

## MINUTES

### BROWARD COUNTY PLANNING COUNCIL

September 22, 2016

**MEMBERS** Ann Castro, Chair  
**PRESENT:** Commissioner Michael S. Long, Vice Chair  
Mayor Daniel J. Stermer, Secretary  
Commissioner Richard Blattner  
Commissioner Angelo Castillo  
Thomas DiGiorgio, Jr.  
Neal de Jesus, via telephone  
Charles Fink  
Michael Friedel  
Commissioner Bill Ganz  
Commissioner Michelle J. Gomez  
School Board Member Patricia Good  
Mary D. Graham, via telephone  
Richard Grosso  
Vice Mayor Rita Mack  
Robert McColgan

**MEMBERS** Commissioner Mark Bogen  
**ABSENT:** Bernard Parness  
Mayor Michael J. Ryan

**ALSO** Barbara Blake Boy, Executive Director  
**PRESENT:** Andy Maurodis, Legal Counsel  
Nancy Cavender, The Laws Group

A meeting of the Broward County Planning Council, Broward County, Florida, was held in Room 422 of the Government Center, Fort Lauderdale, Florida, at 10:00 a.m., Thursday, September 22, 2016.

(The following is a near-verbatim transcript of the meeting.)

**CALL TO ORDER:** Chair Anne Castro called the meeting to order.

CHAIR CASTRO: Good morning, everyone. Welcome to the Broward Planning Council meeting for Thursday, September 22nd, at 10:00 a.m. This is a reminder, we are live streaming on the web today, so mics on, mics off if you're having any conversations that you don't want anybody to overhear.

**PLEDGE OF ALLEGIANCE**

CHAIR CASTRO: And then for now, we're going to do a Pledge of Allegiance and then we'll do the roll call. If you'd stand for the pledge, please.

**(THE PLEDGE OF ALLEGIANCE WAS LED BY ANNE CASTRO.)**

**ROLL CALL:**

CHAIR CASTRO: Nancy's here to take the notes and the minutes, so if you might call the roll for us, please, Nancy.

THE REPORTER: Yes, ma'am. Commissioner Richard Blattner.

COMMISSIONER BLATTNER: Here.

THE REPORTER: Commissioner Mark Bogen. Commissioner Angelo Castillo.

COMMISSIONER CASTILLO: Here.

THE REPORTER: Mr. Neal de Jesus. Mr. Thomas DiGiorgio, Jr.

CHAIR CASTRO: I'm sorry, Nancy --

MR. DIGIORGIO: Here.

CHAIR CASTRO: -- to interrupt. Mr. de Jesus, was that you on the phone? Okay. Well, at the end, we'll check who's on the phone. I know Ms. Graham and Mr. de Jesus were supposed to be on the phone.

THE REPORTER: Mr. Charles F. Fink.

MR. FINK: Here.

THE REPORTER: Mr. Michael Friedel.

MR. FRIEDEL: Here.

THE REPORTER: Commissioner Bill Ganz.

COMMISSIONER GANZ: Here.

THE REPORTER: Commissioner Michelle J. Gomez.

COMMISSIONER GOMEZ: Here.

THE REPORTER: School Board Member Patricia Good. Ms. Mary D. Graham. Mr. --

MS. GRAHAM: Here.

THE REPORTER: -- Mr. Richard Grosso. Commissioner Michael S. Long.

COMMISSIONER LONG: Here.

THE REPORTER: Vice Mayor Rita Mack. Mr. Robert McColgan.

MR. MCGOLGAN: Here.

THE REPORTER: Mr. Bernard Parness. Mayor Michael J. Ryan. Mayor Daniel J. Stermer.

MAYOR STERMER: Here.

THE REPORTER: Ms. Anne Castro, Chair.

CHAIR CASTRO: Here.

### **CONSENT AGENDA**

#### **AGENDA ITEM C-4 - EXCUSED ABSENCES:**

CHAIR CASTRO: I think we had excused absence requests from Mr. Parness, Commissioner Bogen, Mayor Ryan, and that's it, I think.

MS. BOY: And Ms. -- School Board Member Good, her office let me know yesterday that she may be running a few minutes late --

CHAIR CASTRO: Okay.

MS. BOY: -- so she should -- she should be here.

CHAIR CASTRO: So may I have a motion to --

MAYOR STERMER: Move -- so moved.

CHAIR CASTRO: -- excuse --

COMMISSIONER LONG: -- second.

CHAIR CASTRO: All in favor? Thank you. Mr. de Jesus, checking to see if you're on the phone yet. No, so we have him and Ms. Good who might be joining us. Thank you.

**VOTE PASSES UNANIMOUSLY.**

CHAIR CASTRO: Before we get started with the regular agenda, I want to take a point of personal privilege for a second. Let the record reflect that Professor Grosso just came in. Thank you very much.

I'm sorry that I missed last month. Obviously, last month was the last meeting I would not want to have missed. I want to thank my friend Commissioner Long and Mayor Stermer for taking over the meeting and chairing it. As some of you may know, I have an elderly mother. She turned 98 August 14th.

UNIDENTIFIED SPEAKER: Wow. That's awesome.

CHAIR CASTRO: Thank you. She does have an aide during part of the day, but her long-term care policy doesn't cover a 24-hour period, so when there's an accident emergency, as she fell that morning, I got called into service, and I had to do a U-turn.

The interesting part about the whole story, and I was just telling Commissioner Long, is once all the firefighter guys, which I was hoping Mr. de Jesus would be on the phone, showed up at the house -- and I wasn't there; the aide tells me the story -- they couldn't get the gurney down her hallway because it's a, you know, '50s-built hallway house. So they lifted her up and carried her down the hallway. And one of the firefighters said, it's just like we're going on a date. And she's oh, okay. And her whole demeanor changed. So there's something to be said, even at 98, for living life.

