



CITY OF FORT LAUDERDALE

DRAFT
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY, DECEMBER 12, 2018 – 3:45 P.M.

January-December 2018

<u>Board Member</u>	<u>Attendance</u>	<u>Present</u>	<u>Absent</u>
Jason Crush, Chair	A	6	3
Jordan Yates, Vice Chair	P	8	1
Steve Buckingham	P	6	3
Christopher “Kit” Denison	A	2	3
Mick Erlandson	A	6	3
Nicholas Kuchova	P	2	0
Bernice Lee	P	1	3
David Neal	P	6	3

Staff

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

Communications to the City Commission

Motion made by Vice Chair Yates, seconded by Mr. Neal, to convey a formal request to the City Commission to review their interest in establishing a Sister Cities relationship with Oslo, Norway. In a voice vote, the **motion** passed unanimously.

Motion made by Mr. Kuchova, seconded by Mr. Neal, to identify these priorities for ECI to be conveyed as a communication to the Commission:

- Development and adoption of an Economic Development Plan
- Develop a publication for new businesses coming into the City
- Consider engaging professional assistance for the creation of a business identity for the City
- Expansion of the Business Engagement Assistance and Mentorship (BEAMS) program
- Expanding the City’s business incubator and accelerator pipelines
- Continued involvement and relationship with Community Redevelopment Agencies (CRAs)
- Explore existing City resources for the economic development pipeline

In a voice vote, the **motion** passed unanimously.

I. Call to Order & Determination of Quorum

Vice Chair Yates called the meeting to order at 3:51 p.m. It was noted that a quorum was present.

II. Approval of November 14, 2018 Meeting Minutes

Motion made by Mr. Buckingham, seconded by Mr. Kuchova, to approve the November meeting minutes. In a voice vote, the **motion** passed unanimously.

The following Item was taken out of order on the Agenda.

IV. Greater Fort Lauderdale Sister Cities Update

Russell Weaver, President of Greater Fort Lauderdale Sister Cities International, provided an overview of the Sister Cities program, which is a relationship between cities with geographic and other similarities. Fort Lauderdale's first Sister City was Medellin, Colombia, beginning 57 years ago. It now has 17 sister cities, roughly half of which are currently active.

Keys to a successful Sister Cities relationship include a strong committee of business and community leaders in Fort Lauderdale to help raise funds and support initiatives. Key areas in which these leaders may work include education, government, and business.

Mr. Weaver cited Kaohsiung, Taiwan as a recent example of a successful Sister Cities relationship. This city has a large yachting industry and is Fort Lauderdale's first Asian sister city. Educational, cultural, and governmental exchanges are anticipated between the two cities in the future.

Networking events are planned with some of Fort Lauderdale's Sister Cities on an annual basis. The City, Greater Fort Lauderdale Chamber of Commerce, Greater Fort Lauderdale Alliance, and Broward County invite consuls general from participating nations to visit the City and participate in these events.

Mr. Kuchova asked if Fort Lauderdale is taking full advantage of the monthly networking events, including attendance by City leadership. He also asked if Fort Lauderdale should target specific cities or regions as potential business connections. Mr. Weaver replied that not all potential sister cities are interested in establishing these relationships. His primary focus in adopting a new Sister City is ensuring there is a

strong committee in Fort Lauderdale that can raise funds and communicate effectively with Sister Cities overseas.

Mr. Chen confirmed that the City is active in networking meetings and promotes these events. The Mayor and/or one or more Commissioners are typically present at the meetings to officially welcome international representatives.

Mr. Kuchova requested examples of drivers from the business community that affect Sister Cities relationships. Mr. Weaver noted that the marine industry, for example, is a major driver in the relationship between Fort Lauderdale and Kaohsiung. Marianne Winfield, also representing Greater Fort Lauderdale Sister Cities International, advised that the organization has worked with an interest in Medellin that hoped to open a medical records company in Fort Lauderdale. The company opened in October 2018 with approximately three U.S.-based employees.

