

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, December 9, 2024

4:30 PM

City Commission Chambers

Community Redevelopment Agency Meeting (CRA)

CRA Executive Director Sean Henderson

LAUDERHILL CITY COMMISSION

Mayor Denise D. Grant

Vice Mayor Sarai "Ray" Martin

Commissioner Richard Campbell

Commissioner Melissa P. Dunn

Commissioner John T. Hodgson

Kennie Hobbs, Interim City Manager

Andrea M. Anderson, City Clerk

Hans Ottinot, Interim City Attorney

I CALL TO ORDER

Mayor Grant called to order the Community Redevelopment Agency (CRA) Meeting at 4:30 PM.

II ROLL CALL

Present: 5 - Commissioner Richard R. Campbell, Commissioner Melissa P. Dunn, Commissioner John T. Hodgson, Vice Mayor Sarai Martin, and Mayor Denise D. Grant

ALSO PRESENT:

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

III CONSIDERATION OF CONSENT AGENDA

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

Yes: 5 - Commissioner R. Campbell, Commissioner M. Dunn, Commissioner J. Hodgson, Vice Mayor S. Martin and Mayor D. Grant

Abstain: 0

IV APPROVAL OF MINUTES

A. MINUTES OF THE COMMUNITY REDEVELOPMENT AGENCY (CRA) MEETING FOR SEPTEMBER 12, 2024.

Attachments: [September 12, 2024 - CRA Meeting Minutes](#)

These Minutes were approved on the Consent Agenda. (See Consideration of Consent Agenda for vote tally.)

B. MINUTES OF THE COMMUNITY REDEVELOPMENT AGENCY (CRA) MEETING FOR SEPTEMBER 26, 2024.

Attachments: [September 26, 2024 - CRA Meeting Minutes](#)

These Minutes were approved on the Consent Agenda. (See Consideration of Consent Agenda for vote tally.)

C. MINUTES OF THE COMMUNITY REDEVELOPMENT AGENCY (CRA) MEETING FOR OCTOBER 28, 2024.

Attachments: [October 28, 2024 - CRA Meeting Minutes](#)

These Minutes were approved on the Consent Agenda. (See Consideration of Consent Agenda for vote tally.)

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

PRESENTATIONS

1. AN UPDATE ON THE CENTRAL CRA (REQUESTED BY EXECUTIVE DIRECTOR SEAN HENDERSON).

CRA Executive Director Sean Henderson indicated that his update for the central and Eastern CRAs would be given in one PowerPoint presentation, which was provided in the backup; his staff and he highlighted the following:

- The details of what constituted a CRA were reviewed
- The City's mission statement regarding its Eastern and Central CRAs, the goals set for the areas located in the CRAs, and the types of infrastructure, and safety improvements, along with redevelopment that were necessary to achieve these goals
- The plans for developing residential units in the Eastern CRA along the 441 corridor was done in 2005, and 1,200 potential units were identified for the area
- Completed residential development in the Eastern CRA were: Cricket Club - 125 units; and Georgetown - 320 units; both were fee-simple units to enable persons to purchase rather than rent
- Pending residential development: 441 Arthouse - the developer proposed 245 rental units; and Le Parc - the developer proposed up to 358 rental units
- Police innovations: Collaborating with the police department, the Eastern CRA devised community policing innovations: a few years prior, staff sought to alleviate the police having to respond to calls along the NW 38th Avenue corridor, now an arts & entertainment district; armed security was hired to help protect businesses along that corridor from 7:00 p.m. to 3:00 a.m.; a nighttime liaison worked for the CRA, and they remained in constant communication with the City's code enforcement and police department staff
- A proposed police substation in the Wingate Plaza to facilitate effective community policing in that area; the plan was currently under review by Police Chief Stanley to finalize the design.

Mayor Grant asked staff to elaborate on what community policing entailed.

Police Chief Constance Stanley commented community policing was about the police officers reaching out to, and forming a partnership with the community. Current initiatives included: Coffee with a Cop and Slow Roll, a bike ride through the community with the police.