So then we get to the hospital, and Holy Cross, as always, was just brilliant and wonderful. This cute resident came in and, without thinking, she blurts out, oh, he's just adorable, isn't he? And he's standing there, and I just looked at him and went (indicating). And then he's doing his physical and he touched every part of her back, including her pre-existing condition she has,

and she told him everything was just fine. That didn't hurt at all. So we sat there until 2:30. She got a full physical at Holy Cross. She got a CAT scan for her head. She got everything. It all worked out okay. She has since fallen yet again, but nothing is broken. We're going to the doctor's tomorrow to double-check that. We're not going to do the 911 route this time.

But I thank everybody for their patience and understanding. I am sorry I missed it. I want to commend staff, including Mr. Sniezek. I know he's not here. His team as well as our team for just doing a phenomenal job on Broward Next.

As you all know, it's on the Commission agenda next Tuesday, and I'm going to -- Barbara will tell you this, too, it's Item Number 1 for the 2:00 o'clock hearing time. As many people that can come just to show support for it would be very helpful. And, again, I thank Commissioner Long and Mayor Stermer for picking up the ball and bringing that thing home. It's been a lot of effort and work on everybody's part, and I think everybody did an outstanding job. And, again, I'm just sorry I couldn't have been here for it. So --

MAYOR STERMER: We missed you.

CHAIR CASTRO: -- thank you. Thank you. Thank you for your -- your patience.

**VOTE PASSES UNANIMOUSLY.**

**AGENDA ITEM C-1 - APPROVAL OF FINAL AGENDA FOR SEPTEMBER 22, 2016**

**AGENDA ITEM C-2 - SEPTEMBER 2016 PLAT REVIEWS FOR TRAFFICWAYS PLAN COMPLIANCE**

**AGENDA ITEM C-3**

**A. APPROVAL OF MINUTES OF AUGUST 26, 2016**

CHAIR CASTRO: With that, we'll go on to the Consent Agenda. Any items --

MAYOR STERMER: Move the Consent Agenda.

COMMISSIONER LONG: Second.

CHAIR CASTRO: Got a motion and a second. All in favor? Let the record reflect --

MS. GRAHAM: Aye.

CHAIR CASTRO: -- Commissioner Mack is here. Ms. Graham said aye.

MS. GRAHAM: Aye.

**VOTE PASSES UNANIMOUSLY.**

CHAIR CASTRO: Go ahead.

MS. BOY: The other connecting noise that we hear, I just got a text from Mr. de Jesus.

CHAIR CASTRO: That's him?

MS. BOY: He's trying to connect, but something's not working, so we're checking in the back --

CHAIR CASTRO: Okay.

MS. BOY: -- for -- for that. In the case that he has a technical difficulty, I'm assuming the board would grant him an excused absence --

MAYOR STERMER: Yes.

MS. BOY: -- if he can't --

CHAIR CASTRO: Yes.

MS. BOY: -- connect. Okay.

MAYOR STERMER: Yes.

CHAIR CASTRO: Do you need a motion officially or can we just --

MAYOR STERMER: So -- so moved if --

MR. MAURODIS: (Inaudible) by acclamation (inaudible).

CHAIR CASTRO: -- can we by acclamation agree --

MAYOR STERMER: Yes.

CHAIR CASTRO: -- we'll excuse him if he can't get get in touch with us?

MAYOR STERMER: Yes.

COMMISSIONER LONG: Yes.

CHAIR CASTRO: Thank you. We're good.

## **REGULAR AGENDA**

### **AGENDA ITEM R-1 - PROPOSED BROWARD COUNTY LAND USE PLAN TEXT AMENDMENT PCT 16-1 AND BROWARD NEXT POKLICY 2.16.2 - UPCOMING BROWARD COUNTY COUNTY COMMISSION PUBLIC HEARING:**

CHAIR CASTRO: Okay. We're on to Regular Agenda, please.

MS. BOY: Sure. Item R-1, this is a follow up. You may recall that at your May Planning Council meeting, you tabled Items PT -- PCT 16-1 and the corresponding Administrative Rules document. The purpose of those amendments, it was the second Public Hearing, was to implement into the County Land Use Plan the standard methodology when doing an affordable housing analysis for Land Use Plan amendments that were adding more than 100 units.

Upon tabling of the item, the Planning Council asked the County Commission to not take action at their June 14th Public Hearing. The County Commission tabled the item to -- or, I'm sorry, continued the item to date specific September 27th. So the good news on this is that it's the same day as the Broward Next Public Hearing. So the purpose of this item is to send a letter, to be signed by the Chair, to the County Commission, urging them to either withdraw or not take action or deny that -- that amendment.

And then, because it is included in the Broward Next package, Section 2 PC -- sorry, the reference is 2.16.2 is the new reference, the language is included in there. So that's the purpose of this item. And the action requested is the pleasure of the Council.

CHAIR CASTRO: Bring it back. Any concerns? Any comments?

MAYOR STERMER: Madam Chair.

CHAIR CASTRO: Yes, sir.

MAYOR STERMER: As I mentioned to everybody at the last meeting, I have been in communication with Commissioner Wexler, who is the County Commissioner who appointed me here, and I told her very straight that I was the person holding up the methodology. But I also told her that we wanted it to be part of Broward Next, which it became, with our adoption -- our positive vote on Broward Next at our last meeting.

So I encouraged her to either withdraw the item, which is set for Public Hearing next week, or do something, whether it's a denial, or do something to assure that there's no action to be taken on PCT-1, because it is now part of 2.16.2, now that I've learned the new number, and subsumed there. Therefore, they don't need to take action on PCT-1. And that -- that's sort of what we all discussed at our last meeting, and that's just going to be codified in this letter that the Chair will sign and send to the County Commission.

