: A RESOLUTION OF THE LAUDERHILL COMMUNITY REDEVELOPMENT AGENCY (CRA) APPROVING THE WAIVER OF COMPETITIVE BIDDING REQUIREMENTS; AUTHORIZING THE PIGGYBACK OF THE CITY OF LAUDERHILL'S APPROVED LIST OF QUALIFIED FIRMS PURSUANT TO RFQ #2023-045, AS RECOMMENDED BY THE EVALUATION COMMITTEE, TO PROVIDE MISCELLANEOUS PROFESSIONAL SERVICES FOR THE CRA IN VARIOUS DISCIPLINES AND IN ACCORDANCE WITH FLORIDA STATUTES, CHAPTER 287, THE CONSULTANTS' COMPETITIVE NEGOTIATION ACT ("CCNA"); PROVIDING FOR AN EFFECTIVE DATE (REQUESTED BY EXECUTIVE DIRECTOR, SEAN HENDERSON).

Attachments: [CRA-RES-24R-07-19-CRA Piggyback List Misc Services.pdf](#)
[AR CRA-24R-07-19](#)
[APPROVED RES 23R-09-272 Bid - RFQ 2023-045 Misc Professional Services](#)

This Resolution was approved on the Consent Agenda. (See Consideration of Consent Agenda for vote tally.)

3. CRA RESOLUTION NO. 24R-07-20: A RESOLUTION OF THE CITY OF LAUDERHILL COMMUNITY REDEVELOPMENT AGENCY APPROVING THE LIST OF QUALIFIED TRADE CONTRACTORS PURSUANT TO RFQ 2024-015, AS RECOMMENDED BY THE CRA EVALUATION COMMITTEE, TO PROVIDE TRADE CONTRACTOR SERVICES FOR

VARIOUS PROJECTS FOR THE CRA; PROVIDING FOR PAYMENT ON AN AS NEEDED BASIS FROM THE APPROPRIATE BUDGET CODE NUMBER(S); AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE CONTRACTS WITH THE VARIOUS CONTRACTORS ON AN AS NEEDED BASIS; PROVIDING FOR AN EFFECTIVE DATE (REQUESTED BY CRA DIRECTOR, SEAN HENDERSON).

Attachments: [CRA-RES-24R-07-20-CRA List Trade Contractors.pdf](#)

[AR CRA-24R-07-20](#)

[PRELIMINARY BID RESULTS 2024-015](#)

[RFP 2024-015 Trade Contractors CRA](#)

This Resolution was approved on the Consent Agenda. (See Consideration of Consent Agenda for vote tally.)

PRESENTATIONS

4. AN UPDATE ON 38TH AVENUE (REQUESTED BY CRA DIRECTOR, SEAN HENDERSON).

Attachments: [July 8 CRA Meeting](#)

Executive Director Sean Henderson gave a PowerPoint presentation on the subject item, stating it was being provided to the CRA Board per Commissioner Dunn's request in reference to an update on NW 38th Avenue, as detailed in the backup, highlighting the following:

- A fundamental rule was if something was not in the City's CRA plan, it should not be done; this was a fundamental rule of CRAs
- The City's CRA plan, developed in 2005 with the assistance of EDSA, included a redevelopment area that included State Road 7 for the eastern CRA, later expanded east to NW 31st Avenue
- NW 38th Avenue corridor was the specific piece Commissioner Dunn inquired about
- The plan envisioned creating districts within the State Road 7 corridor: light industrial zones, commercial zones, the marketplace site, and the residential piece that included George Town, and Ms. Dimond's property; the idea was for these identified areas to work together as complementary districts, providing opportunities and concentrated uses that contributed to a sense of place within each area, while achieving a vibrant community for Broward County residents
- The NW 38th Avenue corridor was designated as the City's entertainment district, the development of which was being guided by the strategic plan being produced that included consistent signage related to the area and potential design
- The 14 different buildings along NW 38th, the City's commercial warehouse district, within which the CRA offered \$6 million in inducements for roadway improvements, promoting walkability, along with introducing the kiosk portions of those buildings
- CRA staff began having dialog with the business owners situated along NW 38th Avenue; there was a high propensity of auto repair shops, and houses of

religious worship, of which a few still remained: one auto repair shop staff was currently in the process of dealing with; by way of city code, staff was better able to manage the number of houses of religious worship in that area; such as, setting a restriction on the maximum amount of square footage houses of religious worship could occupy in a single building, specifically, 20 percent of the total square footage

