

Approved
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY November 13, 2013 – 3:45-5:15 P.M.

<u>Board Members</u>		<u>Attendance – January thru December</u>	
		Present	Absent
Sheryl Dickey, Chair	P	10	1
Kit Denison, Vice Chair	P	9	2
Jason Scott Crush	P	9	2
Al Calloway	P	9	2
Cary Goldberg	A	8	3
Jason Hughes	P	11	0
Cort Niemark	P	4	re-apptd 9/13
George Mihaiu	A	9	2
Denyse O’Grady	P	9	2
Dev Motwani arrive 4:28 p.m.	P	10	1

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

Chair Dickey called the meeting to order at 3:51 p.m. and it was determined that a quorum was present.

Communications to City Commission

Motion made by Mr. Calloway and seconded by Mr. Hughes to support the proposed Fashion Fort Lauderdale effort. In a voice vote, the **motion** passed unanimously.

II. Introductions

The Board, staff members, and guests introduced themselves.

III. Approval of October 9, 2013 Minutes

Motion made by Mr. Goldberg and seconded by Mr. Mihaiu to approve the minutes of the October 9, 2013 meeting. In a voice vote, the **motion** passed unanimously.

IV. FDOT Update - Amie Goddeau, P.E., FDOT Mobility Development Manager & Melissa Eckert, Traffic Operations

Ms. Dickey welcomed Ms. Goddeau. She spoke about Florida Department of Transportation (FDOT) goals and spoke about land use and development for the FDOT. She provided the Board with a map and discussed the state roadways level of service. She informed the Board that FDOT construction seen around the City is upgrades and maintenance on existing roadways or bridges, which is done every ten years. These upgrades are covered by the gas tax.

Ms. Eckert stated her department handles signalization and that they coordinate with Broward County to help operate and maintain their signals. She stated a project being worked on currently is the active arterial management program, which monitors traffic conditions and coordinates with local government to manage traffic conditions as they happen and based on previously collected data, before it happens. She stated the system does not predict traffic situations such as how new development will be handled. FDOT has to wait until the development project has final acceptance before they can start collecting data.

Ms. Goddeau stated that developmentally land use and transportation do not historically work together. She said the City has to put the right controls on the developer to ensure the development supports the multi-modal corridor. This means changes need to be made in the development standards in order to have the access needed for all modes of transportation. She felt that transit connectivity needs to be a part of the development process. She stated FDOT makes suggestions/comments, however those are very limited opportunities but the cities are not required to adhere to them.

The Board thanked Ms. Goddeau and Ms. Eckert for their presentation.

V. Proposed Event– Petula Burks, Public Info. Specialist & Cameus Chicoye, Producer

Chair Dickey introduced Ms. Burks, who spoke a little about the vision behind idea of a Fashion Fort Lauderdale. Ms. Burks then introduced Mr. Chicoye.

Mr. Chicoye spoke about Funkshion, Mercedes Benz and Miami Beach Fashion Week. He stated that he believes Fort Lauderdale is poised for a fashion weekend that can build to fashion week. He stated the backdrop could be the Riverwalk with resort wear with timing possibly with the International Boat Show.

Ms. Burks stated that Fort Lauderdale is a jewel and felt that we can use this opportunity to let people see that Fort Lauderdale has great chefs, restaurants and local talent and that we are a destination of class and sophistication.

Mr. Chicoye stated the first thing is to look for a major sponsor and said that he has heard another luxury auto company is looking to do something like what Mercedes-Benz is doing Miami.

Ms. Burks stated what they wanted to do is get stakeholders to buy-in to the idea first. Next go to potential sponsors with those letters of support for funding, then come back to the stakeholders with a plan in place.

Motion made by Mr. Calloway and seconded by Mr. Hughes to support the proposed Fashion Fort Lauderdale effort. In a voice vote, the **motion** passed unanimously.

VI. Old/New Business

Ms. Reese updated the Board with the Economic Development Strategic Plan meetings and informed them they would be receiving this information via email also.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:01 p.m.

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