Mr. Henderson continued his presentation as follows:

- The installation of cameras along the corridors in the Eastern CRA, and whatever was captured would be fed into the proposed substation, giving police officers in this area of the City to respond and alleviate incidents, such as loitering

- The Eastern CRA was expanded in 2023, as shown on the map in the backup; within the new boundary the City acquired two properties: Mission Lake Plaza and the Park Plaza
- Uses in the expanded area included: an old gas station on Broward Boulevard where homeless persons gathered; a scrap metal yard where there were constant vibrations that altered the foundation of Larkdale Elementary School behind it; and a metal recycling facility that was had been there for many years; these three sites would be amortized in 2025
- The CRA lacked sufficient funding to attract businesses, so it applied for its Environmental Protection Agency (EPA) grant for brownfields; the grants were for up to \$500,000.00 for discovery, and up to \$5 million for mitigation; CRA staff sought to be proactive to discover and mitigate any chemicals found on the property, so at the time of amortization, the properties would be more marketable; based on the City's demographics, economic profile, and location to the incinerator site across the street, staff felt there were positive characteristics to facilitate the CRA winning the grant
- The Wingate Plaza was about 19,000 square feet of retail; CRA embarked upon actions to improve the landscaping, cleaning the stormwater drainage system to reduce parking lot flooding, and other actions to stabilize the property; the CRA now sought business uses to tenant the plaza, and they were speaking with three interested parties that would diversify the existing business uses along the corridor
- The plan was to locate the police substation in the Wingate Plaza, improve the aesthetics of the property, and launch a campaign to encourage nearby residents to utilize the services offered by tenants in the plaza; it would not be achieved overnight, as the plaza had existed in its pre-CRA state for many years
- The Park Plaza was close to 90 percent rented out; the developer working on the nearby incinerator site would be leasing 6,500 square feet from the CRA in that plaza, bringing the plaza to being 100 percent leased; the plaza was located beside James D. Bradley Park, a linear park with no lighting where there had been a homeless person issue; fencing was installed at the park, and the lighting improved to increase visibility; the security team hired would protect the businesses and act as observers of any activity in that area
- The long-term plan for both properties was to have them developed into mixed use that might include senior housing or some form of retail/market rate housing, etc.; the intent was to improve, stabilize, and redevelop
- Oftentimes, CRA districts were considered food deserts with few healthy food options in the area; the aim was to seek grocery store options
- Along with the police substation, staff sought to attract an entity that offered technical instructions
- As the bays for free rent were running out, staff sought to isolate a few spots to accommodate that, but the effort was to fill rental spaces first
- An effort was being made to get a sit-down restaurant along the corridor
- A business looking to locate in the plaza was a dialysis center, after the owner conducted a demographic study of the area; staff would soon bring the board a lease agreement for their review and consideration
- A few nonprofit organizations expressed interest; they usually offered programs and services for children, so the goal was to attract such uses to benefit area youth without the City having to pay for it; staff was looking at,

possibly, bartering space with a nonprofit to attract traffic to the corridor and the plaza, along with possible patrons of other businesses in the plaza

- A pharmacy was another potential tenant; staff met with a number of them so far; their challenge was they needed some form of clinic to feed off of; as there was no Walgreens or CVS in the area, it was important to get some type of medical uses in the area
- The 38th Avenue corridor had a business mix of food and beverage: restaurants, bars, coffee shops, bakeries, breweries, specialty rum shops
- In 2019, the City amortized automotive uses that had vehicles outside that were deteriorating, or were unattractive to the corridor
- The intent of the City's Economic Development Division was to attract businesses with such uses as nightlife and startups; in the last pitch competition, the CRA switched from having a marquee speaker to bringing in venture capitalists that invested in businesses to have a conversation
- For the 2025 pitch competition the focus would be on tech, with a plan to utilize the incubator space to attract past pitch competition winners; the City joined with the Lauderhill Chamber to form a mastermind to begin attracting a younger, more diverse group of businesses; with past pitch competitions, CRA staff saw a trend of less desire to be brick and mortar businesses, leaning more toward tech, so the goal was to attract more of such businesses to Lauderhill, as this was the future.

