

AGENDA



WILTON DRIVE IMPROVEMENT DISTRICT REGULAR MEETING

Wednesday, January 12, 2022 at 6:30 PM

2020 WILTON DRIVE, WILTON MANORS, FLORIDA 33305

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**
4. **COMMENTS FROM THE PUBLIC**
Any member of the Public may speak for three minutes.
5. **APPROVAL OF MINUTES**
 - a. November 17, 2021 WDID Meeting Draft Minutes
6. **OLD BUSINESS**
 - a. Safety
 - b. Marketing
 1. Presentation of Winner Awards for the 2021 Deck the Drive Competition
 2. Update on Digital Marketing
 - c. Beautification
 1. Final Update on Municipal Holiday Decorations and Plan for 2022
 2. Landscape and Irrigation Update
 3. Street Furniture Update
7. **NEW BUSINESS**
 - a. Safety
 - b. Marketing
 1. Presentation by RMA on Market Analysis and Corridor Branding Study
 - c. Beautification

- d. Motion to release \$60,000 in previously budgeted and allocated funds for appropriation to the Wilton Drive Landscape and Irrigation project.

8. 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)

- a. The Wilton Drive Improvement District will be conducting a "Hybrid" meeting in the City Commission Chambers with limited public access and utilizing communications media technology ("CMT") for additional public access.

- PUBLIC ACCESS TO THIS MEETING CAN BE ACCOMPLISHED AS FOLLOWS:

The public shall be permitted to be in physical attendance in the Commission Chambers and in a designated overflow area. Capacity in the Commission Chambers will be limited to nineteen (19) members of the public. Capacity in the designated overflow area shall be limited to twenty (20) members of the public. Entry into the Commission Chambers and overflow area will be granted on a first come, first serve basis. Or Join Meeting Virtually by live stream Zoom Video Communications
Please click the link below to join the Wilton Drive Improvement District Meetings via Zoom:

<https://wiltonmanors.zoom.us/j/94617012568>

Or Telephone:

Dial(for higher quality, dial a number based on your current location):
US: +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or 833 548 0276 (Toll Free) or 833 548 0282 (Toll Free) or 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Meeting ID: 946 1701 2568

Any member of the public wishing to comment publicly on any matter may participate by:

- Submitting Public Comment in person: When an item is called each member of the public, in physical attendance at the meeting in the Commission Chamber or the overflow area, who wishes to speak will be provided an opportunity to address the Board for three (3) minutes or less.

- Participating in Meeting: Log-in to Zoom via browser, app or phone. During Public Comment portion of the agenda use Raise Hand feature to be called on. Raise Hand feature can be activated by selecting the icon. If you are on app on phone, icon is on the bottom of your screen. If you are on a tablet, icon is on the top right of your screen. If you are on a PC or laptop, icon is on the bottom of the screen. If you are calling in to the meeting, Dial *9.

- Delivery of any documents relating to public comment can be sent to plandi@wiltonmanors.com .

- If any member of the public requires additional information about a Wilton Drive Improvement District Meeting, or has any questions about how to submit public comment for the meeting, or how to access the meeting, please contact Pamela Landi in the City Manager's Office, 2020 Wilton Drive, Wilton Manors, FL 33309, 954-390-2103, or plandi@wiltonmanors.com.

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MINUTES

WILTON DRIVE IMPROVEMENT DISTRICT
Wednesday, November 17, 2021 at 6:30 p.m.
2020 Wilton Drive, Wilton Manors, Florida 33305

CALL TO ORDER

Chair LoGrande called the meeting to order at 6:31 p.m.

PLEDGE OF ALLEGIANCE

ROLL CALL

Members Present

Chair Tony LoGrande
Vice Chair Claudia Castillo
Matthew Dreger
Paul Hugo
Josie Smith Malave
John Zeiba

COMMENTS FROM THE PUBLIC

At this time Chair LoGrande opened the floor to public comment. With no individuals wishing to speak at this time, the Chair closed public comment.

