

POMPANO BEACH COMMUNITY REDEVELOPMENT AGENCY

EAST CRA ADVISORY COMMITTEE MEETING MINUTES Thursday, April 2, 2026 Beach Branch Library - 3250 NE 2nd Street 6:00 p.m.

A. CALL TO ORDER

Paul Fisher called the meeting of the East CRA Advisory Committee to order at **6:00 p.m.**

B. ROLL CALL ABSENT

Paul Fisher – Chairman
Judith Niswonger – Vice Chairman
Jack Rogerson
David Mingus
Rafael Katz
Ray Lubomski
Fred Stacer
Melissa Hess
Danielle Flanscha- Late 6:01pm

C. ADDITIONS/DELETIONS/REORDERING

None.

D. APPROVAL OF MINUTES

1. February 5, 2026

Motion made by Jack Rogerson to approve the minutes as amended, of the ECRA Advisory Committee Meeting of February 5, 2026. Seconded by Judith Niswonger Motion was approved unanimously by voice vote. (Danielle Flanscha- Late 6:01pm)

E. NEW BUSINESS

1. Tourism Update Presentation- Rita Wells, Tourism Marketing Manager

Rita Wells, Tourism Marketing Manager presented an overview of the tourism performance for fiscal year 2025. During this time, Pompano Beach saw a 7.3% increase in hotel room supply (inventory.) The occupancy percentage declined slightly to 4.5% due to new supply; nevertheless, the overall revenue increased by 3.7%. This revenue growth outperformed the Broward County average (+0.5%) and the northern sub-market average was (-2.9%). **Melissa Hess** questioned the comparison of occupancy rates, and suggested using same unit hotel growth for a more accurate

POMPANO BEACH COMMUNITY REDEVELOPMENT AGENCY

depiction as she understood the year of comparison was 2004. It was clarified by Ms. Wells the comparison year was 2024.

Ms. Wells said the “Visit Pompano Beach” website has seen strong growth since its 2024 launch, reaching 658,000 views by the end of 2025, driven by targeted digital marketing campaigns. Engagement and visibility significantly improved, with social media performance exceeding industry averages, organic traffic rising 36%, and AI-driven referrals increasing sharply after adding an FAQ page. Additional initiatives, including a postcard campaign and tourism newsletter, boosted visitor satisfaction and subscriptions.

Ms. Wells also highlighted key attractions and upcoming opportunities, including participation in major events like IPW and the 2026 FIFA World Cup, along with local festivals and potential international sporting events, all aimed at increasing tourism and regional visibility.

Discussion ensued by the members and staff regarding metrics used for tourism performance. **Paul Fisher** thanked Rita Wells for the presentation, and he mentioned the importance of tourism for Pompano Beach, especially if the state legislation acts on the reduction on the ad valorem taxes for homesteaded properties in the future. He mentioned sales tax may need to go up to offset financial impact, and tourism would play a big role for Pompano Beach. **Judith Niswonger** was interested in finding out if there is an educational component being considered for attracting schools to the area. Ms. Wells said Wahoo Bay and the Jelly Fish Museum were approached to provide educational packages for students/groups, and they plan to partner together in the future to offer packages.

F. OLD BUSINESS

None.

G. KEY PROJECTS

1. McNab House & Botanical Gardens Project

Nguyen Tran reported the CRA is anticipating one hundred percent (100%) construction drawings by April 10th. A solicitation is being prepared to find a master operator for the on-site restaurant and event pavilion. Mr. Tran stated once the detailed plans become available, the CRA is in a better position to negotiate costs and revenue sharing with a private operator. A large hospitality company has expressed interest in operating both the restaurant and the event pavilion. Discussion ensued by the advisory committee and Mr. Tran with topics including project involvement, additional educational aspects that have been added to the project, and getting an operator on board to help define costs and possibly lower the amount needed for the bond.

Melissa Hess asked if the layout component for the McNab House and Botanical Gardens Project has changed since inception to possibly reduce some costs for the project. **Nguyen Tran** said the original concept included a substantial size lake that would have proven costly on the long term. That feature was revised and the project is focused on cost effectiveness, multi-use and the sensory garden components. He explained the event pavilion has the potential to generate revenue for a more

POMPANO BEACH

COMMUNITY REDEVELOPMENT AGENCY

self- sustainable project.

Jack Rogerson asked what is the status of the bond for the project, and what would happen if the bond is not approved. **Nguyen Tran** said when the detail plans become available, it should be easier to determine cost and the path forward can be evaluated in a more accurate manner. Regarding the bond, Mr. Tran stated that cash on hand may be utilized to start the project.