Administrative Manager Lahoma Scarlette continued the presentation, reviewing the arts and entertainment events held along the corridor, as noted in the backup:

- The events were taking place along NW 38th Avenue, or adjacent within the commercial arts and entertainment district
- The 2024 Beer-B-Q event: over 15,000 tickets were sold on Eventbrite; the majority of the attendees were general admission; the 30-percent attrition brought it close to 10,000 people on 38th Avenue, the largest event attendance to date; a pre-event profile piece was published in the Sun Sentinel in both print and digital; the recap video was shown; the momentum was there, as attendees asked about the 2026 event
- The December 6 Live Comedy Show at the Lauderhill Performing Arts Center (LPAC): There was a great turnout with food trucks; in the lobby, there were activations, so patrons could take photographs, stay after the show for music, and dancing in the lobby
- The Pitch Competition: This was previously held at the LPAC but was intentionally changed to the CRA headquarters on NW 38th Avenue, where there was a remodel, and this event presented an opportunity to invite people to the headquarters who had never been there before; close to 60 people attended; raising awareness of the location showed people it was open for events, for use as a possible incubator space, and bringing people to NW 38th Avenue to let them know what was possible along that road; a recap video was shown; three small businesses were awarded prizes; first place, \$25,000.00; second place, \$15,000.00; and third place, \$10,000.00; the grand prize winner came from Maryland and she would be opening an additional location in Lauderhill, as were the second, and third place winners
- Small business development: The Small Business Accelerator Program;

those completing the program received a \$10,000.00 forgivable loan; the program was very successful; the program's goal was that whatever participants were taught could be implemented in their business; this program would continue in spring 2025

- Two community partnerships: Grow with Google, and SCORE Broward; both were free webinars offered to the public, covering a wide variety of business-related topics
- Public Kiosk Rental Program: kiosks on NW 38th Avenue would be leased; this program would be launched in January 2025; there were two kiosks for lease at present; a campaign would be rolled out to the public including an application; there would be a review process; there were many businesses staff learned of in their research of the area that were further back with low visibility; staff would be conducting a survey of the businesses in the community to find out what were their needs; based on the size of the kiosk, certain types of businesses were more suitable; for example, a food business that did provided quick service food would be best due to the limits of the kiosk; there were opportunities for a retail business, but staff sought businesses that met missing needs in the area; staff already reached out to the executives at UPS in the area, the plan being to conduct roundtable meetings with UPS employees; staff had an open invitation to meet with the UPS drivers to find out some of their needs, what the drivers would like to see in the kiosks, as well as meeting with the other businesses within that radius.

Commissioner Dunn expressed excitement about staff's efforts to address the food desert in the subject area. She would forward CRA staff a copy of a presentation she attended in Tampa that was given by a company president on real estate as a strategy to address food insecurity. For the Beer-B-Q, and the Lauderhill Live series, she asked staff to provide the Commission with top-level data with regard to the reach; for example, number of ticket sales, the events being a tourist destination, marketing, etc., then staff could follow up with actual numbers later.

Ms. Scarlett replied that the numbers staff had going back to the May 2024 show and the September 2024 show indicate that they were sold out, that is, the 11,000 seats at the LPAC; the show on Friday was a little over 700. Initially, the show's radius was the Broward County cities; this was later pushed out to Miami-Dade County; this was again pushed further out into the South Florida Region to include the Tri-county area, and the Keys. She said the marketing was a combination of organic advertisements, and paid advertising; Facebook was the most mentioned platform on which patrons recognized the event. For the December show, there was almost a three times increase in the amount of people who learned about the show from the previous show; each time during the show, patrons were shown what would take place in the next quarter, and tickets for the next show went on sale the night while each show was taking place.

Commissioner Dunn asked if the LPAC shows were making a profit, breaking event, etc.

Mr. Henderson stated the shows were currently breaking even.

Commissioner Dunn observed the LPAC shows were gaining momentum, and she heard numerous advertisements for the shows running on Hot 105 and she heard people in the community speaking about them. When staff did the next report, they were asked to provide specific numbers. She liked the idea of forming the mastermind; this was something that was already happening organically within the Lauderhill Shines community, so having something organized formally would be great. With regard to the decision to target the tech industry, with all the development taking place along NW 31st Avenue on the Fort Lauderdale side and the type of companies coming to that area, she questioned if CRA staff had a sense of what the workforce development needs would be and how the CRA was preparing to make sure Lauderhill's population was prepared to meet that demand.

