

**APPROVED**  
**ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)**  
**MEETING MINUTES**  
**CITY OF FORT LAUDERDALE**  
**100 NORTH ANDREWS AVENUE**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**WEDNESDAY, March 13, 2013 – 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	P	3	0
Jason Scott Crush	P	3	0
Al Calloway	P	3	0
Cary Goldberg	A	2	1
Jason Hughes	P	3	0
George Mihaiu	P	3	0
Cort Neimark	P	3	0
Denyse O'Grady	P	2	1
Dev Motwani 3:58pm	P	3	0
John Scherer	P	3	0

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

**Staff**

Alfred Battle, Economic & Community Reinvestment Manager  
Karen Reese, Economic Dev. Rep., Economic & Community Reinvestment  
Laura Gambino, Business Dev. Coordinator  
Patricia L. Smith, Secretary III

**Communications to City Commission**

**Motion** made by Mr. Hughes and seconded by Mr. Scott to approve the minutes of the February 13, 2013 meeting.

Discussion ensued.

Mr. Mihaiu requested that the Board clarify their Communication to the City Commission to state this Board supports the Marina Lofts project in it's entirety as well as moving the rain tree in the Marina Lofts Project to the public area, thereby making the rain tree accessible to everyone - was agreeable and this Board would support such a project. It was stated a project like this should not be held up and reference was made to the Related Group getting fast track approval.

In a voice vote the **motion** passed as amended. John Scherer and Kit Denison abstained from voting. A memorandum of voting conflict is attached to these minutes.

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

Chair Sheryl Dickey called the meeting to order at 3:51 p.m. It was noted a quorum was present at this time.

#### **II. Introductions**

The Board, staff members, and guests introduced themselves.

#### **III. Approval of February 13, 2013 Minutes**

**Motion** made by Mr. Hughes and seconded by Mr. Scott to approve the minutes of the February 13, 2013 meeting. In a voice vote, the **motion** passed unanimously.

#### **IV. Greater Fort Lauderdale Alliance**

Chair Dickey introduced Bob Swindell, President & CEO of the Greater Fort Lauderdale Alliance. Mr. Swindell spoke about why the Alliance changed its name from Broward County Alliance to Greater Fort Lauderdale Alliance. He stated that the name change has to do with brand equity and specifically marketing. He said that while there is much more to Broward County than Fort Lauderdale, Fort Lauderdale is more recognizable to markets outside the area. The Alliance also felt that since the Visitors and Convention Bureau has used Greater Fort Lauderdale since its founding, it was a good idea piggy-back on the phenomenal work they already do.

Mr. Swindell stated that he would focus his remarks on the marketing side of what the Alliance does. He stated that when he looked at the purpose of the Economic Development Advisory Board he felt its main focus was business attraction, retention & development, serving as business ambassadors, promoting the City nationally & globally and advise on cultural activities. With this in mind he looked at the Alliances' four core competencies; 1) market and promote; 2) manage projects; 3) doing research; 4) public/private partnerships.

Mr. Swindell continued as he spoke about the 90 second TV commercial the Alliance ran in the Metro New York market with Chicago as the secondary market on CNBC, Bloomberg TV and Squawk Box from November 2012 thru February 2013 which promoted Greater Fort Lauderdale as a business destination. He stated that the County was marketed internationally as a tri-county. He mentioned the commercial can be viewed at [www.lesstaxing.com](http://www.lesstaxing.com) and speaks to all the reasons why Greater Fort Lauderdale is a financially sound business destination.

Mr. Swindell explained the Alliance's involvement in the international market as well as their advertising in international magazines such as Inc. 500 Magazine and Corenet Global. They also advertise locally in magazines such as Florida Trend.

Mr. Swindell further stated that other methods of marketing are travel, like trips to key markets abroad and inbound hosting such as the Fort Lauderdale Boat Show.

When asked how the Board could help, Mr. Swindell suggested that the Board to familiarize themselves with the Six Pillars of Broward ([www.sixpillarsbroward.org](http://www.sixpillarsbroward.org)) and volunteer to help. He stated that Broward County has more A Rated schools than ever before and U.S. News & World Report has noted that five of the top-rated schools in the nation is located in Broward County. He asked that the Board become advocates not only for the business for the City but also for its educational opportunities! Promote the work of the Greater Fort Lauderdale Alliance and talk about the Broward College Incubator. He also encouraged to Board to join the Alliance.

#### **V. Greater Fort Lauderdale Sister Cities Intn'l**

Chair Dickey introduced Tony Marcelli, President, CEO of Sister Cities International to speak about Sister Cities. Mr. Marcelli stated that he would speak about the new Sister Cities, but would first defer to Alfredo Gonzales, Vice President International Tourism, Convention & Visitors Bureau. Mr. Gonzales spoke about how he fell in love with the City of Fort Lauderdale as a spring breaker and his subsequent move to the City. He spoke about the improvements at the Fort Lauderdale-Hollywood Airport and the new international flights that are soon to start and those that are in the works and this is in part thanks to the Greater Fort Lauderdale Alliance and Sister Cities International. He also announced his new position which will be based in Washington, DC and will continue to develop airline programs for Fort Lauderdale-Hollywood. He encouraged the Board to continue to support the Greater Fort Lauderdale Sister Cities.

Mr. Marcelli spoke about the 17 Sister Cities on 6 continents their history and that it was created by President Dwight Eisenhower in 1956. He also stated that an addition to the 17 current Sister Cities an additional City is on the table with China, which they visited last year. Mr. Marcelli gave a history of Sister Cities International, speaking of their trade, cultural, educational, information and economic partnerships. There are 700 other Sister Cities across the United States. He spoke about the awards that have been presented, one of which was for the Honey Project and another for Sustainable Development in Haiti. Mr. Marcelli also spoke about some of the highlights of Sister Cities over of the years.

Marcus Koch spoke about expanding on the idea of Art Basel which happens in Miami Dade or the Venice Biennale exhibit, which showcases the art but also uses the art to showcase the City. The idea is to have something similar in Fort Lauderdale and attract an international art crowd to Fort Lauderdale.

Russell Weaver spoke about Wuyishan City, China. He stated that he visited the City and that Port Everglades has a Sister Seaport in this province. He and Mr. Marcelli visited during the City's Tea Expo which is the tea capital of China. One of their main industries is tourism. However they export about \$14 million in tea yearly and it is the hope of Sister Cities is the economic development to distribute out of the Fort Lauderdale area. Also considering a Tea Expo in the United States with Sister Cities.

Mr. Marcelli spoke now about funding that Sister Cities receives and how those funds are allocated.

It was asked how do they identify prospective Sister City matches. Mr. Koch stated that there is various criteria that is looked at to make that determination, such as economic impact or benefit for both cities, logistics, educational, tourism and cultural. When these criteria are considered, the City is presented to the Board of Directors for consideration.

Mr. Battle asked how could the City do to assist with the Vienna Biennial and with the Wuyishan Trade opportunity. Sister Cities representatives stated that these were still in the idea stage, however they wanted to see if there was interest on this Board's part to go forward. They requested this Board's support as these ideas move forward.

### **Old / New Business**

Mr. Crush brought to the Board's attention the Color Run which is a 5K performance art run thru Riverwalk and Downtown which will showcase our City. Please go to [www.thecolorun.com](http://www.thecolorun.com) for more information.

Mr. Hughes mentioned CyleParty which came before this Board in December of last year. He stated that he has seen it going around town and people look like they are having great fun.

There being no further business to come before this Board, meeting adjourned at 5:27 pm.

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