

Approved
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
MARCH 12, 2008 - 4:00 P.M.
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE,
8TH FLOOR CONFERENCE ROOM

<u>Board Members</u>	<u>Attendance</u>	<u>Cumulative Attendance</u> <u>1/08 – 12/08</u>	
		<u>Present</u>	<u>Absent</u>
Gwen Watson, Chair (arr. 4:17)	P	3	0
Ralph Riehl, Vice Chair	P	3	0
Mark Budwig	P	3	0
Cort Neimark (arr. 4:07)	P	3	0
Patricia DuMont	A	0	3
Tim Schiavone	P	2	1
Kristina Hebert	A	1	2
Adam Sanders (arr. 4:34)	P	2	1
Dev Ramesh Motwani	P	3	0
Mark Krom	A	1	2
Roslind Osgood	P	1	2

Staff

Karen Reese, Economic Development Representative
 Alfred Battle, CRA Director
 Angela Tukes, Clerk II
 Hilda Testa, Recording Secretary, Prototype Inc.

Guests

Fred Carlson, South Florida Tourism Council

I. Call to Order & Introductions

Vice Chair Riehl called the meeting to order at 4:04 p.m. and the members in attendance introduced themselves for the record.

Ms. Roslind Osgood provided background on a recent fire at a Fort Lauderdale Housing Authority Development, and stated local churches were providing temporary housing for the senior residents. The fire was started by a blind man cooking on the fourth floor. Ms. Osgood reported the Red Cross was manning the shelters and providing needs for the elderly population. Ms. Osgood commended the City Staff and Housing Authority Staff for their work with the displaced victims.

IV. Director's Report

Ms. Reese presented Mr. Budwig with a plaque in honor of his year of service as chair of the Economic Development Advisory Board.

Ms. Reese explained one of her duties was to promote filming in the City. The movie "Marly and Me" with Jennifer Aniston and Owen Wilson will be filmed over the next two weeks in the *Sun Sentinel* building and on Las Olas. Ms. Reese stated future filming opportunities included TV commercials, still photos, calendar shots, billboard shots, and feature films. Ms. Reese requested time on the next meeting agenda to provide information and mapping of the 120 film permits.

V. Streetscape Signage - Update

Mr. Motwani provided an update on a signage meeting. The Florida Department of Transportation provides various regulations on signage due to the density of the City. Any signage being considered must meet certain qualifications in order to receive approval. Mr. Motwani stated the Bonnet House would qualify for signage due to the historic site designation.

Mr. Motwani noted there were programs in the past allowing the State to pay for signage. Although a decision on State funding has not been reached, Mr. Motwani stated the cost would be reasonable. Mr. Motwani noted the Fort Lauderdale beach signs previously discussed could be "piggy-backed" with the Bonnet House signs.

Mr. Motwani explained the Bonnet House is in the process of putting together the signage application, and the process is moving forward.

Mr. Riehl advised he had attended the Lauderdale By The Sea meetings, and provided brochures and booklets from the Chamber of Commerce to the Board members.

Chair Watson arrived at 4:17 p.m., and as a quorum was present, called for approval of the January and February meeting minutes.

II. Approval of January 9, 2008 Minutes, February 13, 2008 Minutes

Motion made by Mr. Budwig, seconded by Ms. Osgood, to approve the January 9, 2008 minutes. In a voice vote, the motion passed unanimously.

Motion made by Ms. Osgood, seconded by Mr. Budwig, to approve the February 13, 2008 minutes. In a voice vote, the motion passed unanimously.

Returning to the discussion on the signage, Mr. Motwani explained the program which previously allowed State funding for visitors center signage has expired. Mr. Motwani

will continue to work with the Bonnet House, and will be the point person for the signage issue. Mr. Motwani will also continue to work on the highway signage for the beaches.

VI. EDAB Discussion of Goals

Chair Watson asked Board members to rate each of the previously discussed goals on a scale of one to ten, based on the impact the Board could have in moving the projects along in the upcoming year.

1. Joint venture between the City and the new hotel for parking - Mr. Schiavone advised an architect had been hired to complete the drawings for the hotel. The project is moving forward, and the permit process would begin within the next 30 days. A budget has been approved to build a garage, which would provide 100 additional parking spaces. Mr. Schiavone felt the project would move along with or without the City.

Mr. Schiavone informed the Board there will be a meeting April 2, 2008 with the Sasaki Group, who is providing the beach study. Sasaki will take a look at the neighborhood and provide recommendations for the make over of the area. Chair Watson requested Mr. Schiavone provide a monthly update on the issue.

