

APPROVED
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
APRIL 9, 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	P	4	0
Ralph Riehl, Vice Chair	P	4	0
Mark Budwig	P	4	0
Cort Neimark	A	3	1
Patricia DuMont	A	0	1
Tim Schiavone	A	2	2
Kristina Hebert	A	1	3
Adam Sanders	P	3	1
Dev Ramesh Motwani	P	4	0
Mark Krom	P	2	2
Roslind Osgood	P	2	2

Staff

Commissioner Carlton Moore
 Jeff Modarelli, Director, Development Services
 Patricia Smith, Economic Development Secretary
 Karen Reese, Economic Development Representative
 Hilda Testa, Recording Secretary, Prototype Inc.

Guests

Fred Carlson, South Florida Tourism Council

I. Call to Order & Introductions

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

Chair Watson requested a motion to add Commissioner Moore to the agenda.

Motion made by Mr. Riehl, seconded by Ms. Osgood, to add Commissioner Moore to the agenda to cover an extension of Mr. Battle's presentation from the last meeting. In a voice vote, the motion passed unanimously.

II. Approval of March 12, 2008 Minutes

Mr. Krom advised his meeting attendance should read one present and two absent.

Motion made by Ms. Osgood, seconded by Mr. Budwig, to approve the March 12, 2008 minutes with correction. In a voice vote, the motion passed unanimously.

III. Director's Report

The Director's Report was deferred to allow Commissioner Moore to speak.

Commissioner Moore thanked the Board members for their time, effort, and service.

Commissioner Moore explained a Community Redevelopment Agency was used as an economic development tool in the City, and provided a brief history of CRAs currently operating in the City.

The Northwest Progresso Area CRA, which was developed six years after the Beach CRA, has given the greatest tax benefit to any redevelopment agency in the State of Florida. The entity has been used in slum and blighted areas, and has offered incentives where development probably would never have taken place. Commissioner Moore stated the CRA was lacking a well-developed sense of the boundary working for its own growth, with sectors of the CRA trying to stand on their own.

Commissioner Moore explained developers were interested in the Federal Highway properties, which allowed for increment and bond money for other incentives throughout the CRA. Commissioner Moore pointed out the Regal Trace project, the City View project, the Lofts being developed on Andrews, and other Federal Highway developments are a result of the CRA. Commissioner Moore also noted green space, landscaping, and streetscape improvements made possible by the CRA.

Commissioner Moore stated the City needs to see beyond the railroad track, and encourage the Mid-Town Business Association and the CRAs business association to join together. Commissioner Moore requested the Board find some way to bring the different players to the table to provide understanding of economic development, further suggesting both vocational education and intellectual education were necessary to benefit the City's work force.

Commissioner Moore referred to presentation made by the CRA Director, and a discussion held by the City Commission regarding the rail line coming into Fort Lauderdale. The proposal provides for Federal funding of \$150 million. Commissioner Moore expressed concern with the project due to the lack of concern for boundaries outside the DDA, and felt the location of the rails did not accommodate mass transit

users. Commissioner Moore felt that, in order to get the ridership, the rail needed to be taken to the users to generate the revenues necessary to keep the line functional.

Commissioner Moore stated the cost of the rail would be approximately \$50 million per mile which, in his opinion, was excessive. Commissioner Moore felt there should have been a better mix at the table when the planning was being done.

Commissioner Moore emphasized that both 7th Avenue and 9th Avenue were major components in allowing traffic to move through the Avenue of the Arts. Commissioner Moore explained having artists and entertainment inhabiting the corridor would create opportunities for people to enjoy family activities. Commissioner Moore felt the \$44 million cost would be justified as it is vital to connect 7th and 9th Avenues to decrease the traffic bottleneck.

Commissioner Moore noted the tremendous opportunity at I-95 and Broward with the tri-rail system, including an overpass and parking lot no one was using. Commissioner Moore emphasized the importance of targeting small businesses, and felt the mega-stores only provided opportunities for the investors and the consumers. Commissioner Moore stated the empowerment of a community came from small business operators, including their civic-mindedness and desire for increased economic development.

Commissioner Moore asked the Economic Development Board to find a way to bring together the other boards to work as a team by holding quarterly or semi-annual cooperative meetings.

Mr. Budwig noted that similar discussions had been held at recent Chamber of Commerce meetings, which included a suggestion for the Minority Development Committee to hold networking events on Sistrunk quarterly to provide exposure for the area. Chair Watson explained a tent would be placed on a CRA property for a meet-and-greet with small business owners to educate them on opportunities in the area.

Commissioner Moore suggested the Economic Development Board assist and advocate for the Eula Johnson home to be turned into a welcome station. Eula Johnson, a former NAACP President, was a long time resident who integrated Fort Lauderdale. The welcome station would be for the entire CRA, allow advertising for businesses and development, provide for historic site designation, and establish the NAACP office in the facility. The NAACP would man, at no cost, the welcome station for the CRA. Commissioner Moore suggested desegregation memorabilia could be housed in the welcome center and, in addition, it would provide economic stimulus for the corridor.

