



CITY OF FORT LAUDERDALE

APPROVED
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY, MARCH 14, 2018 – 3:45 P.M.

January-December

<u>Board Member</u>	<u>Attendance</u>	<u>Present</u>	<u>Absent</u>
Jason Crush, Chair	A	1	1
Cary Goldberg, Vice Chair	A	1	1
Steven Buckingham	P	1	1
Keith Costello	A	1	1
Christopher “Kit” Denison	A	0	2
Mick Erlandson	P	2	0
PJ Espinal	A	0	2
Lonnie Maier	A	1	1
David Neal	A	1	1
Dustin Robinson	A	1	1
Jordan Yates	P	2	0

Staff

Michael Chen, City Liaison, Economic & Business Development Manager
Suzy Joseph, Economic Development Program Aide
Rufus James, Airport Manager, Fort Lauderdale Executive Airport
Carlton Harrison, Fort Lauderdale Executive Airport
Karen Reese, Business Outreach and FTZ Administrator
Jamie Opperee, Recording Secretary, Prototype, Inc.

Communications to the City Commission

None.

I. Call to Order & Determination of Quorum

The meeting was called to order at 4:00 p.m. It was noted a quorum was not present.

II. Approval of February 14, 2018 Meeting Minutes

In the absence of a quorum, minutes could not be approved at this time.

III. Staff Updates

Mr. Chen advised that the Board members received monthly tracking documents for building permits. The second series of Business Engagement Assistance and Mentorships (BEAMs) classes began the previous week. Board members are welcome to attend these classes.

Mr. Chen continued that budget discussions have begun at the City level. He explained that he communicates the Board's priorities to the City Commission, using strategies that would further initiatives and provide ways to implement them. Strategies that were not addressed in a previous year typically require budget modifications. These priorities and strategies will be discussed in greater depth at the April 2018 meeting.

IV. Presentations

a. Marianne Winfield, Executive Director of Fort Lauderdale Sister Cities – Brief update of the organization

Marianne Winfield, Executive Director of Fort Lauderdale Sister Cities, stated that the Fort Lauderdale Executive Airport (FXE), which is also presenting today, is an important aspect of how Fort Lauderdale's sister cities view the City. There has been significant collaboration between the City Commission and Sister Cities, which allows representatives of the sister cities to hear that Fort Lauderdale is knowledgeable about them.

Ms. Winfield continued that since October 2016, she has worked with sister city Mar del Plata, Argentina, regarding a medical records company that was interested in entering the U.S. market through Fort Lauderdale. More recently, Mr. Chen has introduced the company to Florida Atlantic University (FAU), where there may be an opportunity for expansion into the university's research park.

Fort Lauderdale has 18 sister cities in nations including Costa Rica, Turkey, Colombia, and Brazil. Because the City has a memorandum of understanding (MOU) with some of these nations, such as Costa Rica, they have an opportunity to introduce local companies and bring companies from other countries to Fort Lauderdale. The program emphasizes that Fort Lauderdale is open for business.

Mr. Buckingham asked if there have been opportunities for Fort Lauderdale companies to establish a presence in any of its sister cities. Ms. Winfield replied that the program has worked on several of these opportunities, including some within the marine industry, as many sister cities also have ports.

Mr. Erlandson requested additional information on how cities become sister cities. Ms. Winfield advised that the cities determine if they have similarities, such as universities or marine industries. They assemble teams in Fort Lauderdale to work with corresponding teams in prospective sister cities. Once an agreement is reached, documentation is

signed by the Mayor and participants work to keep this proclamation active. A country's human rights record is an important part of this consideration. The Greater Fort Lauderdale Sister Cities program has received a U.S. Citizen Diplomacy Award from the State Department.

Mr. Yates asked what the Board should communicate to businesses about the benefits of the Sister Cities program. Ms. Winfield replied that while many perceive Sister Cities as a humanitarian or cultural organization, it also focuses on economic development by working with community leaders. The program has the support of the City in addition to individual business commitments.

Mr. Yates also requested additional information on how MOUs affect prospects for economic development in nations with sister cities. Ms. Winfield recalled a recent trade mission from Broward County to Costa Rica, stating that a representative of the Sister Cities program extended introductions for other cities interested in doing business in Costa Rica. The goal is to create a network for participating cities through Greater Fort Lauderdale Sister Cities.

b. Rufus James, Airport Manager, and Karen Reese, Business Outreach and FTZ Administrator – Fort Lauderdale Executive Airport update

Mr. Chen recalled that FXE presents to the Board every 18 to 24 months to keep them apprised of ongoing events. FXE is a major economic engine within the City as well as the region.

