



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, APRIL 10, 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	4	0
Nicholas Kuchova, Vice Chair	P	4	0
Jay Adams	A	0	1
Steve Buckingham	P	4	0
Michael Buonaiuto	P	4	0
Christopher “Kit” Denison	P	3	1
Mick Erlandson	P	2	2
Dudly Etienne-Harvard	P	1	0
Bernice Lee	P	3	1
David Neal	P	4	0
Dustin Robinson	A	0	3

Staff

Michael Chen, City Liaison, Economic and Business Development Manager
Lutecia Florencio, Economic Development Program Aide
Sarah Hannah-Spurlock, Nighttime Economy Manager
Jamie Opperlee, Recording Secretary, Prototype, Inc.

Communications to the City Commission

Motion made by Mr. Buckingham, seconded by Vice Chair Kuchova, that the City Commission consider adding the Economic and Community Investment (ECI) Division to support the deliberations involved with the Inter-Miami CF soccer stadium proposal in an effort to add additional expertise and assistance. Further, the Board requests that all significant economic development projects consider the involvement of ECI and the Economic Development Advisory Board. In a voice vote, the **motion** passed unanimously.

Motion made by Mr. Buckingham, seconded by Vice Chair Kuchova, that after thoughtful consideration, the Board recommends that the City Commission consider for their approval this proposed logo scheme for the branding of the Economic Community Investment Division. In a voice vote, the **motion** passed unanimously.

I. Call to Order & Determination of Quorum

The meeting was called to order at 3:45 p.m. Roll was called and it was noted a quorum was present.

II. Hold Elections for EDAB Officers

Motion made by Mr. Kuchova, seconded by Mr. Denison, to nominate Mr. Yates for Chair. In a voice vote, the **motion** passed unanimously.

Motion made by Mr. Denison, seconded by Mr. Kuchova, to nominate Mr. Buckingham for Vice Chair. Mr. Buckingham declined the nomination.

Motion made by Mr. Neal, seconded by Mr. Denison, to nominate Mr. Kuchova for Vice Chair. In a voice vote, the **motion** passed unanimously.

II. Approval of March 13, 2019 Meeting Minutes

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

IV. Staff Updates

Mr. Chen reported that the issuance of building permits is up thus far in 2019, which puts the City on track to achieve an all-time high number of permits. Roughly 26,000 building permits are issued annually, with an estimated value of \$1.4 to \$1.5 billion.

Staff is preparing for the Mayor's trip to Israel, which is scheduled for June 2019. Mr. Chen did not know at this time whether or not he would be part of the City's delegation for the visit. The Consul General of Israel has met with Mr. Chen and has been helpful in setting up meetings and connections.

The Business Engagement Assistance and Mentorship (BEAMs) Solid Foundation program concluded in March 2019 and the Build on Success program is now in its second week. Attendance in 2019 is approximately 50% greater than in past years, with roughly 30 students per class.

Mr. Neal asked how the City plans to address the development of a soccer stadium at the Fort Lauderdale Executive Airport. Mr. Chen replied that Economic and Business Development is not involved in discussions of this project. The City Commission has approved a conceptual proposal for the project and is working to prepare a contract. Mr. Denison suggested that Economic and Business Development request a role in these discussions, and that a presentation be made to the Economic Development Advisory Board (EDAB) by the entity that made the proposal so the Board may offer its input.

It was determined that the Board may wish to send a communication to the City Commission expressing their interest in involvement with plans for the proposed project, or they may wish to contact their individual City Commissioners.

Motion made by Mr. Buckingham that the Economic Development [Advisory] Board of the City of Fort Lauderdale recommends to the City Commission that continuing future engagements with the David Beckham and group soccer proposal, that the Economic Community Investment division have an appropriate level of involvement. [The **motion** died for lack of second.]

Mr. Denison explained that he felt the EDAB should be involved in these discussions as well as Mr. Chen. Mr. Erlandson added that he would like the Board to be able to submit questions regarding the project.

Mr. Chen advised that projects such as this are typically presented to the Board at some point during their development. He proposed that once a presentation is made, the Board send a communication to the City Commission expressing any concerns they may have.

It was discussed that Economic and Business Development could be present during discussions of the project. It was suggested that the Board could select one of these two options to submit to the City Commission in the form of a motion. Mr. Chen declined to make a comment on this discussion.

Mr. Buckingham **amended** his **motion** as follows: **motion** that the City Commission consider adding [the] Economic and Community Investment division to support the deliberations involved with the Inter-Miami CF soccer stadium proposal in an effort to add additional expertise and assistance. Further, we request that all significant economic development projects consider the involvement of ECI and the Economic Development Advisory Board.

Vice Chair Kuchova **seconded** the **motion**.

Ms. Etienne-Harvard arrived at 4:20 p.m.