2. Minority Owned Small Business Enterprise Outreach Seminar – Chair Watson stated the goal would be to promote entrepreneurship, and would work with the CRA to promote awareness and “jump start” the neighborhood in the Sistrunk Corridor. Ms. Osgood stated although the area is attractive, and promoting new business sounded good, the parking issues would hinder new businesses. Chair Watson stated this Board needed to advocate and assist in issues which would hinder new business and economic development, and should pool resources to help move things forward.

Chair Watson stated the CRA has agreed to bring in a tent and podium, and would allow access to their database for mailings. Ms. Osgood asked if the business owners would be targeted. Chair Watson stated the target would be anyone with money interested in building on the CRA properties.

Ms. Osgood noted the area stores were more expensive than other areas of the City, so potential new businesses should not assume the area was impoverished and could not sustain business. Mr. Schiavone noted outdated ordinances and codes for parking and construction should be reviewed to aid potential new business development in the area.

Chair Watson suggested a writing campaign in the corridor to promote and market awareness. Mr. Schiavone suggested empowering department heads and thinking outside the box. Chair Watson suggested voters reach out to their Commissioners.

Mr. Motwani noted the area residents were requesting a local grocery store. Ms. Osgood stated the research studies done regarding the area provided skewed data

which deterred new businesses from coming into the area. Chair Watson requested the Board members return to the next meeting with a list of grocery store chains.

Mr. Schiavone suggested there should be an Economic Development website available. The website is completed, but is awaiting approval from the City. Chair Watson requested Mr. Modarelli give an update on the status of the website at the next meeting. Ms. Reese stated the website is currently with the Public Information Office for approval, and Mr. Modarelli would be prepared to provide information for the next meeting.

Mr. Fred Carlson, South Florida Tourism Council, reminded the Board websites were a constantly evolving project, and it was important to have a group continually providing updates to keep the website current. Chair Watson requested Mr. Modarelli provide information regarding what the Board could do to help on the website issue.

3. Work Groups – This item is already on the agenda.

4. Business Capital Improvement Program - Chair Watson advised the program had been approved. Chair Watson congratulated the Board and thanked the Chamber for their help in obtaining the approval. The application process for the program will be discussed at the Board's June 11, 2008 meeting. Chair Watson requested Ms. Dumont be advised to provide the Board members with concrete dates for the application deadlines.

5. Marine Industry Preservation Working Waterfront – No update available.

6. Entry-Way Signage - Mr. Budwig advised Mr. Modarelli is working on this item with regard to signage at the City's entry points. Mr. Budwig asked that Mr. Modarelli provide an update at the next meeting.

7. Interim Construction Aesthetics Beautification - Mr. Budwig stated this issue was on the agenda for the Board's May 14 meeting.

8. Proposed Convention Hotel – The project is a County project, but will require City approval. The Board would need to make recommendations while the issue is still in the City's hands. The County has requested the hotel owners come back with a new proposal. Mr. Motwani and Ms. Reese will provide a presentation with further information on the process through the City, the County, and Planning and Zoning at the next meeting.

Interim Construction Aesthetics Beautification - Mr. Budwig stated this issue was on the agenda for the Board's May 14 meeting.

III. NWPFH – CRA Implementation Plan Sistrunk Corridor - Update

Mr. Battle provided a copy of the Implementation Plan to the Board members. Chair Watson requested information specifically on the Sistrunk Corridor portion of the Plan.

Mr. Battle stated the Executive Summary of the Plan provided eight specific goals to be addressed:

- Development of all the major properties at the intersection of NW 6th Street and NW 7th Avenue.
- Strategically develop large underutilized sites to be compatible with the overall vision of the CRA.
- Changes to the zoning codes and clarify design guidelines for the area.
- Continue to promote home ownership opportunities.
- Use the ability for the 7th and 9th connector to the industrial district.
- Implement traffic calming devices as opposed to hard road closures, including landscaped roundabouts.
- Attract and target small businesses for the area, including recruiting tenants for existing buildings.
- Height of buildings.

Mr. Battle pointed out the artist's rendering on the cover of the plan, showing the potential future development of the Sistrunk Corridor.

Mr. Riehl asked what the Board could do to assist in the implementation of the Plan, and Mr. Battle stated being an advocate was the strongest alliance the Board could provide. Mr. Riehl asked about the level of support from the Commission, to which Mr. Battle explained the Commission had passed the plan unanimously, and the strategies and goals had been adopted.

VII. Old/New Business

None.

VIII. Save the Dates

- April 9 – Update on Sunshine Law
- May 14 – Code Enforcement on Interim Construction Aesthetics/Beauty
- June 11 – BCIP Application Process

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Chair Watson stated she would try to arrange for Commissioner Moore to provide a Commission update at the next meeting.

With no further business to come before the Board, the meeting was adjourned at 5:12 p.m.

[Minutes prepared by Kim Bierbaum, Prototype, Inc.]