



CITY OF FORT LAUDERDALE

APPROVED
MEETING MINUTES
CITY OF FORT LAUDERDALE
ECONOMIC DEVELOPMENT ADVISORY BOARD
MEETING MINUTES
CITY OF FORT LAUDERDALE
DECEMBER 9, 2020, 3:30 P.M.
VIRTUAL MEETING

January-December 2020

<u>Board Members</u>	<u>Attendance</u>	<u>Present</u>	<u>Absent</u>
Jordan Yates, Chair	P	6	0
Nicholas Kuchova, Vice Chair	P	6	0
Jay Adams	P	4	2
Michael Buonaiuto	P	5	1
Dudly Etienne-Harvard	P	5	1
David Neal	P	6	0
Brett Rose	A	0	2
Michael Stara	P	5	1
John Vratsinas	P	6	0

Staff

Daphne Sainvil, Liaison, Governmental and External Affairs Manager
Suzy Joseph, Economic Development Program Analyst
Jamie Opperee, Recording Secretary, ProtoType, Inc.

Communications to the City Commission

None.

I. Call to Order & Determination of Quorum

Chair Yates called the meeting to order at 3:31 p.m. Roll was called and it was noted a quorum was present.

II. Approval of the November 18, 2020 Meeting Minutes

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

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

V. New Business – Top 5 economic development recommendations

Chair Yates recalled that at the November 2020 meeting, Liaison Daphne Sainvil had requested that the Board members identify five economic development priorities which she could communicate to the City Manager. The members discussed a number of proposed priorities, which included:

- Introduce new and existing businesses to the City's free services and resources, including the Business Engagement, Assistance, and Mentorships (BEAMs) program videos
- Expand BEAMs to provide additional programming, such as digital foundations, for larger businesses
- Encourage partnership between large and small entities
- Contact venture capital firms and other target industries to make them aware of opportunities to relocate to South Florida, including the state's tax structure
- Develop/update a branding and marketing campaign and marketing collateral
- Encourage development of a World Trade Office in Fort Lauderdale
- Identify core industries to attract to Fort Lauderdale through branding/marketing
- Further outreach through social media marketing efforts

Ms. Sainvil advised that she is working with a media marketing specialist to "revamp" the City's website in order to more effectively market Economic and Community Investment (ECI). BEAMs program videos are currently available on the City's website, and could be added to the ECI page. She also addressed the proposed World Trade Office, noting that this venture cannot be built near the Fort Lauderdale Executive Airport (FXE) due to height restrictions in that area. Alternate locations are currently under consideration.

Ms. Sainvil requested clarification on the specific marketing materials that could be used to attract businesses to South Florida. Mr. Buonaiuto advised that he would use digital advertisements as well as "cookies" on the City's web page to target the IP addresses of cities that may be looking at the Fort Lauderdale website. The City could also determine which methods of advertising can provide the greatest return on investment and modify its advertising budget accordingly.

Vice Chair Kuchova stated that City leadership should more actively engage with the startup/innovation community, as well as taking a more active role in reaching out to Consulates General in South Florida and embassies in Washington, D.C. to attract businesses. He also suggested that the City could review and possibly update the mission and direction it has given the Board so all members are clearly aware of its expectations. Ms. Sainvil proposed that the members may wish to reach out to their individual City Commissioners directly to hear their expectations.

Mr. Stara requested clarification of the formal process by which the City Commission would hear the Board's recommendations, asking if they would be communicated through the City Manager or directly to the Commission itself. Ms. Sainvil replied that the process she planned to implement was different from the one followed by the Board's previous liaison. She would ask the Board to put their communications into

writing, which would then be submitted to the City Commission. The Board members would be copied on this communication so they can see her transmissions to the City Manager's Office. At this point, action on the communication would be left to the City Commission's discretion. They may wish to direct Ms. Sainvil on what action to take next.

Ms. Sainvil continued that after the communication is sent to the City Commission, she would recommend that each Board member contact his/her individual City Commissioner to discuss the communication. She concluded that she would review the Ordinance creating the Economic Development Advisory Board in order to determine how the recommendations fit with this charge. It may also be possible that the Ordinance should be revisited and modified. The goal is to better organize the Board so it falls into place with her additional responsibilities, including legislative, governmental, and ECI priorities.

Ms. Joseph advised that she could provide the members with a copy of the Ordinance stating the Board's mission, which includes a brief synopsis of what the City Commission expects from the Board. Chair Yates noted that the Board's mandate according to its governing Ordinance is not a powerful one, and asserted that they are in need of a higher mandate. He characterized the five recommendations as a positive step in the right direction.

Ms. Sainvil noted that the City continues to work with the World Trade Office initiative to identify land on which they can build. Local and international representatives interested in this effort are already renting or seeking to rent office space within the City and hope to construct a building to centralize these offices. She also noted that most interaction with Consulates General and other diplomatic entities are done through Fort Lauderdale's Sister Cities relationships. Vice Chair Kuchova strongly recommended changing this so the responsibility for outreach and access to Consulates General is on City officials rather than an outside organization.

It was determined that the Board's recommendations to the City Commission were as follows:

1. Targeted marketing to out-of-state businesses and venture capital firms
2. Educating small businesses about the City resources available to them
3. Expand the BEAMs program to encourage cooperation between large and small businesses
4. Mission-to-Market initiative
5. Encourage City officials to engage start-up businesses and Consulates General

Ms. Sainvil requested that the Board members work on a Strength, Weakness, Opportunities, and Threats (SWOT) analysis of each of the five recommendations and submit their findings to her and Ms. Joseph for review. Vice Chair Kuchova requested that the members be provided with SWOT templates so they are using a standardized form.

Mr. Neal requested that prior to the next meeting, a timeline or schedule of the process that Board recommendations or submissions go through on their way to the City Commission. He explained that he would like more information about where these recommendations go and whether or how they are approved. Ms. Sainvil advised that she would reach out to the City Attorney's Office for clarification and provide this information to the Board in January 2021. Mr. Stara requested that the members be sent copies of the Ordinance governing the Board as well.

III. Staff Updates – General Update (5 minutes)

None.

IV. Old Business

None.

VI. Adjournment

The next virtual EDAB meeting will be January 13, 2021.

There being no further business to come before the Board at this time, the meeting was adjourned at 4:55 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.]