



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, MAY 8, 2019 – 3:45 P.M.**

January-December 2019

| <u>Board Member</u> | <u>Attendance</u> | <u>Present</u> | <u>Absent</u> |
|------------------------------|-------------------|----------------|---------------|
| Jordan Yates, Chair | P | 5 | 0 |
| Nicholas Kuchova, Vice Chair | P | 5 | 0 |
| Jay Adams (arr. 3:50) | P | 1 | 1 |
| Steve Buckingham | P | 5 | 0 |
| Michael Buonaiuto | P | 5 | 0 |
| Christopher “Kit” Denison | A | 3 | 2 |
| Mick Erlandson | P | 3 | 2 |
| Dudly Etienne-Harvard | P | 2 | 0 |
| Bernice Lee | P | 4 | 1 |
| David Neal | P | 5 | 0 |
| Dustin Robinson | A | 0 | 4 |

Staff

Michael Chen, City Liaison, Economic and Business Development Manager
Alfred Battle, Deputy Director of Sustainable Development
Lutecia Florencio, Economic Development Program Aide
Suzy Joseph, Economic Development Program Aide
Jamie Opperee, Recording Secretary, Prototype, Inc.

Communications to the City Commission

Motion made by Chair Yates, and duly seconded, for the City to conduct a fiscal impact study of the Fort Lauderdale daytime and nightlife economy, including budget, jobs, revenue, and tax dollars, generated by the daytime and nightlife economy. In a roll call, the **motion** passed 7-2 (Mr. Erlandson and Mr. Neal dissenting).

I. Call to Order & Determination of Quorum

Chair Yates called the meeting to order at 3:46 p.m. Roll was called and it was noted a quorum was present.

II. Approval of April 10, 2019 Meeting Minutes

Motion Chair Yates made, and duly seconded, to approve. In a voice vote, the **motion** passed unanimously.

IV. Staff Updates

- **General Update (5 Minutes)**

Mr. Chen reported that the two communications to the City Commission made at the April 10, 2019 Economic Development Advisory Board (EDAB) meeting were heard at the Commission workshop of May 7, 2019. The request that a member of the Economic and Community Investment Division (ECI) be involved with the ongoing stadium proposal was rejected. Discussion of the proposed logo was deferred.

Mr. Adams arrived at 3:50 p.m.

Mr. Chen distributed copies of a *Sun-Sentinel* press release about the relocation of a Chinese company, Techtronic Industries, relocating to Fort Lauderdale as part of Florida's Quality Target Industry (QTI) program. ECI was involved with the process of bringing this company to the City. The project is expected to generate at least 50 jobs with wages at a minimum of 200% of the Broward County average private sector wage. The company will make significant upgrades to its office space, as well as total rehabilitation of a hangar at the Fort Lauderdale Executive Airport (FXE) for its corporate jet.

Mr. Chen advised that the City's maximum obligation under the QTI program is \$42,000. if the company does not achieve the promised parameters regarding jobs and wages, the City is not obligated to pay. He explained that the process of bringing this company into the ECI pipeline began when the Greater Fort Lauderdale Alliance initiated conversations with them regarding relocation to Fort Lauderdale rather than to Miami. FXE proved to be a determining factor in these discussions.

Some QTI projects are initiated by the City: once a company indicates serious interest in Fort Lauderdale, they are then introduced to the Alliance, who walks the company through the application process for state incentives under the QTI program. Cities against which Fort Lauderdale typically competes for industry include Miami, Atlanta, Charlotte, and Savannah.

V. Discussion: Economic Development Priorities – Board discussion on upcoming interests, activities, and priorities

Chair Yates explained that this was an opportunity to review the Board's vision for the City and establish goals for the next year. He recommended that they strive to be an indispensable resource to the City Commission and help guide them regarding assessment and improvement of the City's ongoing economic health.

Chair Yates suggested that roughly 20% of the Board's time should be spent fielding problems from various sectors of the City, such as reviewing Departmental budgets and making aggressive recommendations to the City Commission. The Board should act as a hub for all economic activity, including beach redevelopment, Community Reinvestment Agencies (CRAs), and other economically related organizations within the City. Development of the Economic Development Strategic Plan would also remain a high priority.

Other Board members agreed, noting that at the May 7, 2019 workshop, the City Commission had characterized the Board's role as an "incubator of ideas." If they are provided with strategic information, they can function as an idea- and data-driven organization, receiving data from the City's relevant economic drivers and organizations and synthesizing it into a real solution.

It was noted that at recent meetings, the Board has heard presentations from the Department of Sustainable Development, the Nighttime Economy Manager, Greater Fort Lauderdale Sister Cities International, and the Greater Fort Lauderdale Alliance. Chair Yates recommended that the Board be provided with more strategic information to evaluate internally.

Ms. Lee asked if this would be communicated in advance so entities making presentations to the Board would take advantage of the opportunity. Chair Yates suggested that the Board identify and prioritize the organizations with which they want to meet in order to address their issues and concerns.