COMMISSIONER CASTILLO: So what should we do today?

MAYOR STERMER: Pass a letter that asks them to either --

CHAIR CASTRO: Right.

MAYOR STERMER: -- take whatever action necessary to not approve PCT-1.

MR. DIGIORGIO: Is that a motion?

COMMISSIONER CASTILLO: I'll move it.

MR. DIGIORGIO: I'll second it.

CHAIR CASTRO: I have a motion and a second by Mr. DiGiorgio.

THE REPORTER: Who was the mover? Was it --

CHAIR CASTRO: Commissioner Castillo was the mover. All in favor? Any opposed? Hearing none, carries.

**VOTE PASSES UNANIMOUSLY.**

**AGENDA ITEM R-2 - COUNSEL'S REPORT:**

CHAIR CASTRO: Counsel's report.

MR. MAURODIS: No report today, Madam Chair.

MAYOR STERMER: We love him.

**AGENDA ITEM R-3 - EXECUTIVE DIRECTOR'S REPORT:**

CHAIR CASTRO: Executive Director.



MS. BOY: I have a report.

CHAIR CASTRO: Yay.

MS. BOY: Thanks.

UNIDENTIFIED SPEAKER: (Inaudible.)

MS. BOY: A couple of things I just want to -- to just let the board know. The Transportation Surtax Educational Outreach Speakers Bureau, I let everyone know that I was -- would be participating in that on behalf of the County. I went to the first two events last week. I have a couple more scheduled. We're going to go to a Panthers' game. There are several Panthers' games, but the County will have a tent outside the Panthers' games, so I'll be participating in that.

And just to let everyone know that, you know, we're -- County staff is available if you have any events, homeowners associations, whatever it may be, County staff is available to participate and attend those events.

CHAIR CASTRO: Barbara, can I ask you a few questions? Because we were discussing before the meeting, in ethical terms. Now, you're a paid County staff. Are you allowed to advocate a voting position --

UNIDENTIFIED SPEAKER: No.

CHAIR CASTRO: -- or this is just education only?

MS. BOY: Education only.

CHAIR CASTRO: Okay.

CHAIR CASTRO: So the content of what really I talk about is the kinds of projects that the County will implement if the -- if that half cent is passed. And then also stressing the message that both must pass or both must fail is always part of the -- the presentation part that I say, too, just to remind people of that.

So the ones that I've participated in so far, we've done an education component and then they've invited someone to advocate for it at the conclusion of the presentation. Mr. DiGiorgio was the advocate at one of the meetings I was at, and Mayor Stermer was the advocate at one of the meetings I was at.

CHAIR CASTRO: Which is going to be part two. You know, even if you're an

elected official or sitting on this board, as long as you're not getting paid County dollars or public dollars you have your First Amendment right, and you can advocate on a position.

And, you know, you have to understand what your role is at whatever event you're at. If you're attending the event as the Mayor of Weston, then Mayor Stermer would have to be a little more careful about how he advocates, as opposed to he goes to his local Kiwanis Club where he's a member and he can freely voice his opinion.

But I think, you know, everybody has to make their decision. Is it appropriate for the Planning Council to weigh in on this and pass a resolution or whatever thing we would pass to be either in favor or opposed to it? Or is it something we'd stay neutral on?

MR. MAURODIS: Well, I think as -- as a -- a counsel, my recommendation at this point is you not do anything until I consult with the County Attorney's Office. Individually, you are allowed to express your opinion.

CHAIR CASTRO: Correct. That's what the -- what I was trying to emphasize today --

MR. MAURODIS: Yeah.

CHAIR CASTRO: -- too. A little -- people are a little tentative, because they serve here and they serve at a local government, but you don't lose your First Amendment rights ever, as we've seen across the country lately, over anything.

So I just want people to feel comfortable, if they feel strongly about something, for or against, feel free to go do what you feel like you need to do. Okay. And --

MAYOR STERMER: Madam Chair?

CHAIR CASTRO: -- Mayor Stermer, please.

MAYOR STERMER: I just want to thank everybody, including the staff and the County Commission and everybody in County government for doing what they are doing to push this forward.

What's amazing is watching the response in the business community and at civic groups when they hear about the collaborative effort between Broward County and its 31 cities. For certain organizations, that was the tipping point to get them to support this, because they've never seen the cooperative

effort going on as they see now. And they see we're all not being parochial. It's about our community of 1.8 million people, of where we are today and where we're going to be for the next 30 years, and doing it together, for the betterment of where we are.

So, I mean, if you watch a County Commission meeting, every County Commissioner is wearing a lapel pin, just like every member of the Planning Council is, every member of staff is. They -- what -- what the beauty is they're conversation pieces, because people who don't know what the penny sales tax is see those and ask -- say, what is that? And I carry a bunch of them in my pocket, and I give them one. And they -- by the time we're done speaking, they're great starters, because then the millennial types are taking out their phone, tweeting friends.

I met somebody at an establishment two Saturdays ago watching a football game. I was wearing it on a T-shirt. He said what the heck is that? After 20 minutes, I gave him the penny. He tweeted 220 friends, and he works for the Memorial Health System in the south part of Broward County. I can only imagine that 220 turned into 2,000, into 20,000, into however many thousands, and that's all free communication.

Part of what this is the need to get the message out, and we're doing it every which way. There are educational commercials currently running on the cable systems in Broward County, on all of the HD station -- H -- home and garden stations, the CNN stations, the ESPN family of stations, and the MSNBC station. They're running three commercials, education. And that website is a penny at work dotcom. And if you visit that website, you can see the 31 cities' and the County's projects that are listed out there on the interactive map.

