



ECONOMIC DEVELOPMENT ADVISORY BOARD

April 09, 2025, at 3:00 PM

www.fortlauderdale.gov/government/edab

Meeting Minutes

Board Members	Attendance	Present	Absent
Enrique Bargioni, Chair	P	6	1
Russ Klenet, Vice Chair	EA	9	4
Jay Adams	P	11	1
William Feinberg	P	17	2
Nicholas Kollias	P	9	2
Marianna S. DeJager	P	9	1
Allyson Meyers	P	3	1
Jason Hughes	A	1	1

Staff

- Von Howard, Administrative Supervisor (Not Present)
- Daphnee Sainvil, Public Affairs Division Manager (Not Present)
- Ashley Dixon, Management Analyst (Not Present)
- Melissa Mata, Management Fellow (Present)

I. Call to Order & Determination of Quorum

Chair, Enrique Bargioni, called the meeting to order at 3:10 PM. Roll call was issued, and it was noted that quorum was established. It was also stated the absence of Vice Chair Klenet. It was also noted that Jay Petitfrere, joined the meeting as a member of the public.

II. Approval of Minutes

Chair, Enrique Bargioni, carried out a motion to approve the EDAB Minutes from the meeting that took place on Wednesday, March 12, 2025. Motion moved by Member Kollias and seconded by Member Feinberg. Motion passed; EDAB Minutes were approved at 3:13 PM.

III. Member Discussions

Chair Bargioni requested to move to Member Discussions before continuing with the first agenda item. Chair Bargioni brought forward the idea of inviting the new city manager to attend an upcoming meeting when appropriate, possibly in the summer. Members expressed interest in meeting Manager Williams to learn from her insights and economic development goals while working with the City of Fort Lauderdale. Member Feinberg added the New City Manager, Manager Williams, was going to be a special guest at the Chamber Breakfast and suggested that all members attend as a networking opportunity. Member Feinberg did mention the event was for active Chamber Members only. City Staff Liaison, Melissa Mata, acknowledged their request and told members she would speak with Division Manager, Daphnee Sainvil, to see if this could be possible.

Chair Bargioni transitioned to a discussion on the data behind SizeUp FTL widgets. Chair Bargioni

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begin to mention the widgets are a great resource for residents in the City and for those looking to grow and expand in the City of Fort Lauderdale. Chair Bargioni asked City Staff Liaison, Melissa Mata, to demonstrate the competitor insight widget of SizeUp FTL. Ms. Mata shared the SizeUp FTL on the screen for everyone to see and continued to illustrate a small tutorial on how to use each tool and its widgets. Members asked questions regarding each tool and additional questions about the public accessibility and use.

The conversation shifted to the marketing strategies of SizeUp FTL tool, with the suggestion that it should be promoted more actively and be made available for user feedback and suggestions. Member Kollias supported the tool's value but noted it needs more visibility and frequent usage. A suggestion was made to increase social media engagement, including posting the tool link for EDAB members to share with their networks. Ideas included cross-promotions with the Chamber, Alliance, and Broward workshop, and conducting educational events in collaboration with the Chamber of Commerce during the summer. Ms. Mata took accountability of the lack of promotion of the tool as she is the program lead for the SizeUpFTL tool.

The Board Members returned to the main agenda item, the group agreed to support the SizeUp FTL tool with a plan to receive feedback and improve its visibility. Recommendations included increasing the city's LinkedIn activity and receiving reports from the internal SizeUp Hub – the analytical platform used for usage metrics. Specific goals were to collect data for the next meeting, keep a window open for ongoing feedback, engage in weekly marketing, and track metrics like location-based engagement, amount of clicks, and tool usage. It was also suggested that when the city makes large purchases or property renovations, the community should be invited to provide input through a review committee—something EDAB members believe may already be in place.

Although the SizeUp FTL tool was generally seen as promising, some members noted it was glitchy and questioned whether all businesses were represented. Members requested to send them the commission meeting information with the agenda item of when SizeUpFTL will be presented on April 15.

The Board Members asked if they could open a discussion about board membership. Members wanted to explore how to increase engagement and how to recommend interested individuals. It was suggested that potential members can be referred to by their respective district commissioners. Charlie Lad from Beyer Development was identified as someone who may a good Board Member to have, along with Steve Hudson. Member Feinberg asked if they, as members, they could request the City Clerk to have Commissioners appoint individuals to the Board. City Liaison responded by saying the City Clerk reminds the Commissioners of the available seats of each board in the city. Ms. Mata mentioned the Commissioners with available seats to appoint to the Board were Commissioner Sorensen and Commissioner Beasley-Pittman. Members ended

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the discussion by wanting to increase board seats and participation.

