

**APPROVED
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
SEPTEMBER 10, 2008 – 4:00 P.M.
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM**

Board Members	Attendance	1/08 – 12/08	
		Present	Absent
Gwen Watson, Chair	P	8	0
Ralph Riehl, Vice Chair	P	7	1
Mark Budwig	P	8	0
Cort Neimark	P	6	2
Patricia DuMont	P	4	1
Tim Schiavone	A	4	4
Kristina Hebert	A	3	5
Adam Sanders (arrived 4:08)	P	5	3
Dev Motwani	A	7	1
Mark Krom	P	4	4
Roslind Osgood	A	5	3

Staff

Jeff Modarelli, Economic Development Director
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 4:02 p.m., and a quorum was present.

II. Approval of July 9, 2008 Minutes

Motion by Vice Chair Riehl, seconded by Mr. Budwig, to approve the July 9, 2008 meeting minutes. In a voice vote, the motion passed unanimously.

III. Director's Report

Mr. Modarelli advised the Board that the EDAB would now share in duties related to Cultural Arts and Tourism. He pointed out that many of the issues covered by that category relate to Economic Development, as a well-rounded community with cultural arts-related interests is more likely to draw business to the City.

The first Community Service Board meeting was held on Monday, September 8, 2008, Mr. Modarelli continued. This Board is relatively new, and is currently studying the role of Cultural Arts and Tourism in the community at large. He will keep the EDAB informed of arts activities discussed at CSB meetings on a monthly basis.

Ms. DuMont recalled that the EDAB has met with other community Boards in the past, and suggested that a joint meeting might be appropriate in the future when cultural arts issues are to be discussed. She felt this would be helpful to the orientation process, and would prevent any speakers from giving the same presentation more than once to different Boards.

Mr. Modarelli continued that the Community Service Board understood Cultural Arts and Tourism to be two separate areas of interest, although the two areas might often overlap. If the CSB held a meeting in which these areas would be of primary interest, he agreed that a joint meeting would be appropriate.

Chair Watson asked if Mr. Modarelli could clarify how the EDAB was expected to engage with the CSB and give it the best assistance possible. At one time, she noted, it had been suggested that the two Boards merge into one.

Mr. Modarelli felt bringing the two Boards together was the best answer in this case, and allowed that this was ultimately his responsibility. He added, however, that while EDAB members were allowed to discuss areas of mutual concern with Community Service Board members on a one-on-one basis, two or more members of the EDAB (or the CSB) could not have similar discussions only between themselves, as it fell into a "gray area" of the Sunshine Law. In such cases, he said, he would be responsible as Liaison for bringing issues of mutual interest to the two Boards.

He would send CSB information to the EDAB members, Mr. Modarelli stated. It will also be listed on the City's website, along with the agenda(s) and minutes.

Ms. DuMont requested clarification regarding the CSB's "purpose" as related to cultural activities. Mr. Modarelli explained that they were to research Cultural Arts and Tourism and bring their recommendations before the City Commission. This was new information for the CSB as well, he noted. He added that his specific hopes for the CSB were that they find out what the City and community could do better in terms of arts and tourism, and raise awareness of both issues, with particular regard to business involvement.

Ms. DuMont suggested that the CSB partner with the Broward County Cultural Arts Division, which would provide a valuable resource for the group. Mr. Modarelli confirmed that members of this group will be asked to make the first presentation to the CSB.

Chair Watson agreed, describing the Broward County Cultural Arts Division as an “economic engine” for the community. She recommended that the EDAB schedule members of this Division to appear at an upcoming meeting, which would allow the Board to learn more about available grants and act as ambassadors to the community at large.

One grant in particular, she noted, was a “way-finding” grant that helped communities place signs leading to areas of local interest, such as downtown business or arts districts, or provide other means to directing people in the community. This particular grant becomes available every three months, Chair Watson said.

Vice Chair Riehl also suggested inviting Norm Taylor, from Broward County Economic Development, to speak to the Board in the future.

Mr. Modarelli said the total BCIP funding available in a given year is \$100,000, for which he believed there are currently four applicants. The deadline for application for this money, he said, is September 26, 2008. Were all applications to be granted, this would mean each applicant could receive a maximum of \$25,000, which would of course change should more applications come in before the deadline.

