

**ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY, MARCH 11, 2009 – 3:00-5:00 P.M.**

1/09 – 12/09

Board Members	Attendance	Present	Absent
Ralph Riehl, Chair	P	3	0
Dev Motwani, Vice Chair	A	2	1
Gwen Watson (arr. 3:09)	P	3	0
Mark Budwig	P	2	1
Patricia DuMont	P	3	0
Kristina Hebert	A	1	2
Adam Sanders (arr. 3:05)	P	2	1
Mark Krom (arr. 3:50)	P	3	0
Roslind Osgood (arr. 3:34)	P	2	1
Sean de Vosjoli	P	3	0
Susanne T. McCoy	P	2	0

As of this date, there were 11 appointed members to the Board, which means 6 would constitute a quorum.

Staff

Stephen Scott, Economic Development Director
 Karen Reese, Economic Development Representative
 Patricia Smith, Economic Development Secretary III
 Wayne Jessup, Deputy Planning and Zoning Director
 Ella Parker, Planner III
 Major Raul Diaz, Fort Lauderdale Police Department
 Hilda Testa, Recording Secretary, Prototype, Inc.

I. Call to Order & Introductions

Chair Riehl called the meeting to order at 3:02 p.m. and noted that six members would constitute a quorum. He asked that the Board members, Staff, and guests introduce themselves, and welcomed them to the meeting.

II. Approval of Minutes

As a quorum was not yet present, the minutes could not be approved.

Mr. Scott informed the Board that he had to leave today's meeting early to deal with a work-related emergency. He asked their indulgence and noted that it was

an unavoidable situation. He had originally planned to show a PowerPoint presentation at today's meeting, and requested that he would like to delay its showing until the April meeting, as he would prefer that the guests address the Board at this time.

III. Broward Alliance Initiatives

Joan Goodrich, representing the Broward Alliance, stated that she will update the Board on "Accelerate Broward," which is the Broward Alliance's three-year initiative related to the economy. She added that she will also explain how closely the Broward Alliance's goals mirror those of the Board, and will provide an update on what is happening in Broward County from an economic stimulus perspective.

She advised that a brochure on Accelerate Broward is included in the members' information packets, as well as information from the annual report and their economic sourcebook used in marketing outside the area. The initiative was launched in April 2008; the Alliance has been in operation since 1963, under several different names before it became the Broward Alliance in 1998.

At that time, the organization hoped to grow public-private partnerships by bringing in all 28 (at that time) municipalities. The vision for the Accelerate Broward program asks the private sector to drive the County-wide initiatives around the work of the economy. This is the key point of the three-year vision, Ms. Goodrich asserted: the intended result is to create jobs for the community, and to ensure that business investment is made in Broward County.

Accelerate Broward has allowed the Alliance to double its efforts, she continued. Before April 2008, their budget for County-wide economic development, including attraction, expansion, and retention, was only \$1.5 million. The organization was out-financed by community initiatives from elsewhere in the State and across the country, some of whom spent \$6-\$20 million on similar programs. Much of Accelerate Broward focused on changing the leadership role for the private sector. As a result, for every dollar the Alliance receives from the Board of County Commissioners through a multi-year grant, the private sector is now investing \$2.

There are three key components of Accelerate Broward, Ms. Goodrich explained:

1. Business Development, including the Alliance's work to attract new businesses to the market, helping those businesses already in place to grow and expand, and to ensure that these companies do not leave Broward County.
2. Brand – the Alliance recognizes that, as an economic development organization, there is a role for them to play in ensuring the brand that

they sell and the assets of the market they promote are in the best position. This includes airports, transportation, the education system, a talented work force, and quality of life.

3. Leadership – the regions that have been outperforming Broward County all have a coalition of entrepreneurs, business leaders, and CEOs from their market, sharing the concern for the health and well-being of their local economy. The Broward Alliance is reaching out to all its community leaders, as well as the industry sector, with this goal in mind.

She referred to the Business Development component, noting that the Alliance sees a great opportunity to aggressively market the Greater Fort Lauderdale brand in the context of South Florida. They have formed a CO Council, which currently has 21 members. Each of the COs are investing \$50,000 a year for the next three years to focus on attracting business, with an eye toward headquarter operations in particular. National expert Robin Romney joined this team in spring 2008. The Alliance has also commissioned and received two reports providing data to be used in a blueprint for the headquarters initiative.

Ms. Goodrich pointed out that the Board members share responsibility for the economic interests of Downtown Fort Lauderdale, and that the community's assets are "perfectly suited" for the work they plan to do on the initiative. She affirmed that the Alliance looks forward to working closely with the Board on this project.

The Alliance has also visited New York, Chicago, Atlanta, and New Jersey, where several national site selector companies are located, to reintroduce the market to them and let them know that Greater Fort Lauderdale is "open for business."