This is a fully transparent effort, and it's really something that's about our future. And, as Barbara said, it is important that at every meeting, you close, when you speak, to say they have to vote twice, and they have to vote yes, because if one passes and the other doesn't, the one that passes fails. So it is imperative that you remind people that they have to find both ballot questions -- and we, unlike other counties, don't have question numbers, so you can't say vote 63 and 64, because we don't have numbers.

They have to find the questions on the ballot. They're going to be together. But they have to vote yes on both of them. And we understand there's a lot of political talk about this year's election. This is really a non-partisan issue; it's about our community. Regardless of party affiliation, people on every side are supporting this, because it is about where we're going. So thank you, everybody, for your help to date, and what's going to happen between now and when we vote.

CHAIR CASTRO: Commissioner Blattner, followed by --

COMMISSIONER BLATTNER: Yeah, I just want to say you reminded me when you said both pass or both fail, I got that. It's sort of Chicago style. Vote early, vote often.

MAYOR STERMER: Yeah.

CHAIR CASTRO: Miami, too.

UNIDENTIFIED SPEAKER: Yeah.

COMMISSIONER BLATTNER: Miami, too.

CHAIR CASTRO: Except they're voting for the same thing over and over again.

UNIDENTIFIED SPEAKER: Yes.

COMMISSIONER GOMEZ: Just one recommendation for some of our youth that don't spell out certain things, remind them it's a penny at work, spelled dot com, and --

MAYOR STERMER: Yeah.

COMMISSIONER GOMEZ: -- spell out the at, because --

MAYOR STERMER: Yeah.

COMMISSIONER GOMEZ: -- I have been asked that question. But it is true, people are enjoying what they're hearing. They're taking the time to listen to what we have to say, so if we give it to them, what hits one person won't hit another. So you do have to have all the points, but people are very receptive, and it's wonderful. And it's also very nice to see everybody wearing their pennies.

CHAIR CASTRO: Mr. DiGiorgio, followed by Mr. Grosso.

MR. DIGIORGIO: Thank you, Madam Chair. I want to add one other website on the advocacy website that we didn't talk about, since this is streaming live right now. It's move Broward forward dot com, and there's a sheet on there, and there's a little click button on there that says download the facts.

I think that it's really important for everybody to download the facts, because

it's a little quick synopsis of what we're trying to accomplish. So it's really simple to get to. When I point people there, they say, oh, now I get it. So it's a great spot to go to get the information that you need.

I'll tell you, I just want to reiterate Mayor Stermer's point that what's really striking home is this true partnership between the County and the city, but it goes beyond that, because then you get the business community out there that's buying into this.

So it's a true -- true public/private partnership that understands, you know, what we're trying to accomplish. But it really is the education, because I can tell you, at the start of each meeting I've attended, there's been some reluctance to accept the idea of new taxes. So but once we get through the education piece and then we have the advocacy, why we're supporting it, why I'm supporting it, and why the other advocates there are supporting it, it does strike home.

So I'm not only asking for their votes, I'm asking for them to become advocates, too. And I'm sending emails out to our -- to my email database, and I'm asking them to do the same thing. I'm putting a few bullet points together. I'm sure Mayor Stermer's doing the same. That's where we really need to be, not just ask for their votes, but ask for their advocacy, too. I'll tell you, and it's not as easy as just vote yes, because the -- the questions, one says for, and one says yes. So it's even a little bit more confusing when you look at the ballot language. So we've got to be very clear on how to --

MAYOR STERMER: Yeah.

MR. DIGIORGIO: -- on how to direct the vote. So thank you very much.

CHAIR CASTRO: (Inaudible.) There you go.  
Mr. Grosso.

MR. GROSSO: I think a -- a key question that a lot of folks have been throwing at me that seems to be one of the big obstacles here that -- is the potential regressiveness of the sales tax. What is the information that we have in terms of who will be carrying the load of funding of this particularly worthwhile and important endeavor?

And I agree with all the comments I've heard, but that's been a big issue for folks, is the regressiveness of the sales tax. What information do we have in terms of any analysis that's been done --

MAYOR STERMER: The -- the analysis --

MR. GROSSO: -- as to who that's going to fall upon?

MAYOR STERMER: -- the analysis shows that, at a minimum, 30 to 31 percent is going to first be paid by tourists and visitors, non-residents who come to Broward County and spend money. At least 30 cents -- at least 30 percent is going to be borne by visitors.

Will anybody state that this is going to be an imposed tax that will impact every resident in Broward County that spends money? Yes. Equally, because it's the same penny. But there are certain things that this tax does not apply to. It doesn't apply to groceries. It doesn't apply to medicine. On capital major purchases, it only applies to the first \$5,000. So if you happen to go buy your --

MR. DIGIORGIO: Medical care and fuel is exempt.

MAYOR STERMER: Right. If you happen to go buy a Tesla, it's not going to be the entire hundred-thousand-dollar car. It's only going to be the first \$5,000.

COMMISSIONER CASTILLO: Well, thank God for that.

MAYOR STERMER: But we recognize that there may be impacts in those communities that can least afford it, that it's going to impact them equally as it will everybody else. But let me suggest the following. People have said why not do an ad valorem raise. One, part of this, it's a countywide effort, so the money's being spread, the revenue, when it's -- when this passes, will be spread equally, based on per capita across the County.

So it is possible that certain cities will receive more than if they had done the ad valorem raise, based upon what their tax revenue status is, based on properties with exemptions. Because you have certain cities that have low -- that have low values and give people triple exemptions. So, really, they're not collecting much ad valorem revenue.

When you then graph out sales tax and ad valorem, it literally goes like this (indicating). Sales taxes outpaced ad valorem growth exponentially. In addition, the Florida Legislature, over the past 24 years -- I'm sorry, in the past ten years, has taken 24 opportunities to impact and reduce revenue streams to local government.