- The plan for the subject area was to introduce the development of live/work places, the thought being that the area's proximity to industrial buildings would foster lower rents

- City staff in Finance, Economic Development, and the CRA experienced behavioral economics; that is, when the \$6 million in inducements, the City owned no property along the NW 38th Avenue corridor; staff witnessed a significant appreciation along 39th Avenue, and many of the business owners, some of whom were property owners wished to hold onto their property to see what would come to the area

- When the idea of lowered, subsidized rents were introduced to complementary businesses, this was turned down by the commercial property owners, as they sought to maximize their rents

- The CRA introduced an initiative based on the concept of zero empty spaces, getting art-related businesses to occupy spaces until the owner of the property could find a tenant to occupy that space; this initiative was rolled out to property owners, and one by one, businesses were allowed to come in without any expectation of the landlord doing a full build out, nor were these businesses expected to pay a high rent

- To date, the only commercial property to change from the above initiative was the old Rick & Carol's building; the present owner purchased the site, and came to the CRA with a concept of seven to eight-story property that would introduce density; to make the deal work, the owner needed to build a certain number of units to make it profitable

- CRA and city staff took the concept to all the area homeowners' associations (HOA) of Georgetown, West Ken Lark, etc., listened to their feedback; the HOAs were a bit apprehensive, as there were numerous hurdles to get over

- Normally it took a significant amount of assemblage to ensure there was appropriate parking to go with the number of units

- Properties were for sale in the subject area, but at elevated levels above what appraisals were coming in at

- The concept faded, and the old Rick and Carol building was purchased by Odeon Capital; CRA staff worked closely with them; they were currently redeveloping property in Lauderdale Lakes; where Casino's was located, the CRA already gave them façade funding to do the City's side of the property; city staff encouraged the developer to do the current design, which was first done on the Lauderdale Lakes side where their offices were located

- What CRA staff wanted to happen was already taking place from the aspect of a sense of place, infusion of the artistic design, etc.; some design elements did not happen, such as: moving those buildings out closer to the street to encourage the pedestrian walk up, etc.; when staff spoke with most building owners, they were not interested in doing any type of redevelopment, wanting to just rent the warehouse spaces that required minimum maintenance on their part

- The CRA's advantage with the NW 31st Avenue corridor was the City

purchased properties, the concept being to acquire properties ahead of time; Vice Mayor L. Martin mentioned to city staff a number of property owners who might be interested in selling, and staff was able to convince them to sell

- CRA staff had a vision of introducing some of the CRA concepts for these city properties, as the CRA could subsidize the changes
- Certain planned changes along the NW 31st Avenue corridor included the movie production studio that had a high correlation to artistic design, etc.
- Time had elapsed since the creation of the CRA plan, and staff adapted to the flexibility, and learned from mistakes made along NW 38th Avenue; staff repositioned the CRA to bring these concepts to the City of Lauderhill, more specifically the State Road 7 CRA
- CRA staff was working with the commercial façade grant program; of the 14 buildings, there were five that were granted CRA dollars for façade improvements; three of the five were close to completion, while the other two were a little more complicated due to the complexity of what the property owners sought to do
- The CRA's public kiosk rental program involved properties the CRA owned along NW 38th Avenue, so staff was working on deciding what to do; the City's economic development team mimicked Atlanta's kiosk program, doing a lot of research to come up with the program the CRA planned on introducing later in 2024 on the kiosk along 38th Avenue; the plan was to infuse some art, and CRA staff was working with the City Manager, and her staff, including the Planning & Zoning (P&Z) Department to establish that process; though the City worked with public art, it was unclear what the process would be with regard to displaying private art.