In addition to attracting new businesses, however, another component of Accelerate Broward is taking care of and encouraging growth in the businesses already in the area. To this end, two councils have been established: an Entrepreneur Council, which will look at the market's entrepreneurial system and base to determine what resources should be employed there to ensure growth, and a Corporate Council, which focuses specifically on target industries such as renewable energy, aviation and marine, business and financial services, creative industries, health care and life sciences, information technology, and international commerce. While a focus on these industries is not new, Ms. Goodrich noted, the Alliance's approach to aggressively pursuing them is a recent development.

Regarding branding, Ms. Goodrich pointed out that defining the Greater Fort Lauderdale business brand has never been done before. While the community has an outstanding brand in terms of tourism and hospitality, its business brand

has yet to be defined. This goal is at the top of the Alliance's agenda, she stated, and will be rolled out later this year after the CO Council has reviewed the data and blueprints provided for this purpose.

She allowed that there are also some serious issues, including "challenges and threats," around the Greater Fort Lauderdale brand; having no business brand is part of this particular dilemma, in addition to the misperception that the community is "an extension of Miami." Another issue is the belief that hurricanes disrupt business severely, due to the activities of recent years. Finally, there is also a misperception that the heat in summer is "unbearable" in the area.

Shifting demographics in the market are another challenge of branding, Ms. Goodrich continued, noting that in recent years more people have left the area than have moved into it. This lack of population growth has an impact on the work force population a company would seek. Greater Fort Lauderdale is also one of Florida's most expensive metro areas, and while the cost of living has decreased, they are still high on the list of cost-of-living expenses in competitive metro regions.

She noted that the same may be said for the rising cost of business, pointing out that Fort Lauderdale follows only Miami and Palm Beach in a Fortune 200 listing of cities for business opportunities and careers. There is also the issue of limited land, as the area lies between the ocean and the Everglades. However, when international companies look for business locations, they are in the middle of the Western hemisphere; companies who want to reach markets South of Florida find the area a favorable location as well.

Over 150 businesses already have headquarters within the Greater Fort Lauderdale community, Ms. Goodrich stated. The initiative hopes to allow the region to "compete in a whole new way," particularly with private companies, which will need smaller headquarters than traditional companies. She added that another important aspect of the brand is the boating culture and overall lifestyle found in the area.

Another aspect of branding in need of greater capacity is business intelligence, or understanding how the area competes with other markets. Although great strides have been made in economic competitiveness, the community is still lacking in business intelligence. Many resources the Alliance is bringing to the table are brought forth with a goal in mind of building a business intelligence system that can be accessed by partners and others in the community. A recent report cited that 1146 multinational companies are now based in South Florida; as a result, they generate \$221 billion in revenue for their companies. These businesses come from 54 countries and employ 129,000 people, and oversee an additional 600,000 across the world. Ms. Goodrich asserted that this information

should be put forth when creating a brand or reaching out to attract new businesses.

She stated that there is a role the economic and business communities can play with their partners to ensure the business climate in the area is constantly improved. She felt the business community could also participate in finding a better way to have conversations on some of the major issues facing Greater Fort Lauderdale. One aspect to which the Alliance plans to give special attention is talent and work force. While many companies have focused on finding cheap real estate in the past, today's market is more interested in locating talented people.

Public-private partnerships, she asserted, continue to be "the right way" to achieve these goals and ensure that the right discussions concerning the economy are taking place. The Broward Alliance remains committed to making sure the best of the public and private sectors come to the table together.

She continued that she has sometimes been asked what the return on the investment would be. The bottom line, Ms. Goodrich stated, is that during the past five years, the Alliance has assisted 1800 companies, which have created 8000 new jobs, 7500 of which have been retained in the local market. These companies have invested \$500 million; for every \$1 invested with the Broward Alliance by both the public and private sectors, \$62 has been returned to the community.

The Alliance and the Board can work together, she explained, adding that their Business Development team already works closely with the Office of Economic Development. Corporate visits, community outreach, and other such endeavors are done as a joint venture; in addition, Ms. Goodrich noted that the Broward Film Commission is housed with the Broward Alliance. All filming done on public property not only goes through Ms. Reese's office, it is also coordinated through Broward Film Commissioner Elizabeth Wentworth. She reminded the Board of the great economic impact the film and television industry has had on the community.

The Alliance and the Office of Economic Development have also worked together recently on an initiative to bring Florida Heat Pump to the area, among other manufacturers. Citrix and Home Diagnostics were two additional examples. Together, the partnership impacted over 260,000 sq. ft., brought in \$55 million in business investments, and created 580 jobs and retained another 1900.