So while I understand the regressive -- and -- and I won't sit here and say it's not. I would be silly to not recognize that it is. But there is a bigger impact that if -- if folks vote no purely based on the regressive nature of this, the communities that need this to pass the most will get no help by way of mass

transit, by way of infrastructure, because their local governments can't afford to do the projects that are necessary to improve those communities.

City of Sunrise, and Mike Ryan normally sits over here, is the largest sales tax generator in the County, and yet that money gets disbursed across the County. So it is purely a community based effort. And will it hit some harder, potentially, than others? Yes, it will. We'd be silly not to recognize that. So, yeah, it is, but those are the answers as to why.

CHAIR CASTRO: But I think he didn't emphasize enough the resulting projects that could get completed will also benefit some of the poorest people in the County --

MR. DIGIORGIO: That's exactly it.

COMMISSIONER CASTILLO: That's the point.

CHAIR CASTRO: -- so that's not -- you know, and, again, if the groceries are exempted, in other words, critical needs that you have to spend money on, it makes it much more palatable. But if you look at it one percent on the dollar to your wages, everybody gets it. You know, it's your income. I'm going to recognize Commissioner Castillo. Anyone else? Okay, go ahead.

COMMISSIONER CASTILLO: Yeah, so on the -- on the regressive -- can you guys hear? So on the --

MAYOR STERMER: Yes.

COMMISSIONER CASTILLO: -- regressive side of the argument, this has actually come up to me before within the context of poor people would be disadvantaged by -- by this tax. You know, there are cases when -- when a sales tax would operate that way, but when you look at the list of projects and you look at the list of users who the projects are, the people who have the greatest amount of discretionary income, who would pay the -- the largest amount of tax, are the least likely to use those assets, and the folks who -- who are hard working, who need those assets, have the least amount of discretionary income, so they'll spend -- they'll spend less on a sales tax.

So in -- in this particular case, because of the --if you look at it from the value side -- this is my analysis, if you look at it from the value side, folks who -- folks who -- who are in lower income brackets benefit disproportionately from -- from the project list. So it's actually sort of like if it's regressive at all, it's regressive in reverse to the traditional argument of how sales tax is usually regressive.

So I think -- I think that the -- the clear way, in terms of the transit improvements, in terms of the community improvements, and so forth, the workforce and -- and below workforce income level folks will get more value than the higher income brackets, because they'll be -- they'll be the principle users of those -- of those assets.

So it's actually a reverse sort of a -- of a scenario. So I have a lot -- like a lot of retired seniors in my community, and they're the biggest bus users, and they're the -- I mean, and community bus users and that kind of thing. They're going to get the biggest value of it because they have the -- they have the least amount of discretionary income. They -- they're not out there buying clothing all the time. They're not out there, and -- and it doesn't even apply to that. They're not out there buying furniture. They're not out there -- you know, they have those things. So it doesn't apply to food. It doesn't apply to medicines.

When you start subtracting that from what their discretionary income is, they -- they're not really chipping in a heck of a lot, but they're -- but they're getting a great value out of it. So when that's brought to me, I bring that out, and folks understand.

CHAIR CASTRO: To me, and I haven't read the whole thing, it sounds like the tax is geared to, you know, discretionary income more than it is your regular -- your expenses, which is -- which is a good thing, because I think that's what leads to that.

Having said that, too, I wish -- and I know they did -- that they did something about affordable housing. And I think at some point, the County has to look at a TIF again for CRAs geared and directed for affordable housing, because that's the one that would really benefit a lot of people in this County, and everybody knows we're now 68,000 units light in affordable housing.

And you tie it with the new transit development, if you get transit development out of this tax, it all goes together. So I hope somebody kind of starts working through the County system, because the one thing this showed, and -- and Broward Next also showed it, and Mayor Stermer touched on it. I've been up here for ten years. I was in city government for ten years. This is the closest I've ever seen the County and the cities work together in a collaborative effort, between Broward Next, and I'm hoping that both of these projects are a new horizon in Broward County, because we definitely get more done together.

I hate to use political things, but we're stronger together and when we work together, than when we don't. And I have sat, in the last ten years, and listened to things that made absolutely no sense to me because the cities



were staking out one position, either against each other or against the County, and the County against the cities.

So the fact that, you know, Broward Next, there was a lot of angst over that. And if you -- hopefully, everybody read through it carefully, because we all voted on it. It really was a bridge builder between the two forms of government, municipal and County.

It really -- everybody had to give something, and there had to be some trust involved. And it -- it made -- and I know it sounds simple and crazy, it's just a Land Use Plan, but you have no idea how people were concerned and worried about the final product and who was going to be able to make what decision where --

UNIDENTIFIED SPEAKER: Yeah.

CHAIR CASTRO: -- and who was going to have power. And you know what? Everybody got over it. And I think we have a great product. I think it'll govern this County nicely for the next 30 or 40 years, until we can motivate the teams to come up and do this one more time for 18 months. That said, penny sales tax, I haven't been involved in that one, but from everything I've heard, it really, again, brought these bodies together.

This is momentum that people need to take away from here in other issues, like affordable housing or like economic development and things like that. So I'm hoping, you know, like we all stress, this is a trend that the cities and the County really come together on, because it makes a difference, and it's a little less parochial, and we will do better as a County for our residents.

So I will probably be advocating for it, because I know Dania Beach is one of those cities where we don't have a lot of ad valorem tax base, but we have a lot of infrastructures because we are Broward County's first city, having been chartered before the County was. So we have a lot of aging things in the city, as far as pipes in the ground, and we are doing our best already to make things happen, and it's getting harder to find the dollars.

