

APPROVED
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY, JULY 12, 2017 – 3:45 P.M.

Board Members		Attendance – January thru December	
		Present	Absent
Jason Crush, Chair	A	6	1
Cary Goldberg, Vice Chair	P	4	3
Steven Buckingham	A	6	1
Mark Budwig	P	7	0
Keith Costello	P	4	3
Christopher “Kit” Denison	A	2	5
Mick Erlandson (new)	P	1	0
PJ Espinal	P	5	2
Lonnie Maier (starts August)	A	0	0
Dustin Robinson	P	5	2
Jordan Yates	P	7	0

Staff

Michael Chen, City Liaison, Economic & Business Development Manager
Lutecia Florencio, Economic Development Program Aide
Jamie Opperee, Recording Secretary, Prototype, Inc.

I. Call to Order & Determination of Quorum

Vice Chair Goldberg called the meeting to order at 3:54 p.m. A quorum was present.

II. Approval of May 10, 2017, and June 8, 2017, Minutes

Motion made by Mr. Budwig, seconded by Ms. Espinal, to approve the minutes of the May 10, 2017, and April 12, 2017, meetings. In a voice vote, the motion passed unanimously (7-0).

III. Staff Updates

Mr. Chen said Ms. Florencio has provided two handouts for the Board:

- Copy of newsletter from the Accela Company on the new building permit process software. The newsletters will provide a monthly update on the implementation of the project.

- BEAMs program supporting small businesses, flyer used during presentations. There are 30 applicants for the first workshop, Build on Success, starting August 1st and the next two Tuesdays (August 8th and August 15th), 4:30-7:00 at the Chamber of Commerce, and is free of charge.

Mr. Chen stated the structure of the additional classes:

- Global Commerce, two three-hour classes, August 22nd and 29th to receive certification, but still seeking a venue.
- Solid Foundation, working with SBDC and Broward SCORE, four two-hour classes, dates and venue to be determined.

Mr. Costello said the Chamber of Commerce is doing an Access to Capital Workshop on December 5th. The City is welcome to be involved in the outreach to every bank that is a member of the Chamber, in order to explain access to capital and take loan applications from small businesses. Mr. Chen noted one of BEAM's first three classes is titled, How to Make Your Business Bankable.

IV. Presentations – None

V. Old Business

- A. Continue and finalize: Economic Development Advisory Board subjects of interest to discuss with the City Commission during the upcoming joint meeting on October 9th. Review draft list of topics developed for the joint meeting by Chair Jason Crush and Liaison Michael Chen - their collaboration on this subject was approved by the Board.**

- i. Draft list of topics from previous meeting**

Mr. Goldberg outlined the goals and purpose of the upcoming meeting, to note “homework” assigned at last meeting and to hone down that previous list.

- ii. ECI Budget FY2017**

Mr. Chen provided a copy of the current budget in the minutes packet, broken out by line item, and discussed the Qualified Target Industry Incentive (QTI) budget as the biggest piece of the budget. A million dollars of it is in QTI and other obligations that are being paid through the Division. Mr. Chen explained how the State gets the City's local match before sending it to the applicant company. Once the company signs the agreement regarding how many jobs are to be created, the time line can be as much as four to six years and is paid on verified achievement of actual jobs. Discussion then followed on how calculations are made.

Mr. Chen noted that the Governor claimed several months earlier that Ft. Lauderdale

has achieved more QTI projects than any other city in the state: 10 QTI projects, \$60 million capital investment, and \$100 million in annual wages, or more than the three previous years combined. Mr. Chen also noted and commended the close work with The Alliance on this achievement with Hot Wire.

Mr. Chen summarized the budget as:

- Total annual budget FY2017 is \$1,260,000, which includes staffing costs and all peripheral payments, \$825,000 as “other” contributions (QTI obligations), and support for the AutoNation Museum of Science and Discovery and the Broward Center for the Performing Arts.
- Bottom line, \$52,000 remaining is for development of programs, events, participations for the year (leaving \$24,000 unencumbered as of March). Ms. Florencio gave a partial accounting of the current and expected expenses, as fiscal year ends September 30, 2017.
- Discussion followed on the types of expenditures to date, including Sister Cities.

Mr. Goldberg and Mr. Costello led a discussion on suggestions for additions to the budget and funding outside the government, perhaps partnering with the banks, logical opportunities for sponsorships, working with CRA, etc. Propriety for sponsorships under the name of the City was also discussed, resulting in a possible “public/private partnerships” (PPP) concept as suggested by Mr. Yates.

Mr. Chen, when asked what he would like to bring before the Commission on behalf of Staff, stated a need for awareness and differentiation of the City of Fort Lauderdale from the rest of the area that claims a Fort Lauderdale alliance. Mr. Chen cited getting Hot Wire to come to Fort Lauderdale when they had been interested in Miami. City should develop materials with the right business messages.

