

Approved
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CAFETERIA
WEDNESDAY, FEBRUARY 8, 2012 – 3:45-5:15 P.M.

<u>Board Members</u>	<u>Attendance</u>	<u>Present</u>	<u>Absent</u>
Sheryl Dickey, Chair (arr. 4:07)	P	2	0
Christopher Denison, Vice Chair	P	2	0
Miya Burt-Stewart	A	1	1
Al Calloway	P	2	0
Cary Goldberg	A	1	1
Jason Hughes	P	2	0
George Mihaiu	P	2	0
Cort Neimark	P	2	0
Ralph Riehl	A	1	1
Adam Sanders	A	0	2
Daniel Siegel	A	0	2

At this time, there are 11 appointed members to the Board, which means 6 would constitute a quorum.

It was noted that no quorum was present at the commencement of the meeting. With the arrival of Chair Dickey at 4:07 p.m., a quorum was present at the meeting.

Staff

Karen Reese, Liaison, Department of Sustainable Development
Patricia Smith, Secretary III, Department of Sustainable Development
Officer Sandi Downs, Fort Lauderdale Police Department
Barbara Hartmann, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order & Determination of Quorum

Vice Chair Denison called the meeting to order at 3:58 p.m. He noted that a quorum was not present at this time.

II. Introductions

The Board, Staff members, and guests introduced themselves.

The following Item was taken out of order on the Agenda.

VI. Continued Discussion: Homeless Outreach Initiative

Officer Downs provided the Board with figures from the 2011 Task Force on Homelessness. The numbers are generated by the central location for the Task Force within Fort Lauderdale, as well as the outreach locations in Pompano and Hollywood. The Task Force made 18,475 total contacts in 2011, of which 4392 were by unduplicated homeless clients. Of the 4392 unduplicated clients, 2521 were first-time contacts.

Mr. Neimark asked how many of the homeless individuals were local residents who had lost their homes as opposed to individuals coming to the area from elsewhere. Officer Downs noted that the three municipalities with the highest representation were Fort Lauderdale, Hollywood, and Pompano. 445 individuals were from out of state. This information was assembled from identification provided by the clients.

Mr. Calloway asked if the information can be broken out according to specific ZIP codes. Officer Downs said the ZIP codes were identified as being within a particular city, but no tabulation by area was included in the report.

Vice Chair Denison asked if it would be possible for the Board members to receive copies of the report. Officer Downs said she would find out if this was permitted.

Chair Dickey arrived at 4:07 p.m. It was noted that a quorum was now present.

Officer Downs noted that one step taken by the City was the posting of signs advising that giving money to homeless persons was not a way to help the problem of homelessness. She emphasized that it is important to get this message out to the public so individuals can be encouraged to seek out a shelter or other intervention.

Chair Dickey noted that many individuals who have jobs may be homeless and unable to tell their employers of their circumstances. Mr. Neimark asked if this was due to wage scale or by choice. Chair Dickey explained that many people do not make enough money to have a place to live. Officer Downs confirmed this, pointing out that many people are only working part-time and earning minimum wage.

Vice Chair Denison noted that some Board members not present at today's meeting had hoped to have some input on the discussion, and asked if Officer Downs might be invited back to the next meeting.

Vice Chair Denison commented that an employer usually prefers employees to have an address and a phone: while these amenities may seem commonplace, most homeless individuals do not have either, which makes it difficult for them to get a job.

Chair Dickey asked if the Board members had any specific issues they would like Officer Downs to look into or bring back to the next meeting. Mr. Calloway asked to see a breakdown of where individuals had lived within Fort Lauderdale, Hollywood, or Pompano according to their ZIP codes. Officer Downs said she would find out if this information was available.

Vice Chair Denison asked if it might be helpful for the Task Force to host a forum on homelessness and invite local business owners and operators to attend. Officer Downs advised that the Task Force makes contact regularly with the business community. Vice Chair Denison asked if the Task Force has reached out to the marine industry, explaining that he has employed several individuals at entry-level positions. He recommended outreach to this industry.

Mr. Calloway commented that while the Board could not deal with the sociological aspect of homelessness, they might recommend to the City Commission that Police Officers, social psychologists, and the Task Force reach out to the business community in a formal setting to consider meaningful solutions to the problem of homelessness. Chair Dickey observed that a forum including Police Officers, social psychologists, and businesspersons might arrive at some solutions to recommend to the City and the County as well.

Vice Chair Denison said while this would be a good start, there may also be issues specifically related to the business/economic development side of the problem. He explained that the issue of homelessness is more complex, and members of the business community who have not dealt with the problem firsthand may have a limited understanding of it. Chair Dickey requested that Officer Downs pass this suggestion along to the Task Force and bring their response back to the Board at next month's meeting.

