

City of Fort Lauderdale

*City Hall
100 North Andrews Avenue
Fort Lauderdale, FL 33301
www.fortlauderdale.gov*



Meeting Minutes

Wednesday, October 17, 2018

12:00 PM

Joint Workshop with Economic Development Advisory Board

City Commission Conference Room

CITY COMMISSION WORKSHOP

FORT LAUDERDALE CITY COMMISSION

*DEAN J. TRANTALIS Mayor - Commissioner
BEN SORENSEN Vice Mayor - Commissioner - District IV
HEATHER MORAITIS Commissioner - District I
STEVEN GLASSMAN Commissioner - District II
ROBERT L. McKINZIE Commissioner - District III*

*LEE R. FELDMAN, City Manager
JOHN HERBST, City Auditor
JEFFREY A. MODARELLI, City Clerk
ALAIN E. BOILEAU, City Attorney*

CALL TO ORDER

Mayor Trantalis called Joint Workshop with the Economic Development Advisory Board to order at 12:22 p.m.

ROLL CALL

Present: Commissioner Heather Moraitis, Commissioner Steven Glassman, Commissioner Robert L. McKinzie and Mayor Dean J. Trantalis

Excused: Vice Mayor Ben Sorensen

Economic Development Advisory Board (EDAB) Members:

Present: Chair Jason Crush, Esq., Vice Chair Cary Goldberg, McKillop "Mick" Erlandson, P.J. Espinal, Nicholas Kuchova, Bernice Lee, Lonnie Maier, David Neal, Dustin Robinson

Not Present: Keith Costello, Christopher "Kit" W. Denison, Steven Buckingham and Jordan Yates

QUORUM ESTABLISHED

Also Present: City Manager Lee R. Feldman, City Clerk Jeffrey A. Modarelli, City Attorney Alain E. Boileau, City Auditor John Herbst and Michael Chen, Economic and Business Development Manager

OLD/NEW BUSINESS

Mayor Trantalis discussed the Greater Fort Lauderdale Sister Cities International Program (Sister Cities), confirming their status as a non-profit organization and giving a brief overview of work to establish official relationships with 18 foreign cities, forging cultural connections and future economic relationships.

Mayor Trantalis commented on his recent trip to Taiwan while attending an international conference with representatives from other coastal cities. He expounded on international economic opportunities, noting Taiwanese yacht building companies participating at The Fort Lauderdale International Boat Show.

Mayor Trantalis emphasized the need to cultivate additional Sister Cities

relationships, recommending the Economic Development Advisory Board (EDAB) establish a subcommittee to address this effort and take a proactive position to develop a Sister Cities relationship with cities such as Dubai.

Mayor Trantalis discussed fostering economic development, similar to what has been done with existing incubator companies. Their goal is to mentor and bring start-up companies to the community. He suggested the EDAB form a subcommittee to work with incubator companies to determine additional needs and partner with the City to expand operations and opportunities.

Mayor Trantalis commented on the importance of establishing liaisons with organizations hosting conferences in the City. This would be the first step in establishing connections with organizations to link them to area colleges and universities. These relationships would also serve as a point of contact for a future business footprint in the City.

Mayor Trantalis commented on the vast potential of the EDAB. He discussed the work of the City's Community Redevelopment Agencies (CRA) over the past two decades in support of local economic development, commenting on future business opportunities in the Northwest Progresso Flagler Heights (NWPFH) CRA.

Mayor Trantalis discussed the economic contributions of the Business Engagement Assistance Mentorships (BEAMs) organization fostering economic development. He commented on other cities having concierge services to assist with the needs of business startups that encourage business development, emphasizing the need to be proactive.

EDAB Chair Jason Crush, confirmed EDAB discussions of topics identified by Mayor Trantalis, requesting Commission direction. Commissioner Glassman concurred, confirming the Commission's position to address the points raised and commented on the addition of a Staff position to address economic development goals.

Commissioner Glassman commented on the economic impact of the arts, commenting on upcoming events at the Nova Southeastern Museum of Art and Broward Center for the Performing Arts attracting patronage to the Arts and Entertainment District. He recommended additional efforts to replicate the positive economic impact of arts and cultural events going forward. Commissioner Glassman noted that other municipalities have an Arts Advisory Board, Public Art Programs, and ordinances that require buildings to have an art component.

In response to Commissioner Glassman's question, City Manager Feldman explained circumstances involved with the previously proposed Raphael Nadal Tennis Center, confirming there were funding requests from the City. Further comment and discussion ensued. Mayor Trantalis commented on the existing Tennis Center at Holiday Park and the need to enhance its amenities to maximize potential. Chair Crush commented on successful fundraising efforts to enhance Parker Playhouse.

Commissioner Glassman inquired about the Economic Development Action Framework document drafted in 2016 but not adopted, requesting it be revisited and updated.