Ms. Scarlett responded that one of the ways the CRA staff sought to meet that workforce demand was via the partnership program with the Broward SCORE, and Grow with Google programs, as well as information sharing with those two entities, as well as other information staff came across within the City, County, and the State, pushing out that information to the public.

Commissioner Dunn questioned if staff came across any data indicating a future need for workforce development; that is, what were the jobs of the future. She was curious to see how prepared Lauderhill was to meet those demands, as the Eastern CRA was comprised of both commercial and residential components.

Mr. Henderson mentioned, as indicated on the last slide of the presentation, the CRA sought to contract with the ULI again to find out the uses along that particular corridor, as well as the synergies in that area. The CRA was very intentional in inviting those in the film industry, etc. to utilize the storage in the area, and other uses that went along with a studio use. He remarked, with regard to the digital component, he did not have any examples as yet, but the CRA would be relying on Mr. Brooden, collaborating with him to launch a few ideas in the Bradley Park area, looking at displaying advertising in that park, so there would be a collaboration with the Parks & Recreation Department as well.

Commissioner Dunn encouraged CRA staff, as they thought through the strategy for the NW 38th Street area, including the kiosk program, to think through what could be done to drive traffic to the area when there was no specific event taking place.

Commissioner Campbell asked if the CRA had the resources to engage in the various expansion projects in the NW 38th Avenue and along NW 31st Avenue, as stated earlier.

Mr. Henderson replied he had not done a recent analysis, but the CRA was funded by tax increment financing (TIF); CRAs funded in this manner received funding from the County; but Lauderhill's CRA was not funded by the County, so Lauderhill's CRA was a bit more entrepreneurial in nature as it related to revenue generation. The last time he did an analysis of what the TIF would be

based on the taxable value of the CRA district prior to the expansion, the CRA was working on about 33 percent of what its revenue would be if Lauderhill's CRA received its full TIF. He said the City's CRA was working very efficiently; the expansion of the eastern CRA coincided with the acquisition of assets and those assets were being leveraged, as the most important factor was to control what went into a specific site; site control was key. The type of development that occurred on the Lauderhill side of the street would coincide with the development across the street in another city.

Interim City Manager Kennie Hobbs added that with the formation of the CRA, as the property values in the surrounding community increased, those dollars were reinvested within that community. Thus, as the CRA made investments to improve infrastructure, improve commercial facades, improve housing, 33 percent of that additional taxable value would be reinvested directly into those communities. Other municipalities with CRAs, such as Hollywood, Pompano Beach, etc., received funding from both the County and their city, but Lauderhill only utilized city dollars. Countywide, Lauderhill's CRA had the highest increase in property values in the City's Central CRA, so the strategy was working, and this strategy was being implemented in the City's Eastern CRA.

Commissioner Campbell observed it was about six years ago that monies were spent on infrastructure improvements, such as roadway and curb improvements in the Eastern CRA; it appeared to him that was all that was done. He recalled the City sought to relocate businesses that were deemed incompatible with the concept for the arts and entertainment district along NW 38th Avenue, asking if this process was completed.

Mr. Henderson thought the process was not fully completed but there was a transformation and the lease percentages were very high; the spaces of property owners who invested in façade and other improvements of their properties were fully leased. Some warehouse properties in the area that remained unchanged still were occupied by tenants but the owners were not necessarily investing dollars into the presentation of their buildings and it was very hard to force them to make such improvements. He commented that the CRA operated on the basis of synergy; that is, it started the momentum and then expected the market response to take things over; one of the factors that caused the effort to stall was the COVID 19 pandemic. The largest development along the NW 38th Avenue corridor was Vivian Dimond's project with 350 units slated for the site next to UPS and the vision was for those residents to traverse NW 38th Avenue, frequenting the shops, and businesses along that corridor without having to drive anywhere. Mr. Henderson noted the CRA dealt with the results of the pandemic; then dealt with the financing through HUD, including CRA staff going to Jacksonville to speak with HUD in relation to that project; Ms. Dimond was ready to start, as staff was just tying up a few things on the City's end.

