

**ECONOMIC DEVELOPMENT ADVISORY BOARD  
MEETING MINUTES  
JUNE 13, 2007 - 4:00 P.M.  
CITY OF FORT LAUDERDALE  
100 NORTH ANDREWS AVENUE  
8<sup>TH</sup> FLOOR CONFERENCE ROOM**

<u>Members Present</u>	<u>Attendance</u>	<u>Cumulative January 2007 – December 2007</u>	
		<u>Present</u>	<u>Absent</u>
Mark Budwig, Chair	P	6	0
Gwen Watson Vice Chair	P	6	0
Patricia DuMont	A	5	1
Kristina Hebert	A	3	3
Gerri Washington	A	3	3
Ralph Riehl	P	6	0
Cort Neimark	A	5	1
Tim Schiavone	A	2	4
Adam Sanders	P	4	2
Mark Krom	A	0	1
Dev Ramesh Motwani	P	1	0

**Staff and Guests**

Jeff Modarelli, Director, Economic Development  
 Karen Reese, Economic Development  
 Patricia Smith, Economic Development, Secretary III  
 Elizabeth Wentworth, Broward Alliance  
 Travis Woods, Recording Clerk, Prototype, Inc.

**I. Call to Order & Introductions**

The meeting was called to order at 4:08 p.m. by Chair Budwig. It was determined that a quorum was not present.

Chair Budwig introduced Mr. Modarelli as the new Economic Development Director, who provided a brief history of his employment with the City.

**II. Approval of May 9, 2007 Minutes**

Deferred due to lack of quorum.

**III. Introduction of New Members**

New Board member, Dev Motwani, was introduced. Mr. Motwani stated that he grew up in Fort Lauderdale and his family is in the hotel business. He is currently overseeing the family properties, is a member of the Community Land Trust, and is currently working on affordable housing initiatives.

Each of the Board members then introduced themselves in turn.

Chair Budwig stated that Mark Krom, another newly appointed Board member, was out of the country, but would be attending the next meeting.

**IV. Director's Report**

Mr. Modarelli noted he was looking forward to moving in a positive direction.

**V. Film Industries**

Ms. Wentworth indicated that she had been asked by Mr. Hicks to speak to the Board regarding the film industry and its impact on the City.

She stated there have been changes in the industry including globalization and incentives resulting in a loss of industry business in Fort Lauderdale. An email received and shown by Ms. Wentworth to the Board outlined new film industry area incentives, all of which currently offer more than the State of Florida; however, even with film industry losses, the money being brought in has not significantly diminished due to an influx of reality television and independent television feature filming. Fort Lauderdale has been designated by the State as a film commission under economic development. Ms. Wentworth indicated there are plans to move toward becoming a "full fledged" film commission in lieu of a "reactive" film commission. Currently, Ms. Wentworth is developing a picture library system.

Ms. Wentworth then gave a power point presentation to the Board. She advised copies could be provided via email to any Board member wishing one.

During the presentation, there was discussion regarding parking meter procedures during filming, i.e., bagging or charging at meters and adequacy of parking facilities.

According to Ms. Wentworth, positive comments about Fort Lauderdale were: 1) they "love" working with Patricia L. Smith and Karen Reese; and 2) Fort Lauderdale Police Department expertise is excellent.

**Ms. Wentworth pointed out that more filmmaking crew live in Broward than in Miami-Dade County, creating economic impact in Broward even if a film is being made elsewhere. Two major rental facilities for film are located in Broward.**

Chair Budwig asked the method by which Fort Lauderdale is promoted to filmmakers and was advised by Ms. Wentworth that, although she is limited in marketing dollars, she has been able to get all new Fort Lauderdale hotels listed for South Florida in a new guide which will also include pictures of Riverwalk.

Ms. Wentworth suggested that the City participate in trade missions, as well as asking the CBB to consider spending some of their marketing dollars to bring in film. Currently, the State has trade shows, film festivals, and parties in various US locations – key methods to meeting filmmakers and marketing the area. Marketing lists are also now available. Ms. Wentworth indicated the best way to attract business is to respond to a lead, show that the City has locations needed, and move forward.

In response to Chair Budwig's inquiry regarding how the Board can be of assistance, Ms. Wentworth suggested that they be supportive of the industry and its economic advantages. She pointed out "production will go where it's welcomed."

**VI. 2007 Business Capital Improvement Grant**

Not discussed.

**VII. Old/New Business**

Mr. Riehl reported that the South Florida Tourism Council had been asked by the City Manager to look at the beach and, if there were matters needing attention, to advise him and those issues would be addressed immediately. To date, the City Manager has fulfilled his promise. Trees, fire hydrants, street signs, etc., have been taken care of, including painting of lifeguard stands, grassing various areas, etc.

They have also been working with the Fort Lauderdale Police Department on various matters of concern, i.e., problems reporting non-violent crime and arrest and booking procedure for repeat offenders.

Chair Budwig mentioned the field trips made by the Board including tours of marine facilities and hotels, asking Ms. Watson to assist in coordinating a field trip to the Sistrunk corridor, and noting that Mr. Modarelli will be working on scheduling a field trip to the Fort Lauderdale Executive Airport.

Ms. Watson gave a brief report on the "Better Meeting Academy" held on June 6<sup>th</sup>.

There being no further business to come before the Board the meeting adjourned at 4:55 p.m.

Attachment: Broward Alliance Film Industries Presentation