

Approved
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY February 12, 2014 – 3:45-5:15 P.M.

Board Members		Attendance – January thru December	
		Present	Absent
Sheryl Dickey	P	2	0
Kit Denison	A	1	1
Jason Scott Crush, Chair	P	2	0
Cary Goldberg, Vice chair	P	2	0
Jason Hughes	P	2	0
Cort Niemark	P	2	0
George Mihaiu	A	1	1
Denyse O'Grady	A	1	1
Dev Motwani	A	0	2
Keith Costello	A	1	1
John Scherer	P	1	

At this time, there are 11 appointed members to the Board, which means 6 would constitute a quorum.

Staff

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

I. Call to Order & Determination of Quorum

Chair Crush called the meeting to order at 3:47 p.m. and it was determined that a quorum was not present at this time.

Communications to City Commission

None.

- **Introductions**

The Board, staff members, and guests introduced themselves.

- **Transportation & Mobility (TAM) Update – Diana Alarcon, TAM Director**

Chair Crush introduced Ms. Alarcon. Ms. Alarcon spoke about the City's Vision and how to connect mobility with transportation and neighborhoods. The leading category in the Vision was to make communities more walkable. From the Vision came the Strategic Plan and from that came the Press Play Forward which takes the Vision, put it into a Strategic Plan so we can find ways to implement it. From this came Six Cylinders, with the number one cylinder being infrastructure. The City's goal is to become a pedestrian friendly multi-modal City.

Ms. Alarcon stated that with this goal in mind TAM has adopted a Complete Streets Policy and developed the multi-modal program. Some projects now is the works;

- Broward Boulevard, which will include removing the pavers, re-doing the sidewalks, bike lanes and other improvements.
- Greenway program A1A
- Re-doing roadway from Sunrise Blvd to 18 Street, which will include a pedestrian promenade, a mini gateway and the wave wall will continue to 18th Street
- Lane reductions on Powerline Road along with added bike lanes and sidewalk improvements
- US1 from Broward Blvd to 18th Street is currently in design
- NE 13th Street – looking at creating on-street parking and reducing lanes and wider sidewalks
- Community Bus Service Program links will be improved
- Bus Shelter upgrades, with 160 shelters being added

Ms. Alarcon stated that what they found that as you improve street capacity of handling as many modes of transportation as possible there is a direct correlation to economic development. She gave the example of The Wave announcement in Fort Lauderdale resulting in new business coming to the City.

Ms. Alarcon introduced Elizabeth Van Zandt, TAM Mobility Manager. Ms. Van Zandt spoke about pedestrian improvement portion of the projects. She also spoke about how the art would be incorporated as a part of the intersection calming improvements that will be done on Las Olas and 1st Ave as the test model. She also spoke about the Way-Finding signage and the design of the Wave Streetcar. Ms. Van Zandt spoke about the Las Olas Tunnel Plaza concept plan.

Ms. Alarcon informed the Board that there will be growing pains connected with these improvements, however the end result will be worth it.

The Board thanked the TAM team for bringing this updated information to them.

Chair Crush asked for roll call and a quorum was established.

III. Recognition of Past Chair (out of order)

Chair Crush and the Board thanked Sheryl Dickey for her two years of service to the Board as the Chair and presented her with a Certificate of Appreciation.

II. Approval of January 8, 2014 Minutes (out of order)

Motion made by Mr. Goldberg and seconded by Mr. Hughes to approve the minutes of the January 8, 2014 meeting.

Discussion ensued.

In a voice vote, **motion** to approve the minutes with corrections passed unanimously.

IV. 2013 Successes & Incentive Overview

Chair Crush spoke about the Board deciding what their framework might be for the next six months. He then asked Ms. Gambino to give a synopsis of what has happened with Economic Development.

Ms. Gambino gave a brief synopsis of the purpose of the Economic Development Advisory Board, incentives offered, marketing, staff resources and current City initiatives.

Ms. Gambino also updated the Board on the status of the Economic Development portion of the Strategic Plan.

The Board spoke about Fort Lauderdale's web search positioning and discussed how advertising dollars might be utilized by dedicating funds to web prioritization.

The Board wanted to know how they can be more pro-active and act as emissaries to assist staff with Economic Development for the City.

Discussion ensued about marketing, retaining business, attracting new business and business incubators as well as this Board sending out thank you/welcome letters to new businesses.

The Board requested that they be updated on a monthly or quarterly basis the number of new businesses opened/started in the City.

Mr. Goldberg felt that staff needs to be trained in customer service.

Discussion continued about attracting business to Fort Lauderdale via the web-site, defining the role of the Board and how to fast-track the implementation of some critical ideas/goals.

The Board discussed the possibility of WOW awards for small businesses.

V. Old/New Business

For the next agenda the Board wanted to see how marketing dollars are spent as well as what the vision for the web-site is and how is staff trained in customer service. What/how can the call center is promoted? How is Economic Development for the City of Fort Lauderdale found in a web search?

There being no further business to come before the Board at this time, the meeting was adjourned at 5:18 p.m.

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