

Revised Approved
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CAFETERIA
WEDNESDAY, APRIL 11, 2012 – 3:45-5:15 P.M.

Board Members	Attendance	Present	Absent
Sheryl Dickey, Chair (4:20)	P	4	0
Kit Denison, Vice Chair	P	4	0
Miya Burt-Stewart	P	2	2
Al Calloway (3:58)	P	4	0
Cary Goldberg	P	3	1
Jason Hughes	P	4	0
George Mihaiu	A	3	1
Cort Neimark	A	3	1
Ralph Riehl	P	2	2
Adam Sanders (4:15)	P	2	2
Daniel Siegel	P	2	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

Steve Anderson, Economic & Business Development Manager
 Jenni Morejon, Deputy Director, Department of Sustainable Development
 Karen Reese, Economic Dev. Rep., Department of Sustainable Development
 Laura Gambino, Business Dev. Coordinator, Dept. of Sustainable Development
 Patricia Smith, Secretary III, Department of Sustainable Development

Communications to City Commission

Motion by Daniel Seigel and seconded by Christopher Denison to have a letter from the Economic Development Advisory Board (EDAB) and EDAB packet along with a letter from the Mayor be mailed to newly opened businesses in the City. **Motion** passed 9-0.

I. Call to Order & Determination of Quorum

Vice Chair Christopher Denison called the meeting to order at 3:47 p.m. Roll was called and it was noted a quorum was present.

II. Introductions

Board member Ralph Riehl arrived at 3:48 p.m.

The Board, Staff, and guests introduced themselves. Steve Anderson, hired as the Economic and Business Development Manager member introduced himself and told the Board about his business and economic background.

III. Approval of March 14, 2012 Minutes

Motion made by Mr. Goldberg, seconded by Mr. Calloway, to approve the minutes of the March 14, 2012 minutes. In a voice vote, the **motion** passed unanimously.

IV. Economic Development Institute

Norm Seavers, Associate VP, Broward College spoke about Broward College moving from a two-year program to a four-year College program growing to over 70,000 students with several locations and still growing. He spoke about the college's mission – using economic training to support economic development. He stated that the Board's business goals are the college's business goals.

Mr. Seavers spoke about the educational corporate training the college does. He spoke about the companies the college has worked with both large and small. He said that the college acts as a training provider for companies who understand the need to have a skilled workforce without having full time trainers on their staff.

Mr. Seavers stated that another very large piece of what the college does is continued education which is offered traditionally and on-line as continued education and workforce development.

Mr. Seavers spoke about two grants the college operates and how those grants work and benefit business and the community.

He also talked about Quick Response Training Program Grants and how the college acted as the coordinator for that program as well as the Incumbant Worker Trainer Program.

The college will be opening an incubator program in the Cypress Creek facility, which will be the first in Broward County.

They are positioning themselves to provide needed training for gaming which includes security, surveillance, sales, customer service and human resources.

The college is also in 25 countries around the world from Bangalore to Spain, teaching things like airport and cruise ship management.

Mr. Goldberg asked what the college is doing to help veterans back into the workforce.

Mr. Seavers stated that the college has a veterans coordinator and there is also a funding stream available to veterans. He stated that he would get back to the Board with more information.

Mr. Denison asked for more information on the incubator.

Mr. Seavers explained that it might be modeled after technology or it could be a mixed targeted industries incubator. The college is still looking for financial partners, so the partner(s) will also be involved in that decision making process.

The Board thanked Mr. Seavers and Ms. Tearle for coming to speak with the Board.

New River Yacht Club

Patrick Cambell, Related Group introduced himself and gave a brief explanation of the project and then introduced Robert Lochrie, Esq.

Robert Lochrie explained that they anticipate an 18 month construction period on this 26 story, 249 unit rental property on the New River. The cost is upwards of 40 million with landscape improvements and enhancements to the Riverwalk and ground floor amenities and retail with an 11,000 sq. ft. footprint. He stated that it took approximately 4 months for the approval process as opposed to the year and half that it once took, which really attests to the progress the City has made.

Mr. Calloway wanted to know the rental amounts.

It was stated that it would be luxury rental at about \$2.00 per sq. ft., but that may change.

Mr. Denison wanted to know what percentage of the units are affordable?

Mr. Lochrie stated that the Downtown Master Plan sets aside a number or a percentage of units that need to be developed as affordable, which is not project based, and those units have already been developed so this product does not need to have affordable units.

Department of Sustainable Development (DSD) Overview

Sheryl Dickey explained why Ms. Morejon had been invited to speak to the Board about the Department of Sustainable Development and Economic Development and how they work together.

Jenni Morejon, Deputy Director, DSD, spoke first about the framework of the City Manager's reasons for the reorganization approach. She briefly explained each new department and how we integrate them all to create a seamless community building approach. Ms. Morejon spoke about the focus of the City being public safety, public places, neighborhood enhancement, business development and infrastructure, which are the five core elements of a successful city. So with those focuses in mind the City Manager has set clear expectations on what needs to be done, what have we already done, what are the annual work plans in order to budget and plan appropriately.

Ms. Morejon spoke about some initiatives that DSD is working on with the business community in order to provide better service to them, such as the BizSmart and the Business Education Series.

Ms. Morejon spoke about the 1987 Bruntland Report on Sustainable Development – meeting the needs of the present without compromising the ability of future generations to meet their own needs. She stated that this is about social equity and building our community with people with skills needed with fair choices, fair policies, and integrating the social aspect with the environmental and the economic. So setting up our department of sustainable development hits those key terms with the variety of disciplines that are now under this department.

VIII. Old / New Business

The Board spoke about putting veterans back to work and a gentleman who could help with marine based employment. Mr. Anderson offered that it might be possible to have someone from the Verteran's Administration come in to speak about the different programs that are offered to veterans.

Mr. Hughes suggested that the Board visit Fat Village located 4 blocks from NW 6th Street on the north, to 4th Street & from N. Andrews to the railroad tracks on the west side near Downtown. There was discussion about the art attractions within the district and that it is also a wonderful nighttime destination.

Mr. Seigel read the welcome letter he prepared on behalf of the Board to be sent to new businesses opening in the City.

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Motion by Daniel Seigel and seconded by Christopher Denison to have a letter from the Economic Development Advisory Board (EDAB) and EDAB packet along with a letter from the Mayor be mailed to newly opened businesses in the City. Motion passed 9-0.

There being no further business to come before the Board at this time, the meeting was adjourned at 4:55 p.m.

[Minutes prepared by Patricia L. Smith, Secretary III]