



AGENDA
WILTON DRIVE IMPROVEMENT DISTRICT
Wednesday February 12, 2020
6:30 PM Commission Chambers

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

COMMENTS FROM THE PUBLIC

Any member of the Public may speak for three minutes.

APPROVAL OF MINUTES

January 8, 2020

OLD BUSINESS

*Safety

*Marketing

Update on Stonewall Pride Wilton Manors 2020 – presentation by Jeff Sterling, Wilton Manors Entertainment Group
Fundraising Update and Shirt Sales
Mural Lighting
Wayfinding
Social Media Marketing
Request for Proposals for Marketing Services
Wiltondrive.org traffic
Wilton Drive Calendar of Events

*Budget

Review of budget, expenditures to date and discussion of 20-21 budget

NEW BUSINESS

Colliers Monthly Report

ITEMS FOR INCLUSION IN NEXT AGENDA

*Standing items

ADJOURNMENT

Pursuant to FS. 286.0105, if a person decides to appeal any decision made by the Board, Agency or Commission with respect to any matter considered at such meeting, or hearing, they will need a record of the proceedings and that for such purposes they may need to ensure that a verbatim record of the proceedings is made, which



record includes the testimony and evidence upon which the appeal is based.

Any person requiring Auxiliary Aids and Services for the Meeting may call the ADA Coordinator at 954-390-2122 at least two working days prior to the meeting. If you are Hearing or Speech impaired, please contact the Florida Relay Services by using the following phone numbers: 1-800-955-8770 (Voice) 1-800-955-8771 (td)



MINUTES
WILTON DRIVE IMPROVEMENT DISTRICT
Wednesday January 8, 2020
6:30pm Commission Chambers

CALL TO ORDER

Chair LoGrande called the meeting to order at 6:30pm.

PLEDGE OF ALLEGIANCE

ROLL CALL

Members Present

Chair Tony LoGrande
Vice Chair Doug Blevins
Vicki Baisden
Mitchell Bloch
Claudia Castillo
Matthew Dreger
Paul Hugo

Members Not Present

Staff Present

Assistant City Manager Pamela Landi
Legal Counsel Ginger Wald

COMMENTS FROM THE PUBLIC

Chair LoGrande opened the floor to public comment.

Michael Wright, 2301 Wilton Drive, made some suggestions. First, he suggested that the bus bench at 6 Av and Wilton Drive to the other side of the street by the Shoppes. Also, crosswalk at Rosies and Bona is great but an additional crosswalk at 7 Av is necessary. Also, bicycles and scooters on sidewalks should be prohibited. Need additional police presence on Wilton Drive.

APPROVAL OF MINUTES

January 8, 2020

Moved by Member Dreger Seconded by: Member Castillo

Passed unanimously

OLD BUSINESS

Fundraising Update

Pamela reported that approximately \$3K had been raised, and mentioned Member Dreger's efforts to get ten people to commit to donations. He also was responsible for the positive article in the New Pelican. Pamela urged members to make a commitment to solicit donations. She also mentioned the



shirt sales that would provide a donation to the project.

Mural Lighting

There was a discussion about the mural lighting. Ms. Wald described the need for a licensing agreement with the property owner to allow for electrical wiring of the proposed lighting. Additionally, an agreement with the business owner to pay for the power to the lighting will be necessary. Ms. Wald will draw up a draft agreement and provide to Pamela.

NEW BUSINESS

Banners

Chair LoGrande led a discussion about feather signs as an eyesore, and provided some background as to why they are allowed. Discussion ensued.

Reflectors

Chair LoGrande led a discussion about the need for additional reflectors on the Wilton Drive striping. Chair LoGrande conveyed that he sought additional reflectors from FDOT and was declined. There was consensus that drivers were regularly driving over bike lanes and bus lanes, and other infractions, and additional safety measures were necessary. NE 4th Av in Fort Lauderdale has them. Pamela will seek a representative from FDOT to attend a future meeting for further discussion.

