

**Approved**  
**ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)**  
**MEETING MINUTES**  
**CITY OF FORT LAUDERDALE**  
**100 NORTH ANDREWS AVENUE**  
**8<sup>TH</sup> FLOOR CAFETERIA**  
**WEDNESDAY, MARCH 14, 2012 – 3:45-5:15 P.M.**

<b>Board Members</b>	<b>Attendance</b>	<b>Present</b>	<b>Absent</b>
Sheryl Dickey, Chair	P	3	0
Kit Denison, Vice Chair (3:53)	P	3	0
Miya Burt-Stewart	A	1	2
Al Calloway (3:58)	P	3	0
Cary Goldberg	P	2	1
Jason Hughes	P	3	0
George Mihaiu	P	3	0
Cort Neimark	P	3	0
Ralph Riehl	A	1	2
Adam Sanders (3:59)	P	1	2
Daniel Siegel	P	1	2

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

It was noted that a quorum was present at the meeting.

**Staff**

Karen Reese, Liaison, Department of Sustainable Development  
Patricia Smith, Secretary III, Department of Sustainable Development  
Matt Little, Public Information Specialist  
Petula Burks, Public Information Specialist  
Laura Gambino, Business Development Coordinator, Department of Sustainable Development  
Barbara Hartmann, Recording Secretary, Prototype, Inc.

**Communications to City Commission**

None.

**I. Call to Order & Determination of Quorum**

Chair Dickey called the meeting to order at 3:52 p.m. Roll was called and it was noted a quorum was present.

**II. Introductions**

Vice Chair Denison arrived at 3:53 p.m.

The Board, Staff, and guests introduced themselves. New member Daniel Siegel has recently incorporated his own law firm, which will specialize in general business litigation and probate litigation.

### **III. Approval of February 8, 2012 Minutes**

Mr. Goldberg asked to see of the signs posted in the City advising that money not be given to homeless individuals, as well as where the signs are posted.

Matt Little, Public Information Specialist, explained that the signs are part of an anti-panhandling campaign, which states individuals should seek alternative ways of giving to the homeless, such as through outreach or nonprofit organizations. He pointed out that many panhandlers are not homeless, despite public perception. The campaign was approved by the City Commission at a recent meeting.

Mr. Goldberg asked if images of the signs could be attached to the February minutes. Mr. Little said the signs have been ordered, but are not yet on hand. He stated that images are available at [www.fortlauderdale.gov/give](http://www.fortlauderdale.gov/give).

**Motion** made by Mr. Goldberg, seconded by Mr. Siegel, to approve the minutes of the February 8, 2012 minutes. In a voice vote, the **motion** passed unanimously.

### **IV. Homeless Outreach Initiative**

Chair Dickey explained that Officer Downs was unable to attend today's meeting, and this Item would be deferred until a later date.

### **V. Full Sails in Fort Lauderdale**

Heather Bettner, representing Prince Media Development, showed the Board a PowerPoint presentation on an upcoming public art event called Full Sails in Fort Lauderdale. The event will provide sculptures to be painted by various artists and placed on display throughout a community. The sculptures are later auctioned, with funds to go toward the City's Parks and Recreation Department to fund a sailing program for underprivileged children.

Mr. Calloway arrived at 3:58 p.m.

Ms. Bettner continued that the sculpture in Fort Lauderdale would be a fiberglass/resin composite sailboat. Each sculpture is secured in a base. Artists

will paint the sculptures, which are then covered with a urethane coating and placed in public areas. The coating is both salt water- and UV light-resistant, which will protect the sculptures against the elements or vandalism.

She noted that the *Sun-Sentinel* and *Marine News* have been very supportive of the project, which will be unveiled in the Galleria Mall in time for the International Boat Show. They will then be moved to their public locations in time for the Winterfest Boat Parade.

Part of the project also includes partnering with Broward County schools. 100 miniatures of the boat sculptures were sent to art students in these schools, and will be unveiled at the Administration Building.