The individual in charge of the program is Hal Barnes, Mr. Modarelli said. He also invited anyone interested in applying to contact him if they needed assistance or information.

Chair Watson asked how the EDAB might ensure the participation of enough applicants to make sure the BCIP money was distributed in any given year. This is because, should there be less than four applicants, each would only receive \$25,000 maximum, and the remaining money cannot be held over for the following year.

Mr. Modarelli proposed passing any suggestions regarding how to inform the community of the BCIP funds on to Mr. Barnes when he appeared before the Board. He also recommended posting a link on the EDAB website.

Mr. Neimark noted that former applicants for BCIP funds receive a mailing about the program each year.

Chair Watson informed the Board of a Façade Grant, which made up to \$25,000 available for businesses to care for the outside of their buildings, including storefronts, driveways, or landscaping. Mr. Modarelli offered to find more information on this grant for the Board.

Chair Watson moved on to the possibility of adding a monthly Film Commission update to the EDAB's regular agenda. Mr. Modarelli agreed that they should look into this, noting that this feature had been intended to begin with the present meeting but had accidentally not been added to the September agenda.

Mr. Modarelli requested what information would be best included in these updates. It was decided that upcoming projects, dollars brought into the community the previous month, and comparisons to last year's numbers would be included.

Vice Chair Riehl said the Tourism Council would like him to make a presentation to the EDAB at the October meeting, regarding the Beach Ambassador Enhancement Program.

Mr. Modarelli raised the subject of the upcoming meeting at Riverwalk, at which the Board could walk the currently vacant Riverfront property with members of the Riverwalk Trust and receive an update on the property's status. He added that there is a New River Master Plan to be discussed as well, and a Maritime Museum is being planned.

After some discussion, it was decided that the Board would meet at Riverwalk in October, and both Norm Taylor and Vice Chair Riehl could make their respective presentations to the Board at the November EDAB meeting.

IV. Old/New Business

Chair Watson addressed some of the items covered at the recent Better Meetings Academy, particularly issues related to the Sunshine Law. She listed some of the forms of communication that were not allowed under this Law:

- Face-to-face meetings
- Written correspondence (letters or email)
- Telephone contact
- Hand signals
- Text messages

She noted that if an email was sent from the Board "for informational purposes," the Sunshine Law prohibited members from replying to it; instead, it was recommended that information be disseminated via the Board's Liaison(s). Chair Watson pointed out that this could possibly include "out-of-office" auto-replies.

Vice Chair Riehl clarified that information could be sent to the Board via email, but any such messages should include a "do not reply" caveat at the end.

Mr. Modarelli suggested that in order to prevent accidental violations of the Sunshine Law, any information to be sent to Board members was best saved for

meetings. In the event that such information could not wait, the Liaison would send it out accordingly.

Chair Watson recalled the “networking event” that had been discussed at a previous meeting, and informed the EDAB that such an event, bringing several different Boards together, had been approved. Regarding the Sunshine Law, she clarified that while two people on the same Board could not discuss Board business outside regular meetings, members of different Boards could have these conversations.

This event would be sponsored by the Greater Fort Lauderdale Chamber of Commerce, Chair Watson reiterated, with the purpose of bringing all the community Boards together for networking. This would allow all Board members to act as ambassadors for their individual groups as well as for their communities. Each Board Chair would give a one-minute presentation on the purpose of his or her Board, she said, and noted that no event of this nature had taken place before.

Returning to the Better Meetings Academy, Chair Watson urged all EDAB members to attend in the future, pointing out that a good deal of information had been updated even if members had attended in the past. She especially praised the presenters, noting that they had focused on nuances between traditional parliamentary procedure and current state law(s).

Mr. Modarelli suggested that Academy materials related to the Sunshine Law could be distributed via email so Board members could have a hard copy.

Chair Watson also called the Board's attention to the procedure for recusal, noting that recusal forms should be part of the public record in the future.

There being no further business to come before the Board, the meeting was adjourned at 4:49 p.m.

[Minutes prepared by K. McGuire, Prototype, Inc.]