Wayfinding – tabled

Pamela will bring back a report next month.

Level Selfie Spot

The selfie spot in Jaycee Park needs adjusting to level. Pamela will investigate.

Holiday 2020 Decorations - Tabled

Members discussed the potential for holiday decorations up and down the Drive. The problem of inconsistent electrical access was discussed. Member Baisden suggested that perhaps the WDID could encourage Drive businesses to decorate, perhaps sponsoring a contest. Some suggested that the existing holiday decorations needed upgrading.

Solar lights on pedestrian pole lights – Tabled

Sozo Sushi 10 Year anniversary

Pamela will convey a request to Lightship to highlight Sozo Sushi and their tenth anniversary on wiltondrive.org and future eblasts.

Crosswalk/ flashing light needed at Bonas/ Rosies

Pamela will seek a representative from FDOT to attend a future meeting for further discussion. There



was consensus that members of the FDOT safety team really needed to be present on the Drive late in the evening on a weekend in order to truly understand the safety issues.

Reverse Diagonal Parking Pilot project - tabled

Chair LoGrande offered that he would like to see a reverse diagonal parking pilot project. Pamela mentioned that FDOT had been very firm in their refusal, but that the City would be willing to try a pilot project on a City road. There was consensus to raise the issue with FDOT, and Pamela will discuss with the Utilities Director and bring back a report on other possibilities.

Street Lamp Prototypes – tabled

Trash Bins

Chair LoGrande wants the ecobins on the Drive temporarily redistributed and possibly additional temporary bins added. He will work with the Leisure Services Department to effect this change.

Trees

Pamela provided an update on the landscaping plan permitting process.

Police presence on Wilton Drive (police volunteers)

Chair LoGrande raised the issue of the need of for additional police presence on the Drive. Discussion ensued. There was consensus that while the response time when called was excellent, there was no visibility. The empty PD car planted in the middle lane was helpful but a bare minimum. Members would like to see a beat cop dedicated to Wilton Drive on all shifts. They wondered if CERT members could be mobilized.

Lightship Media Direct Communication – tabled

Final Remarks

Member Dreger mentioned that he would be willing to reach out to anyone to solicit donations if other members were unable to ask.

Pamela mentioned the need for business owners on the Drive to be aware of the new policy that overflowing dumpsters would be cited. Larger receptacles or extra pickups can be arranged.

ADJOURNMENT

Meeting adjourned at 7:47pm.

Tony LoGrande, Chair

Date

From: Todd DeJesus
Sent: Monday, February 3, 2020 8:21 AM
To: Pamela Landi
Subject: RE: Request for report on Wayfinding

The City received three bids for the project on January 30. The evaluation committee will be meeting this week to review the bids. Depending on the evaluation committee's recommendations, it is anticipated that a contract will be awarded at the first meeting in March (possibly the second in Feb). The permit process for any state or county road signs will commence once the contract is awarded. I believe the gateway signs were always the priority but it will be difficult to provide a time frame for installation. Any sign that will be going on a state or county roadway will most likely not be installed prior to April due to the permit process. We won't have a schedule for sign installation until after our pre-construction meeting with the selected contractor.

From: Pamela Landi
Sent: Tuesday, January 28, 2020 4:57 PM
To: Todd DeJesus
Cc: Leigh Ann Henderson
Subject: Request for report on Wayfinding

Hi Todd,

The WDID requested a report on the status of the wayfinding project, and I aid we could provide it at their February 12th meeting. Specifically, the status of the permit, whether the gateway signs could be prioritized and installed in time for the Pride of the Americas, and when each component would be installed.

If you prefer, you could provide a written report that I could include in their backup, which I will send on February 5th.

