

**ECONOMIC DEVELOPMENT ADVISORY BOARD**  
**Meeting Minutes**  
**March 8, 2006 at 4:00 P.M.**  
**City of Fort Lauderdale**  
**8<sup>th</sup> Floor Conference Room**  
**100 North Andrews Avenue**

	<u>Current Meeting</u>	<u>2006 Cumulative Attendance</u>	
		<u>Present</u>	<u>Absent</u>
<b><u>Board Members</u></b>			
Robert Boyd	P	2	1
Mark Budwig, Vice Chair	P	3	0
Will Burrington, Chair	A	2	1
Pat DuMont	P	2	1
Kristina Hebert	P	3	0
Cort Neimark	A	2	1
Adam Sanders	A	2	1
Tim Schiavone	P	1	2
Gerri Washington	A	2	1
Gwen Watson	P	3	0
Lisa Zelch	P	1	2

**Staff**

Ron Hicks, Director of Economic Development  
 Bob LaMattina, Beach CRA Manager  
 Earl Prizlee, Beach CRA Engineering Design Manager  
 Patricia Smith, Secretary III  
 Jamie Opperlee, Recording Secretary

**Guests**

Deborah Wilkinson, Broward County Business Development Manager

**I. Call to Order and Introductions**

Vice Chair Budwig called the meeting to order at 4:08 p.m. Board members, City staff and guests introduced themselves in turn.

**II. Approval of February 2006 Minutes**

**Motion** made by Ms. DuMont and seconded by Ms. Hebert to approve the February 2006 minutes. Board unanimously approved.

**III. Broward County Business Development**

Deborah Wilkinson,  
 Business Development Manager,  
 Broward County

Ms. Deborah Wilkinson, Broward County Business Development Manager, informed the Board that the County had brought over 2,000 new jobs to the area last year, and \$212 million, \$100 million of which was direct foreign investment. She said they were preparing for readjustment to accommodate relocating companies more quickly and effectively. She was working with Mr.

Hicks to find ways to retain the local workforce. Miss Wilkinson listed the various types of organizations the County worked with, and noted their efforts to find new targets and get community businesses on board.

Ms. Wilkinson said the biggest thing on which they were currently working was how to grow their bioscience area. They were considering ways to bring in "value-added" jobs and grow that industry. Ms. Wilkinson also noted the proximity of the port and airport, and how this facilitated import/export businesses.

Ms. Wilkinson said they were in the third year of their "visioning process," and announced that their next leadership conference would be held in April. Ms. Wilkinson listed some of the existing Vision Broward recommendations: branding the South Florida region, expanding the business and education consortium and establishing and promoting diversity and affordable housing. Ms. Wilkinson invited Board members to contact her regarding the Vision Broward Conference or County permitting. Ms. Wilkinson distributed copies of the 2004-2005 Broward County annual report.

Ms. DuMont stated that Fort Lauderdale needed to be represented more in some of the junkets Broward County attended. Mr. Hicks stated that he wanted to attend the upcoming China trip, but noted that it was 12 days long, and would cost approximately \$4,000, and he would need to justify the cost and his absence to the City Manager. Ms. Dumont felt it important that Mr. Hicks participate in as many of those opportunities as possible.

**IV. Streetscape Phase 1A**

Bob LaMattina, Bch CRA Manager  
Earl Prizlee, Beach CRA  
Engineering Design Manager

Mr. LaMattina said they hoped to have the project completed by the end of 2006. He explained that Phase 1A of the project involved Las Olas between the bridge and A1A. He displayed an artist's renderings of the project, and described the changes, improvements and upgrades, and also the thought processes that had affected their decision-making.

Mr. Earl Prizlee, Beach CRA Engineering Design Manager, explained specific changes included in the Phase 1 plan. Mr. Prizlee explained to Ms. Hebert that the DOT had determined that pavers should no longer be used in roadway construction for driver comfort and maintenance reasons.

Mr. LaMattina explained that the next portion of the project would include the front section of the parking lot and the beach portal. Mr. Boyd felt this was an excellent opportunity to brand the beach and asked Mr. LaMattina if this had been considered. Mr. Hicks remarked that this was simply an entry to the beach, and he and felt that A1A would retain its identity. Mr. Prizlee felt that the branding had already been established with the wave wall. Mr. Hicks said that they would see some duplication of the branding in the back areas.

Mr. Hicks informed the Board that the City's Downtown Master Plan incorporated new streetscape guidelines; this included components that would expand the branding of the City.

Mr. Schiavone felt the City needed more resorts and a high-end market. He felt that the new entranceway was a waste as it led into "a trailer park." He noted that the Elbow Room in particular had not "stood up to the plate" regarding all of the transitions that had occurred at the

beach. Mr. Hicks felt that the City-owned property standards should be brought up as well. Mr. Hicks said the City was hopeful that more hotels would take an interest in the area, including hotels that everyone could afford.

Mr. LaMattina said that business owners had mentioned to him that they felt the area was now more secure and better maintained. He explained various maintenance activities that were now performed at the beach.

**V. Director's Report**

Ron Hicks, Director,  
Economic Development

Mr. Hicks announced that he had been in Tallahassee lobbying to keep the Baltimore Orioles spring training in Fort Lauderdale, including the building of a new stadium facility to replace the two existing ones. He was concerned because the Arizona governor's office was attempting to acquire Florida's spring training camps. The proposed training camp represented 300 jobs, \$1.6 million in direct tax benefit and a \$25 million multiplier impact to the region. Mr. Hicks felt it was important that the Legislature extend tax benefits to four more cities for spring training.

Mr. Hicks informed the Board that the expedited permitting process should be in effect in April for businesses and homeowners. He then announced that he would soon meet with the Chamber of Commerce to map out a small business retention program. Mr. Hicks noted that two companies have recently been discouraged from relocating to the City due the lack of parking.

Mr. Hicks had attended a meeting at the Yankee Clipper last week regarding the barrier island disaster plan. Mr. David Hébert, the new Assistant City Manager, was heading The City's police and fire, and emergency management departments and was working on the City's disaster plan.

**VI. 2005 EDAB Workshop Review Summary & Establish 2006 EDAB Objectives**

EDAB Members

Ms. Hebert asked how the EDAB's objectives compared with the Master Plan developed with the participation of the Chamber of Commerce. Vice Chair Budwig stated that the EDAB produced this outline to identify factors that might encourage companies to locate and remain in Fort Lauderdale. They intended to then find individuals or organizations that would be responsible for the individual components; they did not intend to tackle these problems themselves.

Mr. Hicks explained to Ms. Hebert how the EDAB had developed the outline, noting that they had yet to prioritize the items. The Board agreed to focus on the outline at their next meeting and to set a plan of action for this year.

**VII. Other Business**

EDAB Members

The next meeting of the EDAB was scheduled for April 12 at 4:00 p.m.

Thereupon the meeting adjourned at 5:10 p.m.