

APPROVED
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY, July 10, 2013 – 3:45-5:15 P.M.

Board Members		Attendance – January thru December	
		Present	Absent
Sheryl Dickey, Chair	P	6	1
Kit Denison, Vice Chair	P	7	0
Jason Scott Crush	P	6	1
Al Calloway	P	6	1
Cary Goldberg	P	6	1
Jason Hughes	P	7	0
George Mihaiu	P	7	0
Denyse O'Grady	A	5	2
Dev Motwani	P	6	1
John Scherer	A	6	1

At this time, there are 10 appointed members to the Board, which means 6 would constitute a quorum.

Staff

Alfred Battle, Economic & Community Reinvestment Manager
Karen Reese, Economic Dev. Rep., Economic & Community Reinvestment
Patricia L. Smith, Secretary III

Communications to City Commission

None

I. Call to Order & Determination of Quorum

Vice Chair Christopher Denison called the meeting to order at 3:55 p.m. Roll call was taken and it was noted that a quorum was present at this time.

II. Introductions

The Board, staff members, and guests introduced themselves.

III. Approval of May 8, 2013 Minutes

Motion made by Mr. Goldberg and seconded by Mr. Denison to approve the minutes of the June 12, 2013 meeting. In a voice vote, the **motion** passed unanimously.

IV. Beach Master Plan Update – Donald Morris, Economic Reinvestment Administrator & Earl Prizlee, Engineer Design Manager

Mr. Morris stated that a Master Plan had been completed two years ago and that the consultants and staff had come up with design concepts which Mr. Prizlee would go over with the Board.

Mr. Prizlee provided the Board with the Tax Increment District funding as outlined in 1989 and stated that it will sunset in 2019. He gave the Board an overview of the projects that are completed, in process or proposed on the beach such as the Sebastian Parking Lot expansion to possibly include public restrooms and expanded sidewalks leading to the Water Taxi stop, Intracoastal Promenade Project/Marine Expansion, Proposed Aquatic Center (currently in the verification phase), A1A – East & West sides, Almond Avenue and the Las Olas corridor.

On the west side of A1A the proposed concept is to consolidate FDOT standards/requirements and other things going on in the sidewalk, moving trees and lighting closer to the road in order to open up the pedestrian walkway as well as change the placing and type of lighting.

On the east side of A1A, the proposal is to change the lanes to 11 feet on the outside lane to accommodate buses, 10 feet on the inside lane and add a bike lane.

The Almond Avenue Streetscape proposal closes off the street from Las Olas at 12:00 Noon to create a people street with sidewalk cafes, other improvement include placing utilities underground and installing new pavers and landscaping.

Las Olas Beach Plaza would be enhanced and the trombone traffic signals would be eliminated.

Intracoastal Promenade currently does not allow you to walk the entire perimeter. The idea is to provide a place to walk, placing trees, lighting and chairs along the water so people can use and enjoy the waterway. The new proposed marina and parking lot allows for larger boats/yachts to dock and a footprint for a future parking lot. Mr. Prizlee also discussed how some of these projects might be financed. The Board discussed a mixed used development in this area. Mr. Morris reminded the Board of what happened with a previous development for this property.

The Board discussed an opportunity for a public/private opportunity for the property to be developed in a way that showcases the City as the 'Yachting Capital of the World.'

Mr. Morris informed the Board that there will be a joint meeting of the Beach Redevelopment Advisory Board and the City Commission on September 23, 2013 to discuss this Beach Projects and Priorities.

Ms. Reese stated that Economic Development Department continues discussion with the Marine Advisory Board, Marine Industry Association and Marina Mile regarding improving Fort Lauderdale's yachting presence in the world among other things.

Mr. Prizlee described the vision for Oceanside Plaza parking lot, which currently has 242 parking spaces with deed restrictions that only allows the property to be developed as open space, park space or a parking garage of no more than four stories. Improvements include widening the sidewalks on both sides of Las Olas Blvd., make a portion of the lot a park, with the balance of the lot retained as a parking lot. To make up for the lost parking, two 3-story parking garages are proposed that will flank the base of Las Olas Bridge The goal would be to make it a no net loss of parking as well as building an iconic looking structure.

Mr. Prizlee stated that an RFQ has been released for all the streetscape projects east and west Almond Avenue and Las Olas corridor including the Intracoastal Promenade walkway project and the Commission has be notified of the highest ranked proposers. Scope of Services is the next step, so the September 23, 2013 joint meeting is very important.

The Board thanked Mr. Morris and Mr. Prizlee for their presentation.

V. Transportation Mgmt Assn.-Sun Trolley Update-Patricia Zeiler, Managing Dir.

Ms. Zeiler informed the Board how the \$30,000.00 that the City gave to Transportation Management Association (TMA) – Sun Trolley was used. She explained that TMA has used these funds to move people from Fort Lauderdale/Hollywood Airport into the City. This FREE service allows these people to come to shops, restaurants or just have fun and then take them back to the airport. Some are even spending the day here because their flights are later than the Sun Trolley runs and they are taking a taxi back to the airport. She explained that TMA has been able to stretch these funds beyond the thirteen week initial trial and will be able to run this leg of the service to the end of fiscal 2013. She stated that the Airport has been a great partner, creating stops at their own costs and have asked how they can help this service continue. She stated that Bags-to-Go has also been a good private partner. She stated that the Sun Trolley app has received a statewide award and this project is #3 in Trip Advisor reviews.

It was asked and Ms. Zeiler stated that the Economic Development informational/promotional DVD is played during the TMA ride time.

The Board thanked Ms. Zeiler for her update.

VI. Old/New Business

Ms. Reese stated that she has scheduled a meeting with some of the South Andrews area businesses to speak with them about their vision for the area.

She also gave the Board information regarding the storm improvements along A1A.

Mr. Battle stated that staff attended and participated in the International Council of Shopping Center Conference (ICSC) in Las Vegas, NV. He spoke to the Board about some of the companies that they networked with and how valuable these types of conferences are as to learning and recruiting business to the City of Fort Lauderdale.

Economic Development Strategic Plan RFP was released and 5 firms responded. Oral presentations are scheduled for July 17, 2013.

Uptown Business Group met and discussed how to create a Business Improvement District among other things.

The City has been fortunate to get several request for Qualified Target Industry (QTI) Funding and to date has approved 7 companies over the last 12 months adding 534 jobs with an average salary of \$67,500 to the City-County workforce. Mr. Battle and Ms. Reese explained that under the QTI program the employer receives a cash rebate portion of the salary per employee after one year of employment. There are other requirements.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:19 p.m.

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