Many thanks,

Pamela

Scope of Services

The Wilton Drive Improvement District is seeking proposals from qualified Proposers for Marketing and Public Relations Consulting Services as described in this Request for Proposal (RFP). The Consultant shall perform a variety of marketing, public relations, communications, and public affairs activities toward the following goals:

Conceive and execute a public relations campaign designed to bring more visitors to Wilton Drive. Includes:

- Maintenance of wiltondrive.org, a website/landing page of information regarding Wilton Drive to include promotions, businesses, and events.
- Maintenance of wiltondrive.org social media sites.
- Increase number of opt ins and followers of the website and social media sites.
- Creation of new content for wiltondrive.org, social media sites and other communication methods.
- Creation of graphics and other products that support the above stated strategies.
- Assist in the marketing of Wilton Drive as a tourism destination.

Schedule of Signal Timing Plans on Wilton Dr.

- ❖ Special pedestrian friendly signal timing plan has been implemented to enhance pedestrian safety in the commercial section of Wilton Dr., from NE 9th Ave to NE 20th St.
- ❖ Pedestrian Signal Timing Plan will activate pedestrian phases without having to press the push buttons from 19:30 hrs to 01:00 hr on weekdays; and 12:00 hrs to 02:00 hrs on weekends.
- ❖ Cycle lengths at for the entire section of Wilton Dr have been revised to keep delays low and at the same time keep vehicular traffic flowing.

Following table shows schedule and cycle of the signal timing plans:

Schedule of Signal Timing Plans			
Weekdays		Weekends	
Time (plan)	Cycle	Time (plan)	Cycle
06:00 to 9:30 – AM plan	120	07:00 to 2:00 - Weekend plan	100
09:30 to 15:00 – Midday plan	100	12:00 to 02:00 - Special plan	100
15:00 to 19:30 – PM plan	120		
19:30 to 01:00 - Special plan	100		

Signals will function on free mode based on local demand from 01:00 to 06:00 on weekdays and from 02:00 to 07:00 on weekends