IV. Draft Language for the City Commission

The meeting moved to the next agenda item which is the discussion of reviewing the drafted recommendation to the City Commission drafted by Member DeJager. Due to the time the item came forward during the past meeting in February, the members agreed to discuss the item at this meeting in April. Member Feinberg expressed he liked the points addressed in the drafted recommendation and other members followed in agreement.

Chair Bargioni opened the discussion by reminding the members of his conversation with Mayor Dean Trantalis. Chair Bargioni requested the Board to identify companies expected to have a transformational impact on the city in the future. Members were asked to bring two or three company names that align with this vision. Examples included companies incorporating AI platforms, established firms without a local presence, and even a prominent hedge fund. There was a suggestion to invite Charlie the Realtor to contribute to this discussion. Members agreed, no direction from the board was made.

Members requested to read through the language drafted by Member DeJager to discuss and finalize, however, Chair Bargioni did not agree. Member Feinberg and Member DeJager asked Chair Bargioni to explain why he did not want to go over the language, Chair Bargioni expressed most of the points drafted are currently being covered by the SizeUpFTL tool and additional city departments. The Members disagreed and requested to discuss the points to make new recommendations and change the wording. Chair Bargioni continued to disagree with revising the draft language and suggested it was best to focus on a different approach such as recommending companies for attraction to the City. Members expressed that the draft language was not an official recommendation and members only wanted to revise and discuss. Chair Bargioni asked City Liaison, Ms. Mata, to explain the process of drafting a recommendation to the City Commission. Ms. Mata explained drafted recommendations are not sent to the City Clerk's office without the members taking a vote and agreeing to submit the recommendation. Recommendations to the City Commission are generally revised by the Division Lead and City Manager before the recommendation is submitted to the City Clerk's Office.

Member DeJager rephrased the board members only wanted to revise the draft recommendation to discuss; not to finalize and submit. After ongoing disagreement, the board decided to discuss the points drafted on the draft language. Key talking points included how SizeUp FTL shows positive success metrics, improves outreach through social media marketing, and helps management teams stay informed. All members agreed the SizeUpFTL tool did cover the first point on the draft and would request to add wording regarding more promotion of the tool on the City's social media. Member DeJager volunteered to revise and prepare a second draft.



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Members continued to share additional feedback, suggesting that LinkedIn posts should feature SizeUp FTL and be made on a weekly basis and expanded across platforms such as Instagram, WhatsApp, and NextDoor to reach local neighborhoods. Concerns were raised about low engagement rates on current posts—despite 23,000 followers, there are often low amount of likes or comments. Ms. Mata explained Strategic Communications is the division that handles all social media presence and event organization for the City. Ms. Mata also emphasized the Public Affairs Division has its own social media accounts due to the different focus of each division. Ms. Mata continued to add to the discussion that the multiple events and projects being highlighted throughout the City’s social media accounts do reach a wide range of Fort Lauderdale residents and to additional nearby municipalities. Many people see the post, however, do not engage in “liking” or reacting to the post. Members both agreed and disagreed and emphasized the importance of social media outreach and how members can assist in sharing events and projects.

V. Areas of Concentration

There were no reports or updates provided by the members.

VI. Division Reports

City Liaison, Ms. Mata, thanked everyone for their time and engagement. Ms. Mata mentioned there were no reports from the Public Affairs end. Ms. Mata rephrased the next steps and requests made by the members during the meeting. The board agreed on several key next steps to continue advancing their initiatives. First, an invitation will be extended to the City Manager to attend a future meeting. The draft language referencing SizeUp FTL will be added to the EDAB agenda for further discussion and refinement. Members will also receive information regarding the upcoming Chamber Breakfast on April 17. Additionally, members will receive the information of the SizeUp FTL Tool that will be presented to the City Commission on April 15. The city liaison will provide an analytics report at the May meeting, specifically highlighting click data related to SizeUpFTL usage.

VII. Meeting adjourned at 4:57 PM.

With no further business, Chair Bargioni motioned to adjourn the meeting. Motion was made by Member DeJager and seconded by Member Meyers. The meeting was adjourned at 4:59 PM.

The next EDAB meeting will be May 14, 2025, at DSD Building.

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