



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, JULY 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	7	0
Nicholas Kuchova, Vice Chair	P	7	0
Jay Adams	A	2	2
Steve Buckingham	A	5	2
Michael Buonaiuto	P	7	0
Christopher “Kit” Denison (arr. 4:03)	P	5	2
Mick Erlandson	A	3	4
Dudly Etienne-Harvard	P	3	1
Bernice Lee	A	5	2
David Neal	P	7	0

Staff

Michael Chen, City Liaison, Economic and Business Development Manager
Suzy Joseph, Economic Development Program Analyst

Communications to the City Commission

None.

I. Call to Order & Determination of Quorum

Chair Yates called the meeting to order at 3:55 p.m. Roll was called and it was noted a quorum was not yet present.

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

III. Staff Updates

Mr. Chen reported that more and more businesses are contacting the City to express interest in moving to Fort Lauderdale. Some of these companies are acting as representatives of larger corporations.

The Mayor's visit to Israel with a City delegation has been completed and was considered a success. The Entrepreneurial Resource Center at Florida International University (FIU), which was discussed at the June 2019 meeting, is in ongoing conversations regarding its development.

Mr. Chen continued that an Entrepreneurial Energy Summit will be held in Fort Lauderdale at 3 p.m. on July 24, 2019. Each of the Board members will receive an invitation to the event, at which plans for the Entrepreneurial Resource Center will be announced to the public. A representative of the United States Department of Energy will be in attendance.

Mr. Chen advised that the City Commission has approved the formation of a subcommittee in relation to the Mission-to-Market program. A representative of the City Attorney's Office will be invited to attend the August 2019 meeting to discuss this process.

Mr. Chen recalled that the Mission-to-Market program will be developed in conjunction with the Entrepreneurial Resources Center and the U.S. Department of Energy (DOE). A major aspect of this program will involve equity in energy, which ensures that underserved and disadvantaged communities are equally served by the power grid and have access to programs and advantages offered by DOE.

Mr. Denison arrived at 4:03 p.m. A quorum was now present at the meeting.

II. Approval of June 12, 2019 Meeting Minutes

Motion made by Chair Yates, seconded by Mr. Neal, to approve. In a voice vote, the **motion** passed unanimously.

IV. General Update (5 minutes)

The Board members introduced themselves at this time.

V. Discussion: Junior Achievement of South Florida, Laurie Sallarulo, President & CEO

Laurie Sallarulo, President and Chief Executive Officer (CEO) of Junior Achievement of South Florida, explained that the organization is celebrating its centennial anniversary in the United States. It has existed in Broward County for 60 years. Its key pillars are financial literacy, entrepreneurship, and career readiness.

Ms. Sallarulo stated that Junior Achievement works with middle and high school students to keep them engaged in their education and prepare young people for the demands of a changing economy. They are supported by private entities and foundations, municipalities, the County, and the School Board. She characterized the organization as a provider of solutions which addresses the following concerns:

- High levels of youth unemployment

- Emphasis on trade skills
- Critical job skills that cannot be replaced by technology

Junior Achievement promotes economic development to young entrepreneurs at the high school level. For students who do not go on to college, Junior Achievement can offer benefits by setting the stage for vocational education. The organization offers financial literacy programs for fifth and eighth grade students, as well as an entrepreneurial component for high school students. A teacher or principal may also request programs for any grade from K-12 and Junior Achievement will partner with those individuals to offer the desired programming.

A Junior Achievement high school program, Career Bound, provides students with the opportunity to spend one day each month on job sites in the industry of their choice to learn about different job opportunities. This offers a connection with students to trade industries, as well as placement in paid summer jobs.

Junior Achievement of South Florida serves all of Broward County as well as Delray Beach. Ms. Sallarulo emphasized the importance of providing a connection between students and the business community through volunteering, mentoring, and internships. They also communicate basic skills, such as how to dress for and conduct themselves at work, as well as transferable skills that will be useful regardless of the industry.

Junior Achievement is volunteer-driven and engages with more than 7500 volunteers from local companies each year. They operate on a budget of \$6 million, which includes roughly \$1 million in in-kind donations. The organization has made a funding request for \$10 per student to the Fort Lauderdale City Commission. This would help offset the cost of the fifth- and eighth-grade programs, which is approximately \$95 per student.

