

# COMMUNITY REDEVELOPMENT AGENCY BOARD

## SPECIAL MEETING FEBRUARY 4, 2015

### MINUTES

#### Present:

Tommy Ruzzano  
Joyce W. Bryan  
Lesa Peerman  
Joanne Simone, Vice Chair  
Frank B. Talerico, Chair (arrived 5:55pm)

#### Also Present:

Diane Colonna, Executive Director  
Eugene M. Steinfeld, Board Attorney  
Ben Ziskal, Director, Economic Development  
Kim Vazquez, CRA Project Manager

The special meeting of the Margate Community Redevelopment Agency having been properly noticed was called to order at 5:53 p.m., on Wednesday, February 4, 2015, by Vice Chair Joanne Simone. Roll call was taken. It was noted for the record that Chair Talerico arrived at 5:55 p.m.

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- 1A. **RESOLUTION 440:** Approving a Temporary Use Agreement between the Margate Community Redevelopment Agency and the Mill Group.

Eugene M. Steinfeld, Board Attorney, read the resolution title.

Diane Colonna, Executive Director, explained that the request was from the Mill Group, a production company that wanted to film a Ford Focus television commercial on Margate Boulevard. She said they were requesting use of the CRA-owned property at the northwest corner of Margate Boulevard and State Road 7 from 7:00 a.m. until 9:00 p.m. on the upcoming Friday. The property would be used as a staging area for such things as parking cars, equipment, and catering. She referenced the Temporary Use Agreement that was in the meeting back-up that outlined the responsibilities and requirements for the use of the property. Ms. Colonna advised that the Temporary Use Agreement would be brought forward to the Board at the next CRA meeting to adopt as a blanket agreement form; the form also provided for indemnification and insurance requirements.

Ms. Colonna said the Mill Group submitted a plan that showed the traffic management and detours. She said the Mill Group had indicated access would be available at all times to the businesses located in the surrounding area.

Sergeant Suarez, Margate Police Department, referenced the map in the meeting back-up. He explained that the roundabout would be shut down in four different directions. He said all of Margate Boulevard eastbound to State Road 7 would be closed; also, outside of the circle on either side of 58<sup>th</sup> Avenue would be closed. Traffic heading eastbound on Margate Boulevard would be detoured either north or south. Some traffic heading east for business purposes would be diverted into the westbound lanes for access into the Ace Plaza. He said there would be detail officers stationed at various points that would allow for local traffic to come through and there would not be any problems with access to any of the businesses.

Mrs. Peerman asked Sergeant Suarez if they would be putting out detour signs versus road closed signs so that people would know they could still access the plazas. Sergeant Suarez said there would be detour signs placed at all the road closures directing people to Seton Drive, Park Drive, and north and south on East River Drive. In addition, he said, the police message board signs would be up warning of the upcoming detours. Mrs. Peerman asked why Margate Boulevard needed to be closed if the production company was filming cars driving around in the northwest lot from noon to 9:00 p.m. Ms. Colonna said they would be asked to keep the road closed for the minimum time necessary. Mrs. Peerman mentioned that whenever

events were held on Margate Boulevard, the businesses in the two plazas got hurt. She asked whether Margate Boulevard to the roundabout could be opened after noon. Sergeant Suarez said road closures were seen as fluid events. He said if it were not necessary for the road to be closed, and it were safe to do so, the officers there would open the road or adjust as needed. Mrs. Peerman asked him to be sure to check it because the production company's paperwork showed specific times.

Chair Talerico asked if the production company would be paying for the detail. Sergeant Suarez said they would be.

Mr. Ruzzano asked when notification was received about the commercial. Douglas E. Smith, City Manager, said he believed it was a week before the last commission meeting, and he brought it up at the commission meeting. Mr. Ruzzano said he saw them setting up that day and he asked why it was not being promoted and he wondered how the businesses would be affected. Mr. Ruzzano suggested asking the production company for an impact fee, and if they said no, nothing would be lost. Mrs. Peerman said PR (public relations) would be lost. Mr. Ruzzano replied that no PR had been provided. Mr. Smith explained that the production company did not want the City promoting it. Mr. Smith said the action before them at this meeting was the approval of the use of the CRA-owned property. The item had also been discussed at the last commission meeting he noted.

Ms. Colonna explained that the \$10.00 specified in the Temporary Use Agreement was a legal requirement because there needed to be some type of consideration given in a contract. She said the CRA's Event Policy stipulated fees for the use of the property but this was not being considered an event so no rent amount was included in the agreement. Mr. Ruzzano said the businesses would definitely be impacted so one day's free rent paid for by either the CRA or the advertiser might be considered. Mrs. Peerman said it was a topic that was supposed to be up for discussion because the last two events impacted the two shopping plazas and she had suggested the tenants be given some type of rent break. Mrs. Peerman thanked Dennis Holste for his active participation in promoting Margate through the Greater Fort Lauderdale Chamber which was how this opportunity came about.

Mr. Smith said staff confirmed that the production company would re-open the circle at noon.

Mrs. Peerman made the following motion, seconded by Mrs. Bryan:

**MOTION:** SO MOVE TO APPROVE

Frank Tropepe, owner, Ace Hardware, said it was alarming that he received the notice at 4:55 p.m. that day. He said he called the contact name on the notice and the information he was given was totally inaccurate compared to what had been stated at this meeting. He asked that signs indicating that the road was closed not be put out. He said the timing was awful noting that there was a Fair going on, Café Vincenzo's had a party of 100 booked for a party, and the dance studio was holding a performance that night. He questioned why it was not being filmed on a Monday or Tuesday. He said he could live with them closing the street until noon, but there had been a lot of miscommunication that day about the schedule and timing. He said he would really like to see better communication with the businesses.

Chair Talerico asked Mr. Tropepe what type of communication he had received and when he received it. Mr. Tropepe said at 4:55 p.m. that day he received a filming notification that was dropped off at the store. He said he had already left but needed to stop back at the store which was when he saw the notice. Had he not stopped back in, he said he would not have been aware of the closures until he arrived at work the next day when the roads were already closed.

Mrs. Peerman asked Ms. Colonna to go back to the policy where the CRA provided information to its tenants.

Mr. Ruzzano commented how liquidated damages were charged if the work was not completed by a certain day in his line of work. He suggested putting something similar in their agreement. Mrs. Peerman expressed confidence that the police would be on top of it. She commented that the CRA and City may want to involve the police in future events to help with detours and the like.

**ROLL CALL:** Mr. Ruzzano, Yes; Mrs. Bryan, Yes; Mrs. Peerman, Yes; Ms. Simone, Yes;  
Mr. Talerico, Aye. The motion passed 5-0.

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There being no additional business, the meeting adjourned at 6:11 p.m.

Respectfully submitted,

Transcribed by Rita Rodi

Frank B. Talerico, Chair