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

V. Presentation: Sarah Spurlock, Nighttime Economy Manager – Update on Division Activity

Sarah Hannah-Spurlock, Nighttime Economy Manager, explained that her position with the City is the result of a study by the Responsible Hospitality Institute (RHI), which focuses on providing safer, more vibrant nightlife for municipalities. Her team currently consists of one Police Lieutenant and three Police Officers, a senior Code Compliance Officer, a Fire Captain, a Parks supervisor, two Parks maintenance workers, and a

Special Events Coordinator. Her office also oversees special event permitting for the City, which was previously the responsibility of the Parks and Recreation Department.

The team works Wednesday and Thursday nights from 4 p.m. to 2 a.m. and Friday and Saturday nights from 6 p.m. to 4 a.m. They are dispatched from the City's 24-hour customer service line, (954) 828-8000. Residents and businesses may call this number in the event of a situation.

Ms. Hannah-Spurlock showed a PowerPoint presentation reviewing the types of issues her team addresses, such as noise complaints, parking issues, vacation rental issues, and other miscellaneous incidents. The maintenance team collects garbage during these hours as well, focusing primarily on 13 entertainment areas throughout the City.

During the first year of the team's existence, three Ordinance Amendments were implemented. The first was to do away with extended-hours permits, which allowed businesses to continue to serve alcohol after midnight. At this time, any business may sell alcohol until 2 a.m. during the week and 3 a.m. on weekends. Businesses in the City's five Entertainment Districts may sell alcohol until 4 a.m., and customers at these establishments may engage in "open carry" using plastic cups.

The second Ordinance Amendment was supportive of modern methods of construction, such as concrete pours, which can often take several hours. This Amendment allows construction companies to perform this activity after normal business hours end at 7 p.m. This allows for faster completion of construction and helps mitigate traffic during rush hour.

The third Ordinance Amendment addresses expedited permitting for hotels on the Fort Lauderdale Beach. These hotels had expressed concern that they were unable to compete with hotels in other cities, as they must secure permits from the City for special events. The Amendment allows these hotels to procure a permit with approval through the Nighttime Economy Division, with no requirement for Commission approval. The hotel event managers have been made aware of this Amendment.

One significant factor in implementing the Nighttime Economy Division was the need for an arm of City government that can provide enforcement at night. This Division seeks to protect both the quality of life of Fort Lauderdale residents and the rights of City businesses. This allows the City to be a better business partner, particularly for hospitality industries that function at night.

Robbin Kuchova, member of the public, asked if the Nighttime Economy Division has addressed safety, noting that there have been issues with homeless individuals congregating at bus stops. Ms. Hannah-Spurlock pointed out that the City has taken steps to implement initiatives that can help the homeless population by providing services to assist them.

It was noted that lighting and the responsibility for maintaining it can become an issue. Ms. Hannah-Spurlock advised that her team can notify the parties responsible for lighting if they are made aware of an issue. Individuals can also report outages by calling the City's 24-hour customer service line, although she pointed out that different entities may be responsible for lighting depending upon the street or road where an outage occurs.

Vice Chair Kuchova asked if the City's public transportation systems have been responsive to concerns or requests regarding nighttime transportation. Ms. Hannah-Spurlock replied that she is striving to make the City more interested in making investments of this nature, although thus far the City has not made any specific efforts toward nighttime transportation planning. She hopes to conduct a fiscal impact study of the Fort Lauderdale nightlife as part of the fiscal year (FY) 2019-2020 budget, including the jobs, revenue, and tax dollars generated by the nighttime economy.

Ms. Hannah-Spurlock continued that as the City grows, more residential units are allocated to the Downtown area. This can result in an increase of noise complaints, as well as the potential for conflict between residents and business venues. She felt it was important to gather 24-hour data about noise within the entertainment districts, which could help the City to make strategic decisions about future development. Some of the City's neighborhoods have expressed an interest in creating additional nighttime activity.

Mr. Buckingham addressed the role of short-term rentals in the City's economy, noting that most incidents reported by neighbors of short-term rental properties occur during evening hours. Ms. Hannah-Spurlock clarified that the Code Compliance Officer on her team serves in an incremental capacity as the City's nighttime Code Enforcement presence: before the creation of her Division, there was no nighttime enforcement.

Ms. Hannah-Spurlock continued that Police Officers on her team often address vacation rental issues, as some may involve multiple people and can be dangerous for Code Enforcement to address alone. She added that all nighttime Code Enforcement is not complaint-driven: the Nighttime Economy Division also monitors areas where issues often occur. She cautioned, however, that the Florida Legislature has taken steps to limit home rule on multiple issues, including regulation of vacation rentals.

Russell Weaver, President of Greater Fort Lauderdale Sister Cities International, provided a brief update on the organization's recent activity, advising that they are working to create a swimming and/or first responders' marine park assistance program. He continued that the Japanese Consul General visited the City Commission on March 19, 2019.

At their April 16, 2019 meeting, the City Commission will announce the results of the "If I Were Mayor" essay contest. The Turkish Consul General will be present at this meeting, as well as the chairman of the Miami office of Turkish Airlines. The Consul General and

the Mayor will also attend a meeting of the Florida Turkish-American Association on April 24.