Mr. Goldberg summarized talking points to Commission:

- Need to take a look at current marketing program (online, publications, etc.).
- Rehab them to a more user-friendly environment.
- Direct position to be immediately identifiable as Fort Lauderdale.
- Funding (added by Mr. Chen) for professional expertise in branding.

These points were further discussed for approaches to the Commission, along with suggestions for low-cost alternatives for marketing, and marketing strategies that EDAB can take to the Commission on behalf of Staff.

Mr. Costello suggested doing more work outside of this meeting and come back with some real ideas to vote on at the next meeting, leaving the month before the Commission workshop to do the research to be presented. Ms. Espinal suggested topics that can be accomplished in a timely manner so that they actually get done within a couple of months going forward with the Commission. Mr. Costello agreed, saying that is why EDAB needs to go in with a small number of items and with solutions, not just problems.

[Mr. Costello left meeting at 4:51.]

Mr. Chen noted CRA has a comprehensive set of incentives to attract businesses, and asked the Members for ideas along these lines. Mr. Erlandson noted Fort Lauderdale is transitioning from a sleepy tourism town into a tech hub, and could find ways to shepherd businesses attracted by The Alliance and direct outreach to make the case for Fort Lauderdale to ride the tech wave and boost the economy. It was noted that Broward County is #2 in the country for technology, and it is a too well-kept secret.

Other things that could open that door:

- The Chamber, The Alliance, the County
- City has local match for QTI
- Supplements beyond that with direct cash program
- Areas/corridors that need “refreshing”: Does it make sense to have incentive packages here? In the fashion of an overlay?
- Activity or Toolbox to accomplish goals
- How to streamline the development process
- Remove uncertainty land owners have about their options
- How to get current businesses to expand

VI. New Business

Ms. Espinal said the City of Fort Lauderdale is to have meet-your-neighbor-style sponsored events across the City on September 16th. At Warfield Park, all businesses along Sunrise and Federal Highway and the quadrant within are invited to set up a booth for free and hand out swag, advertise themselves, and otherwise engage with the public, with smaller events in outlying neighborhoods.

The next meeting will be August 9, 2017. Mr. Goldberg asked that everyone does the homework and, as items are thought of, email them to Ms. Florencio ONLY so she can help compile the thoughts and have a working document for the next meeting, and also asked Ms. Florencio to remind the Board in 15 days.

Upon motion duly made and seconded, the meeting was adjourned at 5:01 p.m.

[Minutes transcribed by M. Moore, Prototype, Inc.]



PROJECT STATUS

The project is moving ahead of schedule thanks to switching to an agile format, which allowed us to do shorter, iterative cycles of configuration and testing. We completed Part I of the To-Be analysis, and now we are conducting configuration testing, also with data clean up and interface analysis.

ACTIVITIES TO DATE

It has been 7 months since the official start of the City-wide land management system implementation project on December 12, 2016. The project team completed initial system training, project planning, and Part 1 of 2 To-Be analysis working sessions. Data cleanup, data mapping, and hardware setup is underway. The team is excited to report that we have been able to decrease the overall project duration by 1.5 month.

With more than 50 subject matter experts engaged from the various departments, the team was able to complete testing the core configuration, which lays the foundation for system build.

Originally, the Go-Live date was forecasted to December 2018, but by applying agile practices, we are able to bring the projected Go-Live date to the end of October 2018 (original vs. new project schedule displayed on pg.2).

Accela Regional Roadshow Conference and Upcoming Working Visit

The project team attended a 1-day Accela User Conference – Accela Regional Roadshow

at the end of January in Orlando, where we connected with peer cities across Florida. We exchanged contacts and valuable lessons learned about the project. As a result, our team arranged a 1-day working visit at the City of Tampa, and Polk County, FL in April. Both Tampa and Polk County have already implemented the system, and we wanted to take this opportunity to answer specific questions from our end users and

