THE SR7/US 441 COLLABORATIVE
STEERING COMMITTEE MEETING

Davie Town Hall Community Room
Davie, Florida
September 20, 2001
1:00 p.m. - 5:00 p.m.

REPORT OF PROCEEDINGS

INTRODUCTIONS

The meeting was opened by Janice M. Fleischer, South Florida Regional Planning Council Institute for Community Collaboration, meeting Facilitator. The first order of business was for all attendees to introduce themselves and tell which jurisdiction they represented. The Town of Davie announced it had approved a resolution to become part of the Collaborative and would be represented at the next meeting. The Broward MPO was represented as well. A list of all attendees is attached as Exhibit A (1 & 2). Fourteen out of fifteen jurisdictions are now officially part of the Collaborative Steering Committee (Exhibit B).

OBJECTIVES AND AGENDA REVIEW

The Facilitator then went over the Objectives and Agenda for the meeting. (See Exhibit C). Since there were some new members at the table, Ms. Fleischer quickly reviewed the Discussion guidelines, Facilitator Roles and Consensus Rules. (Exhibits D 1, 2, 3)

Two housekeeping items were discussed. Only one or two representatives had RSVP'd for the meeting and all the remaining jurisdictions had to be called. The importance of the RSVP was stressed. The notifications are used to determine if the group will have a quorum, if not, the meeting date would be changed. The second item was that only one response had been received to the Survey provided at the last meeting. Without prior input, that work must be done at meetings, therefore making progress somewhat slower.

REVIEW OF DECISIONS MADE AT LAST MEETING

The Facilitator briefed the Collaborative members that the tasks outlined in Phase I (the work program) were nearing completion. The group had identified a governance structure; a mission statement; and today, would be working on and finalizing objectives. Ms. Fleischer directed the participants to their materials which contained a copy of the mission statement and current organizational structure developed over the groups' past three meetings. (Exhibit E) A new member of the Committee wondered why the concepts of transportation and mobility were not mentioned in the Mission Statement.

Isabel Cosio Carballo, of Council Staff, briefed the Steering Committee about the Florida Department of Transportation's TOP grant. At the last meeting, the Steering Committee approved the Council's submitting a TOP grant application on behalf of the Collaborative. Ms. Carballo described how funding from the TOP program could help with the Collaborative's Phase II tasks, or master planning process. A copy of TOP application proposal was circulated to the members. (Exhibit F)

IDENTIFICATION AND CATEGORIZATION OF ISSUES

The last work program task for Phase I was to identify the objectives of the Collaborative. The mission statement was used to determine the three topic areas of Safety, Aesthetics and Redevelopment.

The Facilitator showed the members an overhead of the definitions of an Issue and an Objective. (Exhibit G) Members were asked to brainstorm issues under each topic area. This was done with post-it notes, one issue item per note. Each member placed their issue notes on one of three large sheets provided; one for each topic. The members were then directed to more detailed worksheets which had been divided into three columns. One column was designated for immediate action (I) which was defined by the group as being less than 2 years; one column for future actions (F) defined as between 2 and 5 years; and the last column for uncertain (U) these items need to be monitored. For each issue identified, the Steering Committee members were directed to categorize the issues as either an "I", "F", or "U". The Steering Committee members were directed to move the issues that had been generated in the appropriate columns on the corresponding topic boards. The table which follows shows the results of the issue generation and categorization:

SAFETY

IMMEDIATE	FUTURE	UNCERTAIN (MONITOR)
Lighting	Pedestrian Safety	
Reduced crime	Variances to standards	
Signage	Pedestrian Safety	
Traffic safety	Create a people mover	
Comfort for pedestrians	Provide mobility along the corridor (efficiently)	
Allow for pedestrian walkways to be safe from vehicular traffic	Mobility	
Design speed and affect on landscape	Pedestrian and bicycle	
Bikes		
Direction and time frame	South Florida Water Management District Right of Way issues (if applicable)	

AESTHETICS

IMMEDIATE	FUTURE	UNCERTAIN (MONITOR)
Possible tax incentive or low cost loans offered for improving bad properties	Maintenance of features	
Make sure that the flow from one city to another is constant	Have linear parks	
Create standard design	Funding	
Economic redevelopment	Provide mobility along the corridor (efficiently)	
Signage	Unique character	
Consistency		
Design speed and affect on landscape		
Communities coordinating improvements		
Façade improvement		

REDEVELOPMENT

IMMEDIATE	FUTURE	UNCERTAIN (MONITOR)
Proposed county mixed use land use designation	Lighting	Consistency
Direction time frame	Have linear parks	
Steering Committee approval	Create regional redevelopment agency	
Signage	Mobility	
All city planning directors should survey/identify existing aesthetic problem properties	Business development from external sources	
Create a standard design	Destination	
Improved business climate	Mixed use development	
Economic redevelopment	Creating special places	

Two issues which were placed on a separate sheet as not falling under the three topics were: improved linkages with residential areas and project coordination.

