



ECONOMIC DEVELOPMENT ADVISORY BOARD

June 8, 2022, 3:00 PM | Meeting Minutes

Board Members	Attendance	Present	Absent
Michael Stara, Chair	P	5	1
Jay Adams	A	4	2
Dudly Etienne-Harvard	P	4	2
Michael Lorigas, Vice Chair	A	4	2
Katherine Koenig	A	4	2
William Feinberg	P	5	1
Ryan Reiter	P	4	0

Staff

Suzy Joseph, Economic Development Representative (Present)

Amber Cabrera, Senior Management Fellow (Present)

Daphnee Sainvil, Government Affairs & Economic Development Manager (Absent)

Communication to the City Commission

No Communication to the Commission.

I. Call to Order & Determination of Quorum

Chair Stara called the meeting to order at 4:26 PM. Roll was called, and it was noted that there was no quorum.

Chair Stara Board members were reminded that no meeting will be conducted, and no motions can be voted on.

II. Approval of the May 9, 2022, Meeting Minutes

Due to a lack of quorum, the minutes were not approved. However, at the July 13, 2022 meeting, should a quorum be established, the May 9, 2022 and June 8, 2022 draft minutes will be submitted for approval.

III. Old Business

Status of Local Business Interviews

Chair Stara: Asked the board about their success in conducting business interviews

Member Reiter: He reported he successfully arranged interviews with Stiles and MGM constructions, which are both Fort Lauderdale businesses.

Member Feinberg: He noted that he hasn't completed his interviews, but he has spoken with the producer of the wine and food festival, and they are willing to do the interview. He is also working on interviewing Tim Petrillo.

Member Etienne-Harvard: Currently hasn't completed her interviews but will do so by the next meeting.

Chair Stara: He mentioned he had completed his three interviews with Pro-Care Physical Therapy, Egg N' You Diner on Federal, and Wagner Tires on Sunrise. While he found business owners to be a little



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threatened by the video, he recorded his as well and stated that maybe the board will have a different experience during their interviews.

- **Action Item:** Mid-month, Suzy sent an email to the members reminding them that Chairman Stara is encouraging you to secure the maximum number of business interviews as possible.

Member Feinberg: Asked whether the interviews should be recorded.

Suzy Joseph: Reminded the board that the business owner can also fill out the questionnaire if her or she feels more comfortable doing so, as we do not want businesses to feel forced to be recorded.

Chair Stara: Thanked the staff for the opportunity to meet at the NSU Innovation Center and found the experience to be enlightening.

IV. New Business

1. Area of Concentration updates:

- a. Member Adams - Small business and CRA – no report
- b. Member Etienne-Harvard - Web and Social Media Liaison: working with staff on the website and is willing to volunteer her time to support the reconstruction of the Division site.

Member Feinberg: Asked if the board could have access to the Economic Development social media accounts so that relevant content can be posted.

Suzy Joseph: Replied to Mr. Feinberg that the board can only post on social media and tag the economic development account.

- c. Member Feinberg - Restaurant industry and GFLCC Real Estate/Construction Council: No report.

Member Feinberg: If more vibrant members aren't added to the board, he fears the board will fall apart. Furthermore, he mentioned the email he received from the Mayor's office regarding vacancies on different advisory boards across the city.

Chair Stara: Inquired about the process of recruiting more members and the procedure to recruit more members to the board.

Suzy Joseph: Will contact the City Clerk to assist with the recruitment of more members.

Member Etienne- Harvard: She expressed concern that board members feel as though their efforts are not being heard or pushed to the commissioners. In addition, she said, everyone on the board is working to make a difference, and she would like the Commissioners to hear what they have to say and see what can be done to ensure their recommendations are implemented.



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Member Feinberg: When Scott came into the board meeting in the conference room, the board suggested to him to invite the Mayor to say a few words at the EDAB meeting in order to show you are interested in what the board says.

Chair Stara: Suggested that both the board and City Commission speak about what can be accomplished within the year with the City Commission's blessing

Member Feinberg: Added that three council members are resigning

Chair Stara: Let's start with the Mayor. E-mail him and invite him to attend board meetings. Let him know board members are eager to be helpful to the City and would like feedback and support from the Mayor on economic development.