User: CCONOL

TRANSACTIONS FROM 10/01/2019 TO 03/31/2020

DB: Wilton Manors

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 602	WILTON	DRIVE	IMPROVEMENT DISTRICT				
10/01/2019			602-5520-5311.000 Professional Services		BEG. BALANCE		0.00
10/01/2019	DTDF	JE	ADMINISTRATIVE FEE PER WIDID CONTRACT	7162	3,600.00		3,600.00
11/21/2019	CR	RCPT	BROWARD COUNTY BO COMMISSIONERS	251834	16.10		3,616.10
12/09/2019	CR	RCPT	ADVALOREM DISTRIBUTION 11/21/19				
12/09/2019	CR	RCPT	BROWARD COUNTY BOARD OF CC	253336	33.14		3,649.24
12/13/2019	CR	RCPT	TAX DISTRIBUTION 12/09/19				
12/13/2019	CR	RCPT	BROWARD OF COUNTY COMMISSIONERS	253517	18.08		3,667.32
12/27/2019	CR	RCPT	ADVALOREM TAX DISTR. RECEIVED 12/13/19				
12/27/2019	CR	RCPT	BROWARD COUNTY	255468	30.78		3,698.10
03/31/2020			TAX DISTRIBUTION RECEIVED 12/27/19				
03/31/2020			602-5520-5311.000	END BALANCE	3,698.10	0.00	3,698.10
10/01/2019			602-5520-5312.000 LEGAL SERVICES		BEG. BALANCE		0.00
10/31/2019	AP	INV	BILLING, COCHRAN, LYLES, MAURO & RA	258.16040-191031	850.00		850.00
12/30/2019	AP	INV	LEGAL SERVICES WIDID OCTOBER				
12/30/2019	AP	INV	BILLING, COCHRAN, LYLES, MAURO & RA	258.16040-191130	650.00		1,500.00
03/31/2020			LEGAL SERVICES WIDID NOVEMBER				
03/31/2020			602-5520-5312.000	END BALANCE	1,500.00	0.00	1,500.00
10/01/2019			602-5520-5341.000 Contractual Services		BEG. BALANCE		0.00
10/31/2019	AP	INV	EMERALD IRISH CLEANING	20191031	600.00		600.00
10/31/2019	AP	INV	WDID - WILTON DRIVE CLEANUP OCT				
10/31/2019	AP	INV	LIGHTSHIP STUDIOS	2019-122	1,900.00		2,500.00
11/01/2019	AP	INV	WDID MARKETING WILTON DRIVE- OCTOBER				
11/01/2019	AP	INV	LIGHTSHIP STUDIOS	2993096	1,900.00		4,400.00
11/30/2019	AP	INV	WDID MARKETING WILTON DRIVE- NOVEMBER				
11/30/2019	AP	INV	EMERALD IRISH CLEANING	20191130	600.00		5,000.00
12/01/2019	AP	INV	WDID - WILTON DRIVE CLEANUP NOV				
12/01/2019	AP	INV	LIGHTSHIP STUDIOS	2019-120	1,900.00		6,900.00
12/23/2019	AP	INV	WDID MARKETING WILTON DRIVE- DECEMBER				
12/23/2019	AP	INV	EMERALD IRISH CLEANING	20191231	700.00		7,600.00
03/31/2020			WDID - WILTON DRIVE CLEANUP DEC				
03/31/2020			602-5520-5341.000	END BALANCE	7,600.00	0.00	7,600.00
10/01/2019			602-5520-5451.000 Insurance		BEG. BALANCE		0.00
10/01/2019	GJ	JE	E&O INSURANCE FY19-20 INS ADVISORY	6764	2,409.00		2,409.00
03/31/2020			602-5520-5451.000	END BALANCE	2,409.00	0.00	2,409.00
10/01/2019			602-5520-5481.000 PROMOTIONAL ACTIVITIES		BEG. BALANCE		0.00
10/01/2019	AP	INV	UBER	20191001-2	3.13		3.13
10/01/2019	AP	INV	ORIGINAL CHARGE 10/2 WILTON WEDNESDAY				
10/04/2019	AP	INV	LYFT	20191004		120.00	(116.87)
10/04/2019	AP	INV	REFUND 10/2 WILTON WEDNESDAY				
10/06/2019	AP	INV	UBER	20191006	5.00		(111.87)
10/06/2019	AP	INV	ADDITIONAL CHARGE 10/2 WILTON WEDNESDAY				
10/08/2019	AP	INV	LYFT	20191008	125.00		13.13
10/08/2019	AP	INV	ORIGINAL CHARGE 10/9 WILTON WEDNESDAY				
10/08/2019	AP	INV	UBER	20191008	3.13		16.26
10/08/2019	AP	INV	ORIGINAL CHARGE 10/9 WILTON WEDNESDAY				
10/11/2019	AP	INV	LYFT	20191011		125.00	(108.74)
10/11/2019	AP	INV	REFUND 10/9 WILTON WEDNESDAY				
10/15/2019	AP	INV	LYFT	20-014	125.00		16.26
10/15/2019	AP	INV	ORIGINAL CHARGE WILTON DR WEDNESDAY				
10/15/2019	AP	INV	UBER	20-017	6.25		22.51
10/15/2019	AP	INV	ORIGINAL SATURDAY 10/19 ON WILTON DR				
10/15/2019	AP	INV	UBER	20-013	3.13		25.64
10/15/2019	AP	INV	ORIGINAL CHARGE WILTON WEDNESDAY 10/19				
10/18/2019	AP	INV	LYFT	20-014-2		125.00	(99.36)
10/18/2019	AP	INV	REFUND D WEDNESDAY 10/19/19 WILTON DR				
10/20/2019	AP	INV	UBER	20-013-2	5.00		(94.36)
10/20/2019	AP	INV	ADDDL CHARGE WEDNESDAY 10/16				
10/22/2019	AP	INV	LYFT	20-020	125.00		30.64
10/22/2019	AP	INV	ORIGINAL CHARGE WEDNESDAY 10/23/19 ON WILTON DR				
10/22/2019	AP	INV	UBER	20-025	3.13		33.77
10/22/2019	AP	INV	ORIGINAL CHARGE WILTON WEDNESDAY 10/23/19 ON WILTON DR				
10/25/2019	AP	INV	LYFT	20-020-2		115.00	(81.23)
10/25/2019	AP	INV	REFUND WEDNESDAY 10/23/19 ON WILTON DR				
10/29/2019	AP	INV	LYFT	20-026	125.00		43.77
10/29/2019	AP	INV	ORIGINAL CHARGE WEDNESDAY 10/30/19 ON WILTON DR				
10/29/2019	AP	INV	UBER	20-025-3	3.13		46.90
10/29/2019	AP	INV	ORIGINAL CHARGE WILTON WEDNESDAY 10/30/19 ON WILTON DR				
11/01/2019	AP	INV	LYFT	20-026-2		125.00	(78.10)
11/01/2019	AP	INV	REFUND WEDNESDAY 10/30/19 ON WILTON DR				
11/05/2019	AP	INV	LYFT	20-033	125.00		46.90
11/05/2019	AP	INV	ORIGINAL CHARGE WEDNESDAY 11/06/19 ON WILTON DR				
11/05/2019	AP	INV	LYFT	20-037	250.00		296.90
11/05/2019	AP	INV	ORIGINAL CHARGE WEDNESDAY 11/09/19 ON WILTON DR				
11/05/2019	AP	INV	UBER	20-032	3.13		300.03
11/05/2019	AP	INV	ORIGINAL CHARGE WILTON WEDNESDAY 11/09/19 ON WILTON DR				
11/08/2019	AP	INV	LYFT	20-033-2		125.00	175.03
11/08/2019	AP	INV	REFUND WEDNESDAY 11/06/19 ON WILTON DR				
11/12/2019	AP	INV	LYFT	20-039	125.00		300.03
11/12/2019	AP	INV	ORIGINAL CHARGE WEDNESDAY 11/13/19 ON WILTON DR				
11/13/2019	AP	INV	UBER	20-038	3.13		303.16
11/13/2019	AP	INV	ORIGINAL CHARGE WEDNESDAY 11/13/19 ON WILTON DR				
11/15/2019	AP	INV	LYFT	20-039-2		120.00	183.16
11/15/2019	AP	INV	REFUND WILTON WEDNESDAY 11/13				
11/17/2019	AP	INV	UBER	20-038-2	5.00		188.16
11/17/2019	AP	INV	ADDDL CHARGE WILTON WEDNESDAY 11/13				
11/19/2019	AP	INV	LYFT	20-045	125.00		313.16
11/19/2019	AP	INV	ORIGINAL CHARGE WILTON WEDNESDAY 12/1/19 ON WILTON DR				
11/20/2019	AP	INV	UBER	20-044	3.13		316.29
11/20/2019	AP	INV	ORIGINAL CHARGE WILTON WEDNESDAY 11/20/19 ON WILTON DR				
11/22/2019	AP	INV	LYFT	20-045-2		125.00	191.29
11/22/2019	AP	INV	REFUND WILTON WEDNESDAY 11/20				