The Alliance also works closely with the City Manager, Ms. Goodrich continued. In addition, Ms. Reese and Mr. Scott participate in the Partner Council, which is responsible for the market's reputation for business friendliness and readiness. The Partner Council meets regularly to ensure the area's reputation is in good

order. The Alliance and the City have also partnered on joint marketing, as the City advertises in the Alliance's Economic Sourcebook. The City has also assisted with "red carpet" events and hosting executives, business owners, and site selectors. She described the relationship of the Alliance and the City as "long and wonderful," and believes this will be improved moving forward.

Regarding the County Stimulus Plan, Ms. Goodrich advised that in late 2008 the Alliance realized that they needed to act aggressively to improve economic conditions. They have joined forces with the Broward County Office of Economic Development to provide them with the Alliance's perspective, as well as data collected from the business community and recommendations to improve the local business climate during the recession. The report from the Alliance is included in a plan to be brought before the Board of County Commissioners on March 24, 2009.

She shared some facts from the report:

- 80% of businesses report that business has slowed;
- 15% of these businesses expect to close within six months;
- 43% of businesses will be laying off workers;
- One business in seven plans to move out of the community within the next few years.

The top three issues these businesses struggle with are access to financing, insurance costs, and health care costs, she reported.

When asked what government can do, 48% of respondents asked for improved processes, as "time is money;" Ms. Goodrich explained that many of these companies are in the act of expanding and moving into new space, and are frustrated with some of the processes necessary for this step. Fees and charges are also a concern, and it was noted that businesses are an important part of the City government's constituency.

The Alliance continually assesses the area's business environment, Ms. Goodrich advised, and added that they are pleased with the response they have seen from the Chambers of Commerce.

In closing, she offered suggestions that the Board can do to improve the environment for economic development. She recommended combating the "sky is falling" mentality by remaining mindful of the kinds of conversations they engage in throughout the community. In addition, she proposed that Board members pass information from other business owners on to the Office of Economic Development, as no business should leave the area "without a fight." Businesses that are hiring should be urged to post these positions on the City's job bank so people looking for work can find it as easily as possible.

Chair Riehl thanked Ms. Goodrich for her presentation.

He introduced Major Raul Diaz of the Fort Lauderdale Police Department at this time, explaining that last fall there had been a “tremendous improvement” in the security of the Beach area with the appointment of the Major. He stated that he wished to thank Major Diaz publicly for the good work that he and the Department were doing.

Major Diaz thanked Chair Riehl, and emphasized the importance of communication in serving the needs of the area, encouraging the Board members to get in touch with him if they had any questions or concerns.

Ms. Watson asked how Major Diaz would recommend duplicating this recent success in her District, where very costly break-ins had recently occurred. Major Diaz advised her to contact Major Williams, who is the point of contact for that District. He added that he will, however, inform Major Williams himself of this concern, and ask that he respond to Ms. Watson, either directly or through one of his subordinates.

Chair Riehl invited the Board to direct any questions it might have regarding the Broward Alliance to Ms. Goodrich.

Mr. Budwig asked what the financial goals were for the Alliance’s three-year plan, and where they stood with regard to this at present. Ms. Goodrich replied that their goal was to raise an additional \$1.8 million from the private sector; they have currently raised just over \$1.5 million, and expected to surpass their goal by the end of 2009.

Ms. DuMont noted that State legislators have created a Select Committee on Florida’s Economy and a Jobs Advisory Group, and asked if the Broward Alliance was working with these organizations. Ms. Goodrich answered that the Alliance has presented to the Senate Committee, and hopes to reach out to the Jobs group as well. They hope to position themselves as “subject matter experts” for these two groups, she added.

Mr. de Vosjoli asked if the stimulus proposal to the Board of County Commissioners was a public one. Ms. Goodrich replied that it will be made public at the March 24, 2009 meeting of that body. Currently, she advised, County Staff is still finalizing its policy recommendations. She referred any interested Board members to www.broward.org, the County’s website.

Ms. McCoy noted that housing had not been cited as a reason for companies leaving the area, and asked if that was an issue for businesses as well. Ms. Goodrich stated that because home values are decreasing, many companies did

not currently find housing costs an impediment. In fact, companies that are hiring have found the downward trend in housing costs to be an incentive in recruiting.

Ms. McCoy followed up, noting that Broward County is the 15th largest county in the United States, including 30 different municipalities; she wondered if this is an anomaly that makes the area more difficult to market than an area containing a single very large municipality, such as Atlanta or Houston.

Ms. Goodrich agreed that from a branding perspective, this does present a challenge. The Alliance has recommended that anyone outside the market no longer brand the area as "Broward Counties," but instead refer to it as "Greater Fort Lauderdale." From the perspective of a business brand, this can denote the wider range of communities in the County as well. She added that the Alliance welcomes the opportunity to partner with the wider range of communities in the County as well.