Commissioner Dunn inquired as to the number of kiosks.

Mr. Henderson replied there were a total of three, and they sought to do two, and maintain one for CRA/City events.

Administrative Manager Lahoma Scarlette, Economic, Development, and Finance, stated Atlanta had a very robust program in which they owned close to 19 kiosks primarily located in their downtown area. Some of the things the Lauderhill CRA was working on included: creating an application, currently in draft format; a frequently asked questions (FAQ) for the public, and a background, and overview of the program. Aspects for consideration included: rental rates; hours of operation; the type of businesses desired for the kiosks. She spoke with UPS management, and she requested their attendance, but a change that had taken place at UPS in the subject area was their administrative functions were outsourced to their corporate office in Atlanta, so they were unable to get a UPS representative to Lauderhill to attend the present CRA meeting. However, UPS mentioned their latest figures showed they had about 520 employees at the UPS facility at the bottom of NW 38th Avenue; thus, there was already a captive audience of employees working different shifts, it would be beneficial to have businesses along the corridors who filled a variety of needs to the people in the area. Ms. Scarlette said though the focus would not be only on UPS, staff was thinking about attracting businesses to serve captive populations already in place. The types of businesses staff was looking at were those that provided quick-serve food, something customers could grab and go,

because there was a food desert in the area, particularly with regard to healthy foods, etc. She said this was also a good opportunity to get in retail uses in the area with popup shops, as well as seasonal businesses, depending on the holiday seasons, and exploring various types of leases. For example, for the Christmas season, the CRA could offer leases from October into the new year; the options were as limited as desired, so the CRA Board would be canvassed for their input as to types of businesses staff should focus on attracting. She noted one of the things staff was considering was to attract businesses to the corridor that already had a Lauderhill certificate of use (COU), as the thought was this would better target customers; they were still in the preliminary stages in this regard.

Vice Mayor L. Martin asked if there were any plans to add more kiosks.

Mr. Henderson responded that his staff and he would have to discuss the matter with P&Z, and Utilities staff first to see what was possible; the CRA just paid to establish water and sewer services to the kiosks to widen the variety of businesses that could be accommodated in them. The goal was to facilitate small business tenants' ability to thrive, and grow.

Vice Mayor L. Martin saw no air conditioning, asking if they were already included, noting this would definitely impact the type of tenant that would wish to occupy the kiosks.

Ms. Scarlette replied staff considered adding air conditioning to the kiosks; immediately, the thought was to install some type of ventilation with at least fans because of the weather, and the nature of the City's location.

Commissioner Dunn knew the current tenant of the kiosk at the Lauderhill Mall was facing some challenges with regard to their food handling permit, so she thought it was useful that CRA staff was collaborating with P&Z staff on the kiosk, keeping in mind what the State's requirements were for food handling uses, and the readiness of the kiosk spaces to be utilized in this manner. Additionally, with regard to foot traffic, she questioned if CRA staff knew how many of the 500 plus UPS employees frequented that area, or how many people worked in the area, as a whole, on a daily basis.

Ms. Scarlette answered no, not for the area as a whole, but those were numbers her staff and she could ascertain.

Commissioner Dunn remarked a businessowner considering locating to the subject area might be interested in knowing what the built-in customer base was for the services they would offer, even thinking in terms of a businessowner being able to grow their business while the City took steps to grow the area. Staff's research should include the housing inventory in the area, and though food was a great choice, it was important for the CRA to ensure the spaces offered complied with the Florida Department of Health's requirements. She liked staff's thoughts on seasonal rentals, as that would be an easier sell, as it was a short-term commitment.

