

Approved
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY December 11, 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

Al Battle, Economic & Community Reinvestment Manager
 Karen Reese, Economic Dev. Rep., Economic & Community Reinvestment
 Laura Gambino, Business Development Coordinator
 Thomasina Turner, Project Coordinator
 Patricia L. Smith, Secretary III

I. Call to Order & Determination of Quorum

Chair Dickey called the meeting to order at 3:54 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 November 13, 2013 Minutes

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

IV. Marketing Developments, Inc - Stanley Eichelbaum, President

Ms. Dickey introduced Mr. Eichelbaum to the Board. Mr. Eichelbaum gave a brief background about himself, the companies and people he worked with and how he became interested in economic development.

Mr. Eichelbaum spoke about how by means of proper research and marketing feasibility studies, cities are able to realize the type of economic growth they desire. He stated that his company research bases research on the individual market and on the user not the project. His company includes things from emergent population trending, ethnicity, infrastructure, street-side conditions, can neighborhoods be changed - gentrification, along with many other factors in its research study.

He spoke about Florida and Fort Lauderdale being capital rich, strategically, with a diverse work force, an adjusted cost of living, and a great transportation system in Port Everglades and Fort Lauderdale/Hollywood Airport. He felt the state needs to invest more in infrastructure and education.

He spoke about neighborhoods, retail, parking, mix-use development, public space and green fields, academic communities with research corridors in order to keep the younger generation here.

It was asked and Mr. Eichelbaum responded in regard to The Wave Project offering his opinion to the affirmative. He also stated that he felt there should be a no fare zone that would help connect the judicial and medical community to the downtown.

The Board thanked Mr. Eichelbaum.

V. Economic Development Strategic Plan Update - Molly McKay, Principal Consultant-Willdan Financial & Economic Construction Services

Chair Dickey introduced Ms. McKay. Ms. McKay stated that she would give an overview of the planning efforts of Willdan and the City to date, which include some of the next steps, timing and the economic profile.

She stated there will be two broker round tables scheduled in January.

A business climate assessment will be evaluated based on the 2010 Business First action plan which developed a top 10 list done by the City and the Greater Fort Lauderdale Chamber of Commerce. A survey tool will be prepared and should be ready shortly after the holidays.

The business community has asked that the economic development plan be market driven and that opportunities be looked at to keep young people in Fort Lauderdale after they graduate. They are also looking at quality of life improvement opportunities. Ms. McKay further stated that they are working on an economic dashboard and retail recruitment strategy.

The end result is to produce an excel based tool which will allow the City to measure results on the implementation plan going forward with funding and uses requirement going forward.

VI. Old/New Business

Ms. Reese is moving on to the Fort Lauderdale Executive Airport. The Board thanked Ms. Reese for her work with the Board.

Mr. Calloway is retiring from the Board to finish a book.

The Board asked what was happening with the bridge over the New River as relates to boat traffic and if they could receive an update from All Aboard Florida.

The Board wanted to know what is happening with the A1A Greenway improvements and South Andrews District.

The Board wanted to make sure that they are included as a part of those included in the survey and one-on-one interview process for Willdan. Mr. Battle stressed the importance of notifying staff as soon as possible because of the timeline that Willdan is working with.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:08 p.m.

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