

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

<u>Board Members</u>		<u>Attendance – January thru December</u>	
		Present	Absent
Jason Crush, Chair	A	6	1
Cary Goldberg, Vice Chair	P	6	1
Sheryl Dickey	P	7	0
Kit Denison	P	5	2
Jason Hughes	A	5	2
Cort Neimark	P	6	1
George Mihaiu	P	6	1
Denyse O’Grady	P	5	2
Dev Motwani	P	5	2
Keith Costello	P	4	3
John Scherer	A	3	3

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

Vice Chair Goldberg called the meeting to order at 3:53 p.m. Introductions were made and it was determined that a quorum was present at this time.

Communications to City Commission

Motion made by Mr. Denison and seconded by Mr. Mihaiu that the Economic Development Advisory Board (EDAB) requests permission and support from the City Commission to send a welcome letter to new businesses that includes the names of advisory board members and their respective businesses. In a voice vote the **motion** passed unanimously.

Motion made by Ms. Dickey and seconded by Mr. Costello to request the City Commission for the formation of an advisory board sub-committee to research and discuss Economic Development business initiatives such as a revolving loan fund and crowdfunding.

Discussion ensued.

In a voice vote the **motion** passed unanimously.

II. Approval of June 11, 2014 Minutes

Motion made by Mr. Motwani and seconded by Mr. Costello to approve the minutes of the June 11, 2014 meeting. In a voice vote the **motion** passed unanimously.

Chair Crush asked Board member to introduce themselves to the guest speaker.

III. Business Welcome Letter – Board Members

The Board discussed the two versions of the welcome letter that had been prepared for their review. Mr. Battle informed the Board that the reason the two letters were provided was to give a visual of what the letters would look like with and without the members company names.

The Board asked that the aesthetics of the letter be tweaked.

Mr. Battle stated that this could go before the Commission as a communication and/or the Chair had volunteered he would review the letter with the Mayor and Commissioners. Mr. Battle stated that a communication to the Commission accomplishes the same goal as the latter.

There was additional discussion.

Motion made by Mr. Denison and seconded by Mr. Mihaiu that the Economic Development Advisory Board (EDAB) requests permission and support from the City Commission to send a welcome letter to new businesses that includes the names of advisory board members and their respective businesses. In a voice vote the **motion** passed unanimously.

IV. Economic Development Advisory Board Issue Prioritization

Vice Chair Goldberg summarized the priority items. Mr. Battle updated the Board in regard to their requests for getting some “low hanging fruit” initiatives done. Hence the Economic Development Letter. Also mentioned by the Board was web-site enhancement. Mr. Battle stated that the City’s entire web-site platform is being

updated/built. The new site will be more department flexible as to content with department managers.

The Board discussed the need to combine small business priorities and focus on creating a revolving loan fund, crowd funding or something to assist start-up businesses and small business in order to create economic development. Forming a committee to explore the possibilities was discussed. Mr. Battle stated that the Commission would need to approve formation of a committee.

There was additional discussion regarding formation of a committee to focus on creating funding sources for small business.

The Board spoke again about the need to continue to address the issues of getting thru the code/permitting process. The Board felt that there needs to be a culture in the Building Department of we are here to help, we want to say "yes" not "no."

The Board discussed combining topics on the priority list and how to best decide on the top three priorities.

As the Board discussed the Marine Industry Issues, the felt that what this Board would concentrate on would be different than what the Marine Advisory Board focuses on in that EDAB's efforts could be geared towards keeping and bringing new businesses to the City. Mr. Battle re-emphasized that the roll of EDAB would be to advocate and discuss economic development issues and initiatives of concern as they pertain to one of the largest industries in Fort Lauderdale.

The Board discussed the Sailboat Bend Historic Preservation Ordinance and how it could affect economic development in the City. It was suggested that someone from that Committee come and speak to this Board regarding the current proposed ordinance.

The Board ranked the priorities as follows:

A-I

Welcome Kit/Welcome Letter
New Business Guide
Business Survey
How to Start a Business FAQ
Small Business Development
Retail Recruitment

B-II

Revolving Loan Fund
Crowdfunding

C-III

Website Enhancements
Economic Development Marketing

D

Targeted Industry Business Recruitment
Marine Industry Issues (has its own Advisory Board)

E

Downtown Development Issues (has its own Advisory Board)

F

Historic Preservation

G

Residential Development

The Board discussed how their initiatives could the best help existing Boards such as the Downtown Development Authority and the Marine Advisory Board.

The Board spoke about how, what type and who would provide marketing statistical residential development information.

The Board spoke about the need to discuss Historic Preservation as it could impact development in the City and not just the historic district.

The Board requested an update of the Economic Development Strategic Plan. Mr. Battle stated that the final presentation is scheduled for September 3 and staff is still working on the plan.

Motion made by Ms. Dickey and seconded by Mr. Costello to request the City Commission for the formation of an advisory board sub-committee to research and discuss Economic Development business initiatives such as a revolving loan fund and crowdfunding.

Discussion ensued.

In a voice vote the **motion** passed unanimously.

V. Old/New Business

The Board spoke about the Venture Hive presentation and the excitement it generated for this Board and talked about what could happen next. Mr. Motwani stated that he continues to be motivated to see this as a goal that can be attained. He stated that he has offered the space for free and is meeting with the County and continue to create

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awareness in the hopes of finding a champion for what he feels is a very important project for the City.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:13 p.m.

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