

ECONOMIC DEVELOPMENT ADVISORY BOARD

July 13, 2022, 3:00 PM | Meeting Minutes

Board Members	Attendance	Present	Absent
Michael Stara, Chair	P	6	1
Jay Adams	P	5	2
Dudly Etienne-Harvard	A	4	3
Michael Lorigas, Vice Chair	P	5	2
Enrique Bargioni	P	1	0
Russ Klenet	P	1	0
William Feinberg	P	6	1
Ryan Reiter	P	5	0

Staff

Suzy Joseph, Economic Development Representative (Present)

Amber Cabrera, Senior Management Fellow (Present)

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

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 3:01 PM. Roll was called, and it was noted that there was a quorum.

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

Motion to approve the May 9, 2022, and June 8, 2022, draft minutes was made by Mr. Feinberg and second by Mr. Reiter. The motion was passed unanimously.

Remarks- Mayor Dean Trantalis

Chair Stara: The board was informed by Chair Stara that Mayor Dean Trantalis and Commissioner Steve Glassman would be unable to attend the meeting. In addition, he hopes to reschedule the meeting so that the board can meet with the Mayor and/or the other City Commissioners. *Note:* the Mayor has rescheduled to speak during the meeting in November.

Old Business

Business Interviews Update

Member Reiter- noted that he has completed his interviews and will edit them and forward them to the division at a later date.

Chair Stara- Informed the new board members that management wanted three small business interviews to be conducted, and Suzy would give the new members the questions to ask during the interviews. In his interview, he mentioned he chose three businesses that he was familiar with and unlikely to reject. Business interviews can be conducted through videos or through questionnaires, he said. The

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interviews will not result in a sales call, nor will businesses be required to give a speech, but rather allow the city to recognize and highlight small businesses in a newsletter and/or on the city website.

Member Feinberg: The interviews are being conducted as a marketing tool for our small business.

Chair Stara: He interviewed Egg-U Diner, Pro Care Rehabilitation, and Good Year.

Member Klenet: Should a business that has been in Fort Lauderdale for 30 years be considered for an interview?

Board: Responded to the question that the focus should be on why a 30-year-old business is still here. Are there any current challenges or threats to their stay in Fort Lauderdale?

Member Feinberg: Shared that he is interviewing the Wine and Food festival organizers, Kate and Phillip, who have decided to work with the city to bring the festival to Fort Lauderdale. During his presentation, he will explain why they chose Fort Lauderdale and how their collaboration with the city has contributed to the company's growth. A business can also get support if it comes to the city with a new idea. The interview will make a great business story, and it will be great marketing for the company.

Chair Stara: Interviews are like free marketing for the businesses and will also help attract new businesses to Fort Lauderdale. Board members are encouraged to complete their business interviews by next meeting, if possible, in order to finalize the business interviews.

Suzy Joseph: In her brief explanation, Mrs. Joseph explained that the business interviews should target small businesses and encourage them to tell their success stories to inspire the next upcoming entrepreneurs.

Member Klenet: Questioned how targeting small businesses would get them to move to Fort Lauderdale. His theory is that big businesses are more used to moving from a small city to a big one such as Fort Lauderdale and that big businesses should be the focus.

Member Feinberg: He revealed that his clients who are small businesses owners have moved their business to Fort Lauderdale.

Daphnee Sainvil: Interviewing small, medium, and large businesses is an option, and the interviews will be used for sizzle reels sent to agencies and hoteliers.

Member Klenet: Currently part of the Urban Core Broward Council Workshop and believes there haven't been many results in attracting major businesses in the city.

Member Feinberg: Expressed that all economic development partners in the city are working towards attracting new businesses. We hope to create a video that tells a cohesive story of attracting new businesses by partnering with the Alliance and various Economic Development partners.

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Daphnee Sainvil: Explained her position in the city and apologized for her tardiness. In addition, she said the Mayor is looking forward to rekindling certain partnerships. In particular, with the CVB (Convention & Visitors Bureau). Are certain delegates allowed to attend the Broward Workshop?

