

APPROVED
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY, JULY 8, 2009 – 3:45-5:15 P.M.

1/09 – 12/09

Board Members	Attendance	Present	Absent
Ralph Riehl, Chair	P	7	0
Mark Budwig	P	6	1
Patricia DuMont (arr. 3:51)	P	6	1
Adam Sanders	A	3	4
Mark Krom, Vice Chair	P	7	0
Sean de Vosjoli	A	5	2
Susanne T. McCoy	A	4	2
Christopher Denison	P	2	1
Miya Burt-Stewart	P	3	0
Sheryl Dickey	A	2	1
Dev Motwani	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
 Patricia Smith, Economic Development Secretary III
 Karen Reese, Economic Development Representative
 Hal Barnes, Engineering Design Manager
 Jennifer Picinich, Recording Secretary, Prototype, Inc.

Communications to City Commission

- **Motion** made by Mr. Motwani, seconded by Ms. Dickey, that the Beach Master Plan, prior to its completion, include a parking study related to the parking Code as relates to private development. In a voice vote, the **motion** carried unanimously.

I. Call to Order & Introductions

Chair Riehl called the meeting to order at 3:47 p.m. Roll was called and it was determined a quorum was present.

The Board members, Staff, and guests introduced themselves at this time.

II. Approval of June 10, 2009 Minutes

Mr. Scott clarified that the “Communications to City Commission” should contain items the Board wishes, by consensus, to be communicated, rather than including all motions made during a meeting.

Mr. Motwani asked that the phrase “within existing private development” be removed from the motion he had made on p.12 of the June 10, 2009 minutes, as he had intended this to be parking Code “relating to private development.” Chair Riehl also requested that the motion be moved to the “Communications to City Commission” section of those minutes, to which the Board agreed.

Ms. DuMont joined the meeting at this time (3:51 p.m.).

Motion made by Mr. Budwig, seconded by Ms. Burt-Stewart, to approve the minutes of the June 10, 2009 meeting as amended. In a voice vote, the **motion** carried unanimously.

Chair Riehl reminded the Board that Sasaki’s proposed Beach Master Plan had requested a “friendly and inviting” atmosphere, including retail; however, the parking, under existing Code, “does not lend itself to that,” as there is no shared parking in the area in question. Mr. Motwani explained that this “does not make economically viable” a street-level retail environment.

He added that this situation is not exclusive to the Beach, but is a City-wide issue.

Chair Riehl recalled at the June meeting, an initiative for sidewalk cafés had been discussed by the Board. Five restaurants in the Fort Lauderdale Beach Boulevard area had expressed interest in participating in this program. Chair Riehl and Mr. Scott had met with members of various City Departments, as well as the restaurants’ owners, and given the owners an information packet containing FDOT applications and further instructions related to the initiative.

Since the information has been submitted, Chair Riehl had been advised that “some things had been approved,” while work remained to be done on other aspects of the plan. Mr. Scott advised that by the next Board meeting, hopefully the restaurants will have received their café licenses. Chair Riehl noted that the initiative will create 25 jobs.

Mr. Scott added that there are other interested businesses in an area to the north of the above restaurants’ location; however, there is apparently a “cutoff street,” at which the City’s FDOT lease ends and café licenses cannot be granted. He was not aware why this “cutoff” is the case, and pointed out that Staff plans to

ask the City Commission for permission to renegotiate the FDOT lease and encourage more restaurants “on the north side” to obtain café licenses as well.

Chair Riehl encouraged Board members to pass this information along to any restaurant owners they might know who were interested in setting up sidewalk cafés to enhance their business.

Ms. Burt-Stewart asked if this program is intended to be City-wide or if it affects the Beach area only. Chair Riehl clarified that this particular initiative was near the Beach, but he was interested in expanding business anywhere in the City.

Mr. Scott clarified that there are provisions in City Code regarding on-street tables. The difference in the Beach area is that A1A, on which the participating restaurants are located, is a State road, and the City’s ability to grant licenses is subject to State approval. He added that outdoor tables at other locations are subject to City regulations only.