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
			602-5520-5481.000 PROMOTIONAL ACTIVITIES				
						(Continued)	
11/25/2019	AP	INV	NIK INK INC. WDID SHIRTS	1028	630.00		821.29
11/26/2019	AP	INV	LYFT	20-051	125.00		946.29
11/26/2019	AP	INV	ORIGINAL CHARGE 11/27 WILTON WEDNESD/ UBER	20-050	3.13		949.42
11/29/2019	AP	INV	ORIGINAL CHARGE WILTON WEDNESDAY 11/ LYFT	20-051-2		120.00	829.42
12/03/2019	AP	INV	REFUND WILTON WEDNESDAY 11/27 LYFT	20-057	125.00		954.42
12/03/2019	AP	INV	ORIGINAL CHARGE WILTON WEDNESDAY 12/ UBER	20-056	3.13		957.55
12/06/2019	AP	INV	ORIGINAL CHARGE WILTON DR WEDNESDAY : LYFT	20-057-2		125.00	832.55
12/10/2019	AP	INV	REFUND WILTON WEDNESDAY 12/4 LYFT	20-063	125.00		957.55
12/11/2019	AP	INV	ORIGINAL CHARGE WILTON WEDNESDAY 12/ UBER	20191211-8	3.13		960.68
12/13/2019	AP	INV	ORIGINAL CHARGE WILTON WEDNESDAY 12/ LYFT	20-063-2		125.00	835.68
12/23/2019	AP	INV	REFUND WILTON WEDNESDAY 12/11 NIK INK INC.	1029	630.00		1,465.68
01/01/2020	AP	INV	WDID SHIRTS LIGHTSHIP STUDIOS	2020-002	500.00		1,965.68
01/01/2020	AP	INV	DRONE SHOOT FOR BANNERS LIGHTSHIP STUDIOS	2020-003	210.29		2,175.97
01/02/2020	AP	INV	WILTON DRIVE WEBSITE PROTECTION AFTEI LIGHTSHIP STUDIOS	2020-001	400.00		2,575.97
03/31/2020			BANNERS (2) WILTON DRIVE 602-5520-5481.000	END BALANCE	3,925.97	1,350.00	2,575.97
10/01/2019			602-5520-5521.000 Operating Supplies			BEG. BALANCE	0.00
10/25/2019	AP	INV	DEPARTMENT OF ECONOMIC OPPORTUNITY WDID ANNUAL SPECIAL DISTRICT FEE	74612	175.00		175.00
03/31/2020			602-5520-5521.000	END BALANCE	175.00	0.00	175.00
TOTAL FOR FUND 602 WILTON DRIVE IMPROVEMENT DISTRICT					19,308.07	1,350.00	17,958.07



