

**ENTERPRISE ZONE DEVELOPMENT AGENCY  
ADVISORY BOARD MEETING  
THURSDAY, July 26, 2012 9:30 A.M.  
CITY HALL, 8<sup>TH</sup> FLOOR CONFERENCE ROOM  
FORT LAUDERDALE, FL 33301**

**Board Members in Attendance:**

Alfred Battle, Jr., Chair	Community Redevelopment Director
Richard Blattner	Hollywood City Commissioner
Margery Resnick	Broward County Appointee
Jason Robertson	City of Fort Lauderdale Appointee
Clare Vickery	City of Fort Lauderdale appointee/Resident of Fort
Benjamin C. Williams, Sr.	City Commissioner, Lauderdale Lakes
Sharon Fyffe	City Commissioner, City of West Park
Willie A. Hopkins	City of Pompano Beach appointee

**Members Absent:**

Lt. Jonathan Appel	Fort Lauderdale Police Dept. Designee
Jessica Sanders	Broward County Appointee
Matthew H. Scott	City of Fort Lauderdale appointee

**Other Attendees:**

Mark Korman	City of Pompano Beach EZ Coordinator
Carol Auburn	City of West Park EZ Coordinator
Celeste Dunmore	City of Lauderdale Lakes EZ Coordinator
Steven Tinsley	Broward County Office of Economic Development
Elijah Wooten	City of Lauderhill EZ Coordinator
Ana Zeinieh	City of Dania Beach EZ Coordinator
Angela Brewton	EZ Broward County Coordinator, CRA Manager
Jeff Resnick	Guest of Margery Resnick
Tom Johnson	Ryan, LLC

**Communication to the Commission**

None.

**I. Welcome and Opening Remarks.**

Chairman Al Battle, called the meeting to order at 9:41 a.m.

**II. Roll Call.**

Roll was called by Ms. Brewton, and it was determined that a quorum was present, since the Board now consists of 12 members. Vice-Chair Robert Daniel tendered his resignation effective May 31, 2012.

### **III. Approval of Minutes from July 26, 2012.**

**Motion** by Commissioner Blatner and seconded by commissioner Fyffe, to approve the minutes of the July 26, 2012, meeting. In a voice vote, the motion passed unanimously.

### **IV. Approval of**

- **Equipment Incentive recommendation letter**
- **Expansion of Job Tax Incentive letter**

Chairman Battle asked Board member Resnick to lead the charge on the discussion on the legislative recommendations. First to be discussed was the recommendation to Lower threshold of the machinery and equipment from \$5,000 to \$500 to encourage more small businesses to use the incentive. Board member Resnick had raised this issue at the last meeting and there had been general agreement and approval pending presentation by Attorney Carl Kitchner on lobbying restrictions. It was also noted that **OPPAGA (Office of Program Policy Analysis and Government Accountability)** had recommended that this change be considered by the legislature to increase program's use by small businesses. Al suggested asking the Small Business Advisory Committee to support the recommendation to lower threshold. Al suggested we ask the Small Business Advisory Committee to support our recommendation to lower threshold.

**Motion:** A motion was made by Board member Resnick to approve the recommendation and seconded by Commissioner Williams.

The second legislative recommendation dealt with expanding the eligibility of the jobs tax credit. Board member Blatner voiced support for first two expansion categories for job tax credit as outlined in the letter. The issue of expanded record keeping for part-time employees was raised. Also discussed were the difference between part-time workers hired for project specific jobs versus permanent jobs. A lengthy discussion continued on the advantages and disadvantages of expanding credit to include part time employees: Issues such as lack of benefits, seasonal worker requirements, specific needs of small businesses, etc. Board member again pointed out that the OPPAGA report suggested expanding benefit. Ultimately it was decided to include category in recommendation.

**Motion:** A motion to approve the recommendation was made by Board member Vickery and seconded by Board member Hopkins.

### **Discussion Items**

### **V. Florida Sales Tax Exemption for Electrical Energy**

Ana Zeinieh presented an overview of the Electrical Energy Tax Exemption pointing out in particular that it is available throughout the state in zones where the local jurisdictions have an ordinance in place. It provides a 50 to 100 percent rebate of the tax through FPL implemented

by not including the tax on FPL bills. Exemption can be tailored by limiting availability to specific sectors like manufacturing or logistics or to jobs that use energy at a higher rate. The incentive is only available for new service.

It was noted that many service related businesses can't take advantage of jobs tax credit anyway since don't pay sales tax. She pointed out that this would be an incentive that cities could use to attract new businesses.

It was concluded that we need to pursue a resolution from both the County and the Cities.

## **VI. Marketing Efforts**

Al requested information on what if any funding has been put aside by the member jurisdictions for Enterprise Zone marketing. He noted that Fort Lauderdale had preliminarily designated \$20,000 for its Enterprise Zone and Business Seminar Series. Additional funds have now been set aside.

Steve Tinsley reported that the County was in the process of developing its budget and that there would be a small amount for marketing including foreign trade support and small business development with collateral material for Enterprise Zone efforts – perhaps \$3,000 to \$6/7,000. Could be a couple thousand dollars up or down.

Mark Korman said Pompano's EZ marketing effort was part of its housing and urban development budget and came from CDBG funds. They have to piggy back on other efforts, as Pompano's Enterprise Zone fell outside its CRA area.

Elijah Wooten said Lauderhill was putting more focus on its on-line marketing. It is in the process of rebuilding its website. It does not have a line item but using real estate brokers Chamber of Commerce, etc. to help market and provide information on EZ in bid packages

Ana Zeinieh said Dania did not have a line item but that EZ marketing is part of their CRA marketing.

Vielka Quintero said Hollywood EZ effort was project based – no line item. For example Oakwood Plaza and the South Florida Industrial Park. EZ part of overall marketing effort. Commissioner Blattner added that Enterprise Zone shared the same funding level but different staffing. Seemed to him that where they have an EZ designation, they can't use it and where they can use it, they don't have the designation.

Steve Tinsley responded to Al's query about whether or not EZ was within the County's CRA area and that there was some overlap

Celeste Dunsmore said there was a small amount of funding available for all marketing with only a small overlap between EZ and CRA. She noted a 22-acre vacant land parcel at Oakland Park

Blvd. that they were working to develop. They use e-blasts, business ambassadors and the chamber of commerce to assist with marketing efforts.

Commissioner Fyffe presented for West Park saying that they would start working on their budget the following Wednesday.

#### **VII. Communication to Commission.**

There were two recommendations to be signed by Al and sent to Pam Madison to be considered for inclusion in County submission to legislature. Will be circulated to members.

#### **VIII. Old/New Business**

DOT retention bonds were mentioned. It was noted that economic development opportunities are disappearing. Need to include beautification and recreation and their potential to improve adjacent property values. Boardmember Blattner noted that a presentation on how to use funds given to attract businesses was recently given by the County's transportation team. He suggested perhaps getting them to attend one of the EZ meetings to expound on their plans.

Final discussion was led by Boardmember Vickery about South Florida FEC corridor study and the transit improvements scheduled over the next three to five years. This she stated is a potential for downtown development using private resources.

**Old Business:** Commissionr Fyffe was asked if PharmaGo had submitted an EZ application. She responded that she did not know, but will have Carol Auburn follow up.

#### **IX: Adjournment**

The meeting was adjourned at 11:22 AM.