

**ECONOMIC DEVELOPMENT ADVISORY BOARD**  
**Meeting Minutes**  
**December 13, 2006 at 4:00 P.M.**  
**City of Fort Lauderdale**  
**100 North Andrews Avenue**  
**8<sup>th</sup> Floor Conference Room**

|     | <u>Board Members</u>    | <u>Attendance</u> | <u>2006 Cumulative</u> |               |
|-----|-------------------------|-------------------|------------------------|---------------|
|     |                         |                   | <u>Present</u>         | <u>Absent</u> |
| 1.  | Mark Budwig, Chair      | P                 | 10                     | 1             |
| 2.  | Pat DuMont              | P                 | 6                      | 5             |
| 3.  | Kristina Hebert         | P                 | 8                      | 3             |
| 4.  | Cort Neimark            | P                 | 8                      | 3             |
| 5.  | Ralph Riehl             | P                 | 1                      | 0             |
| 6.  | Adam Sanders            | P                 | 8                      | 3             |
| 7.  | Tim Schiavone           | P                 | 7                      | 4             |
| 8.  | Gerri Washington        | P                 | 9                      | 2             |
| 9.  | Gwen Watson, Vice Chair | P                 | 10                     | 1             |
| 10. | Lisa Zelch              | A                 | 6                      | 5             |
| 11. | Robert Boyd             | A                 | 7                      | 4             |

**Staff**

Ron Hicks, Director of Economic Development  
 Jeri Pryor, CFL-Neighborhood Services  
 Hal Barnes, CFL-Neighborhood Services  
 Patricia L. Smith, Secretary III  
 Mona Laventure, Recording Secretary

**Guests**

Albert Tucker, VP, Multicultural Business Development

**I. Call to Order and Introductions**

Chair Budwig called the meeting to order at 4:00 p.m. Board members introduced themselves in turn.

**II. Approval of November 8, 2006 Minutes**

Ms. Watson noted corrections to the November minutes. On page 4, line 1, Ms. Watson was speaking, not Ms. Washington. On page 4, first sentence in the last paragraph, Ms. Watson was speaking, not Ms. Washington. On page 5, it was Ms. Watson, not Ms. Washington, who agreed to arrange the meeting with Mr. Tucker.

**Motion** made by Ms. Watson, seconded by Ms. Hebert, to approve the November 8, 2006 minutes with corrections. In a voice vote, Board unanimously approved.

### **III. Director's Report**

Ron Hicks

Mr. Hicks remarked on how popular "Christmas on Las Olas" had been. Mr. Hicks felt "Holiday Lights on the Beach" was "the beginning of what will be something spectacular" and said he wanted to see this event grow, and perhaps include decoration/lighting competitions, street closings and fireworks. He informed the Board that the Beach Council was moving forward with this idea.

Mr. Hicks reported the recent groundbreaking at Riverbend Corporate Park and invited Board members to view the project plans if they wished.

Mr. Hicks announced that the New Year's Eve Party would be held on Second Street, and would feature an improved ball drop. They were exploring the possibility of fireworks at the event as well.

Mr. Hicks asked Board members to inform him of dates they would be available to take the boat tour they had discussed to learn about the marine industry. Ms. Hebert suggested Friday, January 19 from 2 to 4 p.m. Ms. Hebert explained that the tour was to show Board members the City's marine repair facilities.

Mr. Ralph Riehl, new Board member, introduced himself and explained that he had lived in Fort Lauderdale since 1979 and was with the South Florida Tourism Council.

Mr. Hicks announced that the Sister Cities would hold their world conference in Fort Lauderdale from July 18 to 21, 2007.

Mr. Hicks said the Mayor was currently in discussions regarding trade missions to Ghana and Jalisco Mexico for 2007.

Mr. Hicks said he had met with a Florida tourism industry representative two weeks ago about expanding their school program.

Mr. Hicks informed the Board that the Downtown/New River and Beach Master Plans were under way now and the Riverwalk Master Plan would follow shortly.

### **IV. Gospel Hall of Fame Briefing**

Albert Tucker

Mr. Tucker explained that Dr. Bobby Jones was the "Dick Clark" of Gospel music. Mr. Tucker felt that the Gospel Hall of Fame project would bring infrastructure and tourism enhancements to the City. He stated that Dr. Jones had a large following on radio and television, and taped events at the Broward Center and the Diplomat Hotel. These tapings had a huge impact on the community; Mr. Tucker noted that 1,600 kids had participated in the last program.

Mr. Tucker said they had used the Country Music Hall of Fame in Nashville as a model, and informed the Board that before it was built, Nashville had no national recognition, but Country music was now a \$6.5 billion industry. Mr. Tucker thought that the next industries to come to Broward County would be creative industries, noting there was no more room for large industry.

Mr. Tucker informed the Board that the project would cost approximately \$50 million and the Board of Directors would comprise local and national celebrities. Mr. Tucker said the next step was to select a location. He reported that the complex had been identified as the charity of choice for the 2007 Super Bowl; Mr. Tucker thought this charity selection was very important for the community.

Mr. Tucker explained that he had brought Dr. Jones to the area and they had considered potential development and where growth was needed. Dr. Jones had been impressed with the area, and after touring the City with the City Manager and CRA Director by boat, Dr. Jones had decided to buy a home here.

**V. 2007 Business Capital Improvement Grant**

Jeri Pryor, Hal Barnes

[This item was taken out of order]

Ms. Jeri Pryor, Neighborhood Services Capital Improvement Grant Program Coordinator, introduced herself and Mr. Barnes. She explained that the grant program helped business associations to improve their entryways. The program was a 50/50 matching grant, with the BCI and the business association each contributing \$25,000 toward a \$50,000 project. She explained the application process to the Board and indicated the grant would be awarded in January.

