



AGENDA
WILTON DRIVE IMPROVEMENT DISTRICT
Wednesday June 13, 2018
6:30 PM Commission Chambers

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

APPROVAL OF MINUTES

May 9, 2018 minutes

COMMENTS FROM THE PUBLIC

Any member of the Public may speak for three minutes.

OLD BUSINESS

Wilton Drive Lane Elimination Project Construction Mitigation Program
Wilton Drive Businesses Contact Information
Mural at 2004 Wilton Drive

NEW BUSINESS

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 (tdd)



MINUTES

WILTON DRIVE IMPROVEMENT DISTRICT

Wednesday, May 9, 2018

6:30pm Commission Chambers

CALL TO ORDER

Vice Chair Keester called the meeting to order at 6:32 p.m. He then led the Pledge of Allegiance.

ROLL CALL

Members Present

Vice Chair Daniel Keester
Claudia Castillo
James Govin
Paul Hugo (arrived 6:56pm)
Anthony LoGrande

Members Not Present

Chair Doug Blevins

Staff Present

Legal Counsel Ginger Wald
Assistant City Manager Pamela Landi

WELCOME

Vice Chair Keester welcomed members and guests to the meeting, and led the pledge of allegiance.

APPROVAL OF MINUTES

Minutes: April 11, 2018 Approved
Moved by: Member LoGrande Seconded by: Member Castillo
Passed unanimously

COMMENTS FROM THE PUBLIC

Vice Chair Keester opened the meeting to public comment.
There being no public comment, Vice Chair Keester closed the public comment.

OLD BUSINESS

Presentation by Wilton Manors Entertainment Group on 2018 Stonewall Pride events

Jeff Sterling, WMEG, provided details on this year's Stonewall Pride festival and parade, this year being held on Saturday June 15, 2018. The parade will start at 5pm. After Mr. Sterling completed his remarks, there was a brief discussion of future Stonewalls, including the likelihood of the 2019 parade being hampered by construction, the configuration after the lane elimination project is completed, and increased security costs.

Presentation on Our Night Out event

Mark Kent and Andy Perrott provided details about the event being held as part of the Stonewall week suite of events on Friday, June 15, 2018 at The Venue. They described the grant, funded by the Knight foundation and the Broward Community Foundation, and the partnership, which



46 includes National Stonewall Museum and Archives, Island City Stage, and Gay Mens' Chorus of
47 South Florida. The event is meant to be an immersion into LGBT culture and creativity.

48

49 **NEW BUSINESS**

50 Pamela offered brief updates on the construction mitigation program, which will be considered at
51 greater length at the June meeting.

52

53 Member LoGrande suggested that additional efforts be made to accumulate additional business
54 emails from the Drive. Pamela will provide the list at the next meeting for further discussion.

55

56 Pamela provided an update on the Interactive Community Workshop on the Wilton Drive
57 Landscape/Streetscape, scheduled for June 19 at 6pm at Hagen Park.

58

59 Pamela reviewed the remaining meetings for 2018, mentioning the September 12, 2018 public
60 hearing to pass the budget. Member LoGrande mentioned he could not be present, but everyone
61 else indicated they could be present.

62

63 Pamela provided a summary of the updated NAV assessment methodology to ensure funds can be
64 utilized for capital assets.

65

66 Pamela provided a brief update on the wayfinding program, design and schedule.

67

68 Member Hugo offered to allow free rein for 100 ft long white canvas wall facing south of his new
69 building at 2004 Wilton Drive for a mural.

70

71 Pamela offered a brief update on existing and potential vacancies on the Board.

72

73

74 **ADJOURNMENT**

75 There being no further business, the meeting adjourned at 7:49 p.m.

76

77 The next meeting of the WDID will be June 11, 2018.

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79

80

81 _____
Doug Blevins, Chair

Date

DRAFT RECOMMENDATIONS
Promotional Program for Wilton Drive Businesses during Lane Elimination
Construction Project

Parking

- Reduce or waive parking fees during active construction within a geographic parameter.
- Waive or reduce parking fees during key events.
- Provide free parking at the Utilities compound throughout the project.
- Provide free or reduced parking at the Library at designated times.
- Distribute maps with directions to parking as widely as possible.
- Solicit the UDC property owners to use their space for free during construction.

Discounts

- Provide funding for ride sharing discounts.
- Provide funding for daytime discounts at Drive establishments.
- City/WDID host a series of events on the Drive during construction, like a happy hour. Provide prizes, like one month parking for free passes, gift cards, “Drive dollars,” check-ins on SM for coupons, car wash coupons.

Public Outreach Campaign

- Create a committee to meet quarterly to put specific campaigns into action. Members to include one WDID member, one EDTF member, one WMBA member, one WMEG member, one bar owner, one retail shop owner.
- Create a PR campaign – components should include a timeline and detailed descriptions for each aspect of the Program. Create a brand, a tagline like Wilma Lives. Consider including “guerilla” tactics.
- Separate components for residents and non-residents?
- Once the campaign is fully formed but not yet approved, seek input from Drive businesses. Create an interactive workshop.

- To the greatest extent, integrate business suggestions in the campaign.
- To the greatest extent possible, share construction timelines with affected businesses as far in advance as possible. Lobby FDOT to phase the project to the greatest extent possible.
- Utilize all methods of communication, including Town Crier, hard copy notices via first class mail citywide, door knockers for those within a half mile of construction, city website, and social media.
- Create a branded signage campaign above and beyond what FDOT does. Ask FDOT to combine their funds with ours for a single campaign. Make sure the signs are visible and well lit. Utilize renderings of completed project. Utilize before and after visuals.
- Establish a point person for the campaign.
- Seek a weekly meeting with a contract/FDOT rep to get updates on the schedule.
- Have volunteers on the Drive during the most intense periods assisting people through the construction and directing others to the local businesses. Giving the passer-byers the perception of welcoming & friendliness that they'll have at these businesses.