Ms. Scarlett contained the presentation, as noted in the backup:

- In April 2024, the CRA held a commercial arts and entertainment walking tour; there were participants from West Ken Lark, and Georgetown HOAs in attendance; the tour was done in answer to a request for one; staff discovered many of the area residents were not familiar with some of the businesses located along NW 38th Avenue; the tour was good exposure for the business owners to introduce themselves to the residents, and, in turn, for residents to know about the businesses they could patronize; they did about 12 stops, and each participant received a palm card that included a map of the stops, along with the companies' logos on the back of the card; the tour stopped at Royal Casino for lunch, a first time for many of the tour's participants being aware and/or eating there; the CRA's headquarters was the meeting point of the tour, and as a tour stop to introduce participants to the space, and let them know that the plan was to make the building into an incubator, as well as a place for them to rent a space for their functions; the walking tour concluded at the Le Parc development, giving a tour of that space; the walking tour included the use of golf carts at times; the Le Parc space displayed renderings of the development planned, and Mr. Henderson gave the participants a history of the site and its development, spoke about the things to come, and the expected impact the development would have on NW 38th Avenue; participants were shown the kiosks, getting to walk inside, and staff told them of the CRA's vision for the kiosk program; CRA staff felt the tour was very successful, as participants seemed very happy with it, and they expressed their appreciation for being invited to do the tour, and having information shared with them. The business owners, too, appreciated the exposure, and getting their business name out there in front of the residents.

Commissioner Dunn thought the tour was a great idea, and she believed the tour would lay the foundation to conduct more tours, similar to those she witnessed in the Wynwood, Miami, area.

Ms. Scarlett concurred.

Commissioner Dunn envisioned the CRA partnering with the CBB, the Hotel & Lodging Association, bringing participants from east Broward to tour the NW 38th Avenue corridor, etc., as well as the CRA working with existing business owners to do drink and dinner specials. The tour was laying the foundation for something that could be really exciting, and bringing in the homeowners on the effort will get their buy in into the City's vision for the area; she considered the latter to be the most important thing at the current stage of developing the area, as it was still in its infancy.

Mr. Henderson observed, in his communication with the HOAs, the Georgetown HOA was relatively new, and one built on entrepreneurs, of which there were a large number serving on their board. They were interested in whether business deals could be made with existing businesses, and if they could rent available commercial spaces, etc., so that microcosm being aware of the business and service opportunities available in such close proximity to their community was very important.

Vice Mayor L. Martin mentioned the concept was based on something said by the owner of Donna's restaurant at a previous Commission meeting; he made mention of reaching out as far as Port Everglades, where they had bussed people from their cruises to areas in Broward when they had some six or more hours of time to explore. This was important for CRA staff to consider when plans for the expanded east CRA were being put in place, contacting the Port Authority representatives to do a tour to establish those contacts.

Ms. Scarlett continued the presentation:

- Photographs were shown of the walking tour; 4AM Lounge & Bar was a business stop on the tour, and one of the co-owners was present for the tour; their permit was in review for final inspections; their goal was to open late summer 2024
- The Special Event pilot program CRA staff presented to the board a few months prior concluded June 30, 2024; Yeasty Brews submitted their application, and they held weekly events on Thursdays; Holy Temple Holiness Church of Deliverance submitted their application, and they were approved, and they held their events; Liquid Paradise was in the very preliminary stages, and they wished to bring a type of arts fair festival along the 38th Avenue corridor, and staff was talking with them about their vision for the event, its scope and scale, and how they might partner in Lauderhill, and with the CRA; HIYDE, a jazz club slated to open on the 38th Avenue corridor, participated in the walking tour, and participants were able to go into the building, and learn more about the vision for the jazz club space; the attendees were very much looking forward to the jazz club based on the caliber of the lounge, and the type of customer the owners sought; their permit was in review for buildout, and they were working with Economic Development staff as to their projected timeline
- New business attraction on NW 38th: An indoor batting cage for a baseball training type facility in the early planning stages; staff was working with property owners to attract specialty businesses to the area
- To facilitate attracting businesses, the City's Economic Development coordinators would be in attendance at the Franchise Expo South Florida event in September 2024 at the Broward County Convention Center, where there would be a wide variety of franchises from across the nation present, seeking different cities in which to locate their business
- The CRA had its special events at which staff promoted existing businesses in the CRA; the comedy show was on September 28, 2024, and staff always sought opportunities of co-branding, inviting patrons to stay within the vicinity, and explore the offerings in the City's arts and entertainment district after the show.

