

**TOWN OF LAUDERDALE-BY-THE-SEA
TOWN COMMISSION
WORKSHOP MINUTES
Jarvis Hall
4505 Ocean Drive
Tuesday, November 29, 2016
5:30 PM**

1. CALL TO ORDER

Mayor Scot Sasser called the meeting to order at 5:30 p.m. Also present were Vice Mayor Mark Brown, Commissioner Alfred "Buz" Oldaker, Commissioner Chris Vincent, Commissioner Elliot Sokolow, Town Manager Bud Bentley, Development Services Director Linda Connors, Town Attorney Susan Trevarthen, Finance Director Lisa Fuentes, Municipal Services Director Don Prince, Special Projects Coordinator Debbie Hime, Public Information Officer Steve d'Oliveira, and Town Clerk Tedra Allen.

All present recited the Pledge of Allegiance.

2. PUBLIC COMMENT

At this time Mayor Sasser opened public comment.

Ron Piersante, resident, advocated for a sidewalk on the west side of Hibiscus Drive between Bougainvillea Drive and Seagrape Drive. He felt this would be a worthwhile goal for the Town, as many residents in the area have children who walk along Hibiscus Drive without a sidewalk.

With no other individuals wishing to speak at this time, Mayor Sasser closed public comment.

3. DISCUSSION ITEM

Mayor Sasser explained that tonight's workshop meeting would be significantly less formal than a regular Town Commission meeting. He also noted that the Commission may not make policy decisions or vote upon Items at a workshop.

The first Discussion Item will review what has been accomplished by Town Staff during fiscal year (FY) 2016, as well as those items that will be moved from the FY16 Work Plan to the FY17 Plan. Discussion will then move to the FY17 Action Plan in order to prioritize the Items the Commission hopes to achieve during the next year. New ideas may also be added to the FY17 Action Plan once the discussion of existing priorities is complete.

Town Manager Bud Bentley addressed the sidewalk issue on Hibiscus Drive raised during Public Comment, stating that additional monies were added to the current year's budget

to make a sidewalk connection to A1A. This was in conjunction with a request by the Commission to have the Florida Department of Transportation (FDOT) study the Hibiscus Drive intersection.

Town Manager Bentley also noted that the streetlights on Commercial Boulevard and Ocean Drive are currently out due to a wiring issue. A ribbon-cutting ceremony will be held at 5:00 p.m. on Wednesday, December 7, 2016 for the El Mar Plaza project, and Christmas-By-The-Sea will begin at 5:30 p.m.

a. FY16 Work Plan (Bud Bentley, Town Manager)

Town Manager Bentley briefly reviewed some of the following accomplishments completed in FY16:

- Commercial Boulevard mid-block project
- Friedt Park Tennis Center improvements
- Resolution of marina issues
- Street resurfacing
- Acquire a lease on the South Ocean Parking Lot

Town Manager Bentley advised that he would not address items on this list that were not suggested for rollover into the next fiscal year, as some have been completed and there are corresponding goals for others. He moved on to Florida Development Group hotel projects, which he recommended could be applied in a generic manner in next year's Action Plan. This goal could be applied to any hotel that requires encouragement to renovate its property.

Town Manager Bentley suggested that any assigned projects be moved to Category 6 within the Plan, and Staff will report back on these projects once they have been completed. He cited examples, including the Payment in Lieu of Parking Program (PILOP), improved parking lot signage, and a draft Ordinance for valet parking providers. These Items would be rolled over from FY16.

b. FY17 Action Plan Setting Priorities (Bud Bentley, Town Manager)

Town Manager Bentley referred the Commissioners to the FY17 Action Plan, noting that Staff does not wish to make changes to this document without first discussing them with the Commission. He recommended modifications including the address of scriveners' errors, many of which should refer to upcoming fiscal years as well as or instead of the current one.

Town Manager Bentley advised that Staff reviewed the FY17 Action Plan and worked together to combine all members' input into the top 10 projects. He recommended that Mayor Sasser review the following goals from the FY17 Action Plan:

- Protect the beach;

- Identify and implement solutions to parking problems;
- Identify and evaluate public transportation options;
- Reduce traffic, pedestrian, and bicycle violations through increased traffic enforcement;
- Hold more special events for residents and visitors;
- Preserve the Town's history;
- Maintain and improve the walkability of the Town;
- Support legislative efforts to aid cities in minimizing the impact of medical/residential facilities and vacation rentals on neighborhoods;
- Maintain and expand ocean view corridors;
- Preserve and protect Downtown music events;
- Provide additional street lighting in neighborhoods;
- Address stormwater flooding;
- Resurface streets in neighborhoods;
- Sewer restoration;
- Renovation of run-down hotels;
- Assist in making retail viable on Commercial Boulevard west of Bougainvillea Drive.

Vice Mayor Brown recommended the creation of a Beach Management Plan, including a budget and timeline, as part of the Town's goal to protect its beach. He did not feel implementing a Sustainability Committee would be as successful as hiring an individual to oversee the development of a Beach Management Plan that is appropriate for the Town without being overly technical.

Commissioner Sokolow suggested that Goal 2 (Identify and implement solutions to parking problems) include a reference to fast-tracking plans for the expansion of key Town parking lots before the tourist season begins. It was noted that the final lease on the Majestica Apartments will be up in August 2017.

