

Central Beach Alliance Board Meeting Thursday, April 4th, 2013 – Las Olas Beach Club

Call Meeting to Order – 4:50PM – John Weaver

Attendance: John Weaver, Karen Turner, Abby Laughlin, Fred Carlson, Monty Lowani
Absent: Hans Bartels

Guests: Mike Kelly David Sieff, Jeff Snook, Jay Katsman, Philip Lafond

Potential new board member – Philip Lafond:

Motion by Fred Carlson to accept Philip Lafond to the CBA Board. Seconded by Monty Lawani. Motion passes 5-0.

Prior Meeting Minutes: Minutes from the March 14th Membership meeting at the Hilton Beach Club were approved 5-0.

Grand Birch

Guests from the Citizens for Responsible Growth discussed their campaign to raise awareness about their development concerns at the Grand Birch project. They have printed 75 signs, which will be distributed throughout the neighborhood. Facebook page is up. Postcards will be sent out through CBA's printing account to CBA mailing list. CBA will lay out money for postcards, to be reimbursed by CRG. John Weaver discussed upcoming commission meetings. CBA members will be advised to wear red shirts at Commissioners meeting.

Current Business:

Tortoga music festival on track for 4/13/13 to 4/14/2013. There will be discounts on the fees for CBA members until April 8th, 2013. The board is in support of Hank Hurry's boat life application. Fred will attend the meeting on April 8th, 2013 about the new fire station.

New Issues:

There have been complaints from neighbors about the noise from the Club Exit 66. Fred Carlson will call AJ about the issue. Other complaints are about Beach Place after dark – neighbors and locals feel it is deteriorating and feel uncomfortable with the crowd after dark. Not tourist friendly or promoting a quality beach presence. Beach Council should be notified.

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First half of Board meeting adjourned at 6:15pm, reconvened at 6:25pm

Guests: Par Sanda, Dev Motwani, Courtney Crush, Ella Parker, Lee Feldman, Karen Johnson, Philip Lafond.

Neighborhood streetscape Improvements

Discussions about how Central Beach area can move forward with streetscape improvements. Lee Feldman states we should figure out what we want and then we can figure out funding options. He suggests that the MPO route for funding is to far into the future. Alternatively, he suggests a planning charrette. It should be a public, transparent process. The city will need to do a study to see what type of assessments could be charged to homeowners. They must hire a consultant who produces a methodology that is defensible in court. Lee stated that design costs initiated by stakeholders can be reimbursed if assessment passes.

Courtney Crush talked about the establishment of a North Beach Merchants Association. It would go from waterside to waterside. Under the law, a merchant's associations receive special benefits from the city.

Ella Parker said the local population was 3,906. Discussion about who constitutes the "voting public". How many "votes" do stakeholders get when properties have multiple units.

Par Sanda stated that his design group was still working on their streetscape plans. His plans include redesigning Breakers Avenue.

Abby Laughlin talked about "anchoring" the streetscape plan with work around The Escape project. Working on both ends of North Beach would help define the identity of the neighborhood.

The group agreed to meet again to bring forth additional ideas for Streetscape.

Meeting adjourned at 8:35PM.