III. Riverwalk Crime Police Report

Chair Riehl introduced Captain Gregory Salters of the Fort Lauderdale Police Department, and noted that the Captain would address crime in the Riverwalk area in particular during this update. He thanked Captain Salters for taking the time to give the Board an update, and added the Board wished to work with the Police Department and help them in any way possible.

Captain Salters explained he reports directly to the Major who is in charge of the “middle of the City” and addresses many issues that develop there. He felt it requires a team effort to improve quality of life all over Fort Lauderdale, and pointed out that the Board is part of this team as well.

Throughout the City, one current issue is related to homeless individuals, Captain Salters stated. The Police Department has discussed what can be done with the City Commission, as homeless and transient persons in an area can give “a sense of unease.” At the same time, it is not illegal to be homeless; the Police Department is attempting to be in the area to prevent crime, regardless of who may commit a criminal act.

Captain Salters advised that the Downtown Civic Association, led by Chair Ron Centamore, has also been instrumental in securing a City grant to install additional lighting in the Riverwalk area. The Police Department has also worked with the Downtown Development Authority (DDA) and its CEO, Chris Wren, who has established an ambassador program in which volunteers maintain a presence in the Riverwalk area as well. The Symphony has also hired additional officers to be present on the west end of the area; shrubbery has been cut back and lighting increased in the area near the Performing Arts Center.

The hours of the park nearby have also changed, as individuals were “hanging out” in that area; the park was formerly open until 4:00 a.m., and now closes at 2:00 a.m. This has been helpful in instances when police have needed a legal reason to remove individuals from the park.

He recalled that the Board had wished to hear statistics, and stated he would provide these as well as additional information with them. In May, there were approximately 32 crimes including burglaries, auto thefts, armed robberies, and other similar acts in the Riverwalk Trust area. In June, this crime rate rose by one to reach 33.

The Police Department has noticed that crime tends to go up during the summer, he added. They also attempt to work with businesses in the area. Captain Salters explained that when there are no businesses in a part of town, it becomes an “open area” for individuals to occupy.

The Department has also worked closely with Patsy Mennuti and the Riverwalk Trust regarding activities planned for Esplanade Park. The Trust is attempting to schedule more activities in that area, as a busier, more populated area discourages individuals from loitering there.

He continued that undercover operations have been running in Huizenga Park as well as in Esplanade Park and Stranahan Park. Drug arrests were made in October-November 2008, and since that time “the whole crowd has changed” in that area. Captain Salters advised this meant previously there was a “mixed crowd” present at the Park almost “on shifts” at that location. Since that time the Police Department has been able to remove these individuals. Drug arrests have also been made at Stranahan Park.

There was formerly a good deal of traffic between Stranahan Park and the bus terminal, and there has been a change in staffing at the terminal: where formerly Broward Sheriff’s Office staffed this area, it is now manned by the Fort Lauderdale Police Department.

Another issue with a good deal of impact on the Riverwalk area, he noted, is the Broward Sheriff’s Office’s main jail. Captain Salters pointed out that from an economic standpoint, the Broward Sheriff’s Office has had to make “cutbacks;” when the jail is filled, individuals that have been arrested for “minor crimes,” such as loitering, disorderly conduct, or public urination are often released on their own recognizance by the Sheriff’s Office. At this point they cross the bridge into the Downtown area unless they have a way to leave the area. Captain Salters also noted that this jail is for the entire County, which has a heavy impact on both the City’s crime level and the foot traffic in this area. The Fort Lauderdale Police have been working to locate and identify these individuals; they are also working

with Park Rangers and the Parks and Recreation Department overall to maintain communications.

He added that police cars can now be seen driving down through the Riverwalk area as a deterrent. An increase in lighting would also be helpful. He noted that lighting is particularly needed behind the River House, which is a very dark area.