APPROVAL OF MINUTES

October 13, 2021 Minutes

Vice Chair Castillo made a motion, seconded by Member Drager, to approve. In a voice vote, the motion passed unanimously.

OLD BUSINESS

Safety

Chair LoGrande advised that the City will be getting a crosswalk at NE 7 Avenue, expected in February 2022.

Marketing

- **Update on Digital Marketing**

The WDID's digital marketing campaign launched on October 18, 2021 with the title "One Mile, Endless Possibilities: Wilton Drive." It targets locations within the cities of Tampa and Orlando. Within the past 30 days, the landing page for the campaign had over 1800 unique new visitors from over 65 cities. The campaign is expected to run until January 22, 2022.

Member Smith Malave recommended review of who is being targeted by video ads. She also requested sharing the list of keywords used by the campaign with businesses on the Drive. It was clarified that keywords are already being reviewed and refocused, and would be shared with the members.

- **Update on 2021 Deck the Drive by Vice Chair Castillo**

Vice Chair Castillo reported that businesses on Wilton Drive have begun decorating for Deck the Drive.

- **Update on Municipal Decorations by Member Dreger**

Member Dreger stated that a new Christmas theme has been added to the "selfie spot" in Justin Flippen Park, and the tree is being installed, with new decorations and lights to be delivered soon. New banners will be placed on both sides of the street. All pedestrian streetlights will be covered in garland and bows on November 29, 2021. A new menorah has been donated for placement in the park.

Chair LoGrande recognized Vice Mayor Paul Rolli, who was in attendance at the meeting.

Beautification

- **TECO Gas Update**

Chair LoGrande noted that correspondence with TECO Gas was provided in the members' backup materials. The members agreed that they would continue to pursue natural gas lights on Wilton Drive.

Chair LoGrande recalled that there was a two-year moratorium on the insertion of gas lines under the street until construction is complete on Wilton Drive. After that time, the Florida Department of Transportation (FDOT) will entertain the issuance of permits for undergrounding once more.

- **Wilton Drive Landscape and Irrigation ITB Update**

Chair LoGrande reported that he had attended the opening of the single bid for this work. The cost was approximately \$700,000. The greatest part of this work will be the irrigation component.

NEW BUSINESS

Safety

Marketing

- **Wilton Drive Car Show scheduled for November 20, 2021**
- **WDID Newsletter to Property Owners and Business Owners**

Member Dreger recommended that going forward, this newsletter be included in the *Town Crier* so its information can be shared with all residents. There was consensus to proceed with the inclusion of the next newsletter.

Beautification

- **Surplus of WDID wagon**

Chair LoGrande requested suggestions for the use of this extra wagon, which has been replaced by newer equipment. Member Dreger recommended that this item be declared surplus so it may be donated for other use when appropriate.

Member Dreger made a motion, seconded by Member Hugo, to declare the wagon surplus and to be disposed of. In a voice vote, the motion passed unanimously.

- **Update on changes to height and density on Wilton Drive**

Economic Development Manager Kim Allonce reported that a developers' forum is scheduled for January 13, 2022, to invite developers to learn more about these recent changes as well as the state of the market in Wilton Manors.

The City Commission approved a contract for a market analysis and branding strategy study, which will be undertaken by the Economic Development Division in conjunction with Redevelopment Management Associates (RMA). This study is expected to begin in December 2021.

Chair LoGrande advised that he has spoken with Manager Allonce regarding the mitigation of any potential movement of businesses in Wilton Manors as additional development occurs. This is of particular concern regarding mixed-use development, where ground floor space is often empty. Member Smith Malave added that it is also important to seek environmentally friendly development.

It was noted that both the Rainbow Bridge dedication and Taste of the Island were very successful events.

ADJOURNMENT

The meeting was adjourned at 7:28 p.m.