Interim City Manager Hobbs affirmed there was synergy in the six years Commissioner Campbell mentioned, and even 15 years ago the City received feedback from area residents and businesses about their needs, so the City and its CRA made investments upwards of \$7 million to make infrastructure

improvements the Easter CRA areas, and from that investment certain development grew. Ms. Dimond owned her property for some 20 years, but no efforts were made to develop the site until the City made infrastructure improvements along the NW 38th Avenue corridor. The same applied to the first brewery that came to the area, which was as a result of the CRA hosting the first Beer-B-Q event, and Lauderhill Point along NW 19th Street, where there used to be a dilapidated plaza, that was purchased, then renovated, with all its spaces fully leased. He said the old carwash on the corner of NW 19th Street and 441 was redeveloped, and expanded to the south; and improvements were in the works for the Arthouse property on the corner of NW 38th Avenue, where two years ago plans were brought forward to do a large mixed-use development, including residential, retail, and a parking garage. That project failed to move forward, as the developer wished to go up eight to ten floors, and the community objected to building that high. Subsequently, the developer purchased that property with plans to develop it, so this, and other development seen in the area in the last few years, were a direct result of the investment in infrastructure improvements in the area made by the City.

Commissioner Campbell stated he was anxious to get the ball rolling and to see something in a few years; he was concerned with continuing to expand the projects and not complete existing ones, the City might be just jumping all over the place. This was his take on the situation. He hoped to see the CRA utilize its limited resources, have something to look at, and then move forward.

Commissioner Hodgson mentioned the incinerator located on NW 31st Avenue, asking how they were placed, as he was concerned about the safety of the residents in the surrounding areas.

Mr. Henderson replied there used to be an incinerator years ago along NW 31st Avenue on the Fort Lauderdale side of that roadway; that incinerator was demolished and the site went through various Environmental Protection Agency (EPA) profiling and other processes to ensure the site's safety. Since that time, Fort Lauderdale leased the site to an entity to build a digital film studio and that same entity would be leasing the old Kmart site on 441 and Sunrise Boulevard, owned by the City of Lauderhill, while they began construction on the old incinerator site.

Commissioner Hodgson asked about the reason for the security seen on the City-owned NW 31st Avenue site.

Mr. Henderson explained the security on the Lauderhill-owned site was for the alleviation of the police that had to rapidly respond; as the uses along NW 38th Avenue were more evening-time activities, in order to ensure the businesses and patrons could leave their businesses and get to their cars safely, the CRA made certain improvements, such as improved lighting. The increase in the visibility of the security was to make owners and patrons feel more comfortable.

Mayor Grant asked about the grant writer the CRA hired, wondering why the City's grant writer was not used.

Mr. Henderson said the CRA used an entity called Terracon; they were environmental experts in the CRA field, which the City did not have in house; they had a very high success rate in acquiring those types of grants.

Mayor Grant asked if their services would be used by the CRA in the future.

Mr. Henderson responded that in his experience of getting the CRA qualified to be able to look at federal grants was a very tedious process, so he would peruse the site to look for ways to find money for both the City and the CRA.

Mayor Grant commented, as the various city departments were being scrutinized, it was important for the City to have a grant writer that was skilled in areas that met the CRA's needs, rather than having to spend more money hiring an outside firm to fulfill those needs. She asked about the CRA's efforts to partner with a nonprofit organization to help bring traffic to the Eastern CRA, asking if it was matter of renting spaces, or would the spaces be rented with the hopes that those tenants would permanently relocate to the area.

Mr. Henderson stated the CRA was willing to offer such opportunities and then go from there.

Mayor Grant asked, in relation to the pitch competition, if there was a form of mentorship program or follow up process to measure the success of the companies awarded funds.

Mr. Henderson replied the CRA had a contract for technical assistance with Brian Cunningham, who monitored the program, providing narratives and updates for the CRA's reports, as well as exposing those small businesses to other opportunities. When businesses were awarded funds via the grants from the pitch competition, they were required to open businesses in Lauderhill, and staff found that many of the participants were already located in Lauderhill.