The grant for this lighting has been approved, Captain Salters advised. Hal Barnes, Engineering Design Manager, added that the neighborhood associations in that area, under the Neighborhood Capital Improvements Program (NCIP), applied for two grants; the Council of Fort Lauderdale Civic Associations and the Downtown Association each applied for grants as well. He estimated that there are \$105,000 in capital improvements to add lighting to the Riverwalk that will be put in place this year. Construction is expected to begin "early next year."

Mr. Scott pointed out that the River House is currently not operating as a restaurant on a regular basis, but opens exclusively for special events. This means it remains dark on most nights. Captain Salters commented that this establishment is a good business partner and has the best interests of the area in mind.

He stated that last week the Police Department made 19 arrests in the Downtown/Riverwalk area, including an aggravated assault and an armed robbery as well as trespassing and narcotics arrests. He added that some of the crimes are "homeless against homeless" situations.

Captain Salters noted that many local businesses and homeowners' associations have partnered with the DDA, who has funded the presence of some police officers in the area on a shifting schedule. Officers on horseback and bicycle patrol are also in the area at times to provide a presence.

The Street Crimes Unit, he continued, is a 40-person plainclothes undercover operation intended to prevent crime, and targets areas where there have been issues in the past. They are supplementing patrols. He concluded that the Police Department has partnered with "almost every organization that's down here."

Mr. Denison recalled that at the June 2009 meeting, he had reported that the Allied Marine Facility has been leased to one "major operator" and five additional tenants. The lease also includes six slips at the Dockmaster's Office, with an option for seven additional slips at another location.

While this will keep jobs in the area, the property owner's concern is that there have been break-ins in this area in the past 60 days.

Captain Salters advised that his area is north of the river, and the incidents to which Mr. Denison is referring may have been reported in District 3.

Mr. Denison stated that the City would prefer to make the whole area “viable,” and offered to introduce Captain Salters or any other appropriate individual to the lessees.

Regarding the possible use of closed-circuit cameras, Captain Salters pointed out that these can give “a false sense of security;” in addition, while a suspect may be referred to as “on camera,” often the view is not a clear one. Other issues involve how the camera is monitored – during specific hours, or whether the camera feeds into a database for recording.

He added that the City does use a “mesh” camera system that is operational in various areas; for reasons of security, the Department does not state where all these are located. He cited the New Year’s Eve event as one that was monitored by the mesh camera system.

Chair Riehl and other members of the Board thanked Captain Salters for his time and presentation. Ms. DuMont asked if the statistics on crime had increased or decreased over the past year.

Captain Salters advised that crime patterns traditionally go up during the months when students are not in school; similarly, when the national economy suffers, crime typically increases as well. Regarding the homeless issue, he explained that many homeless people come to South Florida because it is possible to be homeless for 12 months in this climate. The Police Department has a Homeless Outreach Team, consisting of two officers and a Sergeant, that meets with many of these individuals and makes them aware of some of the benefits to which they may be entitled, such as VA benefits and mental health care.

The Department also works with the Juvenile Assistance Center and the Parks and Recreation Department. Several of the officers who work as school resource officers during the school year are reassigned to City parks and work with summer youth program. They keep lines of communication open with the Boys and Girls Club and work with various sports camps and programs.

Captain Salters provided his direct telephone number, as well as his email, and encouraged Board members to contact him if he could be of further assistance.

IV. Business Capital Improvement Program

Chair Riehl introduced Hal Barnes, Engineering Design Manager with the Public Works Department, who announced that the City Commission has agreed to continue the Business Capital Improvement Program (BCIP) through 2010. The

formal application process is open to all business associations within the City limits of Fort Lauderdale.

As there are some new Board members who may have been less familiar with BCIP, Mr. Barnes explained the program is designed to make capital improvements within the public rights-of-way, such as sidewalk improvements, landscaping, lighting, commercial signage for a business community, roadway or intersection improvements, and more. He clarified that while an individual business may not apply directly, a business association may.

Mr. Barnes noted that a smaller booklet provided in the members' information packets contains further program guidelines, while the larger is for the actual application process. The only modification to the program from past years is that the City Commission has authorized \$90,000 rather than \$100,000; instead of a \$25,000 maximum grant per application, the maximum will now be \$22,500, which would allow the program to continue to award four grants.

