

**APPROVED**  
**ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)**  
**MEETING MINUTES**  
**CITY OF FORT LAUDERDALE**  
**100 NORTH ANDREWS AVENUE**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**WEDNESDAY, JANUARY 12, 2011 – 3:45-5:15 P.M.**

<b><u>Board Members</u></b>	<b><u>Attendance</u></b>	<b><u>Present</u></b>	<b><u>Absent</u></b>
Dev Motwani, Chair	P	1	0
Sheryl Dickey, Vice Chair (4:08)	P	1	0
Miya Burt-Stewart	P	1	0
Al Calloway	P	1	0
Christopher Denison (3:59)	P	1	0
Jason Hughes	P	1	0
George Mihaiu	P	1	0
Cort Neimark	P	1	0
Ralph Riehl	A	0	1
Adam Sanders	A	0	1

At this time, there are 10 appointed members to the Board, which means 6 would constitute a quorum.

**Staff**

Stephen Scott, Economic Development Director  
Patricia Smith, Economic Development Secretary III  
Kathleen Gunn, Grants, Legislative Affairs, and Compliance  
Barbara Hartmann, Recording Secretary, Prototype, Inc.

**Communications to City Commission**

**Motion** made by Vice Chair Stewart, seconded by Ms. Dickey, requesting the Commission restore the Business Capital Improvement Program (BCIP) funding to its previous level for purposes of being able to continue economic development expansions and community redevelopment expansion incentives. In a voice vote, the **motion** passed unanimously.

**I. Call to Order & Introductions**

Chair Motwani called the meeting to order at 3:53 p.m. Roll was called and it was noted a quorum was present.

Mr. Scott noted that Item VIII, "Beach Homeless Report," would not be on today's Agenda, as Mr. Riehl is ill and could not attend the meeting.

Chair Motwani asked Mr. Scott to clarify the Board's attendance policy. Mr. Scott explained if a member misses three consecutive meetings, or four total meetings during a one-year period, he or she would be dropped from the Board. He said he would revisit the policy that allows members to attend via telephone at the next meeting.

The Board and Staff members present introduced themselves at this time. New member Al Calloway he is the general manager of Strategy Management, LLC. He also serves on the South Florida Water Management District Advisory Committee and previously served on the Lower East Coast Regional Water Planning Commission.

## **II. Approval of December 8, 2010 Minutes**

**Motion** made by Mr. Miahui, seconded by Mr. Neimark, to approve the minutes of the December 8, 2010 meeting.

Vice Chair Stewart said while she can appreciate the Business Capital Improvement Program (BCIP) discussed at the December 8, 2010 meeting, she noted that the program's concept is intended to aid different groups that appear before the Board and request funding. She recalled the Board had previously discussed that many of the entities making requests "got the money each year." She asserted that this has not changed, as while the Board heard presentations by two new applicants to the program, the decision was ultimately made to recommend an equal division of funds between all six applicants, four of whom had previously received BCIP funding.

Vice Chair Stewart explained she did not feel the funds should have been shared in this manner, and said the new applicants should have been given the maximum amount of funding available for their projects. She said the Board should consider giving more consideration to first-time applicants.

Chair Motwani asked that the Board vote on the **motion** before discussing the BCIP program further. In a voice vote, the **motion** passed unanimously.

Vice Chair Stewart concluded that had all six BCIP applicants previously received funding, she would not see an issue with an equal division of available funds; however, as not all applicants had received prior funding, she did not think this division was fair to the new applicants. She stated that she felt the equal division among all applicants "goes against the grain of the program."

Mr. Neimark recalled that the Board had discussed the applications at length, and had talked through some different options of how to divide the funding; however, they had ultimately decided to divide funds equally after "not a small

amount of deliberation.” While he understood Vice Chair Stewart’s concern, he felt they had arrived at the best solution.

Mr. Denison said he had suggested a “weighted average” as a means to distribute funds among the applicants; however, he noted that the difference in funding was only “a few thousand dollars.” The Board had determined it would be “cleaner” to recommend equal funding of all projects to the City Commission.

Vice Chair Stewart said she felt the decision could have been simplified by “going with the grain of the program” and providing greater consideration to new applicants. She said this would have more closely followed what the program is designated to do.

Mr. Mihaiu recalled that it had been asked if the program was “designed strictly for new people.” He advised they were told the program was not for new applicants only. Chair Motwani clarified that one aspect of the scoring system gives new applicants additional points, but the program is not solely for those who have never applied before.

