

**APPROVED**  
**ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)**  
**MEETING MINUTES**  
**CITY OF FORT LAUDERDALE**  
**100 NORTH ANDREWS AVENUE**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**WEDNESDAY, June 12 – 3:45-5:15 P.M.**

<u>Board Members</u>		<u>Attendance – January thru December</u>	
		<b>Present</b>	<b>Absent</b>
Sheryl Dickey, Chair	A	5	1
Kit Denison, Vice Chair	P	6	0
Jason Scott Crush	P	5	1
Al Calloway	P	5	1
Cary Goldberg	P	5	1
Jason Hughes	P	6	0
George Mihaiu	P	6	0
Cort Neimark	A	3	3
Denyse O’Grady	P	5	1
Dev Motwani	A	5	1
John Scherer	P	6	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**

Vice Chair Christopher Denison called the meeting to order at 3:53 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 May 8, 2013 Minutes**

**Motion** made by Mr. Hughes and seconded by Mr. Calloway to approve the minutes of the May 8, 2013 meeting. In a voice vote, the **motion** passed unanimously.

### **IV. Art in Public Places – Jaclyn LaFlamme**

Vice Chair Denison introduced Jaclyn LaFlamme, Studio 18. Ms. LaFlamme gave a short background/history of herself and her work. Ms. LaFlamme spoke about her most recent project which was the 13<sup>th</sup> Street Project. She explained how the project came together and why. She described that the goal of the arts project was to involve the community to create two pieces of public art, and to bring the various socio-economic backgrounds and age groups and brand the community while creating an environment that is a safe, fun, and friendly place where people want to live, work, play and thrive. They replaced blight with beauty and created neighborhood pride in the Middle River Terrace, South Middle River, Lake Ridge and Poinsettia Heights area. There was a process to involve the community and get them excited about the project, and she felt that the project helped to uplift the entire community.

Ms. LaFlamme spoke about other projects she has been and is currently involved in and how she has applied for grant funds to make these projects happen.

The Board thanked Ms. LaFlamme for coming in to speak with them.

Vice Chair Denison introduced George Gadson, MPA, and Beth Ravitz of Gadson Studios. Mr. Gadson gave a brief background/history of both himself and Ms. Ravitz. He stated that they are both individual artists as well as working as consultants for helping cities write their public art ordinances and incorporating art in their masterplans, along with sitting on various art committees. Mr. Gadson stated that it is their belief that art creates memories and a sense of place.

Mr. Gadson and Ms. Ravitz presented a PowerPoint presentation of the art they have either worked on as consultants or helped facilitate the process for choosing the artist along with the site to do the artwork.

Mr. Gadson stated the ideal time to bring artwork into a project is at the very beginning so that everyone involved can brainstorm and also to have art become a part of the project.

It was asked how many developers are incorporating art at the design stage of the project. Mr. Gadson and Ms. Ravitz stated that this is happening more and more often several examples were given such as Carlisle Development, the African American Research Library's outdoor plaza motif, Lauderhill City hall art designed floor which was originally going to be a plain terrazzo floor. Other examples were given, showing what could be done with monies that had already been allocated but now instead of

something plain and ordinary you are left with a beautiful piece of art with money you were going to spend anyway or minimal additional costs.

It was asked what experience did Gadson Studios have with the City of Fort Lauderdale and businesses for receiving public arts projects.

Mr. Gadson stated while his interaction with the City has always been pleasant, the City of Fort Lauderdale is not currently pursuing a public arts ordinance. He felt an ordinance for a city of this size would be a good way to go. Mr. Ravitz explained various ways an ordinance could be done. She stated that in her opinion an assessment to the developer did not detract a developer from coming to a city. The significance to the City with a Public Arts Ordinance has really enhanced the cities affected, eighteen of which currently have ordinances.

The Board asked if incentives had been considered rather than an ordinance that taxes the developer. Mr. Gadson stated he thought that would be a good “carrot” to offer developers.

Ms. Ravitz mentioned that public art is not a new idea. It has been around since the 1500’s and she mentioned the city of Florence, Italy where magnificent art is everywhere and has made the city very beautiful.

The Board wanted to know what they could do to help. Gadson Studio’s suggested that the incentives idea was a very good one. Offer the developer something in exchange for public art.

It was asked how does the Board quantify public arts. Mr. Gadson stated that when a company is looking to move to an area, one of the things the company looks for is the quality of life. People *want* to be surrounded by beauty. He stated that public arts create jobs.

The Board discussed how BCIP Grant funds might be used for public arts projects.

The Board thanked Gadson Studio’s for their presentation on the arts.

Discussion continued about public arts and its message to the community, including costs, its need and where, and how and when it should be considered in the development process.

#### **IV. Old/New Business**

The Board requested an update on the following items:

- Central and South Beach
- South Andrews corridor
- New River Village – Phase III
- Cypress Creek Corridor

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- Broward County Courthouse
- Marina Lofts
- Economic Development Strategy Master Plan

There being no further business to come before the Board at this time, the meeting was adjourned at 4:59 p.m.

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