

APPROVED
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY, October 10, 2012 – 3:45-5:15 P.M.

| Board Members | Attendance | Present | Absent |
|-------------------------|-------------------|----------------|---------------|
| Sheryl Dickey, Chair | P | 9 | 1 |
| Kit Denison, Vice Chair | P | 9 | 1 |
| Miya Burt-Stewart | P | 7 | 3 |
| Al Calloway 3:56 pm | P | 9 | 1 |
| Cary Goldberg | P | 7 | 3 |
| Jason Hughes | P | 8 | 2 |
| George Mihaiu 3:59 pm | P | 8 | 2 |
| Cort Neimark | P | 9 | 1 |
| Denyse O'Grady | P | 4 | 1 |
| Ralph Riehl | P | 8 | 2 |
| Daniel Siegel | A | 6 | 4 |

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, Economic Dev. Rep., Department of Sustainable Development
 Laura Gambino, Business Dev. Coordinator, Dept. of Sustainable Development
 Darlene Pfeiffer, Transportation & Mobility Business Manager

Communications to City Commission

I. Call to Order & Determination of Quorum

Chair Sheryl Dickey called the meeting to order at 3:52 p.m. It was noted a quorum was present.

II. Introductions

The Board, Staff members, and guests introduced themselves.

III. Approval of September 12, 2012 Minutes

Motion made by Mr. Denison seconded by Dr. Burt-Stewart to approve the minutes of the September 12, 2012 meeting. Mr. Hughes noted that his absenteeism be corrected. In a voice vote, the **motion** passed 7-0.

IV. Economic Development Video & Commercial

Karen Reese, Economic Development Representative presented the thirty-second TV commercial to the Board and explained that the commercial was developed by the Public Information Office. She stated that it aired for two weeks on all the major business channels. The commercial will air again during the Boat Show. She further stated that the four to five-minute video that the Board gave input on will be presented at the Board's November meeting.

V. CEDS

Alfred Battle, Economic and Community Reinvestment Manager spoke about the opportunity for staff to set up a Comprehensive Economic Development Strategy (CEDS). The CEDS concept is promoted by the Economic Development Administration (EDA) at the federal level in which it encourages local planning organizations that have a regulatory impact on re-zoning applications on the City of Fort Lauderdale. The concept is designed to bring together public and private sectors to create a roadmap for diversity and strengthen regional economies.

Staff wants to involve EDAB in order to partner with organizations such as Greater Fort Lauderdale Alliance and Greater Fort Lauderdale Chamber of Commerce, private sector economic development organizations, local businesses and other organizations Board members may be affiliated with to all be a part of the process.

He stated that the Commission has tasked the Department of Sustainable Development with creating/beginning an updated Economic Development Comprehensive Strategy for this upcoming fiscal year and staff's plan is to involve this Board in that process starting in January 2013.

Mr. Battle stated the staff is in the process of obtaining specific data about the City such as unemployment rate by zip code, all the businesses and types of businesses that is located in the City, what these businesses are paying, etc. He stated that by having this baseline will be valuable to the Board and staff in creating the framework for hiring a consultant to work with staff and the Board in creating a Comprehensive Economic Development Strategy (CEDS).

It was asked what does the City want the outcome of this process to be. Mr. Battle stated that the City would like to have an economic strategy that is much like the visioning process. Something that says this is where we want to go in the next three to five years with the knowledge that it is a changing document because of the changing economy. Mr. Battle also stated that on the implementation side, if the document is

CEDS certified on the federal level, the end result is federal funding and the opportunity to be looked at as a cutting edge place for other federal funding for technologies such as sustainable industries which the City is trying to attract and other technologies that the City may not have considered.

He stated that CEDS would serve a two-fold purpose;

1a. To create a document that would allow the City to obtain federal funding because currently the City does not provide sufficient dollars to sufficiently compete with the cities that are comparable to the City of Fort Lauderdale.

1b. The document will state what the Economic Development strategy is.

Discussion was had about the City applying for designation as an IDR for the Industrial Development Revenue Bond.

Discussion regarding how business grow and succeed in Fort Lauderdale was mentioned and whether businesses have the needed tools for success. Mr. Battle spoke about the FREE Small Business Seminar series that is offered to the business community with a variety of topics geared toward helping business owners achieve their goals.

The Board members talked about the pros and cons of having a consultant prepare the CEDS.

Old / New Business

November agenda items were discussed.

Tracking of new construction for the Board was requested. Also the type of business and how many employees would be hired. Mr. Battle mentioned that staff is currently working on performance measurements that quantify investments so that a forecast out what tax revenues will be for the year. He stated that the report that would be provided to the Board might have a slight lag time.

Mr. Goldberg commended the Transportation and Mobility Department regarding a parking request he recently made and the support he received from staff to accomplish his goals.

Discussion was had on the South Andrews Corridor area and the Board requested that Ms. Gambino have the business owner come and speak with them about his ideas for the area.

Mr. Calloway recommended asking the following persons if they could participate in the task force; James Morley, South Florida Regional Task Force Council, Dr. Hanbury,

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Provost, Nova Southeastern University, Dr. Preston Jones, Huizenga School of Entrepreneurship, Dr. J. Smith-Baugh, Urban League, someone with a Ph.D. in Social Psychology from Broward College or FAU, Cate McCaffrey, City and EDAB member. Mr. Denison recommended Brad Smith, Pastor of City Church. It was also suggested that someone from Building & Zoning should also be on this task force.

Mr. Battle informed the Board that the City has made application to the County for the housing dollars as discussed at the August meeting. He stated that he would keep the Board informed.

There being no further business to come before this Board, meeting adjourned at 5:10 pm.

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