Commissioner Moraitis discussed the importance of education as an economic pipeline. Employers have requested good schools to attract businesses and employees to the area in addition to fostering a trained workforce. Fort Lauderdale Executive Airport (FXE) businesses have requested adequate education to service their aviation industry needs. She confirmed discussions are ongoing with FXE businesses to partner with the City to build and run a college and career preparatory Charter School next to FXE for sixth through twelfth grades. The curriculum would include information technology and STEM (science, technology, engineering, and mathematics), avionics and aviation. Commissioner Moraitis expounded on businesses located in District I and opportunities for apprenticeships. She reiterated educational opportunities are a crucial part of economic development. Further discussions ensued on having a City-run Charter School.

Commissioner McKinzie concurred with the Commission's support of the EDAB, commenting on the work of BEAMs moving the City in the right direction.

Board Member Mitch Erlandson concurred on the importance of quality education and infrastructure to attract employees. He agreed with Mayor Trantalis' recommendation for concierge services to assist in attracting businesses. Board Member Erlandson discussed the possibility of having guaranteed loans for start-up companies. He also discussed establishing a Sister Cities relationship with his parent company located in Munich, Germany.

Board Member Bernice Lee commented on her recent appointment as an EDAB member, concurring on the need to move forward with recommendations discussed.

Board Member Dustin Robinson confirmed EDAB discussions on the recommendations made by Mayor Trantalis, commenting that it's monthly

meeting schedule limits the ability to thoroughly distill, develop and implement economic development objectives and opportunities.

Mayor Trantalis discussed establishing an EDAB subcommittee to incorporate ideas in the Sister Cities Program and BEAMs Program. This would include fostering incubation of companies and developing apprenticeship programs.

In response to Board Member Robinson's inquiry about EDAB and subcommittee discussions, Mayor Trantalis explained public notice requirements. City Attorney Alain Boileau expounded on required Commission action to establish a subcommittee and meeting requirements. Further comment and discussion ensued the proposed EDAB subcommittees and allocation of Staff and facilities at City Hall to assist the EDAB.

Board Member Robinson discussed the idea of working with companies to potentially employ the homeless population. City Manager Feldman commented on existing organizations and the need for coordination. Further comment and discussion ensued regarding efforts to address this point.

Michael Chen, Economic and Business Development Manager, concurred with earlier comments that the EDAB has discussed economic development recommendations.

Board Member Nicholas Kuchova noted his recent appointment as an EDAB member, concurring on the need to move forward with recommendations discussed. He commented on the world's large amount of urbanized population and competition for technology and workforce talent.

Board Member Kuchova commented on what the EDAB can and cannot address. He noted the need to break down the current process in place to address education, traffic and congestion. He commented on ways to interact with incubator companies to listen and encourage their efforts.

Board Member Kuchova commented on existing technology, maritime industries providing global services, concierge services and the importance of branding and messaging. He discussed how "smart cities" attract business investment, commenting on the importance of the citizen metric, putting citizens first and quality of life.

Board Member David Neal concurred with Board Member Dustin Robinson's previous comments and the need to work with existing

programs to address employment needs. He also concurred with earlier recommendations, including incubator companies.

Mayor Trantalis confirmed Staff resources available to the EDAB for achieving stated goals. These include Michael Chen, Manager - Economic and Business Development, Anthony Fajardo, Director of Sustainable Development, and Staff within the Office of the City Manager. He discussed the opportunity for EDAB to work with Staff to address recommendations discussed.

Mayor Trantalis commented on the City's current level of public education and the inability to be responsible for this aspect of economic development. Further comment and discussion ensued. Commissioner Glassman discussed the importance of promoting existing educational opportunities. Comment and discussion continued regarding existing magnet programs in City schools.

Board Member Lonnie Maier concurred with previous comments, emphasizing the opportunity of citizen input. She discussed the Business Alliance and the involvement of its Board Members to move initiatives forward.

Discussions ensued on actively producing branding and messaging on the City's YouTube channel. Chair Crush discussed the EDAB's consensus to address Commission recommendations, the business outreach of surrounding municipalities, expounding on the positive efforts of Michael Chen. Further comment and discussion ensued.

City Manager Feldman commented on the availability of space and attracting the desired types of new businesses and industries. Further comment and discussion ensued on existing industries and opportunities in District I. Chair Crush confirmed the EDAB will address international trade and coordination with Sister Cities.

Mayor Trantalis reiterated the need to grasp opportunities presented from industries hosting national conferences in the City through a concierge concept. Further comment and discussion ensued.

Mayor Trantalis recognized Marianne Winfield, Executive Director, Greater Fort Lauderdale Sister Cities International. Ms. Winfield gave an overview of Sister Cities' efforts to create international cultural and business connections. Mayor Trantalis recommended the creation of an EDAB subcommittee to work with Sister Cities to aggressively create and maintain business relationships.

City Manager Feldman requested a list of EDAB subcommittees for Commission approval.

Mayor Trantalis recognized Ms. Kuchova. Ms. Kuchova commented on the impact of homelessness on businesses and economic development. She also commented on Broward County Library's program to address job opportunities for homeless veterans. Further comment and discussion ensued.

Chair Crush confirmed the EDAB will move forward and develop a list of subcommittees. Mayor Trantalis concurred on the need to fast-track these recommendations. He thanked the EDAB for their work.

ADJOURNMENT

Mayor Trantalis adjourned the Joint Workshop with the Economic Development Advisory Board at 1:20 p.m.