

City of Lauderdale

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



Meeting Minutes - Draft

Monday, April 15, 2024

3:00 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 3:00 PM.

II ROLL CALL

Present: 4 - Commissioner Melissa P. Dunn, Vice Mayor Lawrence Martin, Commissioner Sarai Martin, and Mayor Ken Thurston
Absent: 1 - Commissioner Denise D. Grant

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 Vice Mayor L. Martin, seconded by Commissioner M. Dunn, to ACCEPT the Revised Version of the Community Redevelopment Agency (CRA) Meeting Agenda for April 15, 2024. The motion carried by the following vote:

Yes: 4 - Commissioner M. Dunn, Vice Mayor L. Martin, Commissioner S. Martin and Mayor K. Thurston
Absent: 1 - Commissioner D. Grant
Abstain: 0

III CONSIDERATION OF CONSENT AGENDA

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

Yes: 4 - Commissioner M. Dunn, Vice Mayor L. Martin, Commissioner S. Martin and Mayor K. Thurston
Absent: 1 - Commissioner D. Grant
Abstain: 0

IV APPROVAL OF MINUTES

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

ORDINANCES - FIRST READING

1. CRA ORDINANCE NO. CRA-24O-04-103: AN ORDINANCE OF THE LAUDERHILL COMMUNITY REDEVELOPMENT AGENCY (CRA) ACCEPTING THE TRANSFER OF LAND LOCATED AT 5730 N.W. 28th STREET, AS MORE PARTICULARLY DESCRIBED IN THE ATTACHED QUIT-CLAIM DEED TO BE TRANSFERRED FROM THE CITY OF LAUDERHILL TO THE CRA; APPROVING AND ACCEPTING THE QUIT-CLAIM DEED REGARDING THE TRANSFER; PROVIDING FOR AN EFFECTIVE DATE (REQUESTED BY EXECUTIVE DIRECTOR, SEAN HENDERSON).

Attachments: [CRA-Ord-24O-04-103-Deed 5730 NW 28 St](#)

[AR CRA-24O-04-103](#)

[Deed-5730 NW 28 St City to CRA.pdf](#)

This Ordinance was approved on the Consent Agenda on first reading to the Community Redevelopment Agency (CRA) Meeting, due back on 05/13/2024. (See Consideration of Consent Agenda for vote tally.)

2. CRA ORDINANCE NO. CRA-24O-04-104: AN ORDINANCE OF THE LAUDERHILL COMMUNITY REDEVELOPMENT AGENCY (CRA) ACCEPTING THE TRANSFER OF LAND LOCATED AT 5740 N.W. 28th STREET, AS MORE PARTICULARLY DESCRIBED IN THE ATTACHED QUIT-CLAIM DEED TO BE TRANSFERRED FROM THE CITY OF LAUDERHILL TO THE CRA; APPROVING AND ACCEPTING THE QUIT-CLAIM DEED REGARDING THE TRANSFER; PROVIDING FOR AN EFFECTIVE DATE (REQUESTED BY EXECUTIVE DIRECTOR, SEAN HENDERSON).

Attachments: [CRA-Ord-24O-04-104-Deed 5740 NW 28 St.pdf](#)

[AR CRA-24O-04-104](#)

[Deed-5740 NW 28 St City to CRA.pdf](#)

This Ordinance was approved on the Consent Agenda on first reading to the Community Redevelopment Agency (CRA) Meeting, due back on 05/13/2024. (See Consideration of Consent Agenda for vote tally.)

3. CRA ORDINANCE NO. CRA-24O-04-105: AN ORDINANCE OF THE LAUDERHILL COMMUNITY REDEVELOPMENT AGENCY (CRA) ACCEPTING THE TRANSFER OF LAND LOCATED AT 5800 N.W. 28th STREET, AS MORE PARTICULARLY DESCRIBED IN THE ATTACHED QUIT-CLAIM DEED TO BE TRANSFERRED FROM THE CITY OF LAUDERHILL TO THE CRA; APPROVING AND ACCEPTING THE QUIT-CLAIM DEED REGARDING THE TRANSFER; PROVIDING FOR AN EFFECTIVE DATE (REQUESTED BY EXECUTIVE DIRECTOR, SEAN HENDERSON).

Attachments: [CRA-Ord-24O-04-105-Deed 5800 NW 28 St.pdf](#)
[AR CRA-24O-04-105](#)
[Deed-5800 NW 28 St City to CRA.pdf](#)

This Ordinance was approved on the Consent Agenda on first reading to the Community Redevelopment Agency (CRA) Meeting, due back on 05/13/2024. (See Consideration of Consent Agenda for vote tally.)