Commissioner Moore announced his resignation from the City Commission, effective November 2008, and requested the welcome station be open before that date.

Mr. Modarelli suggested the Minority Development Committee come to make a presentation to the Board. Commissioner Moore suggested representatives for the welcome station also provide a presentation, and proposed Pamela Adams, Ricky Lewis, and the historical society as the points of contact.

Mr. Krom asked for information regarding the authority tasked with coordinating the master plan for Fort Lauderdale, and questioned whether that authority should work to bring the various boards together. Commissioner Moore stated the Board could and should be a stimulus for ideas to the City Commission, and was not required to wait for items to come down from the City Commission. Commissioner Moore noted the Board was appointed by an elected official, and that elected official was responsible for acting as an advocate to the Board.

Mr. Krom asked if the City had a master plan. Commissioner Moore stated there were several plans, but no official master plan. Commissioner Moore provided a brief history of master plans, advisory boards, and civic associations in the City since his election to the City Commission in 1988.

Chair Watson thanked the Commissioner for coming to speak to the Board.

Mr. Motwani felt the proposed mass transit would have a significant impact on economic development, and requested the DDA provide a presentation explaining the proposed boundaries. Mr. Modarelli agreed to contact the DDA in that regard, as well as regarding the downtown and New River master plans.

IV. Film Permits

Motion made by Mr. Motwani, seconded by Mr. Budwig, to table the Film Permit discussion until the next meeting. In a voice vote, the motion passed unanimously.

III. Director's Report

Mr. Modarelli suggested "snippets" from the Sunshine Law be provided in every Director's Report. He provided the following examples:

- While conducting Board business, members can speak about their favorite restaurant as long as the restaurant does not fall under the business of the Board.
- Board member cannot use a third party, or speak through someone, to communicate between Board members. For example, if Jeff talked to Ralph about something, Ralph tells Mark what Jeff said, then Mark gives his opinion and it comes back to Jeff, that would be a Sunshine violation.

Mr. Modarelli noted the Clerk's office would be holding a "Better Meetings Academy" in August, and encouraged the Board members to attend.

Mr. Modarelli announced the website has been developed, and is up and running. He pointed out the City home page would have a link to Economic Development, and the Economic Development page would allow the Board to showcase positive aspects of Fort Lauderdale. Mr. Modarelli noted a brochure would be available in the next meeting for Board members to hand out to publicize the website.

V. EDAB Discussion of Goals

1. Joint venture between the City and the new hotel for parking – no update.
2. **Minority Owned Small Business Enterprise Outreach Seminar – Mr. Modarelli agreed to provide an update in the next meeting.**
3. Business Capital Improvement Program – The application process is scheduled to be discussed in the June 11, 2008 meeting. Chair Watson expressed concern with the discussion being held at that late date. It was also suggested the information be placed on the website.
4. Marine Industry Preservation - Working Waterfront – no update.
5. Signage/Proposed Convention Hotel – Mr. Motwani stated the Bonnett House application for signage along I-95 is moving forward, but there were still open issues being worked. Mr. Motwani stated the issues are internal at the Bonnett House, and assured the Board the Bonnett House is motivated to resolve the issues. Mr. Carlson stated Mr. Motwani had been a very active advocate for the business.

Chair Watson encouraged Mr. Motwani to look at the possibility of matching dollars. Mr. Motwani explained the directional signage being discussed was an FDOT issue versus the neighborhood signage near the business, and matching dollars did not apply. Mr. Carlson offered assistance to Motwani if needed.

Regarding the proposed convention hotel, Mr. Motwani stated a request had been made to the Convention and Visitor's Bureau to provide a representative to speak at the next Board meeting. The Hilton hotel chain was awarded the RFP, would work with a third party developer, and would be County owned.

Mr. Carlson asked if a link to the CVB could be placed on the home page of the website. Chair Watson noted all the links on the home page were City departments, and the CVB was linked on the Economic Development page.

6. Interim Construction Aesthetics Beautification – Chair Watson requested the Board members watch for issues on the beach that needed to be documented.
7. Workforce Housing – Mr. Krom agreed to take the lead on the issue and provide information for the Board.

VI. Old/New Business

Ms. Osgood volunteered to host the first “meet-and-greet” with the other Boards, and would coordinate the date.

Mr. Riehl thanked Mr. Modarelli and the City staff for resolving the tourist trip and fall issue around the palm trees. The concreted aprons around the palm trees are being repaired.

VII. Save the Dates

- May 14 – Code Enforcement on Interim Construction Aesthetics/Beauty
- June 11 – BCIP Application Process

With no further business to come before the Board, the meeting was adjourned at 5:13 p.m.

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