

APPROVED
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY April 9, 2014 – 3:45-5:15 P.M.

Board Members		Attendance – January thru December	
		Present	Absent
Jason Crush, Chair	P	4	0
Cary Goldberg, Vice Chair	A	3	1
Sheryl Dickey	P	4	0
Kit Denison	P	3	1
Jason Hughes	A	3	1
Cort Neimark	P	4	0
George Mihaiu	P	3	1
Denyse O’Grady	P	3	1
Dev Motwani	P	2	2
Keith Costello	P	2	2
John Scherer	P	2	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 4:02 p.m. Roll was taken and it was determined that a quorum was present at this time.

Dev Motwani joined the meeting telephonically and was available for roll call at 4:02 pm.

Communications to City Commission

None.

II. Approval of March 12, 2014 Minutes

Motion made by Mr. Mihaiu and seconded by Mr. Neimark to approve the minutes of the March 12, 2014 meeting.

III. Discussion with Business Partner Organizations

Chair Crush gave a synopsis of the March 12, 2014 meeting as to the consensus of how the Board's goals for the upcoming year can be attained. A main goal being Search Engine Optimization (SEO) for Economic Development in the City of Fort Lauderdale.

The Board members introduced themselves to the partner organizations.

The Board spoke about the visioning video as well as the PowerPoint presentation the Dev Motwani provided the Board.

Chair Crush introduced Dave Coddington – Greater Fort Lauderdale Alliance

Mr. Coddington explained what the Alliance's mission is and what their goal is. He explained that they are a public-private partnership, and that they are the designated economic development organization for Broward County. He explained how the different programs offered work and where referrals can come from. He spoke about the marketing and advertising outreach that the Alliance uses to induce business to the area. He stated that another tool to motivate business to come to the area is that Fort Lauderdale is very well located and offers a very diverse work force. Mr. Coddington also spoke about partnering with local colleges and universities to connect them with technology companies looking for a specific type of talent.

There was additional discussion about how these businesses go thru permitting and how the City and the Alliance assist them.

Chair Crush introduced Dan Lindblade – Greater Fort Lauderdale Chamber of Commerce

Mr. Lindblade spoke about how why and what the Chamber does to help business in the City of Fort Lauderdale. He stated that the City and the Chamber partnered to develop the Business F1rst Program. Out of that retention and expansion study it was determined that a Business Concierge for the City was needed. Another part of the study was to determine how to make Fort Lauderdale more competitive, how do we differentiate ourselves, and what makes Fort Lauderdale the best place to move/keep your business. He stated that currently the Chamber is working on the Port expansion. He felt the next big interchange is to focus on the international community. Mr. Lindblade stated that he felt that this Board should speak with their local legislature to help them appreciate how important the issues of economic development are to the City.

There was additional discussion about other business interests in the City.

Chair Crush introduced Chadwick Blue – Downtown Development Agency (DDA)

Mr. Blue explained that they are an economic development agency created in 1968 and he gave a basic outline of the DDA's 'boundaries.' He spoke about current projects the DDA is working on as well as projects in the works. The Wave is scheduled to begin soon and talks of extensions are being considered. The DDA is working with the Federal Government towards the goal of a new Federal Courthouse. He stated that they are also working with the City on the last part of Riverwalk – near the Carrie B. They also have approximately 1 million in federal streetscape funds - \$300,000 of that will be used to complete Riverwalk. He stated that there is discussion about creating more of a signature feel at Huizenga Park as well as sidewalk improvements, underground power lines and additional beautification along Second Avenue. He stated that an RFQ will be issued soon on the Tunnel Top Park and a commitment from the DDA is forthcoming. There was discussion about the Chart House.

Mr. Blue discussed the Security Ambassadors Program which is a program that supplements the Police efforts. He stated that they have met with the Police Chief and his assist and they support the program. Mr. Blue stated that they are considering increasing the millage rate to help supplement the program which would operate in Flagler Village, Las Olas, Brickell, and the Riverwalk. He stated that once under contract the Program can be moved around where it is most needed.

Chair Crush and the Board thanked everyone for coming and speaking with the Board.

V. Old/New Business

The Board discussed the pros and cons of the Hard to Hire Job Placement Program passed by the County at their Commission meeting.

Ms. Gambino provided updates on general City news.

Mr. Denison stated that Marina Mile Yachting Center is on schedule to be approved as a Foreign Trade Zone (FTZ). He stated this was a result of the Executive Airport's FTZ presentation back in

Next month the Board would like to speak about how the Board can help start-up businesses in the City, i.e. incubators/business accelerators, etc.

The Board spoke about All Aboard Florida in regard to their current request for a non-compete clause and whether or not the issue with the New River Bridge has been resolved.

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There being no further business to come before the Board at this time, the meeting was adjourned at 5:27 p.m.

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