And you can't keep running up debt because, ultimately, ad valorem and that goes back to the taxpayer. Property tax owners particularly are unfairly tackled if you put on ad valorem. And there are a lot of people in the County who no longer own property, they're renting. And particularly the poor people rent, which is nice. They get out of it. But then you have people who don't want to do business anymore because they can't come in here and do it at a price that's affordable. And then you end up losing jobs. And it's one big circle, as we all know. Circle of life.

I hope everybody, whatever your position is on this, you go out and participate in the process and do what you need to do. Social media, somebody mentioned, is a good way. And down the road, after Andy finds out whether we can take a position or not, we'll see if we can't draft a position. Yes.

MAYOR STERMER: The one last thing I would close is the following. If you are interested in putting on your website or in -- somewhere in your email footer the graphic for a penny at work -- purely, I'm not going to ask you to advocate, I'm going to ask you to educate, okay? Embedded in my city's footer in every email is a penny at work.

And we put it -- every city has it on their website and it's -- the County has it on its website. The governments are doing their part. But part of it is we, as business people and community leaders outside of our government role, touch people in different ways that might not normally get information about that things that, if you're interested, we can get you the graphic.

And it's as simple as embedding it in a footer. It's as simple as putting it as a header on your emails or on your web page. And it's not going to be for long. It's two months or less. It's 45 days. If you could do that, as well, and you're interested, just let us know, and we'll get you the -- the graphic to do it.

CHAIR CASTRO: Is it appropriate to ask the staff to send us all an email with the links to the websites, pro or con --

MAYOR STERMER: Yeah.

CHAIR CASTRO: -- for all the websites out there as an informational --

MR. MAURODIS: Information.

CHAIR CASTRO: Absolutely.

MS. BOY: And -- and Mayor Stermer, I was going to say, if you send me the graphic, I can distribute it to everyone and then everyone has the education piece (inaudible).

MAYOR STERMER: I'll do it.

CHAIR CASTRO: So far we have move Broward forward dot com. We have a penny at work dot com --

MAYOR STERMER: Those are the two.

CHAIR CASTRO: -- and if there are any that are opposed --

MAYOR STERMER: There's -- I've never seen one.

CHAIR CASTRO: -- include those, too, please.

MAYOR STERMER: Call Chuck -- if you're opposed, call Chuck Lanza.

CHAIR CASTRO: Okay.

UNIDENTIFIED SPEAKER: (Inaudible.)

CHAIR CASTRO: Maybe it's Chuck Lanza dot com. I don't know.

MAYOR STERMER: I don't know. Whatever.

CHAIR CASTRO: But -- but just, you know, if you would get the information out to the Council members.

MS. BOY: Absolutely.

MAYOR STERMER: And just so Professor Grosso knows, Nova's helped us with our efforts by way of advocacy. Just so --

CHAIR CASTRO: Uh-oh. Now you've put him on the spot.

MAYOR STERMER: -- just so -- I'm just letting you know that as an institution, NSU is helping.

CHAIR CASTRO: You have tenure; right?

MR. GROSSO: Not me.

MAYOR STERMER: Just letting you -- just --

MR. GROSSO: I have --

MAYOR STERMER: -- so you know.

MR. GROSSO: -- got to perform every day.

UNIDENTIFIED SPEAKER: Good for you. Good for you.

COMMISSIONER CASTILLO: And the pennies are de minimis. There's not an issue that it's currency.

MAYOR STERMER: No, these? They're beautiful. They're great. They're great conversation pieces.

COMMISSIONER CASTILLO: I like pennies.

CHAIR CASTRO: How do they get a pin? You need to put on (inaudible).

UNIDENTIFIED SPEAKER: I have jar full of pennies.

MS. BOY: Just a couple more --

CHAIR CASTRO: Yes.

MS. BOY: -- quick items --

CHAIR CASTRO: Come back to you.

MS. BOY: -- for the Director's Report.

UNIDENTIFIED SPEAKER: You have more of those?

MS. BOY: The Charter Review Commission, the Infrastructure Committee met last week. The Planning Council wasn't discussed at all. It was on the agenda, but since we gave such an extensive presentation in May, they're really more focused right now on the Board of Rules and Appeals.

So I will keep you all posted if there's any future information for a future subcommittee meeting for that. The November/December combined date meeting, it looks like it's going to be December 1st or 8th. We'll poll everyone over the next couple of weeks and then, at your October meeting, you can decide which date is preferred by the entire board.

And the final item is just the September 27th County Commission Public Hearing at 2:00 o'clock, the correspondence that you just authorized will be sent to the County Commission. That will end up being Item 2 on the Public Hearing agenda. I've talked to County administration and Broward Next will be Item 1 on the Public Hearing agenda.

I know that Ms. Castro had asked if anyone was able to attend to support. I think that the plan might kind of be for Chair Castro and Mayor Stermer to say a couple words about Broward Next and the process, and then just if any members are able to support the cause and be in the audience that day, it -- I don't know if Anne wants to add anything to that.

CHAIR CASTRO: No. I think Commissioner Long, too, should also address them, as well.

MS. BOY: Okay.

CHAIR CASTRO: And we will all, you know, figure out we're going to say -- what we're going to say, the three of us and --

MS. BOY: Okay.

CHAIR CASTRO: -- we can't coordinate it, I don't think, but we will get up, and that way, you have two electeds, one non-elected, which I think's a good show. But if any other members want to speak, by all means, speak. Don't sit in the chair --

UNIDENTIFIED SPEAKER: It's at 2:00 o'clock.

CHAIR CASTRO: -- you know. Feel free to get up. Yes, ma'am.

UNIDENTIFIED SPEAKER: It's the first items you said?

MAYOR STERMER: Yes.

CHAIR CASTRO: Yes.

MS. BOY: Yes. It's at 2:00 o'clock, and it will -- it will be the first item on the agenda.