Ms. Pryor informed the Board that she mailed packets to businesses in January each year informing them of the program, and offering help to guide them through the process. Ms. Pryor stated the Capital Improvement Fund allowed them \$100,000 per year for the grants [at \$25,000 each] but this year they had only processed two applications. The deadline had been extended to September this year to give the businesses extra time to get their applications in order. Mr. Hicks informed the Board that the City's Public Information Office would help perform outreach in 2007. He recommended that the item be added to the EDAB's agenda to keep them aware of it.

Ms. Pryor explained that an association could apply every year, but points were deducted on applications for previous grant recipients in order to encourage new associations to apply and to give them a competitive edge. She reminded the Board that the program was not competitive now, as they had only received two applications. If they received more applications, the scores would be more important. More competition would also provide her with an argument for increasing the budget amount for the program. Mr. Barnes pointed out that the sister program for neighborhood associations was currently more competitive.

Ms. DuMont felt the process was cumbersome for newer or less organized associations. Mr. Barnes said they preferred more stable associations because they wanted to be certain that maintenance on the projects would continue over time.

**North Beach Square**

Mr. Schiavone explained that his merchant's association's plan was to improve the neighborhood with lighting, landscaping and wider sidewalks, to create a café dining atmosphere in order to attract a better quality of customer and more activity. Mr. Schiavone said the entire project budget was approximately \$500,000.

Mr. Barnes said he had been working on a North Beach Master Plan for ten years. Mr. Hicks said Mark LaFerrier, Planning Director, would be creating a beach Master Plan, and Mr. Hicks planned to meet with him to strategize in the near future.

Mr. Barnes said staff had reviewed the North Beach Square application and recommended it for approval.

Mr. Schiavone recused himself from voting on this item.

Board unanimously approved the North Beach Square project application.

#### Galt Ocean Shoppes

Ms. Pryor explained that this request was for landscaping and median improvements. Unfortunately, the applicants could not be present today, but Mr. Barnes said their application was recommended for approval as well.

Board unanimously approved the Galt Ocean Shoppes project application.

#### **VI. EDAB Discussion of Goals**

EDAB Members

#### **SME – Small/Minority-owned Business Enterprise Outreach Seminars**

Ms. Watson said the Chamber had held their first seminar, the subject of which was disaster recovery, the previous Friday. She was surprised at the size of the firms that had attended the event. Ms. Watson said the Chamber planned to hold one seminar per quarter and agreed to keep the Board informed about upcoming seminar dates.

#### **Marine Industry Preservation – Working Waterfront**

Ms. Hebert announced that the City Commission had approved the redevelopment of a portion of property purchased by Lauderdale Marine Center. She explained that the property was dilapidated and not fully utilized and Lauderdale Marine Center would redevelop it to expand their business. Ms. Hebert said it had taken a very long time for this project to go forward. She felt they needed to focus on keeping businesses in the City and helping them with redevelopment. Mr. Hicks said the City recognized the importance of the marine industry, and noted that many delays were related to revision, neighborhood and technical issues.

Ms. Watson asked if the EDAB Board members could advocate on behalf of a project at a County Commission meeting. Ms. DuMont felt they could make their own voices heard as residents of the community, without speaking for EDAB, as this could present Sunshine issues. Mr. Hicks said the Rapid Response Team, for which some of the Board members had signed up, would be notified when there was a project needing support.

#### **Encourage Events**

Ms. Hebert announced that the 41<sup>st</sup> Fort Lauderdale Bill Fish Tournament, which was not for profit, had encountered a problem with parking. The cost for parking this event was increasing by 30 to 40% over the previous year. She felt there must be some sort of compromise available

so the event could afford to stay in Fort Lauderdale. Mr. Hicks advised Ms. Hebert to approach a private lot owner regarding parking.

### **Street Beautification / Interim Construction Aesthetics/Beautification**

Mr. Hicks informed the Board that Ramola Motwani had been working on this for some time and advised them to contact her.

Mr. Hicks informed the Board that signs located in City right of ways were illegal. He explained that Code Enforcement was stepping up efforts to combat these, but it was difficult because the perpetrator must be caught in the act of installing the sign. Mr. Hicks advised the Board that they could pick these signs up themselves and dispose of them, as he did.

### **International Business**

Ms. DuMont informed the Board that she was performing initial work on a Consular Corps reception to be held in the first half of 2007. Mr. Hicks said they wanted to bring people up from Miami and introduce them to Fort Lauderdale businesses.

### **VII. Event Calendar**

EDAB Members

Ms. Watson announced that the Martin Luther King Jr. parade was scheduled for January 15, 2007 and the starting point was the New Mount Olive Baptist Church. The Sistrunk Festival was scheduled for February 24. Mr. Hicks pointed out that Sistrunk was an area that was struggling and asked Board members to attend and bring as many others to the Sistrunk Festival as possible to show support.

Chair Budwig announced the Roast of the former CEO of the Chamber of Commerce at the Downtown Council Breakfast on December 21 at 7:30 a.m.

Mr. Hicks stated Commissioner Hutchinson was holding a shoe drive and advised Board members to call her office for additional information. He advised the Board that the CASE program had a used bike donation program. Ms. Watson said Commissioner Moore had an annual Holiday toy drive.

### **VIII. Old/New Business**

EDAB Members

There being no further business to come before the Board, the meeting was adjourned at 5:20 p.m.