Mr. Neal asked if Sister Cities targets specific international areas with which Fort Lauderdale hopes to develop relationships, or if outreach is broader and less targeted. Ms. Winfield advised that most accomplishments involve introducing new companies to the local market. Mr. Chen emphasized that the Mayor and City Commission have an interest in elevating Fort Lauderdale's profile as a business hub and capitalizing on the business opportunities offered by Sister Cities relationships.

Mr. Buckingham asked if there is a key to maintaining active Sister Cities relationships from a business perspective. Mr. Weaver reiterated that it is important to have a strong local committee for each Sister City relationship, as well as a good working relationship with the other nation's consulate. Ms. Winfield clarified that the primary goal of Sister Cities is not to generate economic development, although Fort Lauderdale seeks to do so when possible.

Mr. Neal suggested it might be possible to determine a set of metrics by which Sister Cities' contribution to economic development could be measured. Ms. Winfield replied that Sister Cities works with entities such as the Chamber of Commerce, the Greater Fort Lauderdale Alliance, and other participants in a network of partnerships, with the City of Fort Lauderdale as a common link between them. Mr. Neal proposed that there may be a way to prioritize Fort Lauderdale's Sister Cities relationships according to their potential for business relationships. This prioritization could then be shared with prospective investors.

III. Staff Updates

Mr. Chen reported that the City is preparing to enter into a contract for a professional update of its Economic Development web page. He expected this update to have significant results. He has also scheduled a representative of the Building Department to provide an update on building permits for the Board at their January 2019 meeting.

Regarding the business pipeline, Mr. Kuchova advised that REV Ocean (Research Expedition Vehicle Ocean) is a relatively new venture, funded by an individual in Norway who plans to contribute roughly \$2 billion toward the health of the world's oceans. Plans include building a 200 meter research vessel and funding a global database that will link worldwide universities and researchers so they can share data in real time. One aspect of this venture will link subtropical coastal Fort Lauderdale with subarctic coastal Oslo, Norway.

Mr. Kuchova pointed out that this is not only a maritime concern for Fort Lauderdale but a technological interest as well. He hoped that Greater Fort Lauderdale Sister Cities International will pursue relationships in northern Europe to foster this research and collaboration. Next steps include promoting outreach through videoconferences between the Mayor and elected officials from Oslo, which will allow Fort Lauderdale to be a leader in this global initiative.

Mr. Chen proposed that if the Board wishes to explore a Sister Cities relationship between Fort Lauderdale and Oslo, they should prepare a brief recommendation for the City Commission to provide this direction. He pointed out that this will also provide Fort Lauderdale's elected officials to weigh in on the potential relationship.

Motion made by Vice Chair Yates, seconded by Mr. Neal, to convey a formal request to the City Commission to review their interest in establishing a Sister Cities relationship with Oslo. In a voice vote, the **motion** passed unanimously.

It was determined that this **motion** would be sent as a communication to the City Commission. Mr. Chen and Mr. Kuchova advised that they would attend the City Commission Conference Agenda meeting at which the communication would be addressed, so they may provide additional information to the Commission as necessary.

V. Discussion -- Follow-up to the joint EDAB / City Commission meeting to establish priorities for ECI, to be reviewed and mutually agreed upon by the City Commission. Refer to document attached- EDAB Priorities 2019.

Mr. Chen referred the Board members to the November 14, 2018 minutes and other backup materials, which include the priorities identified by the Board and the City Commission and an overview of the discussion between the Board and Commission at their recent joint meeting.

The Board members reviewed the list of priorities, noting that benchmarks such as building permits, business licenses, and license renewals can serve as indicators of the local economy. Mr. Chen advised that the City's business license division may not provide a thorough picture of all the businesses in Fort Lauderdale. It is hoped that this division's database will become more comprehensive over time. The Board determined that this item was a directive rather than a priority.