Ms. Bettner outlined the different levels of sponsorship available, noting that at some levels, a portion of the funds go directly to the Parks and Recreation Department. Sponsorships cover manufacturing and material costs to the artists.

At the end of the display period, which is currently scheduled to last until fall 2013, the sailboats will be auctioned, with 100% of the proceeds going to Parks and Recreation. Sponsors are allowed the opportunity to purchase their boats.

She added that the project has received a blanket permit to place the sculptures throughout the City at various locations. They will be put on display with the assistance of the Public Works Department.

Chair Dickey asked if there was a process by which entities could request a sculpture to be put on display at a particular public location. Ms. Bettner said many of the locations have already been visited, but suggestions for additional locations will be accepted. Vice Chair Denison advised that Ms. Bettner may want to contact the Marine Industries Association of South Florida regarding the placement of some boats in high-traffic boating areas.

Mr. Neimark asked how vandalism and/or theft would be discouraged. Ms. Bettner explained that the sculptures are very heavy and cannot be easily moved, and are securely installed in concrete bases. They will be placed in secure, high-traffic, well-lighted areas. The sculptures are also equipped with GPS signals so they may be tracked if necessary.

The Board members thanked Ms. Bettner for her presentation.

## **VI. Economic Development Marketing Presentation Update**

Petula Burks, Public Information Specialist, explained that she and Mr. Little were asked to develop a PowerPoint presentation that the City Manager could show when visiting businesses or other municipalities. Because part of the intent is to

bring business to Fort Lauderdale, it is important for the presentation to show the City's schools, parks, and infrastructure.

She noted that the Board had provided feedback on the presentation at a previous meeting, including the possibility of working with students at the Art Institute to improve the presentation. Ms. Burks advised that the Public Information Office would like to work with a contracted vendor as well as the Art Institute to compile the video. Another suggestion had been to add music, and collaboration with jazz musicians may result in a soundtrack for the finished product.

She emphasized that the presentation should show what the City wants companies to know before potential relocation. Ms. Burks noted that the intent is to promote the City as the best market for any company that may consider expanding to the area. Statistically, companies look at the available talent pool, educational systems, transportation, and communication before relocating.

The Public Information Office also reviewed videos produced by other cities with the intent of attracting businesses to their location. Ms. Burks stated that the Board may be helpful in determining the businesses they would like to target so the video can focus on attributes they consider important.

She continued that the Department of Sustainable Development looks at economic development from a sustainable viewpoint, which means considering economic, environmental, and social aspects of development. This means bringing in businesses that may want LEED certification of their buildings, or other sustainable considerations in the future. She concluded that the Public Information Office would like to focus on bringing in the development that the Board would want to see in the City.

Mr. Goldberg asked where the City's competition for non-retail businesses was located. Ms. Burks said it is within the tri-County area; however, it may also be cities similar to Fort Lauderdale throughout the country, which could offer the same attractions to companies that may want to relocate to a sunny area.

Mr. Goldberg observed that the City Manager has a pro-business outlook, which is reflected by the hiring of a Business Development Coordinator, and suggested that once the permitting and approval process has been streamlined, this pro-business outlook should be presented as a selling point of the City. He noted that in the past, it has been very expensive for a business to come into the City.

Vice Chair Denison commented that promoting sustainable development rather than economic development could signal that the City might limit growth rather than encourage it. He advised that this appeared to be a mixed message. Ms.

Reese stated that once individuals clearly understand the term, which is something of a “buzzword,” this perception would be corrected.

Mr. Hughes suggested that businesses which have recently come to the area, such as the Fresh Market and Dick’s Sporting Goods, could be interviewed on the video. Ms. Burks agreed, pointing out that they and other stakeholders could be interviewed on the video to market different aspects of the City.

Mr. Calloway noted that the music selected for the video should be unique to Fort Lauderdale. Mr. Hughes added that the voice-over and other audio could be recorded in his studio.