Mr. Chen recalled that in previous years, the Board saw a great many presentations on projects planned for the City and made recommendations about them to the City Commission. Since then, its focus has shifted from project presentations to economic engine presentations, as there are multiple resources in the area with which the Board may wish to collaborate.

Mr. Chen continued that he would reach out to his counterpart in the Building Department, who can provide information on building permits, plan reviews, and other benchmarks. This would help the Board obtain an understanding of the types of projects coming into the City, and the Department could also encourage developers of incoming projects to present them to the Board. He felt this could be a good source of information on projects that are currently in process. Because their backgrounds and experiences are diverse, each of the Board members may evaluate these activities from a different perspective.

Mr. Buckingham commented that the Board should also seek to understand the obstacles that could prevent businesses from attracting more people and remaining within the City. Hearing presentations from economic engines such as FXE, the Fort Lauderdale-Hollywood International Airport (FLL), Port Everglades, and others could be beneficial to this understanding, even if they are not reaching out to the Board to identify a problem or

concern. Ms. Etienne-Harvard pointed out the importance of new companies hiring local workers.

Chair Yates emphasized the Board's role as a community advisory body, pointing out that because its members live in Fort Lauderdale and represent the community, they can ask difficult questions of developers who present their plans. Their recommendations can recognize the risk as well as the opportunity a project may present to residents and businesses within its surrounding area. They could also encourage developers to include quality-of-life improvements, such as better sidewalks and public amenities.

Mr. Erlandson proposed that a member of City Staff update the Board on how processes such as impact fees affect development. Mr. Chen cautioned that the Board should not seek to duplicate the work done by the Development Review Committee (DRC): consideration of a project should be done with an eye toward its effect on the City's economy. He recommended that the Board act as an advocate for the positive ideas and projects it sees, such as initiatives undertaken by Broward College and an entrepreneurial support entity that has expressed interest in Fort Lauderdale.

It was suggested that the Board see proposed updates to the City's Comprehensive Plan. Alfred Battle, Deputy Director of Sustainable Development, advised that public presentations of this Plan are still some months in the future; however, the Board could be updated on the Plan's progress. The City is currently two years into the three-year Comprehensive Plan update process.

It was noted that the Board may wish to seat a subcommittee for business and economic review. Mr. Chen pointed out that subcommittees may not be formed without the approval of the City Commission, although if the Board encounters a proposal or presentation that they feel deserves more focus and time, they may recommend that the City Commission form a subcommittee to focus on that entity.

Mr. Chen requested that the Board provide direction on any specific projects or entities they would like to see in the near term so he could reach out to them and arrange for presentations. The Board agreed by consensus to request a presentation from Broward College. Other suggested presenters included Venture Café, Florida International University (FIU), and Florida Power and Light (FPL). Mr. Chen asked that any additional recommendations be sent to his office.

It was proposed that the Board reach out to the City Commission after every meeting with some type of recommendation or communication based on information they received from a presentation.

VI. Old Business: Conduct a follow up discussion of the Sarah Spurlock, Nighttime Economy Manager, presentation

Chair Yates recalled that Nighttime Economy Manager Sarah Hannah-Spurlock gave a presentation to the Board at their April 10, 2019 meeting. Mr. Chen clarified that Ms. Hannah-Spurlock had requested that the Board make a recommendation in support of a budget that allowed for a consultant's report on the value of the City's nighttime economy.

Chair Yates proposed that a study be done on both the daytime and nighttime economies. Mr. Chen observed that while the nighttime economy is vibrant and healthy, it is likely to be only a fraction of the daytime economy. Mr. Chen suggested that the study could include an analysis of both. He characterized this as less related to Ms. Hannah-Spurlock's budget and more toward determining what assets are necessary to oversee the nighttime economy.

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Russell Weaver, President of Greater Fort Lauderdale Sister Cities International, reported that each year the organization invites firefighters from around the world to Fort Lauderdale for training. This year's training will begin on October 2, 2019. Consuls general from participating countries are invited to this event.

The new Brazilian Consul General, Joao Mendes Pereira, was welcomed at an event on May 7, 2019, where he met with the Mayor and other City stakeholders. The new Colombian Consul General is expected on June 4, 2019 for a City Commission meeting, and the Romanian Consul General is expected on June 18, 2019. On November 5, 2019, the U.S. Ambassador from New Zealand will be present to address a City Commission meeting. Mr. Weaver recognized Mr. Chen and Ms. Joseph for their help in welcoming the Mayor of Petion-Ville, Haiti to Fort Lauderdale on short notice and providing a translator.

Mr. Weaver continued that Fort Lauderdale has received a new Sister City proposal from Constanta, Romania. The Tower Club hosted the Turkish Consul General in April 2019, and will host the Romanian Consul General for the first time on May 22, 2019. Other upcoming events at the Tower Club include an event for the Chinese Chamber of Commerce, the Swedish-American Chamber of Commerce, and representatives of the United Kingdom. Mr. Weaver concluded that Sister Cities' website, gflsci.org, is now online.

VII. New Business

The next Economic Development Advisory Board meeting will be June 12, 2019.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:06 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.]