Officer Downs agreed that this could present a solution for homeless persons who are in crisis, but the question of how to help the chronically homeless could not be addressed in this way, as many of these individuals cannot work and/or have mental health and substance abuse problems. Vice Chair Denison stated that this is one concern faced by potential employers when considering employees who may be homeless.

III. Approval of January 11, 2011 Minutes

Motion made by Mr. Mihaiu, seconded by Mr. Calloway, to approve the minutes of the January 11, 2011 minutes. In a voice vote, the **motion** passed unanimously.

IV. Cypress Creek Road Corridor

Ms. Reese advised that the City has not prepared a formal master plan for this corridor. She is currently conducting a needs analysis with the businesses in this area. Most of the developable land is owned by the Executive Airport, which only allows certain types of businesses on this land, as they are subject to Federal Aviation Administration (FAA) guidelines. The needs analysis is intended to identify and target the types of industry that are needed in this area.

Mr. Neimark advised he had materials on this area he could share with Ms. Reese, including a study by Florida Atlantic University (FAU). He noted that the Cypress Creek area often experiences jurisdictional problems, as the cities of Fort Lauderdale, Oakland Park, Tamarac, and Pompano all have property in the area. This makes it difficult to create a continuous organized space.

Ms. Reese recalled that the Chamber of Commerce had been one such entity. She continued that she had recently met with representatives of Oakland Park, the Executive Airport, and the Florida Department of Transportation (FDOT) to discuss prospective plans for the area.

V. Cultural Arts & Tourism

Ms. Reese recalled that at the January 2012 meeting, the Board had briefly discussed the fact that this topic was now under the purview of the Economic Development Advisory Board.

Mr. Mihaiu asked if an assessment has been done to take inventory of the City's cultural assets to determine what is present and/or lacking. Chair Dickey said this was a good idea, and advised that the Board could request this inventory in order to focus more closely on cultural arts and tourism.

Ms. Reese asked how the inventory would tie into the Board's purpose. Mr. Mihaiu said it was necessary to know what the City's assets are before generating or supplementing further economic development. Ms. Reese explained that specific verbiage addressing cultural arts and tourism must be added to the description of the Board's purpose.

Chair Dickey commented that some of these assets had been identified at the previous meeting, including the Riverwalk, Bonnet House, and the African-

American Research Library, among others, as cultural assets tourists could visit. She asked that a copy of changes in verbiage suggested at the January meeting could be sent to the members for the addition of language addressing cultural arts and tourism.

Vice Chair Denison noted that events presented by the marine industry, such as the Fort Lauderdale Boat Show, provided a venue for cultural arts and tourism, and asked if the City might provide a booth with information on cultural events at this venue. Ms. Reese suggested the Board make this recommendation to the City Commission.

Mr. Calloway asked if any City entity is working to maximize the capture of dollars from events such as the Boat Show. Chair Dickey said this is calculated by the Convention Visitors Bureau. Ms. Reese said information on this would be sent to the members from her office.

Chair Dickey concluded that the members should come to the March meeting prepared to make recommendations and strategies.

VII. Old / New Business

Mr. Hughes requested more information on the Indy car race that may be brought to the Fort Lauderdale Beach in 2013. A presentation was made to the City Commission in 2011 on this prospective event. Mr. Hughes observed that one issue was the race's sponsors wanted to use a route in the area of the Boat Show, which could interfere with Boat Show setup. He stated, however, that the event could represent a potential economic force within the City.

Ms. Reese asked if the Board would like to see representatives from the Indy car race at their next meeting. Chair Dickey commented that the Board is also waiting to see the video prepared by the Public Information Office. It was determined that the Board would hear a presentation on the development of a parcel of land on the corner of Southwest Avenue and the New River. The proposed development would be a 28-storey rental facility.

Mr. Hughes suggested that a representative of the North Beach Village could address the Board at an upcoming meeting. He also advised that a public art project, Full Sails in Fort Lauderdale, could be presented. Parks and Recreation is one sponsor of this event, which will place painted sailboats at different outdoor locations throughout the City. The funds will be used by Parks and Recreation to develop a junior sailing program for the City.

Chair Dickey concluded that Officer Downs' update on the Task Force and a presentation on Full Sails in Fort Lauderdale would be presented at the March

meeting, along with the marketing presentation. In April, the Board would discuss the North Beach Village and the Indy car race.

Mr. Mihaiu said he would like the Board to work with or assist the Downtown Development Authority (DDA) and the Broward Alliance. Chair Dickey agreed that it is time for an update from both entities. These would be scheduled for the May meeting.

- **Communications to the City Commission**

None.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:00 p.m.

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