Mr. Chen asked if Junior Achievement partners with local resources such as Career Source. Ms. Sallarulo advised that what makes Junior Achievement unique is its emphasis on training and preparation. While Career Source may place more individuals in jobs, Junior Achievement will provide training through internships and mentoring.

Ms. Sallarulo concluded that the Board can assist Junior Achievement by supporting their funding request to the City Commission. She also encouraged the members to consider how to make young people part of their overall economic strategy, and to become involved as mentors.

Mr. Chen advised that if the Junior Achievement request is incorporated into the City's fiscal year (FY) 2020 budget, it is likely to be under the umbrella of Economic Development. He added that the City also offers educational programs such as the Business Engagement Assistance and Mentorships (BEAMs) program, which offers programs for different levels of entrepreneurship. He felt there could be an opportunity for Junior Achievement and BEAMs to work together.

VI. Old Business

Mr. Chen stated that at the August 2019 meeting, the Board will begin the process of establishing the new subcommittee. They may also wish to consider sending a communication to the City Commission in support of City funding for Junior Achievement.

VII. New Business

The next Economic Development Advisory Board meeting will be August 14, 2019.

There being no further business to come before the Board at this time, the meeting was adjourned at 4:58 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.]

2019

Florida International Trade
& Cultural Expo

Preliminary Agenda

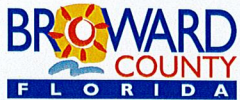
PASSPORT

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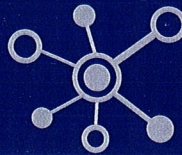
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- ➔ Export/Import Panels and Receptions
- ➔ Exhibit at the WORLD EXPO MARKETPLACE
- ➔ Buyers and Sellers from over 52 Countries
- ➔ Meet Consulates at Doing Business with the World
- ➔ Global Speed Matchmaking

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Setup Day | Tuesday, October 8, 2019 ➔ **INTERNATIONAL DELEGATES**

- 9 AM – 5 PM **Setup for exhibitors and sponsors**
- 2 – 4 PM **Tour of Port Everglades and Fort Lauderdale-Hollywood International Airport (For International Delegations ONLY)**

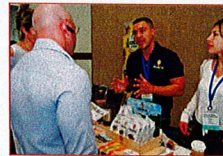
Day 1 | Wednesday, October 9, 2019 ➔ **WORKSHOP SESSIONS**

- 8 – 9:50 AM **Registration and Opening Ceremony Breakfast**
World Expo Marketplace Opens
- 10 – 10:55 AM **11 Steps to Exporting – A Roadmap to Your Exporting Success!**
- 11 – 11:55 AM **How to Bring Your Business to the USA**
- 12 – 1 PM **Buyers and Sellers Networking | Lunch***
- 1 – 2:25 PM **World Leaders & Former Presidents Panel**
- 2:30 – 3:25 PM **Doing Business with the World! – Part I**
- 3:30 – 4 PM **Networking Coffee / Tea Break**
- 4 – 5 PM **Doing Business with the World! – Part II**
- 5 – 7 PM **Presidential Opening Networking Reception and Cultural Experience****



Day 2 | Thursday, October 10, 2019 ➔ **WORKSHOP SESSIONS**

- 8 – 9:50 AM **Registration and Breakfast**
World Expo Marketplace Opens
- 10 – 11 AM **Doing Business with the World! – Part III**
- 11 AM – 12:25 PM **Doing Business with the World! – Part IV**
- 12 – 1 PM **Buyers and Sellers Networking | Lunch***
- 12:30 – 1:25 PM **International Trade Leaders in Technology**
- 1:30 – 2:25 PM **How to Import into the USA**
- 2:30 – 3:25 PM **American and International Buyers Panel**
- 3:30 – 4 PM **Meet and Greet with the Buyers**
- 4 – 5 PM **Speed Matchmaking with Country Representatives**
- 5 – 7 PM **Closing Cocktail Reception and Cultural Exchange****



*International food vendors available for lunch purchase **Paid Partner Special Event (Tickets available for purchase)