Mayor Grant thought it would be beneficial for the Commission, prior to the next pitch competition, for some of the winners of the previous competition to attend a Commission meeting and update the Commission on their experience. In relation to the Beer-B-Q event, she asked about whether there was adequate space, as there were about 10,000 persons in attendance at the last event, and this including adequate parking. She asked if there was sufficient space for the CRA to expand this event.

Mr. Henderson responded that he hoped there was not sufficient space, as this would mean construction for Ms. Dimond's project had begun; the CRA utilized her site for parking at the last event, but there were alternatives staff would explore to continue the event. The current venue was not the only space where that event could be held.

Mayor Grant observed that Facebook was where more mature persons found information on social media, though she knew staff was expanding the platforms used to disseminate event information that was more utilized by younger persons.

Ms. Scarlett affirmed the CRA ran advertisements and did postings on Facebook, Instagram, and TikTok; depending on the talent for an event, this guided the use of the social media platform(s) used. The city events tended to cater to the 35 to 65-year-old age range.

Mr. Henderson continued the presentation reviewing details on the Central CRA, as illustrated in the backup:

- The Central CRA was located along Oakland Park Boulevard and NW 56th Avenue
- The ten sites the CRA acquired in the Renaissance community; eight of the ten homes were completed, with two in construction; there was currently a bid out to develop four more homes, for which the closing was expected to be in January 2025; these were workforce housing
- The last two homes in construction were priced at \$500,000.00; the persons acquiring these houses were the type of professionals the City sought to attract to the area, including nurses, teachers, etc. with families who utilized City parks and facilities
- An overview of Phase 2 was shown, further detailed in the backup.

Ms. Scarlett continued the presentation:

- The CRA continued its empowerment series at Royal Palm Elementary School; two presentations were made at the request of Principal Rumble, who was a great community partner; a presentation was made by Darrell Hardge for a week for a class of 40 male students; the second presentation was by Jackie Vernon-Thompson who instructed a class of 40 female students; the initiative was very successful, and it was very interactive, with students participating; this model would be continued
- Based on the success of the presentations, when the students and teachers returned after the winter break, Mr. Hardge gave a presentation to the students, and the faculty to welcome them back, and to motivate them; the teachers and faculty really appreciated this, and gave very positive feedback.

2. AN UPDATE ON THE EASTERN CRA (REQUESTED BY EXECUTIVE DIRECTOR SEAN HENDERSON).

Presentation was included under item 1.

3. A PRESENTATION REGARDING THE OASIS (REQUESTED BY EXECUTIVE DIRECTOR SEAN HENDERSON).

Mr. Henderson mentioned his wish to broach the idea of Mr. Hayes in relation to a parcel of land he owned adjacent to the Wingate Plaza. A concept the CRA started with for the old Kmart marketplace site was to think of ways to bring food options to the specific area by way of containers; the Wingate site had a vendor with a great following who worked out of a food truck. In speaking with Mr. Hayes, staff thought it would be a win-win situation with the CRA working with him to provide additional food options for the particular area, where businesses and entrepreneurs had a chance to provide their food services, giving diverse food options on that site, along with being able to sit down, eat, congregate, etc. CRA staff had a meeting on the upcoming Thursday with Ms.

Cooper, and she indicated she was interested in the idea.

Mr. Hayes referred to the backup material for the subject item, stating located on the site was a very successful barbeque operation for the many years, and they had a great following. With the movie studio being built across the street, the CRA and he thought this was a great opportunity to bring the entertainment concept, provide food services from containers, similar to that seen in Wynwood in Miami, and a large venue space in the interior in which music performances and Sunday brunch events could be hosted. The site was a little bit less than an acre and the containers could be used as bars, to prepare and sell food, as well as for retail; this would create a destination, revitalize the corridor, and act as a catalyst for the area.

Mayor Grant observed there was insufficient time to explore the information presented to the CRA Board, suggesting staff bring it back for further discussion at a subsequent CRA meeting.

VI ADJOURNMENT - 5:59 PM