

**ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)**  
**Meeting Minutes**  
**July 11, 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 Attendance</u>	
		<u>Present</u>	<u>Absent</u>
Mark Budwig, Chair	P	7	0
Patricia DuMont	A	5	2
Kristina Hebert	P	4	3
Mark Krom	P	1	1
Dev Ramesh Motwani	P	2	0
Cort Neimark	A	5	2
Ralph Riehl	P	7	0
Adam Sanders	P	5	2
Tim Schiavone	P	3	4
Gerri Washington	A	3	4
Gwen Watson Vice Chair	A	6	1

**Staff and Guests**

Jeff Modarelli, Economic Development Director  
 Karen Reese, Economic Development Representative  
 Earl Prizlee, City Staff  
 Jeri Pryor, City Staff  
 Hal Barnes, City Staff  
 Patricia Smith, Economic Development, Secretary III  
 Travis Woods, Recording Clerk, Prototype, Inc.

**Guests**

Camille Schiavone, Student  
 Fred Carlson, South Florida Tourism Council

**I. Call to Order & Introductions**

The meeting was called to order at 4:06 p.m. by Chair Budwig.

Board members introduced themselves in turn.

**II. Approval of Minutes**

[This item was taken out of order due to lack of a quorum]

### **Minutes of May 9, 2007 and June 13, 2007**

**Motion** made by Mr. Riehl, seconded by Ms. Hebert, to approve the minutes of the May 9, 2007 and June 13, 2007 EDAB meetings. Motion passed 6 - 0.

### **III. Introduction of New Member**

Mr. Krom explained that his company marketed anti-shoplifting tagging systems. He stated that their headquarters was located in Fort Lauderdale and they did business in 25 countries. Mr. Krom's business had been the subject of an article in the Miami Herald the previous week.

Mr. Krom stated he had left Sensormatic in 2000 and gone to London to perform consulting work. This has resulted in a job running a small security tagging company, and eventually in a management buyout. This had provided the capital for the company to expand back into the United States.

Mr. Krom stated they currently employed approximately 40 people, and he anticipated their company growth would double this year due to a new product.

Mr. Krom explained that he had met Chair Budwig through the Chamber of Commerce, and decided to join the Economic Development Advisory Board.

### **IV. Director's Report**

Mr. Modarelli said he had noticed in prior minutes that the Board had questions regarding whom to contact concerning code issues. He advised he would e-mail Board members with a telephone number and e-mail address.

Mr. Modarelli informed the Board that the War Memorial Auditorium in Holiday Park was within the Business Enterprises Department, and he felt it was advisable for the manager of the auditorium to give a presentation to the EDAB, or for the Board to visit the War Memorial Auditorium. He felt the auditorium was an underused resource in the City, and felt this Board could assist with encouraging the business community to hold events at the auditorium..

Mr. Modarelli stated that the manager of the auditorium could advise the Board regarding the type of events for which the venue was appropriate. Mr. Krom asked what the status was of the convention center. He stated that he had heard the convention center would be redeveloped. Chair Budwig said there had been discussion of erecting a hotel there, and of altering the entrance to the convention center to make it more accessible.

Mr. Motwani arrived at 4:17.

**V. 2007 Business Capital Improvement Grant**

Ms. Pryor explained that she administered the Business Capital Improvement Grant program, through the Neighborhood Services Group. She stated the City offered a matching grant of up to \$25,000 to business associations within the City with the goal of helping businesses with improvements in the right-of-way for safety and aesthetic enhancement of the neighborhood.

Ms. Pryor requested the Board's help to encourage businesses to apply for this program. Ms. Pryor distributed copies of the handbook describing the grant process, and the application, and invited Board members to distribute these to nonprofit business associations. Ms. Pryor said that staff would help associations to write their grant applications.

Mr. Schiavone asked if it would be possible for one business to be awarded more than \$25,000 provided additional funds were available that year. Mr. Barnes explained that the program right now was capped at \$25,000, but he felt the EDAB could suggest to the City Commission that the matching amount be increased.

Ms. Pryor noted that professional services could count toward the matching amount; it did not need to be an actual cash match. Ms. Pryor stated the grant cycle closed on September 21. She explained that after applications were submitted, she and Mr. Barnes processed the applications and they would bring them before the EDAB for their recommendation. The applications were then brought to the City Commission.