Quorum

Daphnee Sainvil: Recently establishing a quorum prior to Wednesday board meetings has been challenging, especially during the June meeting at NSU Innovation Center, the meeting lasted an hour and a half, and a quorum wasn't established. In order to make the time carved out for the Board meeting meaningful, and in respect of the staff liaison time, the board must RSVP by Monday prior to the meeting. This would give the City Clerk and the staff liaison ample time to cancel the meeting, notify the public, and reschedule it, if necessary.

Board: Reiterated the city attendance policy and reminded them to respect each other's time if they made the commitment to be part of the board. Everyone then introduced themselves and welcomed new board members Enrique Bargioni and Russ Klenet

Chair Stara: He plans to invite the board for coffee reiterating that board business can't and won't be discussed due to the Sunshine Laws.

Member Bargioni: Described his background in Economic Development and his appointment by the mayor.

Daphnee Sainvil: She explains that after working at Broward County for 9.5 years, she enjoys doing government affairs and economic development work for the city. She also mentioned that the recent trip she participated in with the Mayor and other city delegates to Dubai was very successful, expressing that Dubai's Minister of Foreign Trade, Dr. Thani, spoke about the trip and the UAE's desire to collaborate with the city.

Member Feinberg: Added that the trip to Dubai was amazing, and that there was a great sense of connection and energy between the delegates. Additionally, he has heard that a number of UAE and Israeli companies are looking to do business in Fort Lauderdale and that the Dubai trip was a huge success.

Daphnee Sainvil: There have been several businesses that have relocated to Fort Lauderdale, including American Queen Steamboat, West Marine, Future Tech, and one that cannot be revealed due to ongoing negotiations.

Member Adams: He is affiliated with Newmark and has 35 years of corporate real estate and office development experience. His focus is on historical preservation and improving downtown.

Amber Cabrera: Works with Daphnee Sainvil as a Senior Management Fellow. She has worked as a paralegal doing class action lawsuits and currently enjoys working in local government.

Suzy Joseph: The Economic Development Rep for the Economic Development division and is available to assist as needed.

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Daphnee Sainvil: Mentioned that Suzy Joseph has been designated by her to be the staff liaison as her workload prevents her from juggling. All questions will be funneled to Mrs. Joseph.

Member Klenet: He runs a government affairs firm based in Washington, New York City, and San Juan. For the last five years, he has lived in Fort Lauderdale. Currently, his wife serves as President of the Greater Fort Lauderdale Convention & Visitors Bureau after serving on the County Commission for 10 years. He's been a member of the Broward Workshop for quite some time, and there are some challenges and issues facing the city, specifically the tunnel issue at the New River, which is making some progress, so he's planning to give a presentation at the appropriate time. The downtown area has a lot of residential buildings without schools to support growing families. In addition, there is enough affordable housing to attract a certain type of family. In addition, there is not enough affordable housing to attract a certain type of family. His area of concentration will be to report on Broward Workshop.

Member Reiter: He works for Kaufman Lynn Construction and is a member of several boards

Member Feinberg: Oakland Park-based Allied Kitchen and Bath owner. He has been remodeling homes for 30 years and served as chair of both Habitat Humanity Broward County and the Greater Fort Lauderdale Chamber of Commerce. He is heavily involved in charity work and has been appointed by Commissioner Heather Moraitis to assist with the city's economic development efforts. At some point, he hopes the City and County will be able to work together.

III. New Business

1. Area of Concentration updates:

a. **Member Adams** - Small business and CRA –

He reported that banks aren't lending to small businesses, but rather to big developers, despite their requirement to do so.

Chair Stara: During his research, he was advised that small businesses need to be proactive and ask banks if they offer CRA loans and what options they have. Make the banker uncomfortable by asking tough questions about why small businesses aren't benefiting from the loans.

Daphnee Sainvil: It was mentioned that the CRA might claw back the funding from the developers who haven't started building the homes in those designated development CRA sites, and they will also consider moving forward with the developers on the waiting list.

