

**Approved**

ENTERPRISE ZONE DEVELOPMENT AGENCY  
ADVISORY BOARD MEETING  
THURSDAY, NOVEMBER 29, 2012  
CITY HALL, 8<sup>TH</sup> FLOOR CONFERENCE ROOM  
FORT LAUDERDALE, FL 33301

Board Members in Attendance:

Alfred Battle, Jr., Chair	Economic & Community Reinvestment Manager
Richard Blattner	City Commissioner, City of Hollywood
Willie A Hopkins	City of Pompano Beach Appointee
Margery O' C Resnick	Broward County Appointee
Sharon Fyffe	City Commissioner, City of West Park

Members Absent:

Jonathan Appel	Fort Lauderdale Police Dept. Designee
Donald Giancoli	City of Lauderhill
Jason Robertson	City of Fort Lauderdale Appointee
Matthew H Scott	City of Fort Lauderdale Appointee
Benjamin C. Williams, Sr.	City Commissioner, Lauderdale Lakes
Jessica Sanders	Broward County Appointee
Clare Vickery	City of Fort Lauderdale Appointee/ Resident of Fort Lauderdale

Other Attendees:

Celeste Dunmore	City of Lauderdale Lakes
Davon Barbour	City of Hollywood
Mark Forman	City of Pompano Beach
Elijah Wooten	City of Lauderhill
Vielka Quintera	City of Hollywood
Steven Tinsley	Broward County

Staff

Angela Brewton, EZ Broward County Coordinator, CRA Manager

I. Welcome and opening remarks

Chair Battle, called the meeting to order at 9:45 A.M.

II. Roll Call

Roll was called by Coordinator Brewton, at this time there are 11 appointed members to the Board, which means 6 would constitute a quorum.

It was noted that a quorum was not present at the meeting.

III. Approval of minutes of the September 27, 2012 meeting

A quorum was not present; minutes will be approved at next meeting.

IV. Discussion

(1) Program Incentive Evaluation Process

Coordinator Brewton reported that she received an email from Van Hoff?? regarding challenges to the evaluation process, and the information was circulated to Enterprise Zone Coordinators, she also noted that Pompano has major concerns regarding the approval process and express the need to place a system in place regarding the approval process.

Elijah Wooten, City of Lauderhill said that his overall concerns are regarding the Department of Revenue incentive process and marginal support his area receives from the State.

Chairman Battle asked if his concerns were based on the application approval process.

Elijah Wooten, City of Lauderhill responded that his concerns are two-folded; they are not getting 100% support from the Department of Revenue and the Businesses that apply for funding feels that it is a waste of their time, due to the back and forth with paperwork and the small incentive amount.

Member Blattner gives an example of Sport Authority, they were advise of the Enterprise Zone process and incentives and they are not motivated to apply for the benefits, he feels that their efforts to informed these types of business goes on deaf ear and that there is a lack of interest shown and he is concerned and frustrated and he don't know if the Enterprise Zone is worth the effort of everyone time.

Chairman Battles commented to Commissioner Blattner that his concerns are relevant and duly noted.

Member Resnick responded that there is a need to develop a list of all incentives available and each participating City should be given the list to review and correlate it to the incentive they are offering.

Member Hopkins reported that they did develop a list in Pompano and provided pamphlet to the applicant that breaks down their incentives, they also intended to add all their other incentive into the Enterprise Zone pamphlet and are currently working on implementing.

Member Fyffe reported that West Park has two participant and both has lost interest in the program.

Chairman Battle responded that he is at a loss for words, not sure why there is a lack of interest and why application intake has gone down so significantly, he stated that there may be a need to look into increasing the incentive amount.

## (2) Initiation of Baseline Data Process

Member Resnick want to how well EZ is doing by using a survey and suggested the survey be implemented by EZ Coordinator.

Chairman Battle stated that there is no budget for an outside company, he suggested staff assistance.

Coordinator Brewton stated that there is already a draft survey in place and doesn't recall why it was never implemented.

Celeste, City of Lauderdale Lakes, Advised that she can assisted with implementing a simple survey to give out to existing businesses, she also stated that she think that businesses are not interested because of the amount of incentives that's being offered.

Davon Barbour, City of Hollywood – Stated that they have a similar situation to Lauderdale Lakes, the application approval process takes a long time because of missing documents and business gets discourage, and he thinks there's a need to streamline the application process and he also stated that they need to survey existing business.

Elijah Wooten, City of Lauderhill – Suggested using an electronic survey process, another option would be on-site survey by handing out the surveys at the workshops.

Coordinator Brewton- Commented on the lack of marketing and promotional also reiterated that the State requires regular workshops, workshops that dedicated strictly to EZ, and that the City shares in their frustration, she also commented on businesses lack of documentations and that follow-up is very important.

Vielka Quintera, City of Hollywood – There is a need to review business tax receipts on a monthly basis; they have had recent workshops with retail tenants and agree that marketing is very important.

Mark Korman, City of Pompano Beach – Marketing is a problem if incentives are not good, boundaries needs to be redrawn.

Coordinator Brewton – EZ coordinator Brewton felt that the board should wait until year three, 2013. Stated she has no control on the incentives, she addressed the need to include other incentives into the EZ packages to make it more presentable to businesses.

Member Blattner – Commented on the need to change their way of thinking and need to develop a matrix of all potential incentives and make sure the building department hand out to every new business coming into the Cities. Coordinators should be able to track all incentives that have been given out to every business.

Member Resnick – Next meeting – Coordinators need to get information from Broward Alliance and have them come in to speak about their process.

Chairman Battle – States that there are two issues that needs addressing (1) Survey need to be ready by their January meeting. (2) A list of all incentives need to be identified and made readily available.

Chairman Battle asked Commissioner Resnick to help provide leadership on developing a survey and on implementing workshops – and stated that all Coordinators should work out procedure together.

Chairman Battle – Welcome Steven Tinsley to the meeting and asked about Broward County Commission's plan for the Legislative Agenda.

Steven stated that the Legislative Agenda Process will take place in December – final decisions will be made then.

Chairman Battle – Asked Board members if they have any comments on the Legislative Agenda Process

Member Resnick – Stated that they already have their Legislative Agenda

Chairman Battle – Stated that Fort Lauderdale Is still working on theirs and asked Steven (county) to forward their December meeting minutes to board members.

#### V. Communication to the City Commission

Coordinator Brewton – Stated that board member Jessica Saunders (county appointee) has only attended one (1) meeting – need to generate an absentee letter.

Steve Tinsley (county) – Responded by saying he will bring this matter to the board coordinator's attention and find out how to remove Jessica Saunders from the committee and appoint another board member in her position.

#### VI. Chairman Battle adjourned meeting at 10:45 a.m.