Member Feinberg: Will email the Mayor's office to invite him to the July 13th meeting

Member Etienne Harvard: Is interested in helping edit the members interviews and will assist in any way she can

Member Feinberg: Asked where the members video will be posted and whether it will take long for the edited version of the video to be released

Suzy Joseph: Generally, the City's Strategic Communications department edits and finalizes the recorded interviews for posting on the division's social media and website.

- d. Member Koenig - Resources to Startups and Tech Hubs: Absent - No report
- e. Vice Chair Lorigas- EDAB Liaison to relevant City board/committees' meetings:
Absent-No report
- f. Member Reiter-EDO's Best Practices and Economic Development solutions
No report- but stated that after next Alliance meeting, he will provide an update
- g. Chair Stara- LGBTQ+ and Community Reinvestment Act (CRA)
He reported that he discussed the bank portion of the Community Reinvestment Act with Clarence Woods and Katherine, and that for Jay's question he should contact his main financier and ask him specifically about his low-income projects to determine if CRA funds are available. The Community Reinvestments Act requires banks to prove to the Governor they are lending to disadvantageous customers.



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2. Division Manager Report

Suzy Joseph: Mrs. Joseph stated that Daphnee was unable to be present due to health issues and that she would send a report to the board by email.

3. EDAB Interviews

EDAB interviews were completed at the NSU Innovation Center by all present board members.

V. Next Meeting: July 13th at 3:00 PM

Chair Stara adjourned the meeting.

Meeting adjourned at 4:45 pm


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



Memorandum

DATE: June 16, 2022

TO: Economic Development Advisory Board

FROM: Daphnee A. Sainvil, J.D., LL.M, Division Manager 

RE: ***2022 Division Spring/Summer Report***

I hope your experience at the NSU Alan B. Levan Center for Innovation was enjoyable and enlightening. The City plans on building our partnership with the Center as we move forward to focus on the theme: "Investing in Your Future."

In an effort to be more proactive, I've attached the June 21, 2022 Commission Agenda for your review. There are some special events you may be interested in attending and/or projects that you may want additional information about. The following report reviews some clarification of policy, a brief update on projects and initiatives, and advisory board homework for completion. Ms. Joseph and Ms. Cabrera will assist you, should you have any questions.

Quorum

In order to respect your time and the time of my staff, if quorum is not confirmed within 48 hours of the meeting date, we will cancel the meeting. The staff liaison puts in a significant amount of time preparing for these meetings, and to have no quorum the day of, with no prior notice is not acceptable.

You must RSVP your attendance or non-attendance no later than the Monday prior to the meeting date. There are three scenarios for quorum:

1. If no quorum is established within 48 hours of the scheduled meeting, a cancellation notification will be sent to you via email by the staff liaison. Public notice will be given of such cancellation (post on the doors of the conference room and notify the City Clerk).
2. If quorum is established; however, there is no quorum within reasonable time (30 minutes), the day of the scheduled meeting, the staff liaison will ask the Chair to announce the cancellation, and public notice will be given of such cancellation (post on the doors of the conference room and notify the City Clerk).
3. If quorum is established and lost during the meeting, the meeting must stop until quorum is re-established. If quorum cannot be re-established, the staff liaison will ask the Chair to announce the cancellation, and public notice will be given of such cancellation (post on the doors of the conference room and notify the City Clerk).



Correspondence to the Mayor Office/Commission Priorities

I would recommend the EDAB, as a whole, send an invitation to the entire City Commission through this Division. You must be prepared to provide an outline of your recommendations to the Commission based on your goals and the [2022 Commission Top Priorities and Priorities](#). Below is the specific priority area this Division is to focus on – Economic Diversification. The mayor has already shown his commitment to economic development and investment within the city. You would want to invite other members of the Commission (one per month) to provide them with a solution-driven report versus asking them what they want from you. You can also discuss initiatives or economic development related concerns to your respective appointing commissioner at any time.

Economic Diversification

- Attract new businesses and industries to the city (such as the film industry); and
- Reduce economic reliance on tourism and marine industries.

Access to Social Media Accounts and Member Interviews

While we cannot provide you with the administrative access to the accounts, I encourage you to tag us on our social media provided below:

- Instagram and Twitter: *@FtLaudBiz*. Use the hashtag: *#LiveWorkPlayInvest*
- LinkedIn – *Fort Lauderdale Government Affairs & Economic Development* and *Fort Lauderdale Business Resources*.