The cycle is now open, he noted, and technical workshops related to the applications will be held. If a potential applicant cannot attend, Mr. Barnes advised they can call his office to set up a meeting on how to structure their application. The Department also offers some help on pricing. As it is a matching grant program, the community contributes one dollar for every dollar granted by the City: for example, if the goal is a \$20,000 project, the applicant would ask for a grant of \$10,000 and then match it with \$10,000.

All design, construction, and management is administered through the City, so it does not contribute to the cost of the project. The cycle ends on September 25, 2009, which allows three months for application processing. When the cycle is closed, it goes through a formal review process, in which the City analyzes the proposal to ensure it is a viable project and meets appropriate guidelines.

In December, Mr. Barnes revisits the Board with the applications that have been submitted with recommendations from Staff. At this time, the Board evaluates the applications again and reviews Staff's recommendations, then votes in favor of or against the application. Local business associations are also invited to attend this meeting.

Once the applications leave the Board, they are packaged, along with those from the sister program Neighborhood Capital Improvement Program (NCIP), and sent to the City Commission for final approval. The grants awarded for 2009 went to the City Commission in April of this year, which is nearly a one-year process.

Once the project is set up, it goes into an in-house design phase and the design is set to go out to construction along the same timeline that the matching funds from the community will be available. All funds must be available in a project

before it may be legally advertised or sent out to bid. After this time, the project goes into construction and then to completion.

A distribution list is also enclosed in the packet, which lists the associations that have applied in the past or have shown interest in the program, as well as other known associations within the City. Mr. Barnes encouraged the Board members to review the list and let him know if there should be more associations included, or if any are attempting to form. This applied to business associations that might be forming as well.

In an attempt to “go green,” he added, prospective applicants are referred to the website rather than sending out the book and application to everyone on the list.

Regarding the 2009 grants that had passed through the Board, each business association had applied for \$25,000; when this went to the City Commission in April, due to the budget constraints the grant amounts were reduced to \$22,500 for this year as well. This was the only change from last year’s recommendations by the Board. The four associations to receive grants in 2009 were the Riverwalk Trust, the Las Olas Association, North Beach Merchants Association, and 13th Street Merchants Association.

Ms. Burt-Stewart asked for clarification on “matching” grants. Mr. Barnes explained that in order for an association to receive a grant of \$22,500, they would need to match this grant with funds they provide from the community. He added that this can be matched in kind, such as donated landscaping, although cash is the best donation from the community.

Ms. Burt-Stewart also asked if associations must be non-profit in order to apply for the grants. Mr. Barnes stated they should be non-profit organizations; however, at times, in consideration of the business community, this criterion has been slightly “bent.” The City is attempting to extend a program that has been in existence for roughly 10 years, he explained; as recently as five years ago, they were receiving only one application that could take \$25,000 of the \$100,000 available. As this was not maximizing the potential of the program, it is currently attempting to get as much money as possible out into the community.

He added that because these projects must exist in public rights-of-way, they are not considered part of an association’s fundraising or individual business marketing program: they are seen only to develop the public rights-of-way. Recent projects would extend median islands from western Las Olas Boulevard into the eastern section; North Beach Square is attempting to establish sidewalk cafés.

Ms. Burt-Stewart asked if a potential conflict was seen in a program originally established for non-profits allowing for-profit organizations to get City dollars. She

asked if this might potentially deter non-profits who might qualify from applying for the grants.

Mr. Barnes stated it was his opinion that non-profits would get “first choice” if competing for an award; however, his experience has been that there are not enough applications from non-profits to make a competitive process. For the previous two years, there have only been four applicants.

He agreed with Mr. Scott that the most difficult part is the matching requirement; it is difficult for many business associations to come up with these funds, as the work is “all volunteer.”

As a case in point, he cited the Las Olas Association, who applied two years ago for the median project and are still in the process of trying to raise their matching funds so the project can go out to bid.