Mr. Schiavone recommended that the CIP matching grant amount be increased to keep up with costs, which had increased dramatically in recent years. Mr. Barnes said the most difficult thing was for the business associations to come up with the matching portion. Since they had experienced difficulty in awarding the entire \$100,000 each year, Mr. Barnes said it had been difficult to request additional funding.

Ms. Pryor and Mr. Barnes described outreach they had performed, and Chair Budwig advised that they could include information in the Chamber of Commerce weekly newsletter.

**VI. Fort Lauderdale Banner Program**

Chair Budwig reminded the Board that they had discussed creating a street pole banner program, specifically near Fort Lauderdale (FLL) airport to welcome and bid farewell to visitors, and at Fort Lauderdale entrances from I-95. They had also considered this for the beach and for Sistrunk Boulevard.

Chair Budwig said in Miami, there were signs "every 10 feet" announcing art events, museums, and other activities. Chair Budwig asked Mr. Modarelli how they could find

funding for such a program. Mr. Modarelli said he would research how the City had handled this in the past and to find out how other cities funded it.

Chair Budwig explained that Mr. Motwani's mother was Chair of the Beach Council, which wanted to install holiday lights on the beach, for which they would apply for grant funds through the Chamber of Commerce. Chair Budwig felt the Chamber might be able to help fund the banner program as well.

Chair Budwig stated that in Chicago, banners were provided through a not-for-profit organization, but corporations were permitted to sponsor them, and include their logos on the banners. Mr. Schiavone said he had proposed this for the lifeguard stands but had run into problems.

Mr. Modarelli reported that there was a procedure for the banners in the ordinances, and he felt the legal interpretation was the second-biggest point to consider.

Mr. Motwani stated lack of signage caused visitors exiting I-95 to end up in Lauderdale-By-the-Sea, since there were no specific signs on I-95 indicating how to get to Fort Lauderdale Beach. Chair Budwig thought signs on I-95 were controlled by the state, and Mr. Modarelli agreed to look into this.

Mr. Schiavone felt they needed entryways at the 17th Street Causeway Bridge, on Sunrise Boulevard, and Las Olas Boulevard.

Mr. Riehl asked if the Board could make this a priority issue and keep track of the progress of this during their meetings.

Chair Budwig said they would keep this on their agenda for ongoing updates.

Mr. Motwani agreed to try to contact the appropriate state and federal representatives regarding I-95 signage.

## **VII. Old/New Business**

Mr. Riehl reported that pursuant to their efforts to enhance law enforcement at the beach, they were meeting each month with Major Russ Hanstein, and were making some progress. Mr. Riehl said it was very rewarding that police representatives were paying attention to their concerns.

Mr. Riehl described improvements made since last month. When calling in to report a crime, this was now the first option in the phone tree. Arresting officers had been instructed to call Scott Walker, the City prosecutor, when arresting repeat offenders. They had also established the practice of noting on the affidavit whether a person was a repeat offender.

Mr. Riehl reported that they had an initiative to help the Police Department become fully staffed. As of the last report, they were still 42 officers short out of an authorized 510; this represented a 10 percent shortage. The department had been on a crash campaign to hire and train, but Mr. Riehl did not understand why positions were still open.

Mr. Riehl felt the Police Department responded to violent crimes and suicides very well, but when it came to misdemeanors like disturbing the tourists and panhandling, there were not enough officers to handle these situations effectively.

Mr. Riehl remarked that Fort Lauderdale police officers made less than Wilton Manors, Pembroke Pines, Coral Springs and BSO, and they felt officers should be compensated at least at the market rate.

Mr. Schiavone wondered if the Public Service Aides could assist with misdemeanors and nuisance cases.

Mr. Riehl listed several areas in the City where he had encountered homeless people on a recent tour, and remarked that more police officers were needed to handle this situation.

Mr. Carlson reported that he and Mr. Riehl had been working on encouraging the concept of community policing, wherein police officers became permanent fixtures in the neighborhood and got to know the residents and business owners. Mr. Carlson felt that if officers identified with the areas in which they worked, they were more zealous about protecting their neighborhood and they had more job satisfaction. Mr. Carlson said due to the shortage of police officers they could not practice community policing.

Mr. Carlson said they were in favor of higher salaries and recognition for Fort Lauderdale police officers.

There being no further business to come before the Board, the meeting adjourned at 5:07 p.m.