



City of Fort Lauderdale  
ECONOMIC DEVELOPMENT ADVISORY BOARD  
August 11, 2021, 3:00 PM  
Meeting Minutes

Board Members	Attendance	Present	Absent
Michael Buonaiuto, Chair	P	7	1
Nicholas Kuchova, Vice Chair	P	6	2
Jay Adams	A	5	3
Michael Stara	P	7	1
Dudly Etienne-Harvard	P	5	3
Michael Lorigas	P	4	0
Katherine Koenig	P	4	0
William Feinberg	P	6	0

**Staff**

Daphne Sainvil, Liaison, Governmental and External Affairs Manager

**Communications to the City Commission**

Recommendation from EDAB to Commission – Communication to Commission: Motion to create and look at incentives as a priority to bring future businesses to the city. Emphasize establishing incentives to assist business on the front end.

- Focus on the Sistrunk area.
- Establish guidelines: for small- and first-time businesses. Establishing and/or wants to expand. Could also be for low income and needs to expand. Minority oriented.

**I. Call to Order & Determination of Quorum**

Ms. Sainvil called the meeting to order at 3:15 PM Roll was called, and it was noted a quorum was present.

**II. Approval of the July 14, 2021 Meeting Minutes**

**Motion** made by Michael Lorigas, seconded by Ms. Koenig, to approve. In a voice vote, the **motion** passed unanimously.

**III. Old Business**

Nothing pending on old business was discussed.

#### IV. New Business

##### Discuss COVID-19 Protocols – Ms. Sainvil

- Business Survey Questions/Format: Comments at the end. Survey questions should be more substantial and city. The results of the last business survey was sent to EDAB members. They think it was pretty substantive and to send out a 10-question survey would be easier for staff and the business community.
  - Distribution? How do they get this – could completion of a survey be part of getting their business tax license.
  - Make it easier to answer

##### Survey Questions

1. What is your greatest challenge doing business in the city? (Permitting, financial incentives, etc)?
2. What can we do to help you?
3. What is your scope of service?
4. If you had the power to resolve your challenges, what would you do?
5. How can we help you hire and retain employees?
6. Do you believe the city is family friendly?
7. Which of the following incentives would be most beneficial to you:
  - a. Monetary
  - b. Concierge to assist you through the process
  - c. Business Coach (mentor)
  - d. Tax based incentives, if so, tell us which ones – real estate, local business tax, etc...
8. Are you a member of the Fort Lauderdale Chamber of Commerce (if not, are you interested)
9. Do you think an Economic Development Trust Fund would be beneficial to you?

##### Executing Success Stories

- Who you are/what your business industry is in
- Why Fort Lauderdale
- Why stay and not leave
- Your satisfaction with Fort Lauderdale
- Ms. Sainvil will send a reminder to members about non-business owner testimonials

##### FTL Brand Ambassador Program Discussion – Staff Liaison, Daphnee Sainvil

Member Feinberg wanted to know if the program would be tailored for just the city or the county. Ms. Sainvil said for the city. CVB, Alliance, Chamber are kinda county driven  
Member Kuchova is a member of a National Exports. Congressional District member could do a roundtable to discuss export promotion in the city. One percent is export. Stakeholders Dept of Commerce, State, Enterprise FL, Economic Development Offices (sending more information).

- Implementation: as an advisory board and through the larger organizations. Chamber, DDA, Riverwalk, Workshop, Alliance, Winterfest, Marine Assn, Cruise Industry, FXE, etc. Example: Ask the Chamber to promote the City with appropriate branding materials.
- Member Etienne-Harvard – going to conventions and conference as to why going to Fort Lauderdale. Can play a bigger role by using hashtags and posting about economic development expos, conferences, etc.

*Issues with attracting business:*

- Transportation
- Crime
- Business Permitting/Taxing for Infrastructure: Beautification of own sidewalks is difficult. The build out costs are extraordinary and timelines. A simplified process or pot of money for these types of projects will be useful.

**Overall lack of incentives**

- Recommendation from EDAB to Commission – Communication to Commission: Motion to create and look at incentives as a priority to bring future businesses to the city. Emphasize establishing incentives to assist business on the front end.
  - Focus on the Sistrunk area.
  - Establish guidelines: for small- and first-time businesses. Establishing and/or wants to expand. Could also be for low income and needs to expand. Minority oriented.
- Member Feinberg – pulling permits and talks to the Business Assistance Coordinator – Andre Cross.
  - Permitting as a whole is a work in progress. Advertising/marketing – part of the city being a friendly business environment.
- **Question:** Ask Andre how businesses can utilize him/office through the process. Can he do a 1–2-minute video.
- Promote the fact that we have a Business Assistance Coordinator.

**TASK:** Ms. Sainvil – ask the DDA to do a Trolley tour and some stops – video and still photos; also do a water taxi tours.

- Schedule meeting with Andre Cross for the next meeting.
- Las Olas Park visit there.

Discussion of the definition of small business is 500 or below and PPP loans.

Boat show video for international promotion: October 27-28, 2021. Rimini and Venice could send us a video.

Next Meeting Tentative Agenda

- October Ethics Training by the City Clerk @ 2:30 PM (October 13<sup>th</sup>).

**The next EDAB meeting will be September 8, 2021.**

Adjourned 4:33 PM

**V. Next Meeting: September 8, 2021.**

**VI. Adjournment**

There being no further business to come before the Board at this time, the meeting was adjourned at 4:33 PM.

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