Mr. Mihaiu asked if there is any significant competition for business from smaller communities, such as Pembroke Pines or Deerfield Beach. Chair Dickey said when Broward County solicits businesses, they feature the entire County, which has attracted businesses to some of these smaller municipalities. Ms. Reese pointed out that many of the smaller towns and cities can offer more buildable land than Fort Lauderdale. She advised that if a company cannot relocate to Fort Lauderdale, the Greater Fort Lauderdale Alliance then recommends that they consider other municipalities within Broward County.

Vice Chair Denison stated that individuals within the marine industry have discussed the need to attract businesses to Fort Lauderdale with economic development in the past; however, one issue is getting labor for these businesses. He noted that one initiative could be attracting returning veterans to the marine industry, as they are technically trained and may be looking for jobs.

Mr. Calloway recommended that the City or the Alliance could partner with the Opportunities Industrial Center (OIC) to put together a grant for training. Ms. Reese said WorkForce One is seeking grant funding for training as well. Vice Chair Denison said a program has been developed for both Broward Community College and Nova Southeastern University for marine technicians. The members discussed individuals within the community who could be helpful in bringing returning veterans into the marine industry.

Chair Dickey advised that the Small Business Advisory Board of Broward County had agreed to give preference to returning veterans in various businesses. Mr. Goldberg asserted that publicizing this effort would be a good public relations initiative. Vice Chair Denison noted that no major municipality appeared to be taking the lead with this effort, and suggested that Fort Lauderdale could do so.

## **VII. Cultural Arts & Tourism**

Ms. Reese recalled that a purpose statement on cultural arts and tourism must be added to the Board's duties. She provided copies of the current statement to the members.

Chair Dickey suggested that the following be added to the end of the Board's existing purpose statement: "...And all types of cultural activities that would best appeal to the City of Fort Lauderdale that would provide support for the cultural community and simultaneously promote economic development in the City of Fort Lauderdale."

**Motion** made by Vice Chair Denison, seconded by Mr. Goldberg, to add the statement to the existing paragraph. In a voice vote, the **motion** passed unanimously.

### **VIII. Old / New Business**

Laura Gambino, Business Development Coordinator, explained that the Biz Smart series, which is designed as an outreach program to the development community, was launched in February and will hold its next session on March 22 from 4-6 p.m. at the Building Services facility. The first session will discuss the lien permit process improvement series. She invited the members to attend, as it will discuss the continued improvement for the site plan, development review, and permit processes. Another meeting on April 10 will discuss the 2010 building Code update changes and how this will affect businesses.

Chair Dickey recalled that she had attended an Urban Trust meeting and raised the issue of the City's master plan with regard to ensuring affordable housing within the regional activity center (RAC). She added that she had seen an article in the January edition of *Riverwalk Trust* magazine discussing affordable housing in downtown Fort Lauderdale. She pointed out that this was one way to inform people that affordable housing still needs to be addressed in the downtown area, and encouraged the members to read the article.

Mr. Siegel noted that one way to promote business in the City is to recognize those who are doing well, and asked what the City or the Board does to recognize these entrepreneurs. He suggested that awards could be given to these individuals as a way to encourage others in the community to pursue economic development as well.

Ms. Gambino said the issue of recognizing small business owners had been raised internally as well, and noted that there is nothing in place to recognize these individuals from a City perspective, although the Broward Alliance and the Greater Fort Lauderdale Chamber of Commerce will sometimes recognize these efforts. Ms. Reese agreed that an official presence at ribbon-cutting ceremonies for new businesses would be a good step, and added that she would like to hear

feedback from both large and small companies on what it was like to start the business, as this could be helpful in streamlining the permitting process.

Vice Chair Denison added that a letter from the Mayor, congratulating individuals on opening a new business, could be a very positive step. Mr. Goldberg proposed that a letter from the Board could accompany a letter from the Mayor. Mr. Siegel volunteered to draft a letter on behalf of the Board, to be presented at the next meeting.

- **Communications to City Commission**

None.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:09 p.m.

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