Ms. Osgood asked if the Broward Alliance has worked with the League of Cities, which includes many of the municipalities in the County. Ms. Goodrich explained that the work of economic development is better suited to City administrators who are not elected officials, such as the City Managers.

Mr. Scott stated that some of the issues Ms. Goodrich had covered in her presentation would be pertinent in the following presentation as well, particularly regarding branding.

At Mr. Scott's request, the following item was taken out of order on the agenda.

VI. Director's Report

Mr. Scott stated that the City is working with local hoteliers, primarily through the Beach Business Advisory District (BID), to deal with an issue regarding beach concessions, including new chairs, pads, and umbrellas. A contract was signed in 2008 to upgrade these concessions; however, there have been many details overlooked, and the City has been communicating regularly with the vendor and the hoteliers to rectify the situation.

Regarding film permitting, he reported that there has been a request from the Food Network. Mr. Scott recalled that they are searching for a soon-to-open restaurant to serve as the basis for a program; the Board had responded with some possibilities when an email was sent out about this, and it is possible that one of those restaurants may be the focus of the show. In addition, "Burn Notice," which regularly films in Miami, is looking for a warehouse in the area for possible filming.

The City is proposing a Business Improvement District for the Himmarshee area, Mr. Scott continued, which will be similar to the BID created for the beach area. City Staff is now meeting weekly to discuss this possibility. He noted that it will be critical to get the involvement of business owners in that area, as a “self-assessment” is necessary for a Board of this nature.

He noted that the City is preparing an RFP for a “best practices look” at the permitting processes, planning and zoning, and other considerations in the area of “business friendliness.” This RFP should go out for bid within the next week or so.

A major renovation project for the South Beach Parking Lot is planned, which, Mr. Scott advised, will involve the cooperation of several different organizations, from the Department of Environmental Protection to the Parking Department. He will report on the progress of this project as information is available, particularly regarding the impact it might have on business in that area. The goal, he pointed out, is to accomplish this project in phases to minimize business impact.

He reiterated that he will go over some of these issues in more detail during his report at the April Board meeting.

Mr. Scott departed the meeting at this time.

II. Approval of Minutes

As a quorum was now present, Chair Riehl requested a **motion** to approve the minutes of the February 11, 2009 minutes. He noted that the spelling of guest Lenny Kalvinson’s name should be corrected.

The **motion**, moved by Ms. DuMont and seconded by Ms. Watson, carried unanimously in a voice vote.

IV. Riverwalk Public Realm Plan

Chair Riehl introduced Deputy Director of Planning and Zoning Wayne Jessup and Planner Ella Parker.

Deputy Director Jessup stated that the public realm plan for the development of the New River is related to the branding of the City, and perhaps the Greater Fort Lauderdale area as well. The plan is to make the area into a “dynamic, vital urban center” for the City and County.

In 2003 the Downtown Master Plan was implemented, which allowed some new projects to take place in the Downtown area; it has also given some “certainty” to developers regarding what is expected, and what can be done, in that area.

Sixteen projects had been approved for the Downtown area, Deputy Director Jessup advised; as they are built, he felt the community would begin to feel that they are living in an urban environment.

One primary asset that the City had not leveraged sufficiently, however, was the river. Through the involvement of the Riverwalk Trust, the riverfront has been developed over the years. The City wished to turn the river into an even greater asset, which is the goal of the Riverwalk Public Realm Plan.

He explained that the Downtown Master Plan is being implemented incrementally, as are the Riverwalk Master Plan and Public Realm Plan. The Master Plan identifies a framework for how the river could be developed, and identifies parameters under which private development could occur, such as impacting the environment of the river in a positive way and creating uses that would make the area more dynamic and more pleasant.

There are unique qualities to the river in the Downtown area, and these could be enhanced even further. The Cultural Arts Gateway, for example, was identified as a place where new projects could come into being and make visitors feel they are in a cultural environment along that part of the river. Similarly, the central part of the river passes the retail/entertainment district, which is an energetic and "rich" part of Downtown. Deputy Director Jessup added that the City had hired a retail consultant to identify what kinds of retail and restaurants would work best in the area, including what size they should be and how they should be spaced along the river. The North and South parts of the river lie in residential areas, which could become the "River Park Promenade."

Deputy Director Jessup noted that there are other possibilities for development of the river, including what might be done with the public areas beneath the bridges. He used DDA Park as an example, pointing out that a restaurant could be placed between the edge of the park and the bridge.

He pointed out that this area, which includes but is not limited to Riverwalk, is a District including the spans North and South of the actual Riverwalk by at least one block. The retail/entertainment area would serve as a "central activity hub" for the Riverwalk District.

A critical concern is that the river not become a dividing line separating the North from the South, he went on. It should unify both sides of the City through river connections, such as a ferry. It should be simple, he asserted, for a person on the South side of the River to have access to the North.