Social Media Insights

as of 02/05/20

(+) increase over last month



Reach:

Number of people that have seen the content (or ad)



Impressions:

Number of times the content has been displayed on a screen



Engagements:

When people perform actions on the content (clicks, likes, shares & comments)

Facebook

858 (+8) Followers 75,275 (+4,119) Post Impressions
18,504 (+309) Post Engagements

Instagram

1,024 (+198) Followers 76,578 (+4,653) Impression
4,066 (+322) Engagements

Twitter

80 (+5) Followers 31,715 (+2,859) Impressions
213 (+88) Mentions

Videos

“What’s Next for Wilton Drive” 943 views
“New Year - New Drive” 30,000 views
“DTD - Art & Culture” 13,200 views
“Take Me To Lunch” 7,500 views

Email (wiltondrive.org)

833 (+41) Have Opted-In
124 Businesses

Weekly email campaigns are exceeding industry average rates of 23% for Open and 9% for Clicks.

From: Louis Pedraza <louis@lightshipstudios.com>
Sent: Wednesday, February 5, 2020 12:10 PM
To: Pamela Landi; andrew Low; Andy Perrott
Subject: WDID Street Banner mockups

THIS IS AN EMAIL FROM AN OUTSIDE SENDER !

Do not reply to it, click any links, or open any attachments unless you recognize the sender's email address as legitimate and know the content is safe. If you have any concerns, call the Help Desk at 2179.

Hi Pamela,

Here are 2 comp sheets with 9 banner options. (Let me know if you want me to pair down the choices.) I'll be sending you the triangle mockups shortly. Rusty got two price quotes for printing the rectangle and triangle banners.

Graphic Banner - \$3056.30
Planet Printer - \$3,837.60

I'm on a shoot today but I'll be able to chat by phone if you have any questions.

Thanks,
Louis





Simply

L
O
V
E



LOVE
WINS



Simply

L
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