2. Downtown Pompano Beach

Nguyen Tran reported a solicitation for general contractor is currently active for the construction of the new City Hall and parking garage, with a due date of April 10th. The solicitation for architectural service at E Pat Larkins Center has been closed. City staff is coordinating with Roca Point and utility providers regarding infrastructure designs, layouts, and burying FPL power lines. **Mr. Tran** stated the City Hall and garage project has passed the Development Review Committee (DRC) and will proceed to the Architectural Appearance Committee (AAC,) and then Planning and Zoning Board (PNZ).

Danielle Flanscha asked about the Request For Proposal (RFP) for the City Hall and garage and if it is based on the general conditions and the fees of the Master Developer. **Nguyen Tran** said the developer is looking for a General Contractor and a firm that will have the bonding capacity to construct both projects. **Ms. Flanscha** asked how would the firm be selected, if no drawings are available? Mr. Tran said this is a two-step RFP process.

3. Old Town

Nguyen Tran reported the CRA is advertising one of the CRA's properties, a commercial location at 126 N Flagler Ave, which would be available for lease. This space is suitable for food, beverage, or retail business that would complement the area's art and culture focus. **Paul Fisher** inquired what type of business was there prior to becoming vacant. Mr. Tran mentioned at first it was a medical office and a real estate office both operated from that location. Also, "The Wash House," a former laundromat at 11 NE 1st Street, will also be put out for solicitation. This location is seen as a key anchor location for a restaurant type venue to help establish the area as a destination.

Mr. Tran continued Old Town Untapped is scheduled on the first Friday of the month. The city purchased a vacant lot from Mr. Adam Adache, north of the First Baptist Church. The site will be used as a temporary surface parking lot with future plans of a stand-alone parking garage. Discussions were held regarding the parking garage and whether it should be designed to include future residential units on top. Lastly, the temporary parking lot on NE 1st Street/NE 1st Avenue is also an area that can become a mixed-used development with a parking garage, residential and ground floor retail space.

Kaden Eickhorn, an FAU student was curious to find out what is considered Old Town. Advisory committee members chimed in and clarified what part the City constitutes the Old Town area and discussed a few projects and events taking place in the area.

POMPANO BEACH COMMUNITY REDEVELOPMENT AGENCY

Mr. Tran stated the city is in lease negotiations with the First Baptist Church to continue to use portions of their lot for additional parking in the area.

Melissa Hess suggested future developments in Old Town should be focused on family- friendly spaces such as small play areas to attract more diverse group of visitors. She also praised the “Backyard Jam” event which includes kid-friendly activities in The Backyard like face painting and games which contributes to a better family experience.

Jack Rogerson raised concerns regarding the stalled progress of the Oceanside Parking Garage, especially with the W Hotel breaking ground soon. He fears the lack of parking could impact businesses and hotels in a negative manner. **Nguyen Tran** stated the solicitation is not cancelled, but the item received a 3-3 vote at the Commission meeting.

H. DIRECTOR’S/STAFF REPORT

Nguyen Tran reported the Jelly Fish Museum had the ribbon cutting on Friday, and their team did an amazing job with the exhibits and finalizing details before the grand opening. The press had a positive response for this unique project. There are plans to turn the drive through into a café setting and they plan to do additional improvements to the façade in the futures. Mr. Tran wished everyone Happy Passover and Happy Easter.

Kimberly Vazquez thanked Jack Rogerson for his many years of service to the Advisory Committee.

Danielle Flanscha – No report.

Melissa Hess – Asked about how the pickleball courts got approved, while the tennis courts did not at Sgt. Kit A. Jacoby Park? Ms. Hess mentioned she remembers the tennis courts being turned down for that park due to parking limitations.

David Mingus- No report.

Fred Stacer – Stated that Jack Rogerson is a great leader and how his many contributions and recommendations over the years have made a great impact in the city.

Jack Rogerson- Thanked everyone for their support while he served and wished everyone good luck on future endeavors.

Ray Lubomski - No report.

Rafael Katz- No report. Thanked Jack Rogerson.

Danielle Flanscha – No report

Judith Niswonger – No report. Expressed remorse over Jack Rogerson’s decision to conclude his term serving on the advisory committee after decades of volunteering.

POMPANO BEACH COMMUNITY REDEVELOPMENT AGENCY

Paul Fisher – Thanked Jack Rogerson for his leadership on the Committee and thanked everyone for attending the meeting.

I. NEXT MEETING – July 2, 2026 – 6:00 p.m. – Beach Branch Library - 3250 NE 2nd Street

II. ADJOURNMENT 7:05 PM

There being no other business, the meeting of the East CRA Advisory Committee adjourned at 7:05pm.