Ms. Burt-Stewart felt in light of these facts, she did not see an efficient, working program in place that is genuinely geared toward meeting its purpose or goals. She pointed out that if it is challenging for a non- or for-profit firm to raise the necessary matching funds, it creates a vicious cycle, and asked at what point a change might be made to the program to accommodate this need. She suggested that the necessary matching amount might be lowered, or perhaps that element of the program could be removed altogether. This might allow more entities to participate, she added.

Mr. Barnes explained that this policy is a “[City] Commission directive,” and the two programs, BCIP and NCIP, had been established at the same time. Both require matching funds, as the intent of the program was not to give the applying associations the money, but to give them a more vested interest in the program. In addition to having to apply for the grant, they are required to bring that same amount of funds to the table.

Mr. Motwani noted that the plan is a Business Capital Improvement Program, and by definition most businesses will not be non-profit or “structured that way.” He added that the program seems to meet its original intent, as it is giving funds to a business association rather than to a for-profit business, and they must plan to improve the public realm.

Vice Chair Krom disagreed, pointing out if the plan is only getting four applicants each year, “it’s not working.” He added that only a few areas are getting “repeated funding,” which means they have sufficient access to capital to come up with the necessary matching funds.

Mr. Motwani felt this was “an outreach issue,” and from an economic development standpoint, the plan serves to improve the public realm around

businesses. He agreed that there are some groups who are “constantly applying” for the program, and perhaps there should be greater outreach to other areas.

Vice Chair Krom stated if other groups are not aware of the program, the “outreach issue” applied; however, if they are not applying because they cannot raise the matching funds, he agreed with Ms. Burt-Stewart that the program should be adjusted.

Ms. DuMont asserted that she had worked with Mr. Barnes on the program for some time, and recognized two of the challenges inherent in the program. These are listed in the booklet on p.6A: “...association must be registered with State of Florida and association must have been operating for one year.” She explained that early on, there had been attempts to identify different groups or communities that might need help developing an association; she recalled that the Public Works Department has in fact helped create some organizations in specific communities. Lack of incorporation often stops organizations, she pointed out, as well as the one-year requirement.

She continued that Mr. Barnes and the Public Works Department could use help from the Board in identifying potential “worthy organizations” and then helping them complete the necessary “background work” that would allow them to apply.

She admitted, however, that the BCIP “never has accomplished” what had been intended.

Mr. Barnes explained that the reason incorporation is a necessity is the City Attorney’s Office requires maintenance agreements for the projects. The responsibility for maintaining the projects, except for the actual roadways, lies with the association through legal agreement, and without incorporation, this formalized agreement cannot be made.

Regarding the requirement that the association must have been in business for at least one year, Mr. Barnes pointed out that the Department did not wish an association to form immediately, apply for and win a grant, complete their project, and then “disappear” without maintaining the project as agreed. This would run counter to the program’s intent of revitalizing an area. Another point of consideration is the activity or presence an organization has in its surrounding community.

He agreed that the biggest challenge for the business and neighborhood programs remains the matching funds, but the City Commission continues to want “buy-in from the community” via the matching funds and ongoing maintenance.

Ms. Burt-Stewart asked Chair Riehl if it is incumbent upon the Board to review the program, as it is not working as intended. She agreed that the incorporation and one-year time frame were potential roadblocks, but did not believe these were the reason for so few associations applying for the program.

She asked if perhaps the Board should make a recommendation to the City Commission to revisit the program and its criteria in order to make it a vital program in the community that is accomplishing its stated mission. She suggested that if the non-profit component is removed, it may be accomplishing this mission; however, if it was intended to be "exclusively non-profit," she asserted that it was not working properly.

Chair Riehl felt this point was well-taken, and invited the other Board members to comment. He requested clarification as to whether the program, established 10 years ago by the City Commission, has been reaffirmed by each City Commission since that time by way of its continued funding.

Mr. Barnes stated that each City Commission reaffirms the program through their annual funding of it.