Chair Stara: He added that he would investigate how small businesses could access some of the funds at CRA banks.

b. **Member Etienne-Harvard** - Web and Social Media Liaison: Absent, no report.

c. **Member Feinberg** - Restaurant industry and GFLCC Real Estate/Construction Council:

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No report.

d. **Vice Chair Lorigas-** Environment, Social and Governance:

He reported that JP Morgan is dedicating a trillion dollars to climate change-related businesses by 2030. Moreover, he said that there should also be an emphasis on attracting businesses that are working on environmental issues and that banks are financing these businesses. During Nick Kuchova's tenure on the board, he talked about an Amsterdam business that was looking to relocate to correct flooding issues. Furthermore, he believes the city should target businesses relating to renewable energy, climate change, and are a good industry to focus on. He mentioned that larger companies holding a monopoly in energy might be a challenge when targeting this particular segment.

e. **Member Reiter-**EDO's Best Practices and Economic Development solutions

He would be touring NSU Levan Innovation Center with Greater Fort Lauderdale Alliance council members.

Member Klenet: He has observed that there is no retail to support the influx of travelers in the city. Downtown Fort Lauderdale has a very limited number of retail shops.

Daphnee Sainvil: The CRA is working with Fish Brothers on a retail project.

Action Item: Thrive Progresso will be emailed to the board.

f. **Chair Stara-** LGBTQ+ and Community Reinvestment Act (CRA)

He said the month of June was a wonderful pride month full of various events, and he hoped that the various businesses were successful during the period.

Board: It was clarified that the board can discuss topics that will not be voted on or discussed during meetings.

Member Klenet: He expressed that there are mobility issues in the city.

Action Item: Suzy- Provide the board with the Rider Circuit information from the city site.

Member Feinberg: Said that he believes the greatest challenge facing the city is workforce and workforce housing.

Member Klenet: Communicated that certain strip centers in Fort Lauderdale need to have their zoning reevaluated to allow proper use. Additionally, Commissioner Gellar

has been working with cities to pass permitted uses for affordable housing in underutilized areas.

2. Division Manager Report: Attached to the minutes

Daphnee Sainvil: The City Commission has included Economic Diversification as one of their priorities and asked the board for suggestions on specific industries to focus on in order to attract new businesses to the city. Among the targeted industries, she included the film industry as a major economic player.

Member Klenet: Responded that businesses need to know what incentives the city is willing to offer.

Member Lorigas: According to the Economic Diversification section of the Division Manager report, what are the specific existing industries that the city does not want to rely on?

Daphnee Sainvil: Corporate Relocation, Marine Industries, Tourism, and Technology Industries. Furthermore, given the Alliance's focus on corporate relocation, she would like to focus on industries outside of that scope in order to attract new businesses.

Member Bargioni: He would like to suggest innovative companies such as robotics, 3D printing, and energy saving companies. In addition to researching and reporting on some innovative companies, he named a list of companies he will investigate.

Board: Overall discussion ensued pertaining to the tech hub in South Florida. There was acknowledgment that creating a workforce in Fort Lauderdale is challenging.

Member Bargioni: Insisted that the city must have an innovation component as well as target innovative companies to remain competitive.

Daphnee Sainvil: When she visited Dubai, there were several university affiliations, specifically an American university, sparking an idea to collaborate with Greg Hale from Broward College to bring a Dubai University to Broward College. Would like to develop the workforce to make Fort Lauderdale stand out.

Member Adams: The city should expand its sports and activities for kids.

Daphnee Sainvil: There is a Direct Cash Incentive, which provides funding to businesses that create 10 or more jobs when they relocate. A partnership has been formed between the city and the Alliance to continue the program, which was modeled after the state QTI program that sunset in 2020. There has been discussion with the DEO regarding the QTI since the funds enticed large companies to relocate to the city. Asked the board to provide recommendations to the drafted ordinance by November 1, 2022.

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Action Item: Provide ordinance to the City Direct Cash Incentive program for review and reference.

Daphnee Sainvil: The Nighttime Economy initiative overlaps with the Government Affairs & Economic Development division, and there's discussion about bringing restaurants, festivals, and clubs to the Himmarshee area.

Chair Stara: Asked everyone to present a report on their area of concentration at the August meeting, and he will invite the board to coffee in the next month or two.

IV. **Next Meeting: August 10, 2022 at 3:00 PM**

Motion to adjourn the meeting was moved by Mr. Reiter and seconded by Mr. Bargioni. The motion was passed unanimously.

Meeting adjourned at 4:57 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