

**Approved**  
**ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)**  
**MEETING MINUTES**  
**CITY OF FORT LAUDERDALE**  
**100 NORTH ANDREWS AVENUE**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**WEDNESDAY September 11, 2013 – 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	P	7	1
Kit Denison, Vice Chair	A	7	1
Jason Scott Crush	P	7	1
Al Calloway	P	7	1
Cary Goldberg	A	6	2
Jason Hughes	P	8	0
Cort Niemark	P	1	re-appointed 9/13
George Mihaiu	A	7	1
Denyse O’Grady	P	6	2
Dev Motwani	P	7	1
John Scherer	A	6	2

At this time, there are 10 appointed members to the Board, which means 6 would constitute a quorum.

**Staff**

Karen Reese, Economic Dev. Rep., Economic & Community Reinvestment  
Patricia L. Smith, Secretary III

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

Former Chair Dev Motwani called the meeting to order at 3:50 p.m. Roll call was taken and it was noted that a quorum was not present at this time.

A quorum was present at the time of the communication.

**Communications to City Commission**

**Motion** made by Mr. Motwani and seconded by Mr. Crush to re-affirm the Economic Development Advisory Board’s support for the Las Olas Marina Project. In a voice vote, the **motion** passed unanimously.

**II. Introductions**

The Board, staff members, and guests introduced themselves. **IV. Re-Appointment – Cort Neimark**

The Board congratulated and welcomed back Mr. Neimark.

**V. South Andrews Development Vision - Michael Rechter, CEO Integra Realty**

Ms. Reese gave a little background regarding the South Andrews Area and introduced Mr. Rechter who was one of the potential developers interested in the vision/plans for the South Andrews Area.

Mr. Rechter stated that his company, Integra Real Estate is primarily a real estate based company with an entertainment/hospitality division which driving the future for what the company does. He stated that his company would like to see an entertainment district in the South Andrews area. He complimented the visionaries of TAP42 and the wonderful work they had done. He stated the district would go a little north and south of TAP42 and would include an upscale bowling and billiards boutiques. He discussed the demographic they are looking at as well as the branding idea of “SOLO,” South of Las Olas.

Mr. Rechter discussed with the Board various parking challenges that development in the area is faced with. He stated that they want a very eclectic and artistic development feel for the area.

It was asked what could be a possible solution to the parking problem. Mr. Rechter stated that zoning allows you to go up to 14 stories. One concept is to do residential with retail on the first floor and parking on the second floor making it SOLO Lofts which could be a possible solution to the parking issues.

The Board expressed to Mr. Rechter that the City Commission has been very supportive of economic development in the City and encouraged him to continue with his vision.

The Board thanked Mr. Rechter for his presentation.

At this time a quorum was present so Former Chair Motwani called for the approval of the minutes.

**III. Approval of May 8, 2013 Minutes**

**Motion** made by Mr. Crush and seconded by Ms. O’Grady to approve the minutes of the July 10, 2013 meeting. In a voice vote, the **motion** passed unanimously.

## **VI. Marine Industry Update – Barry Flanagan, Marine Advisory Board Chair & Staff**

Mr. Flanagan thanked the Board for allowing him to come before them. He spoke about the workshops that have been held to date and the importance of Marine Advisory and Economic Development Boards working together to accomplish economic goals. He gave an example of 2 vessels visiting Fort Lauderdale and spending an average of \$475,000.00 per year each during their visit. He stated those dollars are spent on car rental, restaurants, real estate, entertainment, boat purchases, etc.

He stated that he feels the City is in jeopardy of losing its moniker “Boating Capital of the World.” He stated our neighbors to the north and south are undergoing major marina renovations. He stated that Palm Beach now has floating docks that will pick up the large yachts and bring them into the docks with state of the art facilities for the yachts and crews. Dania Beach received a Florida Inland Navigation District (FIND) Grant and completed the dredging of the Dania canal. Dania has also put in the largest lift on the east coast allowing mega dock facilities.

He stated that for the most part the Las Olas Marina re-build project has received great support from the Advisory Boards. He stated a letter of support has been received from Efreem “Skip” Zimbalist, Chairman & CEO, Active Interest Media, owner of Show Management, which manages the Fort Lauderdale Boat Show. The Sasaki Report the City’s design architect as well as 2013 report prepared by Thomas Murray & Associates to review the economic impact further supports the project.

He stated that the Mayor has since directed the City Auditor to review the cost & revenue structure as well as rates and comparable rates and report back to the commission the findings.

Mr. Flanagan discussed some of the items on the Marine Advisory Board “Wish List” for repair. He stated that he felt our waterways are our “backyard” and require the same maintenance that the front yard or the streets receive. He stated that so far the City’s backyard is being neglected.

Chair Dickey joined the meeting at this time.

John Luscomb, Marine Facilities Supervisor provided the Board with economical boating statistical information by county which he had obtained from FIND. Overall Broward County is leading in economic impact as pertains to jobs, personal income and tax revenue. He stated that while Broward leads the industry, Dade and Palm Beach County’s economic impact has shown an increase.

Discussion ensued regarding the overall economic impact of improving the Las Olas Marina and how to show how the ancillary benefits affect the entire City to the Commission.

The Board discussed how the improvements which include a linear park/promenade and for the public would be an added tourist/public amenity that you would not be able to get somewhere else.

**Motion** made by Mr. Motwani and seconded by Mr. Crush to re-affirm the Economic Development Advisory Board's support for the Las Olas Marina Project. In a voice vote, the **motion** passed unanimously.

## **VII. Old/New Business**

The Board further discussed the Master Plan for the South Andrews Area as well as the South Andrews Regional Activity Center (RAC).

There being no further business to come before the Board at this time, the meeting was adjourned at 5:17 p.m.

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