Chair Riehl proposed that the program could be made more successful by entertaining suggestions from the Board that might change its parameters. He pointed out that "things have changed" since 10 years ago, and perhaps it might be adjusted accordingly.

Mr. Scott asked who sets the program's parameters and guidelines. Mr. Barnes replied that these were established by the City Commission "years ago," and they have not been modified since that time.

Mr. Scott pointed out that the problem, rather than being with the program's intent, might be the lack of participation. Mr. Barnes agreed that for the last two years, there have been "at least four" applicants. Mr. Scott asked if the Board was sure whether or not the Las Olas Association is for- or non-profit. No consensus was reached on this question by the Board.

Ms. Burt-Stewart asserted even if they are non-profit, the same issue exists with the same few applicants participating in the program.

Ms. DuMont stated she was once Co-Chair of the *Sun-Sentinel's* Diversity Venture Fund, which was created in an attempt to help fund programs "on a venture aspect" with organizations that had ideas and partners in the community, but were "outside the mainstream," and could not meet the same criteria required of BCIP applicants. She suggested adding a venture aspect to one-fourth of the BCIP program, which would require the Board or Department to work closely with one applicant who may not meet all the criteria. She proposed that an applicant

could partner with the Greater Fort Lauderdale Chamber of Commerce to help find participants to help underwrite their costs.

Chair Riehl felt applying such a program to 25% of the BCIP funding, as a “pilot program,” might enhance the number of applications.

Ms. Burt-Stewart advised she was aware of four non-profit groups in the community who could be urged to apply for the funds; however, as she had listened to the program’s criteria, she felt they “may have some difficulty” raising the matching portion.

Mr. Budwig asked if the Board is discussing changing the criteria for next year, as this year’s cycle has already begun. Mr. Barnes replied that the program under discussion is the 2010 BCIP; applications would come to the Board in December 2009, and between today and the September 25 deadline, the Board could work with worthy associations and try to structure an application. He reminded the Board that their recommendations are passed on to the City Commission in March or April of 2010, which is “when the 2010 program is set and approved.” Currently all the City Commission has done is “rolled out the program” with no major changes.

Mr. Budwig noted that if they have time, the Board might be able to contact the associations listed on the information booklet and learn “what is holding [them] back.” He suggested that the members might also know some organizations in their own communities that could provide them with input.

Chair Riehl proposed lowering the cash match, which is currently dollar-for-dollar, in recognition of the current economy. A smaller match could make the program more flexible, even if this was only done for one of the actual award recipients.

Mr. Scott advised the program has already been sent out to the community at large; changing the guidelines at this point would be difficult and perhaps impractical. He felt this year’s goal might be to increase participation, and one possible way to do this would be to encourage smaller grants, which would likewise require smaller matches and allow for more participants.

Mr. Motwani felt this was a possibility, pointing out that the guideline is “up to” \$22,500. Unfortunately, he pointed out, there is little in a public right-of-way that can be done for less than \$45,000. He suggested the guidelines might be clarified regarding what can count as an in-kind contribution.

Mr. Barnes recalled that this is spelled out in “a couple of paragraphs,” and lists items such as design services, material donations, and other “designs of that nature.” They are usually not allowed for construction services; however, a group can apply through a program called BCIGP, which allows an applicant to act as

their own general contractor or construction manager. Rather than the City going through the bid process, the “burden of work” is placed on the Association.

Mr. Motwani felt this was an appropriate time to discuss the issue and make suggestions in advance of next year; however, he agreed that since materials have already been sent to the community, the most effective initiative the Board can make this year is outreach. He also recommended making other business organizations aware of the program if they were not included on the current list, and making adjustments to the match issue, if possible, the following year.

Mr. Barnes recalled that two years ago there had been “a huge community outreach,” even placing advertisements in the Chamber of Commerce’s newsletters. The difficulty came, however, when the Department received “hundreds of calls” from businesses rather than from business associations. He felt it had been an unsuccessful effort.