He confirmed Mr. Neimark’s statement that the Board had deliberated the issue for some time, and had reviewed each individual project to determine if they could proceed without the full amount of funding requested. They had found that each project could proceed “at some level” if they received a portion of the funding. Chair Motwani added that this had been a difficult decision for the Board.

Mr. Hughes said he had felt good about the Board’s decision, as he believed all the applicants were served well by the division of funds.

Vice Chair Stewart recalled that the Board had discussed the need for “new blood” in the BCIP program during the previous year, and that members had encouraged other community entities to apply for funding for this reason. She said she would have been more satisfied if new applicants had been allowed the opportunity to “do more.”

Mr. Scott said other members had shared Vice Chair Stewart’s concerns with him after the December meeting, and he felt she made very valid points. He noted that this was the first year in which the Board had more applications than available funds, and suggested that next year, they could meet with Staff prior to hearing the applications, and could discuss the intent of the program, and what the program requires, in greater depth.

Chair Motwani recalled that in some previous years, the Board did not recommend awarding the full grant allocation, as they had not always had enough applicants. In addition, the funding has been cut from its previous level.

He asked if the Board could request that the program's funding revert to its original amount in light of the number of applications they received this year.

Mr. Scott said he did not know that the funding was cut due to a shortage of applicants; he felt it was probably reduced due to cutbacks in "all areas." He said the appropriate mechanism to make this recommendation would be a communication to the City Commission. He pointed out, however, that this is a difficult year to ask for an increase in any funding.

**Motion** made by Vice Chair Stewart, seconded by Ms. Dickey, to communicate to the City Commission that the Board requests that the total BCIP grant amount be either restored or increased, due to the increased demand for the funds this year.

Mr. Denison asked what the previous total amount had been. It was clarified that the total funding had been over \$100,000. Mr. Denison stated he felt they should propose the funding return to this specific amount. He recommended that the language of the **motion** be changed to "restored to its previous funding level."

Mr. Denison said the communication should also include the reason they are asking for the increase, which would be "to initiate further business development and community redevelopment."

Vice Chair Stewart restated her **motion** as follows: that the Board would create a communication to present to the Commission for restoration of the BCIP funding to its previous level for purposes of being able to continue economic development expansions and community redevelopment expansion incentives. In a voice vote, the **motion** passed unanimously.

Chair Motwani concluded that this was a very successful BCIP year as shown by the number of applicants and the awarding of the full amount.

### **III. Approval of 2011 Meeting Schedule**

**Motion** made by Mr. Neimark, seconded by Vice Chair Stewart, to approve the 2011 meeting schedule as presented. In a voice vote, the **motion** passed unanimously.

### **IV. Introduction of New Member**

Chair Motwani noted that new member Al Calloway had introduced himself earlier in the meeting.

Mr. Scott added that Cary Goldberg has also been appointed to the Board and will attend the next scheduled meeting. Mr. Herskowitz is no longer a member of

the Board, but had asked that the members be advised of how much he had enjoyed serving with them during his appointment.

## **V. Election of Officers**

Chair Motwani requested clarification of how the election process works. Mr. Scott said members nominate other members for positions and a vote is then held.

Vice Chair Stewart nominated Mr. Denison for Chair. Mr. Denison declined to accept, and Vice Chair Stewart withdrew the nomination.

Mr. Denison nominated Chair Motwani for a second term as Chair. Vice Chair Stewart seconded the nomination.

**Motion** made by Mr. Neimark, seconded by Mr. Calloway, to close nominations.

Mr. Denison nominated Vice Chair Stewart for a second term as Vice Chair. Vice Chair Stewart declined to accept, and Mr. Denison withdrew the nomination.

Vice Chair Stewart nominated Ms. Dickey for Vice Chair. Mr. Neimark seconded the nomination.

In a voice vote, Ms. Dickey was unanimously elected Vice Chair for 2011.

In a voice vote, Chair Motwani was unanimously re-elected Chair for 2011.

Mr. Neimark left the meeting at 4:22 p.m.

Chair Motwani thanked the members for their vote of confidence, and said he was excited about the present City Commission and their support for the Board's recommendations.

## **VI. Hampton Inn Hotel**

Chair Motwani introduced Michele Neyer, Director of Sales at the Hampton Inn Fort Lauderdale-City Center/Downtown.

