



DRAFT

**CITY OF FORT LAUDERDALE
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)**

Wednesday, June 9th, 2021 3:30 PM

www.fortlauderdale.gov/government/edab

<u>Board Members</u>	<u>Attendance</u>	<u>Present</u>	<u>Absent</u>
Nicholas Kuchova, Vice Chair	A	4	2
Jay Adams	A	3	3
Michael Buonaiuto	P	6	0
Dudly Etienne-Harvard	A	3	3
Michael Stara	P	6	0
William "Bill" Feinberg	P	4	0
Katherine Koenig	P	2	0
Michael Lorigas	P	2	0

Staff

Daphnee Sainvil, Liaison, Government and External Affairs Manager

Suzy Joseph, Economic Development Representative

Krystal Permanan, Economic Development Representative

Others

LaDawn Townsend, Facilitator/Consultant Attendance

Communications to the City Commission

Motion made by Mr. Buonaiuto, seconded by Mr. Feinberg, for EDAB meetings to be scheduled for the second Wednesday of each month from 3:00 p.m. to 5:00 p.m. In a voice vote, the motion passed unanimously.

I. Call to Order & Determination of Quorum

Mr. Buonaiuto called the meeting to order at 3:30 p.m.

Mrs. Permanan called roll, and it was noted a quorum was present.

II. Approval of the May 12th, 2021, Meeting Minutes

Motion made by Mr. Stara, seconded by Mr. Feinberg, to approve the minutes of the May 12th, 2021, meeting as presented. In a voice vote, the motion passed unanimously.



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III. New Business- SWOT Analysis Discussion

Mr. Buonaiuto reviewed the SWOT Analysis by reviewing the priorities, and what was submitted by the members of the board, two of which are no longer on the board.

▪ Priority 1 Targeted Marketing Campaign

- Mr. Buonaiuto recommended deleting 'Priority 1' if marketing efforts are already being done by the Greater Fort Lauderdale Chamber of Commerce (Chamber) and the Greater Fort Lauderdale Alliance (Alliance). That he is awaiting a report of the businesses they brought to the area.
- Ms. Sainvil informed the board that the Economic and Community Investment Division (ECI) works with the Chamber and the Alliance in conducting marketing efforts and increasing efforts to retain and attract businesses. That the tagline for Visit Lauderdale, which markets the entire county is 'Everyone Under the Sun.' That an appropriate tagline to market Fort Lauderdale specifically, is "Live, Work, Play, Invest", but it is only a proposal at the moment. Also, that ECI has created a video marketing all of Fort Lauderdale, which covers all of the city and is not industry specific. That this proposed tagline suggests businesses invest in themselves and their community, which better describes Fort Lauderdale. That ECI utilizes its own marketing and branding in merchandise, header/footer in documents, Instagram platform and filter, and social media/ LinkedIn page, etc. That the board can offer support to ECI's efforts by going out into their communities with the marketing material to distribute to local businesses. Ms. Sainvil further stated that the EDAB mission is to continue to support the economic development efforts by retaining businesses, that existing business owners are the greatest marketing tool.
- Mr. Stara recommended changing 'Priority 1' to- 'Support and Implement the City's Targeted Marketing Campaign.'
- Ms. Townsend stated that in reviewing the priorities, she noticed that Priorities 1, 2 and 4 were blended together and should therefore be combined. That to deter businesses from going to Miami, there should be a package which lists the economic benefits for businesses and why Fort Lauderdale provides a better quality and cost of living.

▪ Priority 2 Educating Businesses About City Resources & Programs

- Mr. Buonaiuto discussed the idea of collaborating with local universities. Ms. Sainvil responded that ECI is currently exploring the idea of integrating the BEAMs graduation certificate program with local colleges and universities.
- Ms. Townsend stated that 'Priority 2' is the overarching theme. That this priority should lead, and then look at how the other priorities support it. Mr. Lorigas disagreed and stated that marketing a consistent theme and tagline is. Mr. Stara added that 'Priority 2' does not carry enough weight to lead. Mrs. Koenig suggested quarterly surveys conducted by the Chamber and the Alliance regarding the number of businesses opened, therefore

enabling the board to be liaisons, rather than the doers.

- Priority 3 Expanding BEAMs (Programming & Partnerships)
 - Mr. Feinberg mentioned programs such as Business Engagement Assistance and Mentorships (BEAMs) is important because during the time of the pandemic, people from around the world came to learn how to do business with the county.
- Priority 4 Mission to Market (M2M) Incubator
 - Mr. Buonaiuto mentioned that this was featured in the Alliance's economic report and that Dr. Ford at FIU is the point-of-contact.
 - Ms. Sainvil stated this item is more patent oriented than a direct investment in businesses.
- Priority 5 City Leadership Engagement with General Consul, Start Ups, and Innovation & Technology Businesses, etc.
 - Mr. Buonaiuto stated he will inform the board of a conversation he had with Paola Isaac Baraya, Economic Development Specialist of International Trade with Broward County, at a later time.

Mr. Stara stated that more time was needed to discuss the SWOT Analysis, and a separate meeting is necessary.

Motion made by Mr. Stara, seconded by Mr. Buonaiuto, for a scheduled meeting with the members of the EDAB board and the city commission for either September 9th or 21st, 2021, to discuss an agreement of goals. In a voice vote, the motion passed unanimously.

Ms. Sainvil stated that goals must be submitted by August 13th, 2021. Mr. Buonaiuto requested Ms. Sainvil benchmark the goals.

Motion made by Mr. Stara, seconded by Mr. Buonaiuto, for a workshop, separate from the monthly scheduled EDAB meetings, for either Sunday June 27th, 2021, from 9:00 a.m. to 2:00 p.m. or immediately after July's meeting from 5:00 p.m. to 8:00 p.m. In a voice vote, the motion passed unanimously.

Ms. Sainvil stated she will work on facilitating that meeting and if the current room is not available that she will try to reserve the large conference room on the 7th floor.

IV. Old Business

- **Facilitator/Consultant Attendance: LaDawn Townsend is the CEO & Founder of the VOS Group a network of companies that deliver sustainable strategic results for growth to organizations around the globe.**

Ms. Townsend introduced herself and stated her goal is to present strategic tips which can

- **Review list of EDAB objectives**

Attachments: Exhibit 1: 2021 SWOT Analysis
Exhibit 2: SWOT PowerPoint Template