Chair Riehl asked if businesses could be involved through their membership in the Chamber of Commerce, which could apply for the program as a 501 (C) 6. Mr. Barnes recalled that the Chamber of Commerce had successfully “partnered with Sistrunk” and were awarded a grant for that area. Chair Riehl felt it might be the answer to any business calls that were received if those businesses could be encouraged to partner with the Chamber of Commerce.

Mr. Barnes recalled that as part of the NCIP initiative, the Council of Civic Associations had helped structure a program in which a “citizen volunteer corps” held community events on weekends, such as cleaning a park or landscape, working for crime prevention in a neighborhood, or otherwise performing community improvement activities. A program was eventually established for formal neighborhood recognition, which the Vice Mayor administers annually through Citizen Volunteer Corps (CVC) projects. As residents attend and sign in for these projects, they can earn 500 points per event per association. At the end of the year, these associations may use these earned points as an in-kind match. For example, if an association has earned/saved up 2000 points, they may apply through the NCIP program and match a \$2000 project with these 2000 community points.

While no similar program has ever opened up to a business association, Mr. Barnes suggested this might be something the Board wishes to consider as an alternative or change.

Mr. Scott proposed considering possible suggestions the Board might want to make to the City Commission regarding the program, and discussing them in greater depth at the next scheduled meeting. Chair Riehl invited Mr. Barnes to return for this discussion as well, as he may be able to provide direction for the Board.

Ms. Burt-Stewart stated that while the City Commission states its approval for the program by continuing to fund it, she felt a new Mayor and new City Commission may not fully understand the program's history, and could be interested in making some changes as their understanding grows.

Mr. Scott agreed that the new Mayor and City Commission have taken a "very activist approach," and want to know more about what is going on in the City. He also urged the Board to think not only of what should be changed, but about possible solutions.

Chair Riehl asked Mr. Barnes if he could provide the Board with a list of all the suggestions for program improvements that he recalled hearing in the past. The Board could include these in their discussion.

Mr. Barnes advised that most of the concerns cited today have also been concerns in the past, including outreach, business response to outreach, and matching fund issues.

He reiterated that the program has always worked closely with the Board, and reminded the members that it is their recommendation that will go to the City Commission.

Chair Riehl asked Ms. Burt-Stewart if she might a list for the next meeting of possible improvements and adjustments to the program. Mr. Scott stated he would instead ask Staff to list these as taken from the minutes of today's meeting, and reiterated that the Board should return to the next meeting "prepared to discuss this" further.

Mr. Barnes stated that all the concerns raised were valid, and most had been expressed at some time during the life of the program. He noted that this initiative had originally begun under the "old Economic Development Department," and had gradually merged into the Public Works/Engineering realm, as this group performed the design responsibilities.

He added that their biggest concern was maximizing the dollars granted through the program by the City Commission; if they did not get these funds awarded and into the community, "the program is ineffective."

Ms. DuMont felt both Mr. Barnes and Mr. Scott already had many responsibilities, and noted that while Ms. Burt-Stewart had expressed willingness to talk to different organizations about the program, she herself could go to the Chamber of Commerce and ask if they would be willing to partner with businesses in the future to participate in the program. She suggested also asking a representative of the Urban League or another organization to address the Board regarding how

they might be more effective in the community. She felt this would be more useful than making a list of organizations.

Mr. Scott stated this Item would appear on the following month's Agenda for further discussion, and he would also invite a representative from the Urban League, while Ms. DuMont would follow up with the Chamber of Commerce. Ms. Burt-Stewart agreed to contact an Urban League representative.

Mr. Barnes advised that "the outreach works," as the neighborhood program is more widely successful. The City Commission had originally funded NCIP with \$350,000, but the initiative's popularity had grown sufficiently that this amount was increased to \$500,000. For the past two years, there have been so many applications that some have been turned down and the review and ranking process have grown more important; due to budget concerns, the funding is now down to \$450,000, but Mr. Barnes asserted he would "love to see [BCIP] grow" so the City Commission eventually increased its funding as well.