To make the Riverwalk area a part of daily life, there should be activities that keep the area filled with people. The marine activity on the river is another draw, as boats move up and down the river.

The Gateway area connects the Las Olas area to the river, Deputy Director Jessup continued. It has been suggested to energize the South edge of the Riverside Hotel with retail space; the area is also conducive to placement of a restaurant.

Only one neighborhood extends Downtown to the river, which affords the opportunity to create an urban residential neighborhood, with parks and possibly a small connecting retail area to the West.

He reminded the Board that the DDA is also working on a transit system for Downtown, which could also connect both sides of the river.

The Public Realm Plan, Deputy Director Jessup explained, looks at the Downtown Master Plan and attempts to find the best way to “activate” the Master Plan. It also introduces an arts and entertainment aspect, which views the entire Riverwalk District, not just the Museum of Art or the Performing Arts Center, as a venue. The Plan would ensure that when someone attends the theater or visits a museum, they are coming to a place that is a venue for these activities, not just a single building. If this becomes identifiable as unique to the Riverwalk area, it is a step toward effective branding.

The City’s consultants are being asked to consider how the arts and entertainment venues “relate and integrate” with the restaurants and retail shops in the area, and how the retail and restaurants support the cultural aspect. Consultants will look at what the best venues that will fit into the market. Venues can also be public-private partnerships, he added, and can be housed in some of the larger mixed-use facilities.

The Public Realm Plan also looks at how the area’s parks are best used, and to this end, consultants are asked to involve the public, who are ultimately the best judges for park use. In addition, to help create a distinct District, the streets leading down to the river should look different, perhaps with different paving or tree patterns.

Once the best uses are determined, priorities should be set, Deputy Director Jessup advised. This will establish a “pattern of redevelopment,” including what should happen first and what “small starts” can be done right away, such as encouraging new vendors or restaurants to open in the area. He also noted that this presents an opportunity to improve the District’s infrastructure, perhaps with stimulus funds.

Mr. de Vosjoli stated that he walks to the Riverwalk area a few times a week, and has been approached by homeless persons “begging for money.” He had also been warned, upon moving back to the area, to avoid that part of the Riverwalk

due to a history of assaults and muggings in the area. He felt this reputation would cause people to continue to avoid the area, unless there was a greater police presence during the day and regularly at night.

Ms. Osgood asserted that true community revitalization includes finding a way to take this negative element and make it a positive – for instance, give the homeless people sleeping in the park the option of accepting some of the services the area has to offer them, including church outreach and faith-based initiatives.

Ms. Watson asked if this plan was specific to Riverwalk, stating that she attends meetings of the Urban Corps and was concerned about how City resources are being used. She asked if the Riverwalk District would include Broward General Hospital, for example.

Deputy Director Jessup explained that this is a subset of the Downtown Master Plan, and includes a distinct zoning area that runs from Davie Boulevard to Sunrise Boulevard and the Federal Highway to 4th Avenue.

Ms. Watson clarified that her point was different people and groups wanted to be involved in revitalizing that area, but did not seem to be communicating with one another. Deputy Director Jessup characterized this as focusing on a single small specific area, comparable to the Master Plans for the Beach or Northwest CRA. As the various small areas are brought together, they will create a single dynamic for the entire City. He added that the guidelines are consensus-based, which makes it much easier to develop projects in an area.

Ms. Parker indicated that the Planning and Zoning Department recognizes that there is a criminal element in the area, and one aspect the plan hopes to accomplish is that, by enlivening the area and bringing in programs and activities, these persons will be discouraged from remaining in a more active Riverwalk.

Patsy Mennuti, representing the Riverwalk Trust, added that the Public Realm Plan appeared before the City Commission on February 17, 2009, and the City Auditor expressed a concern with the \$345,000 cost of the contract in the current economy. It was deferred until the City Commission's April meeting, when it will appear before a new City Commission.

She asserted that the Plan has everything to do with economic development, as Downtown Fort Lauderdale is the City's government seat and arts and entertainment seat, but loses a share of the market to competing venues. If the Riverwalk is "dead," there is less activity to bring people into restaurants or cultural venues; an active Riverwalk will attract tourists and bring business to the District as well as growing the cultural base of the City. Regarding crime, she noted that it is impossible to go to any urban center and never encounter a

homeless person. She agreed with Ms. Parker that an active area with several people in it made a place "less threatening."

Chair Riehl stated that it is important for the Board to hear a presentation before an initiative goes to the City Commission for a vote, as they would then be able to use whatever influence they had to convince the City Commissioners that the program was acceptable.