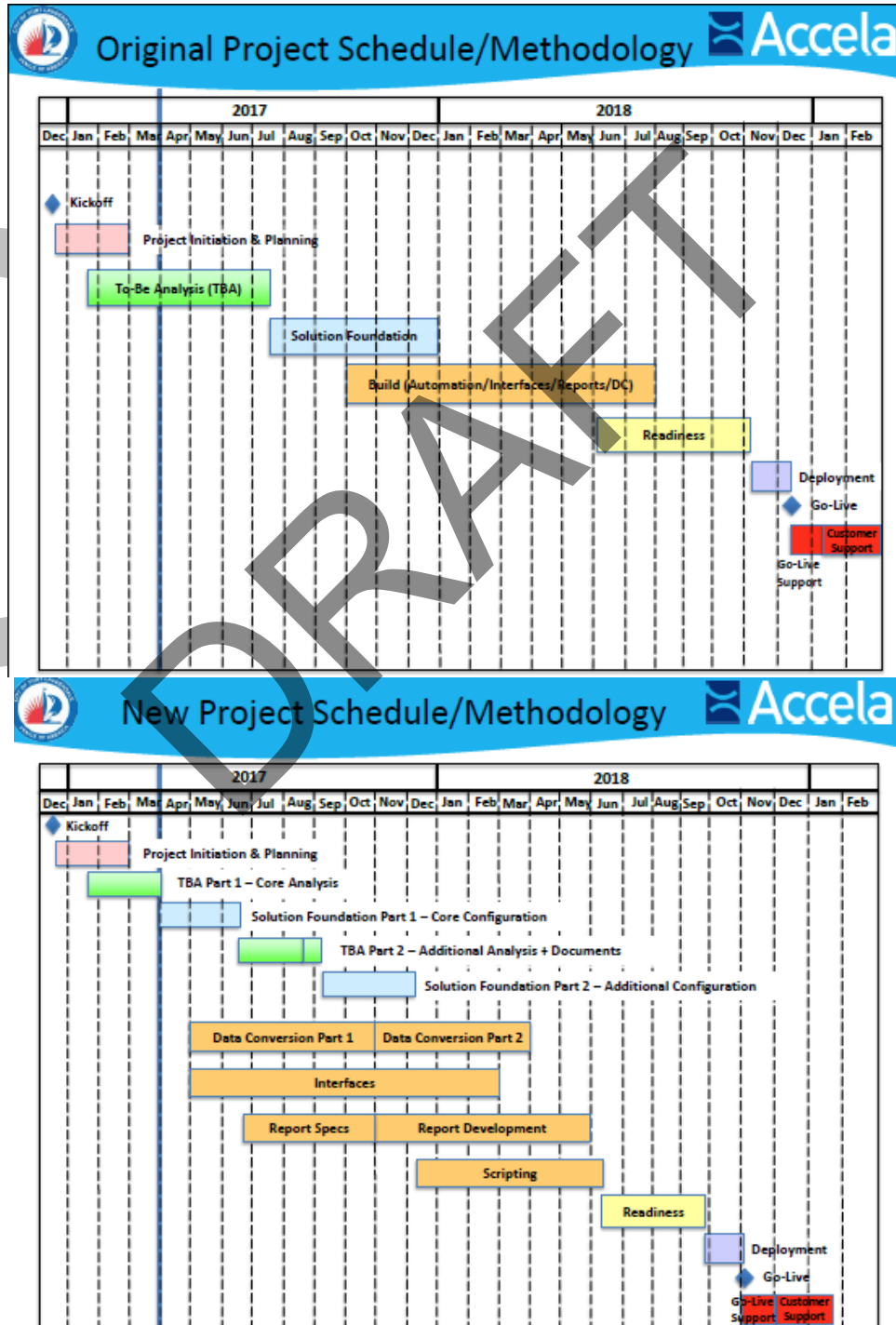




make use of their lessons learned regarding project management.

UPCOMING ACTIVITIES

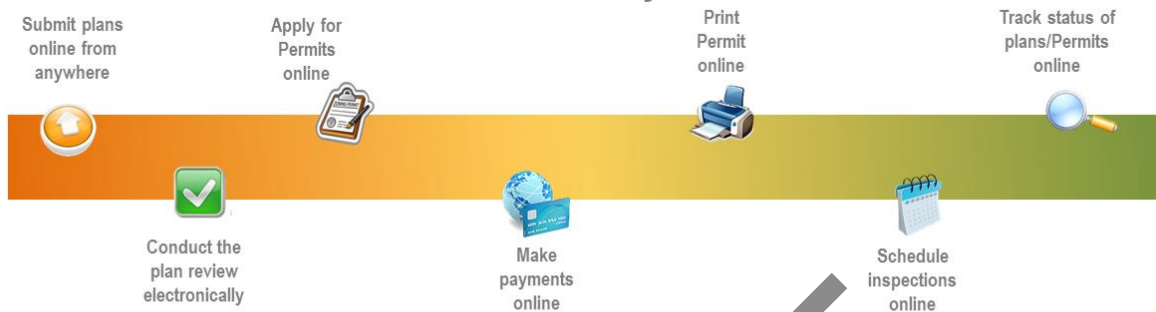
We are 50% done with the most critical analysis portion of the project, where we outline requirements and workflow for the participating stakeholders from DSD, TAM, Finance, Fire, Police, and Park and Rec. Concurrently, the project team is working on data clean up, interface development, and report specifications. During the month of July through September the team will conduct data conversion, interfaces development, and the second part of the To-Be Analysis, which will cover fees, and inspections.