Chair Riehl and the Board members thanked Mr. Barnes for his presentation.

V. Chair Report

Chair Riehl did not have a formal report at this time.

VI. Director's Report

Mr. Scott distributed copies of the Agenda Report from the previous night's City Commission meeting, which included the BCIP and the Business Retention and Expansion program, which is also referred to as "Business Fort Lauderdale." He explained that they are currently in the early planning stages and are meeting weekly with Chamber of Commerce President and CEO Dan Lindblade and Broward Alliance representative Joan Goodrich. They are putting together a time frame for this program.

One of the first steps, he advised, is to appropriate the City's portion of the program's funding. A key component will be the Chamber of Commerce's procurement of six financial commitments to act as business partners and raise \$30,000. The Chamber has currently received five of the prospective six commitments, including Florida Power & Light, Broward Health, Las Olas Company, among others.

Mr. Lindblade had reported that the business community is "very responsive," Mr. Scott continued.

He stated that there are two components to the program. The organization will send a survey, which has yet to be developed, to approximately 400 businesses

throughout the City; in addition, they plan to make site visits to 50 businesses in the City. They plan to vary the size and range of these businesses as greatly as possible. An advisory group will also be convened to assist the group, and they have proposed that one appointment to this group will be a member of the Economic Development Advisory Board. The program is expected to formally "roll out" in September, Mr. Scott noted, and at the next Board meeting he plans to discuss how they might appoint this member.

At this point they are working primarily on funding and putting together a schedule, he continued. The program is moving forward, and the City Commission passed it at the previous night's meeting.

The other major event at the moment is planning for the Super Bowl, he noted, and meetings are being regularly held, as there are many "issues to be worked out" as well as special events to be planned for the Beach. The Super Bowl is expected to bring a great deal of money to the City, and "a lot of work" is being put into preparation for this event.

Mr. Denison recalled that the Board had previously discussed the City Ordinance regarding economic development incentives; he asked if the incentive program will be "real," or if it is still "waiting for funding."

Mr. Scott advised that the incentive programs at City and State level been in effect for some time, and businesses have been informed they should submit an application. The State covers 80% of the incentive, the County provides 10%, and the City provides 10%; in some cases, the County does not participate, and the City then covers 20%.

The only funding issue at the moment, he noted, occurs during times of budget constraint; once the applications are processed, assuming State and County participation, they come before the City Commission for approval. It is not yet known how much money will be allotted toward this particular incentive. Mr. Scott added that the City Commission is "very committed" and felt that they would be receptive to "the right project[s]."

Mr. Denison informed the Board that he was approached by another major bank regarding a "major...marine site" that is currently vacant inside a residential neighborhood. One question that had arisen from this conversation was whether funds were available for development incentives.

Mr. Scott reiterated that the answer to this is yes "for the right project," provided it can be shown that jobs and revenue will be generated by the effort. He noted that while the City wants many businesses to come, they cannot provide cash incentives to all entities.

Ms. DuMont stated that she was a member of the Centennial Celebration Committee, which was looking at possibly celebrating the City's Centennial during the Super Bowl. She asked if Mr. Scott was in communication with Public Information Director Jeff Modarelli regarding the Super Bowl. Mr. Scott replied that while he is in regular contact with the Public Information Department, they have not discussed the Super Bowl. Ms. DuMont offered to email him about this effort.

She also asked, with regard to the City's budget, where the economic development budget was "in the process," and asked if the Board might be updated on this issue. Mr. Scott agreed, and added that they are presently working on the budget process. He noted that this would be placed on the Agenda for the Board's August meeting.

Regarding the Centennial Celebration Committee, Ms. DuMont informed the Board that they are reaching out to local organizations and businesses that are interested in knowing more about the City's Centennial and possibly being involved in the celebration. She asked that the Board members email their contact information to centennial@fortlauderdale.gov to be added to the information list, and to spread the word about the upcoming celebration.

There being no further business to come before the Committee at this time, the meeting was adjourned at 5:22 p.m.

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