4. CRA ORDINANCE NO. CRA-24O-04-106: AN ORDINANCE OF THE LAUDERHILL COMMUNITY REDEVELOPMENT AGENCY (CRA) ACCEPTING THE TRANSFER OF LAND LOCATED AT 5810 N.W. 28th STREET, AS MORE PARTICULARLY DESCRIBED IN THE ATTACHED QUIT-CLAIM DEED TO BE TRANSFERRED FROM THE CITY OF LAUDERHILL TO THE CRA; APPROVING AND ACCEPTING THE QUIT-CLAIM DEED REGARDING THE TRANSFER; PROVIDING FOR AN EFFECTIVE DATE (REQUESTED BY EXECUTIVE DIRECTOR, SEAN HENDERSON).

Attachments: [CRA-Ord-24O-04-106-Deed 5810 NW 28 St.pdf](#)
[AR CRA-24O-04-106](#)
[Deed-5810 NW 28 St City to CRA.pdf](#)

This Ordinance was approved on the Consent Agenda on first reading to the Community Redevelopment Agency (CRA) Meeting, due back on 05/13/2024. (See Consideration of Consent Agenda for vote tally.)

ORDINANCES - SECOND READING

RESOLUTIONS

5. CRA RESOLUTION NO. 24R-04-09: A RESOLUTION OF THE LAUDERHILL COMMUNITY REDEVELOPMENT AGENCY (CRA) APPROVING THE AGREEMENT WITH UNC LIFE ENTERTAINMENT TO PROVIDE BOOKING AGENT SERVICES FOR THE SEPTEMBER 28, 2024 LAUDERHILL LIVE EVENT; AUTHORIZING THE EXPENDITURE IN THE AMOUNT OF \$55,550.00 FOR SERVICES AND EXPENSES; AUTHORIZING THE CRA EXECUTIVE DIRECTOR TO EXECUTE ALL NECESSARY DOCUMENTS; PROVIDING FOR PAYMENT FROM THE APPROPRIATE BUDGET CODE NUMBER; PROVIDING FOR AN EFFECTIVE DATE (REQUESTED BY CRA EXECUTIVE DIRECTOR, SEAN HENDERSON).

Attachments: [CRA-RES-24R-04-09-Agreement UNC Life Sept-Lauderhill Live.pdf](#)
[AR CRA-24R-04-09](#)
[Unclife Booking Agent-Lauderhill live Sept 28 4-2-24](#)

Commissioner S. Martin wished to know the CRA's return on investment; that is, if the CRA made money off the subject events.

CRA Executive Director/Deputy Finance Director Sean Henderson replied the CRA had yet to sell 1,000 seats, but the trend since selling 300 seats at the first event to selling about 700 seats; he thought the direct correlation affecting the number of seats sold was the value of the talent. For the upcoming events for May, September, and December, CRA staff was able to get ahead of events, so with regard to their advertising, for the May event, they already had 150 tickets sold, and they had yet to begin the radio advertisements. He said they had yet to make a profit, but expenses included the CRA paying the Lauderhill Performing Arts Center (LPAC) the full rental rate for the facility, as with any other client.

City Manager Giles-Smith added that part of the goal for the whole district was to bring people there, so though the subject events might not break even, it attracted potential customers to the surrounding businesses, helping them to thrive and survive. One of the goals of building the LPAC was to attract customers to the local businesses nearby; this was the same strategy of other performing arts centers, such as the Broward Center for the Performing Arts, whose attendees often patronized the local businesses in downtown Fort Lauderdale.

Deputy City Manager/Finance Director Kennie Hobbs commented the shows and events held at the LPAC were more related to the City's economic development of Lauderhill, including job creation, attracting new business to the City, etc., rather than just being profit driven. From a fiscal standpoint, though it might appear the LPAC events did not break even, in the sense of what the City budgeted, the facility was making money. For example, for the upcoming December event, the CRA already sought to establish partnerships with local businesses to host certain events on certain nights, as, ultimately, it was about the development of those businesses through the Eastern CRA; the goal of all CRAs was economic development, not to make a profit. He mentioned the same was taking place with other South Florida CRAs, as none of them were turning a profit; for example, the Hollywood CRA made no money doing Margaritaville, but the economic development Margaritaville attracted to that area was great. Mr. Hobbs stated, at the same time, the CRA sought to be prudent in its endeavors, staying constantly aware of profit margins, weighing the cost of talent versus the returns on that investment.