Commissioner Dunn questioned if the CRA had a destination marketing campaign for NW 38th Avenue; that is, was staff ready to do some really strategic promotion of the area, including digital marketing.

Mr. Henderson replied that the model the CRA was branding 38th Avenue after was currently used by other cities, such as Coral Gables, whereby they established a business improvement district or a safe neighborhood

improvement district.

Commissioner Dunn pointed this was similar to the approach in Wynwood.

Mr. Henderson concurred, stating that model allowed business owners to devise what their marketing should be, and the type of improvements they wished to see, all in collaboration with other area businesses, and affected government entities. The plan was to allow the CRA headquarters building to be a meeting place for the businesses on a consistent basis, so they could devise these strategies. He said, currently, the CRA did some advertising, as the CRA's idea was more catalytic in nature, with staff doing a spotlight on existing businesses via social media, but there was no macro vision of everyone being sold through marketing.

Commissioner Dunn suggested doing something similar to that of Wynwood; that is, the CRA should have a website that only promoted area businesses; establish social media assets; post wayfinding signage for different businesses; run a physical marketing piece; etc. Wynwood also did some social media advertising, and worked with the CBB around such things as PR strategies to position the area as a destination. She thought CRA staff could do more in depth exploration on Wynwood's marketing strategies and activities, and though she understood the wisdom of having business owners drive those activities to some degree, given the CRA's vision, and the City's investment, it was important for Lauderhill to be more aggressive in that process, possibly using a phased approach.

City Manager Giles-Smith commended Mr. Henderson and his staff, and Finance, and Economic Development, and Marketing staff for all their diligence, working with area residents, and businesses, having events, taking steps to bring customers to the area to raise awareness of the businesses, all of which worked to elevate awareness, and engagement for all the businesses, including customers generated by events held at the LPAC. She believed in 2023 the LPAC had about 50,000 visitors, and in 2024, the LPAC was scheduled to close to 70,000 visitors, all of whom were potential customers that could avail themselves of the offerings in the arts and entertainment district along NW 38th Avenue.

Ms. Scarlett introduced the City's newest economic development coordinator, Sharon Jacob.

5. DIGITAL ART AND MARKETPLACE PRESENTATION (REQUESTED BY CRA DIRECTOR, SEAN HENDERSON).

John Milledge on behalf of Fort Lauderdale Studios gave a presentation on the subject item, highlighting the following:

- The complex on the Wingate property would be some 300,000 square feet; they were in the design phase that would continue through the rest of 2024; they expected to begin construction in 2025, and be operational by the first or second quarter of 2026
- Infinite Reality was a world leader in immersive, high tech content creation;

this included: movies, television, streaming, gaming (not gambling), etc.

- Between Infinite Reality, and his partners, they had separate technology they had access to on the hardware side they wished to showcase in advance of the movie studio, and the Hill District being built out to the benefit of the City
- They communicated with Mr. Henderson on some opportunities, and if the CRA Board thought them appropriate, it could facilitate kickstarting the excitement in the technology, and what was to come; it was really a showcase idea.

Mike Ullian, a developer on the movie studio project, gave a PowerPoint presentation on their thoughts for the subject region that was entered into the record:

- When they worked on developing midtown Miami some 20 plus years prior, they were able to create an exciting and transformational development due to bringing the art community to the area, aggressively seeking Art Basel to open a large exposition on the mainland, rather than the smaller one at the Miami Beach Convention Center
- What they sought to bring to the Wingate, and adjacent properties was an upgrade of their former Miami project, as the art world changed rapidly, such as with immersive art, and experiences, such as the Sphere in Las Vegas, and Picasso exhibit in Miami
- They discussed a use with Mr. Henderson and his staff for the former location of Dave Saloon, a site across the street from their development site; they had a digital art gallery owner who wished to start by locating a digital art gallery in part of that building; they would be able to put their tone to order, and create an Instagramable opportunity for children and others in the community to see what was coming, and what it was all about; it would be a smaller installation to jump start their vision.
- They were working with EDSA as the planner for the development of the Hill District, as they were very familiar with the market; they understood the zoning and building codes.

