

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

ECONOMIC DEVELOPMENT ADVISORY BOARD

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

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.

ECONOMIC DEVELOPMENT ADVISORY BOARD

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

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.

ECONOMIC DEVELOPMENT ADVISORY BOARD

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

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:

ECONOMIC DEVELOPMENT ADVISORY BOARD

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

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

ECONOMIC DEVELOPMENT ADVISORY BOARD

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

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.

ECONOMIC DEVELOPMENT ADVISORY BOARD

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

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.