Vice Mayor Brown also raised the issue of the Pelican Hopper, stating that it is not working efficiently and the cost of its subsidy will continue to increase. He urged the Commission to think about developing an entirely new bus system for residents. He provided the Commissioners with a handout describing the approach taken by the city of Longwood, which provides subsidized door-to-door Uber service for residents within the Town. He concluded that the Commission should review this issue as a priority for 2017.

Mayor Sasser described this goal as identification of more efficient and less costly public transportation options for residents. Town Manager Bentley recalled that the Town Commission has directed Staff to analyze the Pelican Hopper service and report back to them. He advised that Staff can expand this analysis to identify and evaluate transportation options.

The Commission moved on to Town events, with Commissioner Vincent noting that the western portion of Town is in need of more special events to stimulate interest and business in that area. Commissioner Oldaker emphasized the importance of creating regular events rather than one-time events. It was determined that all goals referring to events would be combined under a single item.

Town Attorney Susan Trevarthen addressed Goal 3.3, which refers to preserving the Lauderdale-By-The-Sea way of life, including its appearance and visual character. She suggested combining Goal 3.2, which refers to the preservation and protection of height limits, with Goal 3.3. The Commissioners agreed with this suggestion by consensus.

With regard to preserving the Town's history, Development Services Director Linda Connors advised that a Historic Preservation Ordinance has been completed by Town Staff. Other aspects of this goal include providing a walking map and historical markers.

Town Manager Bentley stated that the sidewalk project noted during Public Comment may be included under the priority of maintaining and improving the Town's walkability. Commissioner Oldaker noted that there are other areas in Town that are similarly dangerous and should be studied and addressed. Town Manager Bentley recommended against specifying individual projects under this goal.

Mayor Sasser noted that there may be continuing activity at the federal level to address the impact of medical/residential facilities and/or vacation rental properties in neighborhoods. Town Attorney Trevarthen confirmed this, stating that the Item refers to ongoing conversations with both State and federal representatives.

Vice Mayor Vincent requested additional information on the issues preventing implementation of streetlights in certain neighborhoods. Municipal Services Director Don Prince explained that this is often due to wiring issues, as wires in some neighborhoods are located behind properties. He noted that Staff is looking into the possibility of solar lights as one potential solution to this issue. Placing lights in the Town's rights-of-way would mean consent is not required of homeowners. Mayor Sasser added that a distinction also exists between street and pedestrian lighting.

Municipal Services Director Prince continued that the greatest challenge to addressing stormwater flooding occurs on Terra Mar Island, particularly during King's Tides. He noted that the Town's FY17 budget includes funds to engage an engineer to look into possible solutions.

Town Manager Bentley moved on to street resurfacing in neighborhoods, stating that the FY16 project has been completed and the FY17 project will continue during the summer.

Vice Mayor Brown recommended removing the redevelopment of the Town Hall Public Safety Complex project, as Staff will be focused on the El Mar Greenway as a major project. Commissioner Sokolow pointed out, however, that this could be continued as part

of a study by Florida Atlantic University (FAU) rather than using Staff resources. The first presentation by FAU to the Town Commission is tentatively planned for early 2017, to be followed by a public hearing.

Town Manager Bentley advised that Staff will provide an update on the Town's sewer restoration program, including the lateral lining project. Municipal Services Director Prince recalled that the Commission had agreed by consensus to continue re-lining the Town's main lines whether or not they showed signs of deterioration. Staff will provide a report to the Commission regarding the condition of lateral lines. He characterized this project as preventative maintenance, noting the expense of point repair.

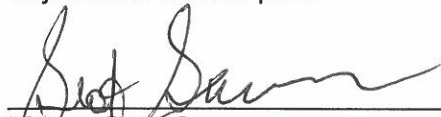
Finance Director Lisa Fuentes pointed out that the FY16 budget of \$630,000 for sewer restoration was not fully spent: approximately \$369,000 was rolled over from this budget into FY17, as the bill for this work will be continued to be paid in 2017. Another \$500,000 has been budgeted as well, resulting in over \$800,000 in this account.

Commissioner Vincent referred to Sign Codes along the West Corridor, recommending that Staff take a more liberal view to some of the concerns expressed by businesses in this area. Mayor Sasser asked if there might be a way to apply certain Codes to one area of the Town without making changes throughout. Town Attorney Trevarthen advised that Code includes some rules specific to locations and/or zoning districts. Development Services Director Connors cited the example of allowing larger signs west of Commercial Boulevard and east of Ocean Drive, as traffic is faster and signs are set back farther at this location. Commissioner Vincent confirmed that he wished the Town to continue looking at this and other exceptions in order to assist businesses in that area.

Ron Piersante, resident, reported that business owners to the west have expressed frustration with what is or is not allowed under the Sign Code. Mayor Sasser identified the issue as a need to alleviate this problem in very specific ways.

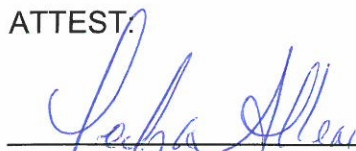
4. ADJOURNMENT

With no further business to come before the Commission at this time, the meeting was adjourned at 7:23 p.m.



Mayor Scot Sasser

ATTEST.



Town Clerk Tedra Allen

12-13-16

Date