



AMENDED MINUTES

WILTON DRIVE IMPROVEMENT DISTRICT

Wednesday April 14, 2021

6:30 Virtual Hybrid Meeting

CALL TO ORDER

Vice Chair Blevins called the meeting to order at 6:31PM.

PLEDGE OF ALLEGIANCE

ROLL CALL

Members Present

Chair Tony LoGrande - Virtual
Vice Chair Doug Blevins – In person
Claudia Castillo – In person
Matthew Dreger – In person
Paul Hugo – In person (arrived at 6:56pm)

Members Not Present

Member Mitchell Bloch

Staff Present

Assistant City Manager Pamela Landi
Legal Counsel Ginger Wald

COMMENTS FROM THE PUBLIC

Vice Chair Blevins opened the floor to public comment.

There being no public comment, Vice Chair Blevins closed the public comment period.

APPROVAL OF MINUTES

March 10, 2021

Moved by Member Dreger Seconded by: Member Castillo

Passed Unanimously on a roll call vote.

OLD BUSINESS

*Safety

Crosswalks

There was a brief discussion about additional crosswalks. Pamela will seek an update for the May meeting. Vice Chair Blevins suggested the crosswalk by Bona be moved slightly south away from the lane merging area to improve safety conditions. Pamela will inquire.

*Marketing

Digital Marketing Proposals

Pamela and Counsel Wald prefaced the conversation with some brief remarks about the evolution of



the requested proposals. Data Clique had provided a proposal but subsequently chose to withdraw their proposal. Jason Gueits and Alyson Puccetti then provided a brief presentation on the iHeart Media proposal. Andy Perrott of Lightship Media and Daryl Hively of Guaranteed Marketing then provided a brief presentation on their proposal. The Board asked questions and provided comments. Specific conversation related to multiple markets and multiple targeted audiences.

The Board will have further discussion at the May meeting.

Parking

At last month's meeting the Board asked that Pamela bring back data on parking revenues on the Drive between 6am and 6pm, so that a determination could be made about potential lost revenues. Pamela explained that the Parking Director had indicated that extracting this data would be extremely labor intensive. Discussion ensued.

Motion to Support free two hour parking on single metered spaces seven days a week between 6am and 6pm in the arts and entertainment district.

Moved as by Member Dreger Seconded by: Member Castillo

The Board directed Pamela to go back to the Parking Director to seek data which could inform their decision, such as percentage of income that comes from various spots, which spots are most revenue producing.

The motion was subsequently withdrawn.

Trash Bin Update

Vice Chair Blevins offered a brief update on trash bins and other street furniture.

Update on Landscape/Irrigation

Pamela provided a brief update on the Wilton Drive landscape and irrigation project. Discussion ensued. Chair and Vice Chair will reach out to Commissioner Ryan to seek assistance with release of the bid documents from the County. The Board would like the City to consider installing one block of landscaping to show the community what the project will look like. Pamela will investigate that possibility.

* Budget

NEW BUSINESS

***Marketing**

Historical Markers on Wilton Drive

Adrienne Foland representing the Wilton Manors Historical Society, offered two ideas for partnership. First, she described a plan to create historical markers on the Drive. Adrienne shared a historical photograph of the Five Points intersection that she would like to see made into a heritage marker.

Second, she mentioned the Historical Society's plan to create utility wraps with historical photographs.



Member Dreger volunteered to act as a liaison to the Historical Society on these projects.

Ride Share Locations

The goal will be to designate certain parking spaces as ride share drop off and pick up locations. This item will be on next month's meeting agenda.

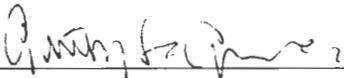
Grant Program for Bifold Windows

Chair LoGrande mentioned that Mayor Newton asked the Board to consider some sort of grant program for restaurants to install bifold windows similar to Tulios. General Counsel Wald offered an opinion that funding that directly benefits private property would be prohibited by the enacting ordinance. Chair LoGrande will convey that information to Mayor Newton.

ADJOURNMENT

Meeting adjourned at 8:20pm.

The next meeting will be April 14, 2021 at 6:30 PM.



Tony LoGrande, Chair

7/13/21

Date