VICE MAYOR MACK: All right. Will they do the good of the County --

MS. BOY: The Good and Welfare?

COMMISSIONER MACK: -- before that, but --

UNIDENTIFIED SPEAKER: Right.

COMMISSIONER MACK: -- I would still be here at 2:00?

MS. BOY: Right.

UNIDENTIFIED SPEAKER: Uh-huh.

MS. BOY: Exactly.

CHAIR CASTRO: But you might be sitting there for 40 or 50 minutes while

they do the good of the County.

MS. BOY: It could be between five and 45 minutes.

CHAIR CASTRO: Yes.

MAYOR STERMER: As we go through all the happiness of the afternoon.

MS. BOY: Yes.

CHAIR CASTRO: So does anybody have any questions about that procedurally? Everybody can speak. It doesn't even have to be me. If somebody wants to step up, I can sit in a chair. As long as all the points are made and -- I will get up, though, because I do want to thank people, obviously. Everybody on this Council worked exceedingly hard, and I appreciate it. The staff's worked exceedingly hard.

And, like I said, it was -- it really was an effort that brought parties together that typically don't work well together, and I think they really -- you guys pulled off a phenomenal, I think, result, which I appreciate, and as a resident of Broward County I appreciate. But anybody who wants to come and speak, by all means, sign in, speak, whatever. We'll line us all up.

And, you know, if just -- if a lot -- if a lot of people are speaking on us, we'll try to keep it, instead of three minutes, to a minute and a half each or something so we don't get them crazy. But I think the strategy, obviously, is if Broward Next passes at that point, then somebody would probably want to withdraw the second item --

UNIDENTIFIED SPEAKER: Yeah.

MS. BOY: Right.

CHAIR CASTRO: -- because --

UNIDENTIFIED SPEAKER: We're working on it.

MS. BOY: Right. If the transmittal -- that's how it's structured, is if they support the transmittal of Broward Next, then the hope is that they will withdraw Item 2 --

CHAIR CASTRO: Right.

MS. BOY: -- or not pass it, deny it --

UNIDENTIFIED SPEAKERS: (Inaudible.)

MS. BOY: -- whatever.

CHAIR CASTRO: Yeah. Which is good. Okay? Questions? Issues? No? Oh, sorry. School Board Member Good.

MS. GOOD: Thank you. So if we'd like to attend, is there anyone we should let know, or just come?

MS. BOY: You can let me know that you're going to -- that you're going to be here.

MS. GOOD: So at least you know.

MS. BOY: 2:00 o'clock. I think that there is, as part of the Good and Welfare, the employee recognitions, so I would just say this third of the chambers is where the employee recognition folks sit, so I'll make sure I have an area -- I usually sit over here on this side. But I can make sure I kind of -- I reserve seats so that everybody can kind of sit together.

MAYOR CASTRO: Sure.

MS. BOY: And maybe I'll sit in the middle since -- so that they can see everyone, if -- you know, if you're not signing in to speak, but that you're here. I'll pick over here. I always sit to the side so no one can see me.

MS. GOOD: Mayor Stermer's saying that this side is the trouble maker --

MS. BOY: Yeah, it is. We -- we may have gotten in trouble at a County Commission once or twice.

CHAIR CASTRO: Yes, I've sat on that side with Mayor Stermer.

MS. GOOD: I think he has a reserved seat over there.

MS. BOY: I got an email after the meeting.

CHAIR CASTRO: Referencing his comments earlier, he said he was at an establishment this weekend. The story that I heard earlier was he was at a bar. So I'm just telling you, you sit on that side at your own peril.

UNIDENTIFIED SPEAKER: (Inaudible.)

CHAIR CASTRO: Yeah.

**PUBLIC HEARING**

**AGENDA ITEM PH-1 - RECERTIFICATION PC 16-12:**

MS. BOY: With that, there is one Public Hearing agenda item. The only speaker is here for questions as -- in representation of Parkland, the applicant for the text recertification.

MAYOR STERMER: Move PH-1.

MS. BOY: Staff recommends approval.

COMMISSIONER GOMEZ: Second.

CHAIR CASTRO: We -- we have a motion by Mayor Stermer, and who did the second?

MS. GOMEZ: I did.

COMMISSIONER CASTILLO: Doesn't matter.

CHAIR CASTRO: Okay. Commissioner Gomez or --

COMMISSIONER CASTILLO: Doesn't matter.

CHAIR CASTRO: -- Commissioner Castillo, whoever you want. All in favor? Any opposed?

MS. GRAHAM: Aye.

CHAIR CASTRO: Hearing none.

**VOTE PASSES UNANIMOUSLY.**

**OTHER BUSINESS:**

CHAIR CASTRO: Are there any other issues, items?

COMMISSIONER CASTILLO: I just wanted to say that I'm very, very proud that the Pembroke Road bridge over I-75 --

UNIDENTIFIED SPEAKER: Yes.

COMMISSIONER CASTILLO: -- is completed.



UNIDENTIFIED SPEAKER: (Inaudible.)

UNIDENTIFIED SPEAKER: Yes.

CHAIR CASTRO: Congratulations.

COMMISSIONER CASTILLO: And I -- I know that the meeting ended early, so I'm just going to take a moment to tell you a story, if that's okay.

CHAIR CASTRO: Sure.

COMMISSIONER CASTILLO: Because -- and this is particularly important to you, because you're from Dania. So when the city was 50 years old, my city, Pembroke Pines, was 50 years old a couple of years ago, there was this debate as to how Pembroke Pines was named.

And I don't know how, but the duty fell to me to figure this thing out. So they thought it was about the Earl of Pembroke, and so I wrote to the Earl of Pembroke. There is actually an earl. It's one of the oldest earldoms in England. And I wrote -- and I wrote there, and the Chief of Staff, and I said, look, you know, we think -- we're going to be 50 years old, and we think that this was about the Earl of Pembroke.

