



DRAFT
City of Fort Lauderdale
ECONOMIC DEVELOPMENT ADVISORY BOARD
January 13, 2021, 3:00 PM
Virtual Meeting Minutes

| <u>Board Members</u> | <u>Attendance</u> | <u>Present</u> | <u>Absent</u> |
|------------------------------|--------------------------|-----------------------|----------------------|
| Jordan Yates, Chair | P | 1 | 0 |
| Nicholas Kuchova, Vice Chair | A | 0 | 1 |
| Jay Adams | A | 0 | 1 |
| Michael Buonaiuto | P | 1 | 0 |
| Dudly Etienne-Harvard | P | 1 | 0 |
| David Neal | P | 1 | 0 |
| Brett Rose | A | 0 | 1 |
| Michael Stara | P | 1 | 0 |

Staff

Daphne Sainvil, Liaison, Governmental and External Affairs Manager
Suzy Joseph, Economic Development Representative
Krystal Permanan, Economic Development Representative (not present)

Communications to the City Commission

None.

I. Call to Order & Determination of Quorum

Mrs. Joseph called the meeting to order at 3:15 p.m. Roll was called, and it was noted a quorum was not present.

Quorum was called at 3:55 p.m.

II. Approval of the December 9, 2020 Meeting Minutes

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

III. Old Business- SWOT Analysis Discussion

SWOT Analysis discussion could not be discussed due to the incomplete submissions from the board. The discussion will be revisited once all SWOT Analysis has been submitted and the entire board is present.

IV. New Business – Advisory Board Training/Refresher

Ms. Sainvil provided the board with a brief presentation of the Advisory Board Guide which will be conducted by the Clerk's Office and City Attorney in March. Reiterating certain points that she thought was important for the board.

She defined the purpose of the Advisory Board; she went into details about the EDAB's role and asking the board how they would like to define what it means to support cultural activities in the scope of economic development.

Mr. Stara referenced that one of the objectives of the board was to get the count from the different consulates from the different countries to meet in a less formal environment.

Ms. Sainvil agreed with Mr. Stara's response and referenced Black History, Hispanic Heritage to conversation and asked how those cultural activities can be tied to economic development.

Mr. Neal stated it can get tricky due to the core purpose of the board and depending on the board's core competencies those cultural activities can be cultivated by the economic development activities.

Mr. Stara advised that the advisory board on the potential economic effect of various cultural activities that the city might entertain.

Mr. Neal responded with the idea of having a parade that supports economic development initiative.

Ms. Etienne-Harvard related how marketing the diversity of City of Fort Lauderdale will portray the different nationalities that are in the City. She made a comparison to how Miami markets to their business community. She continued with the City having the ability to illustrate the number of Hispanics, African Americans, Germans that does business in the City.

Mr. Neal suggested adding Sister Cities

Mr. Stara suggested including the word diversity somewhere in the objective

Ms. Etienne-Harvard responded stating that Miami is more diverse with how they market their business community compared to Fort Lauderdale. She expressed that Miami markets to every race and it easily reflects the diversity of the City of Miami. Fort Lauderdale should advertise the diversity.

Ms. Sainvil agreed to provide everyone with a draft statement, formulate a couple of sentences that will be reviewed by City Attorneys.

Ms. Sainvil encouraged the board members to go to their Commissioner to get an understanding of their view on economic development business growth, so that the board would get a consensus on the City's economic development goals.

Ms. Sainvil continued with her presentation elaborating on the Sunshine Law and meetings, absences, conflict of interest and communications.

Ms. Sainvil disclosed the the fines that can be assessed for violating the Sunshine Law, the rules and penalties on meeting and discussing Advisory Board topics or discussions with other member(s) outside the regular meetings. Ms. Sainvil clarified the criteria of an absence. She continued with discussing Conflict of Interest and the importance of a board or committee member refraining from serving on a board or committee and doing business with the city at the same time, which she affirmed has happened a couple of times (or at least the appearance of). Ms. Sainvil stated the proper way to communicate with the board. She noted that speaking on the behalf one's board or committee, you cannot speak on behalf of the board unless the entire board has voted on the designated spokesperson. A board member can receive emails, but they cannot reply to the email. Ms. Sainvil emphasize not using Suzy Joseph or herself as a conduit to reply to everybody's email. Otherwise, it's a violation of the Sunshine Law, unless it's distribution of a community event.

Chair Yates joins the meeting at 3:45 pm

Chair Yates responded by saying it's important to understand the nuances if the board has any questions.

Ms. Sainvil gave the example that if she served on the Junior Achievement board and decided to support the 3D program for Junior Achievement of South Florida, and Chair Yates wanted the entire EDAB to support it, he would need to provide a correspondence to the City Commission to support it after an affirmative vote of the EDAB. She stated that if Mr. Yates served as a board member on Junior Achievement and wanted to bring it to the EDAB for support, then get the City Commission to support, it would be considered a conflict of interest because he has vested interest. Instead, Chair Yates can go to his nominating Commissioner and advise them that he serves on the Junior Achievement board and he would like him/her to support from the Commissioner at a scheduled City Commission meeting. If that happens, the Commissioner will put it as an agenda item and say, "I was presented with this. I think it's a great program. We need to support it."

Ms. Sainvil also mentioned the board member has the option to have one-on-one communication as a citizen, not on official EDAB member-business to ask the Commissioner to support something not yet approved by the EDAB.

There was some conversation to clear up confusion some examples may have caused.

Ms. Sainvil also updated the board on activities that the ECI Division has taken. She mentioned the efforts of a pharmaceutical company that is expanding, the commencement of the BEAMs program and the preliminary courses. M2M initiative, marketing the Florida Israel Business Accelerator and providing more marketing resources, as well as, ECI joining Twitter and social media platforms.

V. Next Meeting: March 10, 2021 (Agenda to be distributed at a later date).

VI. Adjournment

The next virtual EDAB meeting will be March 10, 2021.

There being no further business to come before the Board at this time, the meeting was adjourned at 4:50 p.m.

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