Commissioner Dunn recalled when she first worked with Circle of One, the vendor marketing Jazz in the Gardens in Miami Gardens, there was a time when that event was only held in a parking lot, and they sold only 3,900 tickets. That event grew so significantly, and the goal was to create a positive economic impact for area businesses, and enhance the image of that city. The last time she worked on that event, it had grown to attracting over 74,000 people, so she believed there was room for a CRA marketing strategy, and she appreciated CRA staff exercising prudence, ensuring event costs were being offset as much as possible. She was interested in getting updates in the future on where the CRA was with regard to the development of that area, suggesting staff speed up the pace a little more.

Mr. Hobbs responded staff would provide an update at the next CRA meeting; he knew Mr. Henderson was working with City staff and one previously mentioned strategy was to bring kiosks onboard; they were in the final stages of doing this. Staff did some revisions to the work being done to bring the CRA building online without making the large investment they thought would be needed. He believed the April 29th CRA meeting was cancelled, so staff would present the CRA Board with an update at its May meeting.

Commissioner Dunn asked staff to include what the timeline was, as well as speak on the long-term strategy, looking at it from a holistic, economic standpoint.

Vice Mayor L. Martin wished staff to include in the May update the status of the NW 31st Avenue purchases.

Mr. Hobbs affirmed the information would be included, adding Mr. Henderson and he were working on rentals for new tenants in the Wingate Plaza, so architectural renderings would be included in their presentation. They would also speak on some activity on Broward Boulevard, for which staff sought guidance from the CRA Board.

Commissioner Dunn questioned if the old Kmart parking lot was a CRA or a City question.

Mr. Hobbs replied the property was located in the Eastern CRA, but it was owned by the City.

A motion was made by Commissioner S. Martin, seconded by Commissioner M. Dunn, that this Resolution be approved. The motion carried by the following vote:

Yes: 4 - Commissioner M. Dunn, Vice Mayor L. Martin, Commissioner S. Martin and Mayor K. Thurston

Absent: 1 - Commissioner D. Grant

Abstain: 0

6. ITEM REMOVED RES CRA-24R-04-10

7. CRA RESOLUTION NO. 24R-04-11: A RESOLUTION OF THE LAUDERHILL COMMUNITY REDEVELOPMENT AGENCY (CRA) APPROVING THE ESTABLISHMENT OF THE CRA DEFERRED SECOND MORTGAGE HOUSING ASSISTANCE PROGRAM; PROVIDING QUALIFICATIONS; TERMS AND CONDITIONS; PROVIDING FOR AN EFFECTIVE DATE (REQUESTED BY CRA EXECUTIVE DIRECTOR, SEAN HENDERSON).

Attachments: [CRA-RES-24R-04-11-Second Mortgage Loan Program.pdf](#)

[AR CRA-24R-04-11](#)

[CRA Housing Assistance Program.pdf](#)

City Attorney Angel Rosenberg stated for the record that Commissioner Grant

texted her to say her return flight was delayed, so she would be late for the workshop meeting, which meant she would miss the present CRA meeting.

Vice Mayor L. Martin desired an update.

Mr. Henderson mentioned CRA staff meeting with Mr. Hobbs, the City Manager, and the City's legal staff to craft what the CRA's summary terms and qualifications would be for the subject program. There were similarities to past programs, but staff made sure to put in place guard rails to ensure persons who did not really need the program could not take advantage of it. Referring to copies of the document distributed to the board members, he stated the goal was to assist purchasers of homes built by the CRA that encouraged workforce housing versus affordable housing. He said the assistance would be in the form of a deferred second mortgage at zero percent, pointing out the qualifications listed, noting the program was available to the general public; that is, Lauderhill residents, and city employees with exceptions as listed. The latter included any city employee who had or who could have participation in the decision making with the program, or who was involved in managing or administering the program. Mr. Henderson noted Finance Department staff, in conjunction with Grants Division staff would review and approve eligible requirements, and the CRA board attorney would be responsible for approving any review of conflicts.

Mr. Hobbs thought it was important for everyone to be aware that the subject program was open and available to all individuals, whether they were among the general public, or they were City of Lauderhill employees, with the exceptions stated by Mr. Henderson. The safeguards were to ensure there was a contribution from the participant, hence the three-percents shown in the backup, plus whatever other costs lenders required purchasers to pay. He mentioned the cap of \$250,000.00 in reference to a purchasers assets was due to staff's position that with the houses sold at market rate, with no subsidy from the City, well-qualified individuals to purchase the homes were being sought. Thus, the CRA sought gainfully employed individuals, whether they were educators, hospital workers, firefighters, police officers, etc. He noted the second limit put in place, though the program was not income based, as it would be under the U.S. Department of Housing and Urban Development (HUD), a limit was set on assets to separate those who benefited from the program who were really in need from those who were not.