Mr. Chen moved on to subcommittees, recalling that when this item was discussed at the November meeting, no specific topics were identified for which the Board wished to establish a subcommittee at this time. If an item in need of more focus presented itself, they may request establishment of a subcommittee. He recommended, however, that the Board consider advising the City Commission that they have addressed the need for subcommittees, as the Mayor had raised this particular issue. Mr. Buckingham recalled that the Board had decided to include regular Agenda Items during meetings so updates could be provided on these issues.

Mr. Chen noted that another item was the creation of an Economic Development Plan, to be followed by a formal adoption process for the document. Because there is currently no budget for an independent consultant to create this Plan, the Department will update a previous draft and bring it before the Board for contributions to its content. He estimated this would be a three- to four-month process, and characterized the item as a top priority for the Board.

Mr. Chen addressed the item regarding a publication to assist with doing business in Fort Lauderdale, requesting input from the members regarding whether or not this would be a priority. He recalled that Chair Jason Crush felt there was already a good basis for the development of this document, and suggested that it include a list of the 10 largest certified public accountant (CPA) and legal firms in Broward County. This would provide a strong resource for new businesses seeking to do business in Fort Lauderdale.

It was noted that the Greater Fort Lauderdale Alliance also publishes materials that could be used to develop this resource. Mr. Chen encouraged the Board members to contribute additional suggestions for inclusion in the document. He felt it was accurate to describe this publication as a priority.

Mr. Chen characterized the next item, creation of a business identity for the City, as a potentially more complicated issue. There is no money in the current budget to retain a professional firm for this purpose. He suggested that if the Board feels this item is a priority, they may recommend a budget request the following year for the hiring of a professional.

It was determined that the development of a business identity for the City would be one of the Board's priorities, using research conducted by Mr. Buckingham earlier in the year as a starting point for this discussion. Mr. Buckingham proposed that the members contribute ideas at the next meeting. Mr. Chen added that the professionals working on the City's Economic Development website may also be able to contribute to this process, as their specialty is creating an economic development message for municipalities around the country.

Mr. Chen reviewed the three new priorities identified by the Board:

- Development and adoption of an Economic Development Plan
- Develop a publication for new businesses coming into the City

- Creation of a business identity for the City

Previously existing priorities for 2018 to be maintained include:

- Expansion of the Business Engagement Assistance and Mentorship (BEAMS) program
- Expanding the City's business incubator and accelerator pipelines
- Continued involvement and relationship with Community Redevelopment Agencies (CRAs)
- Explore existing City resources for the economic development pipeline

Mr. Chen added that in the future the Board may wish to consider developing a mission and vision statement to accompany the Economic Development Plan.

Motion made by Mr. Kuchova, seconded by Mr. Neal, to identify these priorities for ECI to be conveyed as a communication to the Commission. In a voice vote, the **motion** passed unanimously.

VI. Old Business

None.

VII. New Business

Mr. Chen clarified that this Agenda Item is intended to provide a place for members to suggest items to be discussed at subsequent meetings. They cannot discuss new business at this time because the public has not been notified of what this may entail.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:18 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.]

ECI BUSINESS PIPELINE

December 2018		Subject(s) Discussed
1	ICSC New York	
2	Broward APA	
3	Project Humphrey	QTI application pending - 70 - 100 new employees
4	C. Lagerbloom, City Manager	City will lead a trade mission to Israel in June
5	ITPalooza	Participated and informed attendees about ECI and the BEAMs program/classes
6	Project Sandy	New QTI Project approved 12/18 - 20 new jobs
7	Project Ranger	New QTI Project approved 12/18 - 18 new jobs
8	US Commercial Service	Potential partnership regarding an annual clean energy conference based in Ft Lauderdale
9	IT Fiber Master Plan	Update City IT service
10	Broward College	Partner on incubator start up, new Sister City in China
11	Venture Capital	Met with General Partner of a venture capital firm in Boston - will consider projects in FL
12	Alliance, Broward Workshop	Attending committee meetings/events to support partners