

**ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
JUNE 11, 2008 – 4:00 p.m.
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8th FLOOR CONFERENCE ROOM**

Board Members	Attendance	Cumulative Attendance 1/08 – 12/08	
		Present	Absent
Gwen Watson, Chair	P	6	0
Ralph Riehl, Vice Chair	P	6	0
Mark Budwig	P	6	0
Cort Neimark	A	4	2
Patricia DuMont	P	2	1
Tim Schiavone	A	3	3
Kristina Hebert	A	3	3
Adam Sanders (4:10 p.m.)	P	4	2
Dev Ramesh Motwani	P	6	0
Mark Krom	A	2	4
Roslind Osgood (4:19 p.m.)	P	4	2

Staff

Jeff Modarelli, Economic Development Director
 Karen Reese, Economic Development Representative
 Hal Barnes, Engineering Design Manager
 Sheri Roberts, Neighborhood Services Coordinator
 Patricia Smith, Economic Development Secretary III
 Hilda Testa, Recording Secretary, Prototype, Inc.

I. Call to Order & Introductions

Chair Watson called the meeting to order at 4:08 p.m. and the members in attendance introduced themselves for the record.

III. BCIP Application Process

Due to lack of quorum, Item II was deferred and Item III taken out of order on the agenda.

Chair Watson introduced Hal Barnes, Engineering Design Manager of the City of Fort Lauderdale, to address the Board regarding the BCIP application process. Mr. Barnes introduced Sheri Roberts, Neighborhood Services Coordinator, whom he said would be the Board's primary contact when the grant cycle opens for applications. He also

announced that BCIP is on the agenda to be funded through the upcoming grant cycle. Grant applications may be for up to \$25,000 per application, he said, so four applications at this amount would complete the current cycle at \$100,000. The 2008-09 grant cycle will open on June 23, 2008 and will remain open through September 26, 2008. Mr. Barnes assured the Board that nothing has changed for this cycle, and the City is still planning to make capital improvements for the business community. He reminded the Board that the City will match funds for these improvements up to \$25,000, so projects up to \$50,000 are possible.

When the cycle opens, Mr. Barnes said, packages of available grant listings and applications will be mailed by Ms. Roberts to each member of the Board, as well as to all other business communities on the City's contact list. He encouraged Board members to contact Ms. Roberts if they were aware of any other business communities within City limits who might want these packages, and they would be sent accordingly. He praised the Board for its marketing of the grant cycle during the previous year.

Mr. Sanders joined the meeting at this time (approximately 4:10 p.m.).

Mr. Barnes reminded the Board that grant applications go through the City's standard internal review process and are then brought before the Board for recommendation, as has been done in the past.

Chair Watson asked how to add Board members to the City's mailing list so they would receive grant packets. Mr. Barnes suggested circulating a sign-in sheet including addresses, or giving him individual business cards. He said the grant package was currently at the print shop and would be mailed out in approximately one week.

Fred Carlson, representing the South Florida Tourism Council, informed Chair Watson of an issue in the Golden Square area. He said the agreement of some property owners on the Breakers Avenue end of the block was needed to allow completion of this project, and asked if the Board could help convince the property owners that their cooperation was necessary. Mr. Carlson said an improvement in the South Gate block of this area was vital to the project's success.

Chair Watson stated when the grant for this project was awarded last year, it was part of a collaborative effort between Midtown, the Greater Fort Lauderdale Chamber of Commerce, and the Negro Chamber of Commerce. She said the grant had received several letters of support at the time, and urged Mr. Carlson to work with these offices to achieve the owners' support. Mr. Modarelli affirmed this, adding that Mr. Barnes and Ms. Roberts could probably offer advice as well.

Ms. DuMont noted that in past years some projects the Board had funded had "fallen apart" over time, and expressed concern that longevity be taken into consideration when proposed grants are brought before the Board in the fall. Mr. Barnes agreed, stating that maintenance of projects was part of the approval process when grant

applications were considered and that the City did follow up, during a review cycle, on projects that appeared to have grown stagnant. He said a neighborhood falling behind on project maintenance would lose points in this category in the City's rating system.

Ms. Osgood joined the meeting at this time (approximately 4:19 p.m.).

II. Approval of May 14, 2008 Minutes

As a quorum was now present, Item II was brought up for discussion.