Vice Mayor L. Martin noticed the repayment was deferred, except in the event of the loss of homestead exemption, which was done to ensure the purchaser would reside in the house; he assumed a potential buyer would not be disqualified from the benefiting from the program if they owned a home elsewhere, as long as they lived in the home they purchased from the CRA.

Mr. Hobbs affirmed this to be the case, restating the program was opened to the public, not just first-time homebuyers; the CRA property just had to be their primary residence, not an investment property. He recalled when former City Attorney Earl Hall worked with the City, there was discussion about deed restricting the CRA homes, so that was already in place.

Commissioner S. Martin asked if the equity in a homeowner's property wishing to sell their home, so they could purchase a CRA-built home go towards the \$250,000.00 equity restriction.

Mr. Hobbs explained the \$250,000.00 equity was related to income, so it would not be taken into consideration, as it related to their income, but it was taken into consideration for the ten percent cap for assets, hence staff speaking of assets, not income. In selling a home to purchase a CRA one, a buyer having equity exceeding \$250,000.00 had access to that equity, in which case they would not need the up to \$40,000.00 in program assistance.

Commissioner S. Martin questioned if it was based on a lottery system.

Mr. Hobbs answered no; it was on a first come, first served basis. The program would be advertised for market rate purchases.

Mayor Thurston opened the discussion to the public and received no input.

Mr. Henderson remarked a lottery was done years ago, and they went through over 400 or 500 names, and the CRA had about 200 names left in that lottery; of those 200 names, his staff wished to ensure they went out and finished the lottery list of people if they qualified for the market rate of the CRA houses.

Mr. Hobbs thought in the last CRA Board discussion, the lottery was said to be open to anyone, with the exception of city employees. He thought Mr. Henderson's concern was if there was someone in the lottery for the CRA homes already built, who was not a city employee who did not qualify, but they might qualify for the grant; his concern was such persons would not be excluded.

A motion was made by Vice Mayor L. Martin, seconded by Commissioner M. Dunn, that this Resolution be approved. The motion carried by the following vote:

Yes: 4 - Commissioner M. Dunn, Vice Mayor L. Martin, Commissioner S. Martin and Mayor K. Thurston

Absent: 1 - Commissioner D. Grant

Abstain: 0

PRESENTATIONS

8. FORT LAUDERDALE STUDIO INITIATIVE PRESENTATION FROM GREG BREWTON (REQUESTED BY EXECUTIVE DIRECTOR SEAN HENDERSON).

Mr. Henderson mentioned attending a West Ken Lark Homeowners' Association (HOA) meeting, at which Mr. Brewton gave a great presentation, so he asked him to make the same presentation to the CRA board.

Greg Brewton showed a video regarding the proposed initiative and highlighted the following:

- This was an issue that was ongoing for about a year
- The property was on NW 31st Avenue, the old Wingate Incinerator site; the site had been a major concern to residents of both Fort Lauderdale, Lauderdale, and surrounding Broward areas
- Through an initiative with Fort Lauderdale, they were able to do a public/private partnership agreement to redevelop the site, including trying to remove some of the ills associated with that site, replacing it with something beneficial and positive to Broward County at large, which they thought they accomplished
- He wished to show a video; the development was originally named Cinema City, but this was now changed to Fort Lauderdale Studio Initiative (video shown)
- They were in the process of getting site plan approval via the development review process
- The plan to have a campus would remain, though they might have to consolidate the uses into one building, as the movie industry changed since they began their development process, and they did not need the numerous stages they once did
- One of their commitments in the partnership with Fort Lauderdale was the school initiative that was attached to the development
- The movie industry was in South Florida years prior, and when it moved, a significant amount of talent left Fort Lauderdale to go to various programs in other states, and the goal now was to retain students, train them, introduce them to the industry at an early age, and provide them with opportunities in the field
- Some jobs started out at six figures, which provided local residents who participated with life-changing opportunities
- The development would also include a commissary that would be opened to the public, the goal being to bring the public in to witness a lot of the activities, possibly interacting with some of the actors, etc.; there was no plan to build walls, to close the studio off to the community
- They proposed a mix of uses, for which they were very excited; on April 24, 2024, at 1:00 p.m. at the site, they would have an event to introduce the major tenant; he invited the CRA Board members to attend
- The site was already re-platted at the County level, and they anticipated breaking ground within the next six months.

Mayor Thurston said he was happy to see the public/private partnership with the City of Fort Lauderdale as solution to recapturing the value of the property. He urged Mr. Brewton and his team to keep up the good work; he knew the concept could work.

VI ADJOURNMENT - 3:39 PM