Scott Strawbridge, also representing the Riverwalk Trust, provided a quick history of the Riverwalk project and why the investment is an important one. While they understand the City Auditor's concerns, he felt it was wiser to perceive the Plan as investing funds rather than spending them.

He noted that City Auditor felt the cost of the Plan would be equal to the jobs of six employees, which Mr. Strawbridge viewed as something of an exaggeration, as the funds had already been budgeted. He preferred to think of the Plan as an opportunity similar to the original bond issue that had created the Riverwalk. The new property developed as a result of this investment, he declared, is worth more than \$1.5 billion, and gave the City and the DDA the capacity to bond an additional \$500 million against the tax dollars the area generated.

Regarding the presence of homeless people and a criminal element in the park, Mr. Strawbridge stated that 80% of the success of a public space comes not from its design but from its programming and management. When the park was first activated, several festivals had been in the area, with a major event every two to three weeks. Once this stopped, activity no longer served as a deterrent. He asserted that "positive activity displaces negative activity."

He continued that the Riverwalk Trust had worked with Staff to drive management and activation of the park. The Trust had invested some \$10,000 to begin activities in the park again, including yoga classes, Women's Outdoor Workout, Riverwalkers, and salsa dancing. They also hired a marketing consultant and recruited volunteers to help with their efforts. However, because there is no City management partner to assist with programming, they may be forced to reallocate funds.

He encouraged the Board to support the Riverwalk Trust in their efforts, as all neighborhoods are benefited by the revenue it can generate to the tax base. The DDA is now looking to the cities of Del Ray and Hollywood for further ideas, Mr. Strawbridge advised, as there is no management in place to program activities.

Ms. McCoy confirmed that the area is "empty," and asked how people might be convinced to come back to the park. Mr. Strawbridge responded that the Riverfront entertainment complex has been purchased by a corporate entity that

is waiting to make a profit from it, which will leave that area “blighted” for some time yet.

Ms. Watson noted that the plan is to hire a consultant to study the area, but asked what action would follow this step. Deputy Director Jessup pointed out that the Downtown Master Plan, for example, had not only acted as a plan for that area, but had established parameters under which a project would be approved. This made the entire process more expeditious for developers, as it laid out what was necessary ahead of time, and avoided any confusion about what was expected or desired in an area.

Ms. DuMont stated that she would find it difficult, having seen what Riverwalk had been in the past and what it was now, to deny turning the area around and enlivening it again. She made a **motion** to approve the Public Realm Plan.

Mr. de Vosjoli seconded the **motion**. In a voice vote, the **motion** carried, Ms. Watson abstaining.

Ms. DuMont suggested that, rather than waiting for the minutes to be made available to the City Commission, Chair Riehl partner with Staff and email the newly elected City Commission to advise them of the Board’s position on this issue. She added that when this item appears before the City Commission, the Board ensure that they have a presence at the meeting to support their plan.

It was noted that the item is expected to be on the City Commission’s second agenda in April.

Chair Riehl thanked all the guests and Staff for attending the meeting.

Mr. de Vosjoli asked if it would be possible to appoint a liaison or a point person for some of the Board’s larger issues, such as this one. Mr. Scott agreed, proposing that if a member has a particular interest in an issue, he or she could be appointed to keep the Board updated on that item. Mr. Budwig volunteered to be the liaison for the Riverwalk plan.

Ms. DuMont added that next month, along with the update Mr. Scott would present on the Board’s goals, it might be an appropriate time for the Board to discuss how they took on projects, as well as examine the goals list to determine their priorities as a group.

She also suggested that a representative of Workforce 1 be invited to make a presentation to the Board, which would tie in with some of their previous conversations about the City’s work force. She felt someone might also contact the State Representative who had created the Jobs Advisory Group, so a member of his staff could advise the Board on that entity’s goals.

She recommended that these be the only two topics at the upcoming meeting, so the Board would have time to sufficiently discuss them, other than the discussion of the EDAB goals for 2009.

Chair Riehl noted, however, that he did not wish to restrict the agenda of a meeting, as other Board members might have items they wished to discuss as well.

Ms. McCoy felt the Board's goals should come first, as they would influence what the Board attempted to accomplish during the year.

Ms. Watson recalled that there had been a discussion at the February 2009 meeting that touched on the Board's effectiveness; in response, she felt they should concentrate on doing a better job of being ambassadors for the business community. She asked that Mr. Budwig, who had marketing experience, help them market and promote their past accomplishments and their current focus. Mr. de Vosjoli offered to contribute his time as well.

Mr. Scott commented that this undertaking should be done in conjunction with the Public Information Office in order to maintain a single consistent message. He suggested that the Board's link on the website might be an effective tool for this.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:04 p.m.