City Attorney Rosenberg clarified that the Hill District project was located on the old Kmart site.

Mr. Ullian continued his presentation:

- Their development of the Hill District would set the tone, and tie in what would be developed at the Wingate site in the region; they would do something that incorporated a lot of the LED technology to send the message that the subject area of Broward County was very forward thinking in the way projects were designed, presented, and built
- As one of the gateways into Lauderhill, it should have a big wow factor
- Their operator, Infinite Reality, was working with Broward County, and the parks director to host events at the cricket stadium at Central Regional Park, such as: drone racing, concerts, and other events, as the park was very underutilized, despite it being a great facility in a great location, and stakeholders had done a great job there
- Infinite Reality was a company with many vertical businesses within its

umbrella corporation; they did a wild variety of productions, including: music videos, podcasting, events, etc.; they recently purchased the Drone Racing League (DRL)

- Drone racing came to Miami in 2023 at the Hard Rock Stadium, at which some 15,000 persons were in attendance; it was one of the fastest growing sports in the world due to its tech oriented nature
- The DRL would bring to the City the DRL Academy, at which they would train U.S. Air Force drone pilots how to fly; future wars would involve the use of drones, and the U.S. Air Force had to be ahead of the curve in drone racing; the DRL currently owned some 200 proprietary patents on drones that could not be jammed by any radio signals; much of the training would take place at the cricket stadium in Lauderhill
- Infinite Reality was partners with a famous recording studio in Los Angeles, The Sound Factory; it dated back to the 1950s or 1960s; The Sound Factory would be opening a recording studio at Wingate, attracting many famous recording artists; this would further tie into the development of the Hill District that included a hotel with a rooftop experience, and restaurants, furthering the creation of arts, entertainment, culture, sports, etc.
- With regard to the art portion, they wished to bring to the area a local art gallery that was currently displaying at Art Basel; so their plan was to open a small facility in the building across from the Wingate site.

Vice Mayor L. Martin commented both in Lauderhill, and central Broward, there were a number of performing arts school, such as Dillard High School, Parkway Middle School, and even the Wingate Elementary School that was a specialized institution for autistic children. The commitment Mr. Milledge, Mr. Ullian, and their teams showed was evident in how they were tied to those schools, ensuring they would be a part of the subject vision moving forward. Wingate Elementary would soon receive a new playground, and this was before any actual development began. He noted, with their development on the Fort Lauderdale side of NW 31st Avenue, it made sense to engage, and partner with them on the Lauderhill side with regard to complementary development, uses, etc. He met the DRL president, who exuded excitement when he walked into the cricket stadium, and saw the potential and opportunities of the venue.

Commissioner Dunn loved the vision, and particularly liked the name, the Hill District; the proposed development worked very well with the City's vision for its CRA, and the whole arts and entertainment district; she saw the synergy. She desired a sense of timeline; that is, what could the community expect to see in the next six to 12 months.

Mr. Ullian replied, on the Hill District site, they were working on their final planning, and they would start to get CDs ready to submit to the City's Building Department in the first quarter of 2025, and go from there. The hope was to develop both sites simultaneously, as they were both large projects estimated at close to \$1 billion worth of development between the two; and it would be more effective to do them together.

Mr. Ullian reiterated it had to be a regional development; Miami's midtown site was 56 acres originally, and Wingate was 61 acres, added to which was the 14

acres of the old Kmart site; this served to spread out the impact regionally.

Mr. Milledge commented on the use of the Central Regional Park facilities that Mr. Ullian was very excited about, noting there was a process, and Mr. Ullian, the County's Parks director, and he were engaged in discussions about potential programming. The process included addressing issues the County might have with such use, and presenting the proposed uses to the County Commission for feedback, etc. He had no wish to create the impression that agreements with Broward County as to the use of the Park's facilities were already established. Part of the vision for the drone racing was to directly include the school system, the idea being that during the week students would come in, and learn to operate, and practice flying the drones, etc., and on the weekends there would be performances.

VI ADJOURNMENT - 5:56 PM