KEY SYSTEM FEATURES

Making Government Available Online, 24 Hours A Day



- **Accela Civic Platform – Land Management Module**

Manage all land use and community development activities, allowing agency staff to access parcel information instantly, speeding up the process of getting from application to occupancy while reducing errors and redundancy.

- **Accela Mobile Apps**

Extends processing capabilities to the field which increases internal productivity and helps agencies bring critical government services directly to citizens.

- **Accela GIS**

Provides a geographic view and leverages geospatial data to make better decisions and improve efficiency.

- **Accela Citizen Access (ACA)**

Offers online access to government services and information for industry professionals, contractors, plumbers, and the public.



CITY OF FORT LAUDERDALE ECONOMIC AND COMMUNITY INVESTMENT DIVISION

LIVE WORK PLAY



CITY OF FORT LAUDERDALE **BEAMs** BUSINESS ENGAGEMENT ASSISTANCE & MENTORSHIPS

Over 500,000 small businesses open monthly in the United States, accounting for 65% of employment growth. In Broward County, 81% of all businesses have less than ten employees; 67% have less than five.

The City of Fort Lauderdale's Economic and Community Investment Division (ECI) created BEAMs to support businesses at all levels, from start-up to successful growth and expansion.

Business Engagement: Face-to-face site visits with established City businesses in order to introduce ECI as the primary point of contact for all of their business development needs and concerns.

Business Assistance Certification Programs:

- ▶ **Business Academy:**
 - "Solid Foundation" – New/start-up businesses platform: Creating a Business Plan, Developing a Budget and Financial Plan, Effective Employee Selection, Customer Service
 - "Build On Success" – Established businesses growth/expansion: Strategic Outlook, Advanced Sales/Marketing, Relating to the Customer, Financial Management/Capital Expansion
 - "Global Commerce" – Information and support to reach the international market: Logistics (shipping & handling)/Distribution Channels, Insurance/Legal Documentation, Product Pricing/Market Research & Development, Cultural Awareness, Regional/Federal Resources
- ▶ **Workforce Development Assistance:** Through partner agencies such as CareerSource
- ▶ **City-Wide Financial Incentives:** Qualified Target Industry, Direct Cash

- ▶ **Community Redevelopment Agency Incentives:** Commercial Facade Improvement, Property and Business Improvement, Streetscape Enhancement, Development Incentive, Property Tax Reimbursement, Residential Rehabilitation Forgivable Loan, Purchase Assistance

- ▶ **Resource Connection:** Introduce businesses to partner agencies and organizations that are ready to assist with their business development needs

Business Mentorships:

ECI and its partners will assist Fort Lauderdale businesses in establishing one-on-one mentoring relationships with the most experienced business development professionals in the region.

International Market Expansion:

Assisting Fort Lauderdale businesses to become a part of the global import/export community by helping them to make the necessary international connections.

Presenting Partners:

- Florida Small Business Development Center
- Broward SCORE
- Broward County Office of Economic and Small Business Development
- Enterprise Florida

Collaborative Partners:

- Greater Fort Lauderdale Chamber of Commerce
- Greater Fort Lauderdale Alliance
- Fort Lauderdale Community Redevelopment Agency
- Export-Import Bank of the United States
- Greater Fort Lauderdale Sister Cities International
- Career Source Florida
- U.S. Commercial Service
- Florida Atlantic University
- U.S. Department of Commerce

Department of Sustainable Development | Economic and Community Investment Division

700 NW 19th Avenue, Fort Lauderdale, FL 33311

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CAM #17-1242

Exhibit 1

Page 8 of 10



CITY OF FORT LAUDERDALE

BEAMs

**BUSINESS ENGAGEMENT
ASSISTANCE & MENTORSHIPS**

The City of Fort Lauderdale's Economic and Community Investment Division (ECI) created the BEAMs program to promote business retention, expansion, and attraction within our community from start-ups to established and successful enterprises. Benefits of this program include:



BUSINESS ENGAGEMENT

Connecting with business owners through site visits. During face-to-face conversations ECI is introduced as the City's point of contact. We are here to learn about the goals and aspirations of our local businesses and to be an advocate for their success.



BUSINESS ASSISTANCE

Fostering job creation and supporting the growth of new and existing businesses through the Business Academy's three certification programs. We are here to educate and connect business owners with other agencies and organizations that are able to support their needs.



BUSINESS MENTORSHIPS

Facilitating personalized assistance between business owners and experts in various fields in order to enhance business growth.



INTERNATIONAL MARKET EXPANSION

Assisting Fort Lauderdale businesses to become a part of the global import/export community by helping them to make the necessary international connections. We are here to elevate Fort Lauderdale's role as a robust hub for international commerce and a world-class business destination.

UPCOMING CERTIFICATION PROGRAMS

CONTACT INFORMATION

CITY OF FORT LAUDERDALE

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PRESENTING PARTNERS



COLLABORATIVE PARTNERS



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Exhibit 1