

Approved
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY May 14, 2014 – 3:45-5:15 P.M.

| Board Members | | Attendance – January thru December | |
|---------------------------|---|---|---------------|
| | | Present | Absent |
| Jason Crush, Chair | P | 5 | 0 |
| Cary Goldberg, Vice Chair | P | 4 | 1 |
| Sheryl Dickey | P | 5 | 0 |
| Kit Denison | A | 3 | 2 |
| Jason Hughes | P | 4 | 1 |
| Cort Neimark | P | 5 | 0 |
| George Mihaiu | P | 4 | 1 |
| Denyse O’Grady | P | 3 | 2 |
| Dev Motwani | P | 3 | 2 |
| Keith Costello | P | 3 | 2 |
| John Scherer | P | 3 | 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
 Jason Bowles, Sr. Management Fellow
 Patricia L. Smith, Secretary III

I. Call to Order & Determination of Quorum

Chair Crush called the meeting to order at 3:55 p.m. Roll was taken and it was determined that a quorum was present at this time.

Communications to City Commission

None.

II. Approval of April 9, 2014 Minutes

Motion made by Mr. Scherer and seconded by Mr. Costello to approve the minutes of the April 9, 2014 meeting. In a voice vote **motion** passed unanimously.

Chair Crush briefly outlined the agenda for the meeting.

IV. Discussion - Fort Lauderdale Strategic Plan (Business Cylinder) Goals/Objectives (taken out of order)

Mr. Battle updated the Board on the business development portion of the Business Cylinder portion of the Strategic Plan. He stated that City departments meander in and out of the major cylinders of business development, infrastructure, neighborhood development and internal operations. He stated that the Business Development Cylinder champion is Diana Alarcon, Transportation & Mobility Director. She meets with the departments every other month to discuss the plan. Mr. Battle updated the Board on the goals and objectives, in particular goals 7 and 8, objectives 1 and 2.

Discussion ensued regarding the goals, objectives and how the indicators were determined.

The Board was concerned with the vacancy rate as relates to the downtown area and how it might be separately identified in the plan.

Mr. Battle spoke about how the Plan addresses regulatory issues, incentives and how to assist green projects as they come on-line. He stated it also speaks to things that are more easily attainable such as a welcome package/letter, resource guide, or incorporating Greater Fort Lauderdale Chamber of Commerce initiatives and how can we help them to advance those efforts.

He also spoke about permitting and how and what can be done to improve the process even more.

Mr. Battle addressed the Board's concern for more information regarding Business Tax licensing and how can this Board make new business feel welcome to the City.

There was more discussion regarding the expedited permitting process.

Mr. Battle spoke about goal 8, objective 2 focusing on education/developing alliances with business associations, colleges/universities to talk about job skill development. This deals with industries that are not typically Fort Lauderdale oriented, such as high tech, health care and creative industry. He spoke about the concept of crowd funding for the creative industry.

There was discussion about the legality of crowd funding and how it works as well as the suggestion of something like a "Shark Tank."

V. Economic Development Advisory Board Issue Prioritization (taken out of order)

Chair Crush briefly discussed with the Board that they should review the prioritization list and as a Board choose possibly three items that they could work on accomplishing. He stated that if they had an idea that was not on the list, that idea could be discussed by the Board.

III. City of Fort Lauderdale Fast Forward Video (taken out of order)

Staff showed the video from the City's web-site.

The Board stated that it was a good video but maybe too general and did not include the Port or Airport (FXE). Felt it did not say enough about economic development. The purpose of this video is for *Fast Forward*, the Strategic Plan and the citizens of Fort Lauderdale. Overall they felt it was great for encouraging people to come live in Fort Lauderdale.

Staff reminded the Board that Economic Development has it's own video and that video is on the Economic Development page of the Fort Lauderdale web-site.

V. Economic Development Advisory Board Issue Prioritization....continued

The Board discussed the items on the prioritization list.

The Shark Tank/Crowd Funding idea gained momentum with the Board. The Board discussed combining priority 5, 7 and 8 as one item.

Mr. Motwani suggested inviting Susan Amat, Founder of Venture Hive Business Incubator from Miami to speak with the Board.

Mr. Battle stated that the City is very interested in opportunities to partner with entrepreneurs in private enterprise and to go after the funding that is available thru entities such as the Economic Development Administration to accomplish the goal of establishing a business incubator.

The Board discussed how the incubator fund model would look/work.

Motion made by Mr. Motwani and seconded by Ms. Dickey to combine items 5, 7 and 8 on the current prioritization list and focus on this as a prioritization for the next two meetings. In a voice vote the **motion** passed unanimously.

The Board also discussed that they would further discuss what would be focused on throughout the year.

Chair Crush introduced Jason Bowles, Sr. Fellow to discuss new business information that was provided to the Board.

Mr. Bowles summarized the data that he provided the Board.

The Board requested that future reports be sorted by business type.

V. Old/New Business

The Board discussed the upcoming Schlitterbahn Waterpark meeting.

Chair Crush asked the Board to review the old welcome letter, make edits and forward those edits to staff for further discussion at the next meeting.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:15 p.m.

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