

APPROVED
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY, April 10, 2013 – 3:45-5:15 P.M.

<u>Board Members</u>	<u>Attendance – January thru December</u>		
		Present	Absent
Sheryl Dickey, Chair	P	4	0
Kit Denison, Vice Chair	P	4	0
Jason Scott Crush	P	4	0
Al Calloway	A	3	1
Cary Goldberg	P	3	1
Jason Hughes	P	4	0
George Mihaiu	P	4	0
Cort Neimark	A	3	1
Denyse O’Grady	P	3	1
Dev Motwani	P	4	0
John Scherer	P	4	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
Patricia L. Smith, Secretary III

Communications to City Commission

None

I. Call to Order & Determination of Quorum

Chair Sheryl Dickey called the meeting to order at 3:50 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 March 13, 2013 Minutes

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

IV. All Aboard Florida

Chair Dickey introduced Husein Cumber, Executive Vice President for Corporate Development, Florida East Coast Industries. Mr. Cumber introduced his colleagues Rusty Roberts and Ali Soule and gave a brief background on their transportation experience. He spoke about the history of Florida East Coast Industries (FEI) which started in the late 1800's and is one of Florida's oldest and largest full-service commercial real estate and infrastructure companies with assets in Miami, Broward, Orlando and Jacksonville. He stated All Aboard Florida launched about a year ago as one of the subsidiary companies of FEI.

Mr. Roberts spoke about the market and the studies being done regarding rider-ship, Florida growth and optimum travel time.

They also spoke about receiving a FONSI (Finding of No Significant Impact) on the Miami to West Palm Beach segment. This means the project will have no significant effects on the human environment. Mr. Cumber stated they were able to obtain this within a six-month period.

Mr. Roberts stated that they are now working on the same goal for West Palm Beach to Orlando portion of the project. They requested the Board's support of these projects by means of public involvement in upcoming meetings.

Mr. Roberts spoke about the type of travel they are focusing on and felt the target audience will be a very diverse mix of people. It is their intent to market All Aboard Florida as a viable alternative of public transportation. FEI will be looking at marketing prospects that can be developed between All Aboard Florida and businesses. The intent is to make All Aboard Florida a reliable, pleasant and comfortable telecommuting travel experience.

Mr. Roberts and Mr. Cumber spoke about possible station locations in the tri-county areas as well as the Orlando area. Mr. Roberts spoke about the possibilities of connectivity to existing local transportations systems with All Aboard Florida. Mr. Roberts stated an experienced third party operating company will be hired to manage the train scheduling.

Mr. Cumber stated that Skidmore, Owings & Merrill (SOM) has been hired to design the stations and Rockwell Group has been hired to brand All Aboard Florida.

The Board asked about getting from the airport in Orlando to Disney. Mr. Cumber stated they are simply going to tap into what the Orlando people have worked out.

A question was asked if there would be a stop in Cocoa and Mr. Cumber stated that for two reasons there would not be a stop there; 1. the train does not go directly into the port and, 2. the goal is to keep the travel time to Orlando down to 3 hours and each stop affects that time.

The Board asked what was the expected time-line. Mr. Cumber responded they are working as quickly as possible and they are hopeful to be under construction by the end of this year or beginning of 2014.

The board questioned the cost of passenger tickets. Mr. Cumber stated a price point has not yet been announced, however they realize it must be competitive with other modes of transportation for the same trip. He stated as part of smart marketing strategy, the public will not need to figure out if they are saving money.

Mr. Cumber stated any of the information this Board may be hearing about the commuter rail project is a completely different project from All Aboard Florida. He stated they are very excited about this project as well because he feels from an economic standpoint it makes All Aboard Florida that much more impactful throughout the region.

The Board thanked Mr. Cumber, Mr. Roberts and Ms. Soule for their presentation.

V. Sun Trolley

Chair Dickey introduced Robyn Chiarelli of FDOT. Ms. Chiarelli gave a brief background about herself and explained what the Sun Trolley is. She stated the Sun Trolley has no designated stops. Passengers see the Trolley, wave their hand and the Trolley will stop to pick them up. Ms. Chiarelli also explained the Sun Trolley is administered by the Downtown Transportation Management Association (TMA) under a 501c3 non-profit.

Ms. Chiarelli stated the TMA's mission is to provide convenient, accessible, and reliable transportation in the advancement of economic vitality. She went on to explain the various routes/links currently operating. She explained why people use the Sun Trolley and how they can make it more convenient. She gave an example of one of the ways they have done this is with an application Sun Trolley Tracker (www.suntrolle.com), to help persons locate where the Trolley is. Ms. Chiarelli stated ridership on the Sun Trolley has almost doubled since 2011.

Ms. Chiarelli also informed the Board about Sun Trolley's City Excursion pilot project, which was sponsored by the City of Fort Lauderdale. There are often times when passengers are done with their cruise with time on their hands before their plane departs. This program brings passengers from the airport into downtown Fort Lauderdale., and also offers them a return ride back to the airport.

The Board wanted to know if the Trolley could come into neighborhoods possibly on weekends. Ms. Chiarelli stated that is something that could be explored.

Leasing the Trolley was also discussed.

Improved signage was suggested as well as extended hours for the Trolley.

The Board thanked Ms. Chiarelli for coming to speak to them about the Sun Trolley.

IV. Old/New Business

The Board requested an update on the presentation made by Patricia Zeiler, Managing Director of the TMA in March of 2011 regarding City excursion program that moves visitors from ports and airports into Fort Lauderdale and the Riverwalk Arts and Entertainment District and the downtown area.

Ms. Reese informed the Board the Economic Development Strategy Master Plan RFP has been released.

Ms. Reese informed the Board that the Marine Industry Report will be on the City Commission Conference Agenda on April 16th. Mr. Battle updated the Board on areas in the report that were of specific economic concern to this Board.

The Board requested information about getting the Commission Agenda notification automatically sent to them.

Upcoming Meetings:

May	The Wave Jacklyn Laflamme, Studio 18
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Chair Dickey requested that Board members offer suggestions for upcoming meeting.

Members requested that Diana Alarcon, Transportation & Mobility Director come and update the Board along with someone from the Metropolitan Planning Organization (MPO).

There being no further business to come before the Board at this time, the meeting was adjourned at 5:06 p.m.

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