Strategic Communications will assist the Division with the following:

- *Sizzle Reel/Member Interviews*: We are working with the Strategic Communications Division in order to add music and voiceover clips. Because we didn't get all members, I want to provide those who were missing an opportunity to create content as well. The goal is to have a new reel prior to the end of August to begin marketing.
- *Division website*: the city hired a new webmaster. We are working with him to take from the microsite and incorporate similar, if not better content to attract business owners and non-business owners alike. This review and cleanup will take some time; however, the website will be completely revamped by December 2022.

Notable Projects and Proposals

The city is currently engaged in the following projects and working on strengthening global connections.

- *Boring Company Tunnel System* – Downtown to FTL Beach: an interim agreement with the company was approved at the June 7th meeting. To read and see the discussion [click here](#). While the project has yet to start, this progress is promising as the city strives to be at the forefront of change.
- *Community Redevelopment Agency (CRA) Update* – at the urging of the Commission, the CRA has begun to re-evaluate some stagnant developments. The city will begin to claw back monies from



developments that have not made any significant progress in the community as defined in the agreement.

- *Alan B. Levan NSU Broward Center of Innovation* – the City is in deep talk with the Center to become the first municipal partner and Charter Fellow. We have also supported the Center when applying for federal and state funding as we would be benefit by having some of its programming citywide. These initiatives have not been released to the public. Until the agenda item has been published, please do not reveal our intentions or progress to the general community – as we like to say – it’s not complete until it’s been signed, stamped, and approved by the City Commission.
- *International Investment & Global Connections (Sister City)* – City of Fort Lauderdale and the U.S.-U.A.E. Business Council, in collaboration with Broward County and the City of Miramar, will host His Excellency Dr. Thani Al Zeyoudi on Thursday, June 23, 2022 at the Tower Club, 3:00 PM. Dr. Thani will discuss opportunities for U.S. companies to grow and expand their business in the U.A.E. and identify trade and investment opportunities more broadly between the U.S. and the U.A.E. If you have not registered, please do so [here](#), seating is now limited.
- *Duisburg, Germany, and Fort Lauderdale collaborate for the Urban Diplomacy Exchange* – the project “Urban Diplomacy Exchange” aims to assist German municipalities and their partner cities in the USA to work together on democracy-building and promoting sustainable development within the framework of the 2030 Agenda. We are pleased to announce that we have made it to the final round! There will be a presentation in September in Duisburg and a final presentation of the topic in Washington, D.C. at the conference in October.

Recommendations Requested

Economic Diversification

Given the themes within that priority – what ideas do you have?

Provide a timeline – conceptual to [potential] implementation.

What targeted industries should we focus on (not relying on the existing targeted industries).

Deadline: September 6, 2022

Create an Annual Report

Seeing that the Commission is on summer recess after the July 5th meeting until August 16th – I would recommend you work with Division staff to create a comprehensive report of what the advisory board’s goals, accomplishments and recommendations are for the upcoming fiscal year. The new fiscal year begins October 1st. I can tell you that the City Commission is excited to see new promo/sizzle reels and ready to hear what can be done to continue promoting and branding the city as a friendly, diverse, and innovative place to do business.

Deadline: October 4, 2022

Review and recommend amendments to the Economic Development Incentive Program(s)

The City will provide or participate in economic incentive programs whereby businesses considering relocation to or expansion within the city may receive financial benefits directly related to job creation and positive economic impact on the community. The economic development incentive program will be



comprised of a direct cash/job creation incentive program and a state local match program. Specifically, we need assistance to amend the application selection criteria.

The state of Florida let the qualified target industry tax refund program sunset. Therefore, any reference to the program should be amended within the city ordinance. It has also come to our attention that the county has passed an ordinance to provide incentives for new, relocating, or expanding businesses with the support of the Greater Fort Lauderdale Alliance. I am requesting you read the attached ordinance and recommend amendments to the program, if any. Division staff will assist.

Deadline: November 1, 2022

Final Thoughts

I thank you for serving as a volunteer on this advisory board. There is so much development and growth happening in this city. As we transition and change your input is essential. Let's focus on the long-term vision for citywide economic development planning. We are investing in the future.

Let's continue to make this a place to #LiveWorkPlayInvest.

Cc: Suzy Joseph, Economic Development Representative
Amber Cabrera, ICMA Senior Management Fellow