IDENTIFICATION OF OBJECTIVES

Committee members broke into three small groups to identify objectives under each topic. The objectives identified per category were:

Safety Objectives

1. Lighting – Adopt a standard that requires pedestrian scale lighting in addition to street lighting. (CEPTD) or use of a single laminar that accomplishes both
2. Signage – Improve effectiveness of signage while reducing visual clutter. Create signage vocabulary.
3. Bicycles – Strive for continuous bike facilities increasing awareness regarding bicycles as alternative transportation.
4. Pedestrian – Require minimum 8' sidewalks.
5. Access Management – Further limit driveways.
6. Safety Data – Research accident data and present in a user friendly format.
7. Variances should be consistent with safety.
8. Improve pedestrian signals and crosswalks.*
9. Busbays – add at high activity locations.*

*asterisked items were added during full group reporting by members not in this group during small group work

Aesthetic Objectives

1. Landscaping and Design – Uniformity/ irrigation
2. Façade - Uniformity
3. Lighting – Uniform and Pedestrian Friendly
4. Signage – Uniform
5. Maintenance – Uniform
6. Minimum urban design standards*
7. Create focal points* in various locations; 1. intersections with parkways and 2. intersection with waterways.
8. Develop standard for bus bays*

*asterisked items were added during full group reporting by members not in this group during small group work

Redevelopment Objectives

1. Create mixed use land use category that can be applied to transportation corridor
2. Promote technology based industries businesses along SR 7 (include fiber optics*)
3. Create minimum urban design standards
4. Encourage private sector participation
5. Create implementation agency
6. Provide efficient transportation system for mobility and connectivity.
7. Create public green spaces and encourage open space in private development
8. Create identities for communities
9. Share parking/mixed uses/ cross access/shared access*

Incentives for transit oriented development*

*asterisked items were added during full group reporting by members not in this group during small group work

PRIORITIZE OBJECTIVES

The members did not want to prioritize the objectives they had identified.

LOGO FINALIZATION

At the last meeting several logos designed by the SFRPC graphics department were presented to the group. It was decided at that meeting that none of the proposed logos was appropriate. Council Staff proposed several new logos based on the feedback from the group. (Exhibit H) After the Facilitator presented the new logos a brief discussion ensued. It was decided by the Steering Committee that none of the new logos was appropriate. The Facilitator asked each of the Steering Committee members to submit their own logo designs for the next meeting.

FURTHER ORGANIZATIONAL DEVELOPMENT

Exhibit E reflects the organizational development of the Collaborative to date. Items shown in italics had not yet been adopted by the group but only suggested by the Facilitator. The following sections were adopted formally:

Steering Committee:
- The Steering Committee designates what Technical Advisory Committees or other Sub Committees are necessary.
- A member of the Steering Committee would be the Chair of each TAC or Sub Committee, unless it was decided by the Steering Committee that an outside individual would be best suited in that position.

The following item was designated as needing further research to be done by the Facilitator on how other national collaboratives handle this matter:

The members of the Steering Committee decide on the membership of each Technical Advisory Committee (TAC).

Technical Advisory Committee(s) (TAC)

- Make recommendations to the Steering Committee for its consideration in making decisions.
- Membership taken from one of three areas:
  - The Steering Committee
  - The Collaborative;
  - Outside sources.

- TACs will share information gathered and received with each other, the Steering Committee, and the Collaborative.

The following item having to do with TACs was tabled for now:

- Formed for the purpose of addressing a particular issue or area needing more in depth consideration and expertise.

The Public

- Each meeting of the Steering Committee will be open to the Public;
- Public input would be solicited in a variety of ways.
- Input from the public considered by the Steering Committee when deliberating.
- Efforts to keep the public informed would be accomplished by public outreach (possibly a public outreach committee), website information, etc.

WRAP UP/ADJOURNMENT

Although no future meeting date was established, members were assured there would be a meeting within the next two months.

Prior to adjourning, the members were asked to fill in their Evaluation Forms.
The meeting was then adjourned.