And she wrote me back a very, very nice letter and said his Lordship sends you his regards. However, any connection between the House of Pembroke and Pembroke Pines is tenuous at best. And -- I said, well -- so I wrote back and I said, pardon the follow up question, but is there another Pembroke? And she said, because you have insisted, I have -- I have contacted the House of Lords, and there is a library there, and a librarian named so-and-so, who is expecting your contact.

So I -- I write to them, and -- he was the most pleasant guy in the world. And he said, I was waiting for someone to actually call. So here's the story. So in 1880 or so, there was this guy named Sir Edward Reid (phonetic). This fellow was a member of the admiralty, and he married extremely well, and she was an heiress of a -- of a large fortune. And through -- and through that, he became a member of the House of Commons representing the County of Pembroke, which is located in Wales.

And as -- as a member of Parliament, he also had the ability to do business. He had retired from the admiralty. And he met a guy named Henry Flagler in England, and took an interest in Florida. And this is where it gets interesting. So he came to Florida and bought -- because at the time, it was part of Dade County, so I had to go back to Dade County records, because there was no

Broward County. All -- everything in Broward was part of Dade.

I went back and I actually found the deed where he owned thousands and thousands of acres stretching from Dania to Hallandale along -- along -- and -- and these were orange groves. And he needed to put a road through it to move his oranges, and he called it Pembroke Road.

UNIDENTIFIED SPEAKER: Wow.

COMMISSIONER CASTILLO: And from there -- and -- and then I had to write the DOT. I don't know if you know, but FDOT has a historian. And they verified all this. And as time went and Broward County grew, Pembroke Road continuously moved out further and further west, sort of as population grew.

This past Saturday, we finally connected Pembroke Roads over I-75, a project that I -- that, trust me, I think took longer than the pyramids to be built, but it finally got done. We have extended, within the City of Pembroke Pines, Pembroke Road all the way to 196th Avenue. There is about a mile and a half left. Last night, we passed the design funds to bring -- to pay for that mile and a half. And in the next budget, we will be bringing Pembroke Road all the way out to the end of US-27. And there will end the saga of Pembroke Road, and we will finally have that additional east/west artery that we've needed.

Now, I've told you this story because I want you to know there's historical implication to everything that we do here. That is a legacy that will be left in concrete. Long after we're gone, there will be people going over that road. It makes me exceptionally proud.

This board played a role in it. Broward County played a role in it. Our city, Miramar, played a role in it. The County -- FDOT played a role in it. For years after all that's forgotten, it's important to remember that all of that is part of a legacy and the history and that -- you know, we played a role in that. So that makes me very proud.

CHAIR CASTRO: Nice story.

COMMISSIONER CASTILLO: I hope you enjoyed that story.

CHAIR CASTRO: I did. It was a very good story. Is -- is Lord Pembroke coming now for the (inaudible)?

COMMISSIONER CASTILLO: My last -- the last contact I had with the Earl was thank you for the information. You could have wished us a happy birthday anyway.

MAYOR STERMER: I thought you were going to bring the earl here?

COMMISSIONER CASTILLO: Well, yeah.

CHAIR CASTRO: Now, where exactly did the Pines come from?

COMMISSIONER CASTILLO: Oh, I'll tell you.

UNIDENTIFIED SPEAKER: You had to ask him.

COMMISSIONER CASTILLO: Very quickly. In 1960, when Pembroke Pines incorporated, because we did not want to be West Hollywood, but we love our neighbor Hollywood.

COMMISSIONER BLATTNER: Oh, sure.

CHAIR CASTRO: We used to be part of Hollywood. We bailed.

COMMISSIONER CASTILLO: Just -- just -- just so you don't feel left out, we'll be suing you soon. But that's okay. The there was a stand of pine trees by Pembroke Road, and the original part of Pembroke Pines was Pines Village, which is right next to the -- the turnpike. And that's how it became Pembroke Pines.

CHAIR CASTRO: Wow.

COMMISSIONER LONG: Do you still have the pine trees?

COMMISSIONER CASTILLO: Yes, the pine trees are still there.

CHAIR CASTRO: Well, looking forward for a second, since we're on a few stories and we have a little bit of time, I'm going to a meeting with the County Aviation office this afternoon from 1:00 to 3:00, which I understand is the kickoff for the new master plan for FLL, Fort Lauderdale-Hollywood International Airport.

So any of you that are adjacent, or even if you're not adjacent, because in the last year I've heard from many of you, even out west in Pembroke Pines, who all of a sudden are experiencing air traffic noise that you've never had before because with the new runways, they changed all the configurations. Hollywood certainly is interested, I know, because of the whole ramp debacle. That's starting up now.

Again, to the Commissioner's point, this is our legacy. This is our future. So

participate, or you may have to live with a plan that you're not quite comfortable with. So a kickoff this afternoon, followed by a Part 150. And just so you all know, Dania Beach is definitely on the move. We have three new hotels going up on the US-1 corridor. Dania Place condos are about to open, or apartments or whatever they are on Dania Beach Boulevard. Dania Point is turning dirt at Stirling and 95 like you've never seen before. So they're -- they're hopefully, you know, finally coming into the 20th century, or maybe even the 21<sup>st</sup>, if we're going at light speed.

So things are good in Broward County right now. So I think everybody on this board or Council definitely has something to be proud of, because, like the Commissioner also said, we've had input into almost all of these things at some point by a decision that was made here. So thank you all for your time and your service. And I won't bedraggle, because we've got a chance to get out early today. Let's rock and roll. We stand adjourned. Thank you.

(The meeting concluded at 10:41 a.m.)