Business Outreach and Foreign Trade Zone (FTZ) Administrator Karen Reese distributed information packets to the members regarding an upcoming Safety Expo at FXE, which will feature women in aviation.

FXE Airport Manager Rufus James showed a PowerPoint presentation on the Airport, stating that its mission is to attract businesses to the area and help them prosper within the community. FXE is the fifth-busiest general aviation airport in the nation, with the busiest U.S. Customs clearing facility. It is home to four fixed-base operators, as well as an on-site airport rescue and firefighting unit. Air traffic control towers are in operation on a 24-hour basis. A Downtown heli-stop is located on SE 2nd Street.

Mr. James continued that general aviation supports 64,000 jobs in the state of Florida, with an economic impact of roughly \$7.7 billion. FXE has an economic impact of approximately \$1 billion. The airport generates 5000 jobs and accommodates more than 6% of the nation's general aviation fleet. FXE is the number-one general aviation airport in Florida.

FXE works to ensure its services and amenities are well-maintained, with ongoing runway and taxiway pavement rehabilitation projects. Over the past year, operations have increased by 12% with 179,000 landings and takeoffs. The Customs clearing

facility has increased its output by 3.1% with approximately 50,000 passengers and over 12,000 aircraft. The facility also accommodates boaters who need to clear Customs. The Downtown Heliport averages three to five operations per day and 1200 per year.

Airport projects include events such as the upcoming Safety Expo. Projects found in the Master Plan include taxiway and intersection pavement rehabilitation, which will include the installation of LED lighting. Other accomplishments include Customs and automated passport control kiosks. Of the 4000 passengers who cleared Customs in January 2018, roughly 1800 used these facilities.

The Airport Master Plan forecasts 20 years into the future. Airport tenants typically serve as part of the facility's Technical Advisory Group (TAG), and their needs are incorporated into the document. The Master Plan also helps determine how much financing is necessary. Next steps include preparation of a final report by the consultant, which will be shared with the community at large and sent to the Federal Aviation Administration (FAA) for further review.

A new application called Webtracks has been implemented to show which planes are using the airspace above FXE at any given time. This allows for determination of planes that may be causing very loud noise.

FXE has been able to secure grant funding from both the Florida Department of Transportation (FDOT) and the FAA. Typically, the FAA contributes 90% of grant funding and FDOT provides another 5%, with the Airport itself responsible for the remaining 5%. Since the year 2000, over \$30 million in projects have been realized at FXE, of which the Airport was responsible for only \$3.3 million. This means there was no burden on the Airport's tenants nor to the taxpayers.

Community outreach includes raising approximately \$2000 in donations to the Breast Cancer Foundation through an event for City employees and Airport tenants. A 5K race is planned for a runway in October 2018. The Airport has an internship program, which hopes to bring two additional interns on board the following semester. Aviation Career Days are a partnership with FXE tenants to introduce young people to aviation.

Mr. James recalled that the recent Hurricane Irma was devastating to several Caribbean nations as well as Florida counties on the west coast. FXE experienced 1100 operations while residents were leaving the area. A typical day has 300 to 400 operations. There were no incidents during this time.

Mr. Yates asked if FXE offers entry-level jobs in aviation. Mr. James replied that line service jobs are open to non-college graduates, including refueling, laboratory systems, or customer service. He noted that learning to fly is both expensive and time-consuming, which has resulted in a worldwide shortage of pilots. In response to this,

minimum requirements for flight time have been lowered. Broward College offers several programs related to the aviation industry.

Mr. Buckingham asked for more information on community outreach, particularly to neighborhoods near the Airport that are affected by noise. Mr. James advised that in 2001, FXE reached a maximum operation count of 261,000. Today's operation count is 180,000. Noise calls have decreased from 300 per month to an average of 20 or 30 per month. In 2016, the FAA banned Stage 2 aircraft, which are the loudest aircraft, from the facility. Following Hurricane Irma, relief efforts resulted in a large number of planes entering and exiting the facility, which increased the number of calls. Mr. James concluded that he meets regularly with a nearby homeowners' association to hear their concerns.

V. Old Business

None.

VI. New Business

None.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:16 p.m.

Any written public comments made 48 hours prior to the meeting regarding items discussed during the proceedings have been attached hereto.

[Minutes prepared by K. McGuire, Prototype, Inc.]