

APPROVED
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
SEPTEMBER 12, 2007 - 4:00 P.M.
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
CITY OF FORT LAUDERDALE

<u>Members Present</u>	<u>Attendance</u>	<u>Cumulative Attendance</u>	
		<u>Present</u>	<u>Absent</u>
Mark Budwig, Chair	P	8	0
Gwen Watson, Vice Chair (arrived 4:13 p.m.)	P	7	1
Patricia DuMont	P	5	3
Kristina Hebert	A	5	3
Mark Krom	P	2	1
Dev Ramesh Motwani	P	4	0
Cort Neimark	A	5	3
Ralph Riehl	P	8	0
Adam Sanders (arrived 4:10 p.m.)	P	6	2
Tim Schiavone	A	5	3

Staff and Guests

Jeff Modarelli, Economic Development Director
 Alfred Battle, NWPFH CRA Director
 Angela Wilson, CRA, Enterprise Zone Program Coordinator
 Karen Reese, Staff, Economic Development Representative
 Patricia Smith, Economic Development, Secretary III
 Alexandra Grant, Recording Clerk, Prototype, Inc.

Guests

Fred Carlson, South Florida Tourism Council

I. Call to Order & Introductions

The meeting was called to order at 4:05 p.m. by Chair Budwig. Board members introduced themselves in turn.

II. Approval of July 11, 2007 Minutes

Motion made by Mr. Riehl, seconded by Mr. Motwani, to approve the minutes of the July 11, 2007 meeting. Motion passed 7-0.

Item discussed out of sequence.

IV. Enterprise Zone, Alfred Battle, CRA Director

Mr. Battle summarized the history of the Economic Development Zone Program throughout the state. He explained that the Broward County Enterprise Zone Program was created in 2006. A map illustrating the City's Enterprise Zone was displayed.

Angela Wilson, CRA staff member and Coordinator for the City's Enterprise Zone program, introduced herself.

Mr. Battle spoke of the following benefits and financial incentives offered by the City's Enterprise Zone program:

- Loans of up to 75% of project costs for construction or for rehabilitation of existing structures. These loans are funded from the Community Development Block Grant Program and are allocated from the federal government.
- Incentives for area businesses.
- Jobs tax credit up to 45% of monthly wages paid out.
- Sales tax refund of 97% for business equipment (to a \$10,000 maximum).
- Sales tax refund of up to 97% for building materials used to rehabilitate existing structures.

Ms. Reese asked how long jobs had to stay in effect for businesses to take advantage of the jobs tax credit. In response, Mr. Battle stated employees had to be full-time workers employed for at least 3 months.

Mr. Battle advised that the City's Enterprise Zone Board is coming together and will be planning to meet quarterly, then maybe twice a year. He requested the Board members' input and encouraged their attendance at meetings.

Vice-Chair Watson asked if a business can double dip into both the County and City financial incentives. In response, Mr. Battle said businesses can receive assistance from one source; however, double dipping is possible in the CRA and the Enterprise Zone. He explained that developers can take advantage of these incentives frequently; there is no limit to how often developers can apply to the program, as long as they are actively investing in the zone.

Mr. Motwani asked what percentage of businesses in this area will take advantage of such programs. In response, Mr. Battle stated not many are expected to take advantage right away as the program is new. He added that staff is trying to promote the program more with area businesses.

III. Director's Report

Mr. Modarelli provided updates on the Board's recent discussions as follows.

Website. Mr. Modarelli stated that the website will serve as a useful tool for the Board. Ms. Reese advised that the site will be ready within the next week or two. Mr. Modarelli stated that staff is creating a brochure to highlight positive programs offered by the City. Also, a link for the Enterprise Zone program will be included on the website.

Signage on I-95. Mr. Modarelli asked for suggestions for signage on I-95 that will lead people directly to Fort Lauderdale beach instead of Lauderdale-by-the-Sea.

Ms. DuMont pointed out that ultimately the signage will be the DOT's decision anyway.

Vice-Chair Watson offered the example of signage used in Miami stating "Beaches" or "This Way to Beaches".

Banner Signs. Mr. Modarelli stated staff is looking into this and is working on funding for banner signs and gateway entrances to the City.

War Memorial Auditorium. Mr. Modarelli suggested that the Board members organize a meeting to include a tour of the War Memorial Auditorium in October. Mr. Riehl asked if the Board could hold a business meeting during the tour of the War Memorial Auditorium in October. In response, Mr. Modarelli suggested holding informal conversation as business discussions needed to be recorded.

V. Old/New Business

Vice-Chair Watson asked for help organizing a tour of Sistrunk Boulevard in November. Mr. Modarelli indicated he will help with this. Vice-Chair Watson suggested that the tour include the African American Research Library.

Mr. Riehl - Update on Police Department security on beach.

Mr. Riehl reported that he had met with Chief Roberts and David Hebert. He stated that Chief Roberts was very cooperative. He voiced concern about the compensation paid to police officers and advised he is working with the Fraternal Order of Police, union representatives and City officials on various issues that have recently been raised.

Mr. Riehl advised that a study was conducted recently, recommending that the City's police force be upgraded. He commented that the City needed to do more to improve the morale of the police force.

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With no further business to come before the Board, the meeting was adjourned at 5:00 p.m.