

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

<u>Board Members</u>		<u>Attendance – January thru December</u>	
		Present	Absent
Jason Crush, Chair	P	3	0
Cary Goldberg, Vice Chair	P	3	0
Sheryl Dickey	P	3	0
Kit Denison	P	2	1
Jason Hughes	P	3	0
Cort Neimark	P	3	0
George Mihaiu	P	2	1
Denyse O’Grady	P	2	1
Dev Motwani	P	1	2
Keith Costello	A	2	1
John Scherer	A	1	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 3:57 p.m. Roll was taken and it was determined that a quorum was present at this time.

Motion made by Ms. Dickey and seconded by Mr. Motwani to allow telephonic participation by member Jason Hughes. In a voice the **motion** passed unanimously.

Communications to City Commission

None.

II. Approval of February 12, 2014 Minutes

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

Discussion ensued regarding the detail of the minutes.

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

III. Business F1rst/Concierge Update - Laura Gambino, Business Dev. Coord.

Ms. Gambino stated that the Business F1rst initiative in conjunction with the Greater Fort Lauderdale Chamber of Commerce will be setting up site visits with businesses and staff will be participating in that effort.

She also stated that the concierge assistance effort is ongoing and staff is averaging about 20 to 25 assists per month to contractors, architects, and developers as well as the lien permit process improvement.

Ms. Gambino briefly did an overview of the City's vacancy and unemployment report and Quality Target Industry (QTI) Report.

Ms. Gambino spoke to the Board regarding the Community Appearance Board awards, the Strategic Plan and the Economic Development Strategic Plan.

The Board discussed the matter of providing/preparing a thank you letter for new businesses that open in the City. They discussed that this had been an item of interest a few years ago and asked if staff could look at the previous letter and discussion on this matter.

In relation to the above discussion the Board wanted to get a list of new and renewed business licenses as well as their addresses that have opened in the City on a monthly basis. The Board discussed that there should be an income threshold for the letter.

There was discussion about how to attract young technical people, business and entrepreneur's to Fort Lauderdale.

IV. Discussion-Economic Development Website - Matt Little, Public Info. Specialist

Chair Crush introduced Matt Little. Mr. Little stated that he was here to listen, collect ideas and come back with a proposal.

Chair Crush stated that Board members had searched the web with the phrase "move my business to Fort Lauderdale." He stated that Search Engine Optimization (SEO) came up with a page for the something *not at all* related to economic development or

moving your business to Fort Lauderdale. The Board wanted to know how that can be changed.

The Board discussed what typed of information they would want to see on an Economic Development website.

Mr. Motwani spoke about a presentation he made recently and he felt the presentation highlights excellent facts about the City and stated that he would be happy to share it with the Board and staff. The Board requested that Mr. Motwani share his presentation with them.

The Board continued to discuss how the Economic Development's "Landing Page" would look like when a search is done.

It was asked if a Relocation Specialist might be consulted when creating this "Landing Page."

The Board discussed having a representative of different business organizations to speak to the Board to get their input on how to coordinate together to market the City as the Board works toward creating this Landing Page. They felt the three main organizations to be invited should be the Greater Fort Lauderdale Alliance, Downtown Development Authority and Greater Fort Lauderdale Chamber of Commerce.

The Board thanked Mr. Little and the Business Tax Officers.

V. Review of Performance Measures – Vacancy Rate and QTI/Direct Cash Incentives

Mr. Battle spoke to the Board about the demographics and shifting global roles and technology expansion and how organizations are approaching economic development from a grander scale. He stated that the goal of economic development is to provide more information as relates to talent, projects that support sustainability, more industry presence and being market resilient. He spoke about the millennial approach in contrast to the company based approach - person based profile as opposed to the job based profile. He stated that collaboration with industry leaders becomes more important as we determine how to elevate Fort Lauderdale's cache from a business development standpoint while working with limited resources.

VI. Best Practices and Industry Information–Article Review “Looking Around the Corner: The Future of Economic Development”

Mr. Battle briefly spoke about the article as being research driven and produced quarterly by the International Economic Development Council, the most recognized trade industry for economic development in the United States. He stated that cities and non-profits collaborated to develop the “think tank” type of report. The report is being provided to the Economic Development Advisory Board as information.

VII. Old/New Business

For the next agenda the Board discussed that they would contact different organizations and ask them to send a representative to the April 9, 2014 meeting.

The Board asked of the status of the Economic Development Strategic Plan. Mr. Battle stated that April 15 is the target date to present to Commission. He stated the community would receive an email for comments when final draft document is ready.

The Board spoke about All Aboard Florida.

The Board further stated that going forward, before supporting a project they should know all the information, all the facts, in order to make an informed decision.

The Board asked Mr. Mihaiu if there could be a section in his magazine to welcome a new business and he stated that he would be happy to do that.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:25 p.m.

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