



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, AUGUST 14, 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	8	0
Nicholas Kuchova, Vice Chair	P	8	0
Jay Adams	P	3	2
Steve Buckingham	A	5	3
Michael Buonaiuto	P	8	0
Christopher “Kit” Denison	P	6	2
Dudly Etienne-Harvard	A	3	2
Bernice Lee	P	6	2
David Neal	P	8	0

Staff

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

Communications to the City Commission

None.

I. Call to Order & Determination of Quorum

Chair Yates called the meeting to order at 3:53 p.m. Roll was called and it was noted a quorum was present.

II. Approval of July 10, 2019 Meeting Minutes

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

III. Staff Updates

Mr. Chen reported that former member Mick Erlandson has resigned from the Board due to work responsibilities. There are currently nine members on the Board. He noted that

the monthly permits report is attached to the members' backup materials, and that they are on track to continue a record-breaking pace for permitting.

Mr. Chen thanked the Board members who attended the recent Mission-to-Market conference. Both the U.S. Department of Energy (DOE) and Florida International University (FIU) characterized the event as overwhelmingly successful.

Vice Chair Kuchova commented that he felt the program would have a much broader reach than Fort Lauderdale. His only concern was that the City and Broward County may need to work quickly in order to move the program along and change the business climate in South Florida. He felt the next step for the recently approved Mission-to-Market Subcommittee should be to tell the City their priorities, including which parts of the community should be encouraged to participate and who should have a seat at the table to provide the City Commission with solid advice.

Mr. Chen recalled that he had participated in a series of panel discussions were held at FIU on the second day of the conference. These included consideration of how the Mission-to-Market program could be used to stimulate disadvantaged workforce participation, internet and cybersecurity issues, and exploration of how DOE could use its resources to accelerate investment in opportunity zones. Since the conference, he has participated in two meetings to identify candidates to receive DOE patents. The first of these companies is likely to be minority-owned.

Mr. Chen continued that FIU hopes to initiate the incubator aspect of the program in a disadvantaged community, such as a Community Redevelopment Agency (CRA) or opportunity zone. He emphasized that the program is intended to be made available to many participants. If FIU is successful in meeting its deliverables for DOE, he felt the program may be exclusive to Fort Lauderdale for a number of years.

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

**V. Broward County Vice Mayor Dale Holness (time certain: 4:00 p.m.),
Discussion: *Florida International Trade and Cultural Expo (FITCE)* – Broward
County Office of Economic and Small Business Development, Paola Isaac
Baraya, Economic Development Specialist – International Trade**

Broward County Vice Mayor Dale Holness recalled the recent trip of Fort Lauderdale and Broward County representatives to Israel, which he characterized as educational for the delegation. The group met with multiple companies that serve as funding and/or support entities for start-up businesses. He emphasized that Israel is an international leader in innovation and technology. They are able to reach out to the rest of the world to sell their goods and services, which is also a goal of the Florida International Trade and Cultural Expo (FITCE).

Vice Mayor Holness recognized the City's ongoing support of FITCE, which includes not only support from the Mayor and City Commission but from City resources such as the Fort Lauderdale Executive Airport (FXE) and Foreign Trade Zone 241. In 2018, 52 countries were represented at FITCE and nearly 1400 individuals were in attendance. Thus far, 64 countries have confirmed that they plan to attend the 2019 event.

Vice Mayor Holness continued that other countries are interested in participating in marketplaces that have traditionally belonged to Florida. South Florida markets consistently have a trade surplus. He noted that the South Florida market recently received the long-standing President's Award for Exports for FITCE and other exports programs. This is due in part to the County's and the region's support of its local businesses as they export goods and services.

Broward County is well-positioned to access the Latin American and Caribbean markets. As a result of FITCE, the County was able to build its relationship with former Latin American presidents who hope to increase prosperity for their countries. One proposal is for the development of a library/museum within the Convention Center to house documentation and artifacts from at least 15 former Latin American presidencies, for which additional funding is currently being sought.

Vice Chair Kuchova asked what the Board might be able to do to help the Vice Mayor's office engage more effectively with Consuls General in this region to bring more economic activity to Broward County. Vice Mayor Holness advised that the County is already working with Consuls, including the Israeli Consul General. He suggested that the Sister Cities International program might be used as an economic development tool as well as with cultural activities. He urged the Board to continue their support for this program.

Paola Isaac Baraya, Economic Development Specialist with the Broward County Office of Economic and Small Business Development, stated that if the Board members have existing relationships with ambassadors or other international dignitaries, including those who are not currently engaged with Fort Lauderdale, they may introduce these individuals to City or County contacts. Vice Mayor Holness added that Broward County can also use assistance with commercial offices within embassies.

The Board discussed potential funding opportunities and sources in other countries as well as in the United States, noting that the U.S. is the greatest source of private equity. Vice Mayor Holness confirmed that he would like to bring more of these companies into Broward County to provide them with greater exposure to its marketplace. He encouraged the Board members to speak to their appointing City Commissioners about connections they may have that can support economic activity in the City and County.

The Board further discussed the proposed Latin American presidential library suggested within the Convention Center, which would serve as an educational center and include a partnership with Broward College for hospitality training and other opportunities. Ms. Baraya noted that the Broward County Office of Economic and Small Business

Development may also use the proposed site to host workshops on exportation to different countries and other topics. Amenities such as parking are already part of the site.

Vice Mayor Holness requested that the Board members reach out to their respective County Commissioners and express support for the proposed library/museum facility. Ms. Baraya added that the facility would allow Broward County to become a global hub at the same time they are updating their international policy to attract international business. She emphasized the importance of the City and County working together to realize the region's global potential.

Vice Chair Kuchova noted that international public policy grants may be available to help in funding the proposed library, as well as the possibility of state funds. He characterized the effort as an opportunity for leadership from this region to improve the lives of individuals in the countries represented by the former presidents.

Vice Mayor Holness added that another item that will come before the Board of County Commissioners for discussion is the proposed designation of a space at the Fort Lauderdale-Hollywood International Airport (FLL) to accommodate international dignitaries and officials. There is also the possibility of developing a world trade center in Broward County with the participation of Chile, Great Britain, Italy, and possibly other nations, which will eventually develop into a foreign trade zone.

Ms. Baraya reiterated that it is important to reach out to the County Commissioners regarding the development and marketing of Broward as a global hub. Vice Chair Kuchova added that County representatives should reach out to the embassies of participating countries, as well as make sure that any activity is publicized to that country's business community by the U.S. embassy.

VI. Old Business: Mission-to-Market Subcommittee, Junior Achievement Presentation

Chair Yates noted that the Subcommittee would be governed by the same rules, including the Sunshine Law, as the Board itself. It was decided that this would be further discussed, along with the funding request from Junior Achievement, at the next scheduled meeting.

VII. New Business

The next Economic Development Advisory Board meeting will be September 11, 2019.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:08 p.m.

Any written public comments made 48 hours prior to the meeting regarding items discussed during the proceedings have been attached hereto.

Economic Development Advisory Board
August 14, 2019
Page 5

[Minutes prepared by K. McGuire, Prototype, Inc.]