Ms. Neyer noted that one challenge facing the area is the City's homeless population. She stated she would like to become part of an activity that would benefit both the City and the hotel, and asked the Board how she might be able to take a more proactive role, such as by joining a board or council in the area.

Vice Chair Dickey recommended that Ms. Neyer join the Greater Fort Lauderdale Chamber of Commerce, as they are supportive of the Sistrunk corridor in

particular, as well as of the entire City. Ms. Neyer agreed and said she has already joined the Chamber. Vice Chair Dickey clarified that the City's homelessness problem is not limited to the Sistrunk corridor, but affects the entire City of Fort Lauderdale. She suggested that Ms. Neyer could also join the Midtown Business Association.

Mr. Denison added that the City has a Homeless Task Force, although he was not certain of how to join this organization. Mr. Scott said this has become a very active group, and advised that he and the Board could make Ms. Neyer aware of when its next meeting will be held. Ms. Dickey said anyone may attend the Task Force's meetings.

She noted that the City Commission has informed the Task Force that they will need to designate "more than one site" where charitable organizations can meet to feed homeless people. Mr. Scott said the Mayor has recently said both a site to the north and a site to the south will need to be established. He said he could provide Ms. Neyer with the Task Force's meeting schedule, and observed that it is often discussed at City Commission meetings as well.

Mr. Mihaiu said another organization, which he characterized as "the epicenter... of the homeless situation," is the Fort Lauderdale Women's Club.

Ms. Neyer thanked the Board members for their assistance.

## **VII. Grants Update**

Chair Motwani introduced Kathleen Gunn, Assistant to the City Manager, to provide the Board with a grants update. He explained that he had discussed some of the stimulus programs available with Ms. Gunn, as well as ways the members might be able to help her "get the word out" and facilitate some of these programs; in addition, there may be businesses of which the members or guests are aware that could benefit from these programs.

Ms. Gunn explained that she works with the City's grant writers to develop applications for City funding through grants, and provided a list of websites that offer economic development funding opportunities. While not a great deal of funding money is available to for-profit entities, she noted that a current trend in grants is toward funding public/private partnerships. These partnerships team a for-profit institution with a nonprofit organization that may have a similar mission, or allow a business to provide a service to a nonprofit. She said these partnerships are very popular with funding institutions.

She recalled that the American Recovery and Reinvestment Act of 2009 had provided \$787 million in stimulus funding, most of which has already been distributed. The City has benefited from some of this funding for its Police

Department, a drug rehabilitation program, and energy block grant funding. She advised that the City offers a rebate program of up to \$1000 for residents who make upgrades to their properties to make them more energy-efficient. Information on this program is available on the City's website. The City also partners with the South Florida Planning Council to allow residents to borrow up to \$10,000 to retrofit their home for greater energy efficiency. She clarified that this program is for individuals rather than for businesses.

Ms. Gunn continued that the City plans to hold public workshops, in partnership with the Museum of Energy and Science, to provide residents with general information on what they can do to increase energy efficiency in their homes. She advised that in return for receiving funding, the City must make a concerted effort to reduce its greenhouse gas emissions.

She continued that the Broward County link included in her handout is very useful, as the County researches funding notices each week.

Mr. Denison noted that there is an annual grant from the Maritime Administration, available to businesses in the marine industry, which provides funding to upgrade certain marine facilities. Last year this grant made \$98 million available in funding; however, he was not aware of any local recipients of this grant. Ms. Gunn added that there are also grants available for dredging and construction in the marine industry.

Chair Motwani referred to the Neighborhood Stabilization Program, which works with both affordable housing and revitalization of neighborhoods, and noted that the City has been successful in the past in receiving and administering this grant. He asked for more information on its most recent "new round of funding." Ms. Gunn replied the City has received a \$2 million grant, but it is administered through the Housing and Community Development Department rather than through her office.

She explained that the Federal government makes these grants available to cities, which then have to develop an application based on the government's criteria in order to receive the funds. This grant will come before the City Commission "in the next several weeks," and is due in March. By that time, the City will have decided how to use these funds. She said in the past, this money has been used to rehabilitate and sell homes in blighted neighborhoods, and felt that something similar would be done with the current round of funding.

Mr. Mihaiu requested clarification of what is done with these properties. Ms. Gunn said permanent structural improvements are typically done, although Chair Motwani noted that this can depend upon how or by whom the program is administered; more cosmetic changes, such as landscaping, may also be made.

Ms. Gunn provided the Board members with her contact information if they have further questions.