The Brazilian Consul General is expected to visit Fort Lauderdale on May 4, 2019, while the Colombian Consul General is scheduled to visit the City in June. The new Romanian Consul General will attend a City Commission meeting in June.

Mr. Russell concluded that he will provide event update emails from Sister Cities to Mr. Chen's office so they can be disseminated to the Board members.

VI. Discussion: Economic Development Strategic Plan

VII. Old Business

Mr. Chen provided a packet of sample logos to the Board, as well as 2019 updates on ECI publications using these sample logos. He suggested that if they are in favor of one of the prospective logos or their language, the Board may wish to send a recommendation to the City Commission proposing that the Commission consider them for official ECI use. The sample logo would be attached to any motion the Board may wish to send. He emphasized that the City Commission would need to formally approve any logo prior to its adoption for ECI use.

Motion made by Mr. Buckingham, seconded by Vice Chair Kuchova, that after thoughtful consideration, we recommend that the City Commission consider for their approval this proposed logo scheme for the branding of the Economic Community Investment Division. In a voice vote, the **motion** passed unanimously.

VIII. New Business

The next Economic Development Advisory Board meeting will be May 8, 2019.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:07 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.]



FORT LAUDERDALE

NITE *Team*

NIGHTTIME ECONOMY DIVISION

CITY MANAGER'S OFFICE

NITE Team Current Composition

- 1 Police Lieutenant
- 3 Police Officers
- 1 Senior Code Compliance Officer
- 1 Fire Captain
- 1 Parks Supervisor
- 2 Parks Maintenance Workers
- 1 Special Events Coordinator

Legislation

- ▶ Amended ordinance to do away with extended hours permits. Rather than obtaining a permit to sell alcohol past midnight, all businesses with a liquor license may sell alcohol until 2 am during the week and 3 am on the weekend. Businesses in the entertainment districts may sell until 4 am, seven days a week.
- ▶ Amended noise ordinance to support modern methods of construction, such as concrete pours, which require many continuous hours of activity. The ordinance also provided opportunities to mitigate traffic concerns caused by construction equipment on streets during rush-hour traffic to other allowable hours.
- ▶ Amended ordinance to allow hotels on the beach expedited permitting for events on the public beach in front of their property. Historically, these hotels have not been able to compete for company conferences because those companies want to be able to host beach events for the conference attendees and the City's event permitting process is too long to accommodate those requests. This ordinance reduces that time by not requiring City Commission approval.

It's Not Just about Regulation and Enforcement

- ▶ Although program developed based on a study done in 2017 on how to make Fort Lauderdale a more vibrant nighttime destination for neighbors, guests and employees, the motivating factor for the creation was to have an arm of government that could conduct enforcement at night.
- ▶ *There is potential to do so much more*

Initiatives

- ▶ **Requesting funding in the 2020 budget to conduct a fiscal impact study of Fort Lauderdale' nightlife**

In San Francisco, A **2016 economic impact update** by the Controller's Office found significant growth in nightlife between 2010 and 2105, underscoring the sector's continued significance in San Francisco's economy.

The 2016 update found that:

By 2015, the nightlife industries employed 60,014 people in San Francisco, adding over 12,000 additional jobs since 2010 (a 25% increase). The number of nightlife establishments rose by 415 between 2010 and 2015, to a total of over 3,500 (a 13% increase).

Overall, nightlife industry revenues in 2015 were \$6.0 billion, up 43% from the \$4.2 billion reported for 2010 in the Controller's previous report.

The nightlife sector paid approximately \$80 million in local taxes in 2015, including \$60 million (75%) in sales tax and \$20 million (25%) in payroll and gross receipts taxes.



Initiatives

- ▶ **Requesting funding in the 2020 Budget for sound control initiative**
 - A sound monitoring solution provides 24-hour cloud based monitoring technology, which will provide staff with data, insight and visualizations for the SW 2nd Street entertainment area. This feedback will assist the City in creating a sound monitoring strategy that addresses noise conflict, public safety, and protects the cultural vitality of the city's most active entertainment area.
 - Noise complaints will only increase as residential developments under construction in the downtown area are occupied. If the City does not start developing long-term solutions to address the conflict between the venues and the neighbors, either folks will move out of the area or our most vibrant nightlife district will suffer.

Initiatives

▶ Consider appointing an independent nighttime commission

Think Night: London's Neighbourhoods from 6 PM to 6AM

Mayor appointed a commission of 25 key stakeholders to look at London's identity at night. They developed 10 recommendations:

- Put the night at the heart of London policy-making – develop a night test for all new policies
- Set up a London Night Time Data Observatory
- Establish a case for longer opening hours across London
- Develop guidance to help boroughs, landowners and developers create vibrant public spaces at night
- Set up a late night transport working group

Initiatives

There is also an opportunity to help different neighborhoods develop their own nighttime (and daytime) identity

- ❖ Sistrunk Blvd
- ❖ Himmarshee Street
- ❖ North Beach Village