Mr. Krom stated that while he supported the Riverwalk Plan, he felt affordable housing should play a role in the plan somewhere. If a large portion of the City did not have living quarters near the area, where they could walk out of their homes and access the park, the plan was limited.

attachments – Economic Development Department Presentation
Guest Sign-In Sheet

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

A vertical strip on the left side of the slide shows a sunset over the ocean. The sun is a bright yellow circle on the horizon, with its light reflecting on the water's surface. The sky is a mix of orange and yellow, and the water is a deep blue with white-capped waves.

ECONOMIC DEVELOPMENT DEPARTMENT

Presentation to the Economic
Development Advisory Board

April 8, 2009



Director
Economic Development
Real Estate Division
Beach CRA
Beach Business Improvement
District





Real Estate Division

- Manages all city-owned properties;
- Responsible for all property purchases and sales throughout the City
- Appraisals/Negotiations/Environmental Studies
- City Leases



Beach BID

- Economic Development Department is responsible for the budget;
- Management of Special Assessment;
- Administering Maintenance Contract;
- Administering all other contracts;
- Special Event RFP



Fort Lauderdale Beach Community Redevelopment Association (CRA)

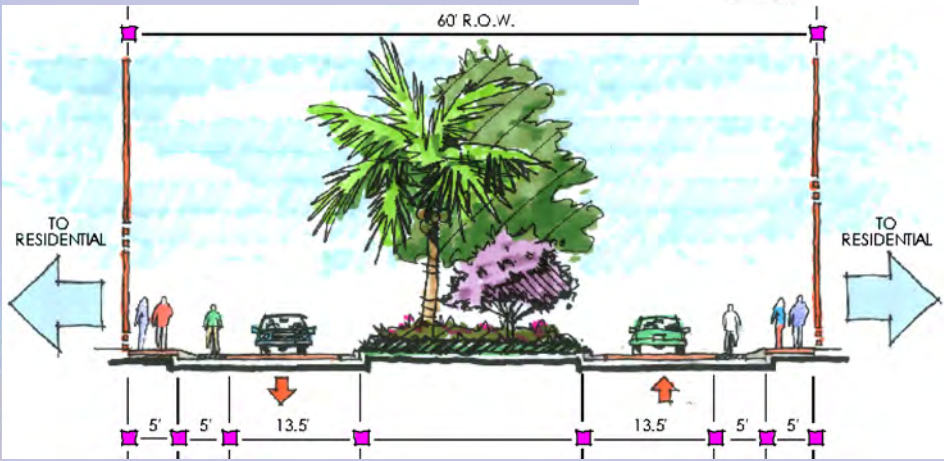
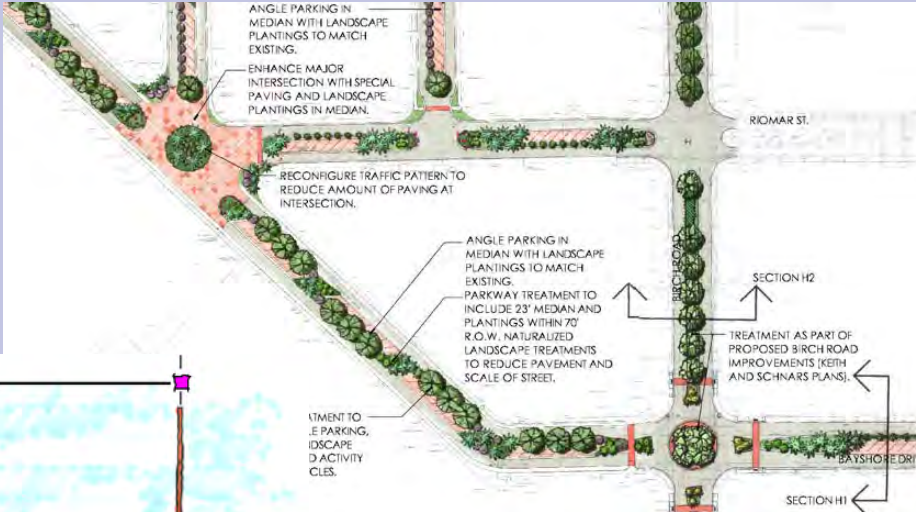
- Implement the Beach Community Redevelopment Plan
 - Proposed
 - Initiate
 - Implement

GOAL 1

Projects that Comply with the Plan



Central Beach Master Plan



Streetscape - Phase 1 Las Olas Boulevard



**Beach Streetscape
Phase IA
Proposed Light Fixtures**



Single Head
Pedestrian
Light

Cobra Style
Roadway
Light



South Beach Parking Lot Improvement Project



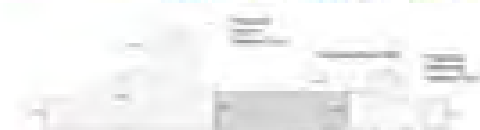
South Beach Parking Lot Improvement Project