Mr. Scott added that Ms. Gunn had taken over a struggling Grants Department, and has done "an incredible job" of cleaning up this Department. She is also working closely with the Centennial Celebration Committee.

Ms. Gunn informed the Board that March 27, 2011 is the actual birthday celebrating the City's incorporation, and several projects and events have been planned by the Committee, including a birthday party on the Riverwalk on that date. Other events scheduled throughout the year can be linked to the Centennial and featured on the website. Ms. Gunn distributed applications for this process.

She continued that the Committee has hired a historian who is working with them on traveling exhibits that tell the story of Fort Lauderdale. These exhibits will be presented to the City Commission in February for approval, and will be on display at different sites throughout the City. The historian has also helped train a volunteer Speakers' Bureau to give presentations on the City's beginnings and its history over the past 100 years. The volunteers are available to speak to civic groups throughout the year.

Ms. Gunn concluded that other aspects of the Centennial celebration include placing markers at different historical sites throughout the City. These include the location at A1A and Las Olas Boulevard of the wade-ins that helped integrate the Fort Lauderdale Beach 50 years ago, as well as the Annie Tommie Seminole Camp, Sailboat Bend, and Collee Hammock, among other sites. The Committee also partnered with the Fort Lauderdale Film Society to produce a photo montage project, which will stream video loops of historical photographs onto large buildings in all of the City's districts.

Mr. Denison suggested that the Committee contact the Marine Industries Association of South Florida if they are seeking historical photographs of the City. Ms. Gunn confirmed that historical pictures are being sought for the photo montage project.

Ms. Gunn said she is also working on a project called B Cycle that is intended to "green the City." A vendor has offered to rent bicycles at different sites throughout the City for individuals to ride between various destinations. There are several proposed locations, including Downtown and the beach area. Vice Chair Dickey added that businesses such as hotels might want to consider hosting a rental station, as all sites currently under consideration are on public property.

Mr. Denison noted that electric boats are expected to be produced in Fort Lauderdale, and an announcement of this program is expected in the next few



months. He said there are also discussions regarding the conversion of the Water Taxi fleet to solar power. Ms. Gunn suggested that this might be a venture that could obtain grant funding.

Mr. Mihaiu asked if the B Cycle program is tied into the initiatives to create bicycle paths and greenways along the beach and in other parts of the City. Vice Chair Dickey said they are in touch with the individual in charge of the County's greenways project.

The Board thanked Ms. Gunn for her presentation.

Vice Chair Dickey asked if it would be appropriate for the Board to give their approval of the B Cycle program. Mr. Scott said the Board could make a motion or a communication expressing their support.

**Motion** made by Mr. Mihaiu, seconded by Mr. Denison, to formally support the B Cycle project as presented. In a voice vote, the **motion** passed unanimously.

#### **VIII. Beach Homeless Report**

Mr. Scott noted that this report would be given at a later time.

#### **IX. Director's Report**

Mr. Scott said he had planned to provide a report on the new port trolley feeder system that is in progress, which would bring passengers from the port and airport into the City. There will be a "soft launch" of this program on January 21, and he will give a more detailed presentation at a later meeting. The project is in conjunction with Gray Lines, a private entity that is one of the nation's biggest tour operations. They will provide a great deal of in-kind assistance to help set up the program, and the City Commission will provide \$30,000 toward this end as well. The trolley infrastructure is already in place. Mr. Scott said the greatest challenge will be working with the port and the cruise lines, as they have "very specific interests... [and] demands" for anything that can be considered an excursion from the port.

He continued that the Downtown Countdown for New Year's Eve had been co-sponsored by the Orange Bowl for the first time; while no specific attendance estimates were available, he reported that it was "a huge success" at least with regard to attendance.

The City Commission has approved a proposal by an Australian company, Inter-Pacific Capital, to take over the River House and operate it as a restaurant. Mr. Scott said he has been advised a group is performing due diligence into the possibility of taking over Riverfront, which he also felt would help revitalize the

Riverwalk area. A presentation on the Public Realm Plan is scheduled for the next City Commission Conference Agenda meeting. This would be a multifaceted partnership between the City, the Economic Development Department, the Planning Department, and Parks and Recreation, as well as outside entities, including the Riverwalk Trust and the Broward Center for the Performing Arts. The intent is to determine how to activate the Riverwalk.

**X. Old / New Business**

There being no further business to come before the Board at this time, the meeting was adjourned at 5:08 p.m.

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