Motion made by Vice Chair Riehl, seconded by Ms. DuMont, to approve the May 14, 2008 minutes. In a voice vote, the motion carried unanimously.

IV. Special Events on the Beach

Chair Watson introduced David Miller, Superintendent of Recreation, to discuss events planned for the beach area and other parts of the City. Mr. Miller provided handouts for the Board with details on three key events: the Sunday Jazz Brunch Series, which occurs on Riverwalk the first Sunday of each month; the Starlite Musicals, which run for eight weeks during the summer at Holiday Park; and the 4th of July Spectacular, which will take place on the beach. He noted that Parks and Recreation serve a dual role regarding outdoor events. They process applications for any event to take place in the City and determine if City Commission approval is needed, then pass the application along to the City Commission if this is the case. This covers roughly 150 applications per year, some 40 or so of which are beach events. The second role for Parks and Recreation involves events they actually put on as a department, usually some 16 events per year, including the key events listed above. They also handle winter events, such as the Wednesday Noon Toons Concert Series in Shanahan Park. Mr. Miller said the Parks and Recreation budget for events is very limited, and while they support approximately 70% of their event budget, they also look for partners, such as SunTrust Bank (a sponsor of Sunday Jazz Brunch), for example.

Mr. Miller also pointed out that the department stages community events, which are determined by specific neighborhood interests, such as "Santa on the Beach" at Christmas, and a Kwanzaa event for the Northwest area in particular. He stated that while he was pleased with the popularity of City-wide events, such as Sunday Jazz Brunch, he was hopeful that Parks and Recreation could assist more community events that families could easily attend, often within walking distance and featuring family-friendly highlights. He said the department was always seeking partners to help sponsor events of this nature.

Mr. Miller informed the Board that the local group with whom Parks and Recreation staged the most community events was Youth Football, who regularly sponsored "Kickoffs" for their season, often planning up to eight events a year. He also stated he hoped the department could help take advantage of and celebrate the City's cultural

diversity while bringing families together. He said, however, that partners were needed to plan activities of this kind. He added that his goal was to have an event each month in a different area of the City within the next 18 months.

Ms. DuMont asked if Parks and Recreation had considered partnering with the *Fort Lauderdale Sun-Sentinel*, which sponsors culturally diverse programming throughout the community. Mr. Miller said they were discussing a possible Halloween event with this newspaper. Ms. DuMont also suggested speaking with the North Broward Hospital District and/or Holy Cross Hospital; Mr. Miller said the department had an agreement with these facilities to sponsor fitness classes at the Beach Community Center. Ms. DuMont added that she or other Board members might be able to sit in on these discussions to assist Parks and Recreation in possibly gaining more sponsorships with these groups.

Mr. Budwig asked if events must be staged on City property for the City to be involved in any way. Mr. Miller affirmed that this was the case. By charter, he said, any outdoor event in City limits must be processed through the Parks and Recreation department.

Ms. Osgood asked for a breakdown of the application process. Mr. Miller said for events partnering with the department, the interested party comes to Parks and Recreation, who put together an event proposal and send the request to the City Commission; he said the department handles the process from that point on. Ms. Osgood said she was specifically considering events for World AIDS Day, as it addressed specific community concerns. She felt several particular neighborhoods could benefit from such an event.

Mr. Motwani recommended Parks and Recreation reach out to the BID for assistance in organizing beach events.

Chair Watson recalled various "Summer Festivals" she had experienced in other cities that celebrated various diverse communities, such as Italian or Greek Festivals, and felt this would work well with Fort Lauderdale's diverse communities. Mr. Miller agreed that the City had venues that would be appropriate for these kinds of events, including Holiday Park or Snyder Park, for example.

Vice Chair Riehl suggested staging beach or boardwalk events that shut down or restricted traffic for a day, stating that many of the merchants in the area would find this attractive. Mr. Miller said one project launched this year was "Walk Fort Lauderdale," which provided a map of area walking areas and offered t-shirts to participants. He said one partner for this event was the Historical Museum, who helped arrange a "historical walk" that was also a guided tour. Chair Watson recommended that in the future this particular tour might omit a segment on the Confederacy, which, she noted, was a sensitive issue to many citizens who attended the tour.

Mr. Miller told the Board he would welcome their input on future events, adding that of course everyone should remember "there's got to be a way to make it happen."