Major Entry Feature



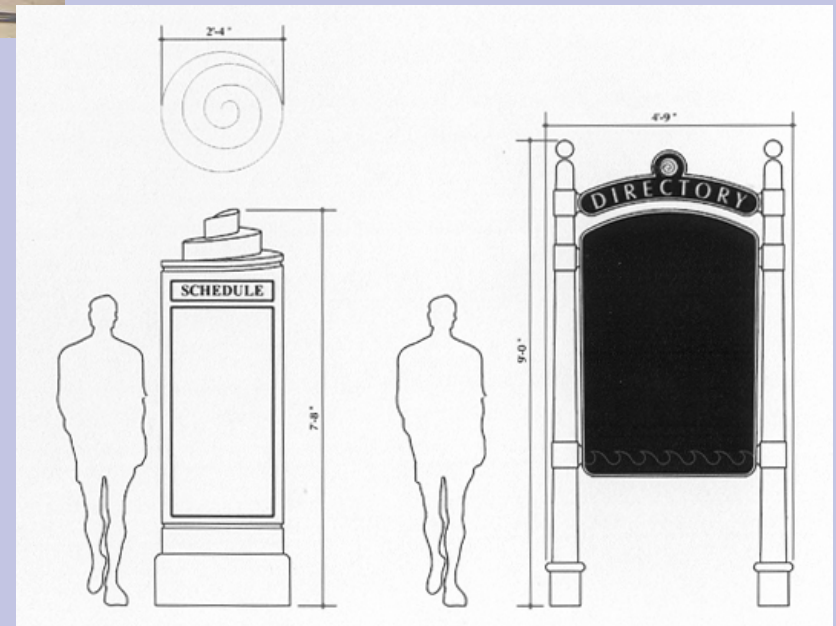
Minor Entry Feature



Turtle Compliant Lighting



Way Finding Signage



- Manage TIF Revenue
 - Compliance with Plan & State Statutes
- Beach Redevelopment Advisory Board (BRAB)
- Review Proposed Development Project
 - Consistency with Plan (DRC)



Coordinate with Other City Departments for the CIP Projects

- Aquatic Complex
- South beach Parking Lot
- Turtle- compliance lighting
- Wave Wall Lights
- Way Finding Signs

GOAL 2



Assist Businesses, Agencies & Other Departments on the Beach Related Issues

- Turtle Compliance
- Sand Renourishments
- Beach Concessions
- Emergency Management
- Development Permit Assistance



GOAL 3



Advisory Boards

- Economic Development Advisory Board
- Beach Business Improvement District Advisory Committee
- Beach Redevelopment Advisory Board
- Community Services Board/Cultural Arts and Tourism
- Property and Right of Way Committee



Economic Development

Director

Economic Development Rep

Secretary III



Economic Development

- Ordinance C-07-42
- Direct Cash/Job Creation Incentive
- Local Match for State QTI
- Requires Creation 100 Paying Jobs



Economic Development

- Partnerships
 - Broward Alliance
 - Broward County Economic Development
 - State Economic Development
 - Downtown Development Authority (DDA)
 - Greater Fort Lauderdale Chamber of Commerce
 - Greater Fort Lauderdale Convention and Visitor's Bureau



Economic Development

- Other Partners
 - Beach Council
 - Las Olas Merchants Association
 - Riverwalk Trust
 - NW CRA
 - Merchant Groups/Associations
 - Tourism Council



Economic Development

- Retention, Expansion, Attraction, Diversification.
 - Analysis of Target Industries
 - Quality of Life Issues
- Provide:
 - Incentives, Outreach, Recognition, Special Events
- Business Retention and Expansion Program with Broward Alliance and Chamber of Commerce



Economic Development

- Director as Liaison to the Business Community.



Economic Development Projects

- BAHIA MAR



Economic Development Projects

- Himmarshee BID
- Business Improvement Districts
 - Assist to Revitalize and Protect Business and Quality of Life.



Economic Development Projects

- Riverwalk Public Realm Plan



Economic Development Projects

- Simplify Re-use Process to Promote Faster Turnaround
- Streamline Development Process



Economic Development Projects

- Market Analysis for Economic Development.



The Future

- BUSINESS RETENTION
- BUSINESS GROWTH
- TOURISM/THE BEACH
- MARINE INDUSTRY



The Future

- GALLERIA
- EXECUTIVE AIRPORT
- RIVERWALK/HIMMARSHEE
- NW Fort Lauderdale
- The Galt
- Las Olas
- DOWNTOWN



The Future

- Upgrade Web Site
- Grow Relationships with Business Organizations
- Focus on Developing a Business Friendly Environment
- Utilize Cutting Edge or Best Practices to Recruit and Retain Business



City of Fort Lauderdale, Florida

"Venice of America"