V. Director's Report

Mr. Modarelli recalled the May 14, 2008, Board meeting, in which a forum to explain the purpose of various local Boards was discussed. He said this would take place at the Better Meetings Academy on August 18, 2008, at 6:00 p.m. in the 8th Floor Cafeteria of this building. This would facilitate the Boards working better among themselves.

Vice Chair Riehl asked Mr. Modarelli his opinion of the City's economic development in light of recent business news, particularly the "tax situation." Mr. Modarelli said it was difficult to assess the situation, but the City was still doing well in the building and planning of projects. He did, however, characterize this as "cautious optimism," and said it was yet to be determined where the City's budget cuts would fall.

VI. Film Permits

Karen Reese, Economic Development Representative, addressed this topic by showing the Board a map of where different film permits (feature film, still photo, television commercial, etc.) had been issued in 2007. She stressed that the City wanted to see growth in this industry, as it was clean, profitable, and brought in revenue for hotels, restaurants, and other City businesses. She pointed out that the majority of filming took place in the Las Olas/Riverwalk area, but some filming had also occurred at Holiday Park and Southwest.

Ms. Reese said 119 film permits had been issued in 2007, at no cost, and the necessary application appeared on the City's website. She also said film companies needed to provide any necessary insurance. The film permits issued equaled \$14.5 million in City revenue. Ms. Reese noted that all Broward County revenue for 2007 was \$27 million, to which the City's film revenue contributed considerably. She also clarified that film permits were only necessary when filming on public property; if the location was private property and blocked no streets or public access, no film permit was needed.

Mr. Motwani said he had recently seen "Bollywood" companies filming in Miami, and that European and East Asian film markets that previously could not afford to film inside the U.S. might now be interested in markets such as Fort Lauderdale.

Chair Watson asked how local businesses might be added to a list of various service providers to the industry. Ms. Reese said the Broward Alliance had a list of businesses that met their specific requirements. Ms. DuMont asked if the Broward Alliance's list was available on the City website; Mr. Modarelli suggested asking a representative of the Broward Alliance to attend a future meeting to discuss the process of adding local businesses to their list.

VIII. Old Business

At the request of Chair Watson, Item VIII was then taken out of order on the agenda.

Chair Watson asked that Board members update their information for Economic Development Services. She also asked Mr. Modarelli to add Bonnet House to the Board's list for an upcoming tour.

VII. EDAB Discussion of Goals

1. Joint venture between the City and the new hotel for parking – no new information was available.
2. Small/Minority-owned business enterprise outreach seminar – Mr. Modarelli informed the Board that another meeting was pending, and he was also working on a seminar. He said he would keep the Board informed of this progress.
3. BCIP – Chair Watson noted this was addressed earlier in the meeting.
4. Marine Industry preservation – no new information was available.
5. Signage – Mr. Motwani informed the Board he had received an email regarding a work order placed with FDOT for Bonnet House signage. He said this 60-day order would place signs on I-95 before the end of the summer, directing travelers to the beach as well as to Bonnet House. He said the next area on which the Board would focus would be the Turnpike, followed by a BCIP application for the Sunrise Gateway.
6. Interim construction – Chair Watson confirmed that this project has been finished.
7. Events – Chair Watson noted that this is an ongoing goal and was covered by the earlier presentations.
8. Convention Hotel – this proposal came before the County Commission on June 10, 2008, who modified the original proposal so TDT (Tourist Development Tax) funds were pledged specifically toward marketing of the hotel in the event that it fails to perform as expected. TDT revenue is an additional tax levied upon tourists, also known as the “bed tax,” and is used to fund the Convention Visitors' Bureau (CVB) and other County projects. The hotel in question is a Hilton. Chair Watson requested that CVB be added to a future Board meeting to discuss its economic impact and effect on the City.
9. Workforce housing – Mr. Budwig said there is a meeting of the Broward Housing Partnership scheduled for Wednesday, June 18, 2008, from 2:00-6:00 p.m. at the War Memorial Auditorium, to provide a “scorecard” on their progress. This meeting is free and open to the public.

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Chair Watson suggested compiling a list of the Board's successes, or goals met, in addition to their list of goals for discussion, to keep track of its accomplishments.

Ms. DuMont stated that as she has been recently appointed to the Centennial Committee, Mr. Modarelli is checking to make sure she can continue to serve on the EDAB as well.

With no further business to come before the Board, the meeting was adjourned at 5:04 p.m.

(Minutes prepared by K. McGuire, Prototype, Inc.)