



CITY OF FORT LAUDERDALE

## ECONOMIC DEVELOPMENT ADVISORY BOARD

April 10, 2024, at 3:00 PM

[www.fortlauderdale.gov/government/edab](http://www.fortlauderdale.gov/government/edab)

### Meeting Minutes

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<b>Board Members</b>	<b>Attendance</b>	<b>Present</b>	<b>Absent</b>
Michael Stara, Chair	P	11	1
Enrique Bargioni, Vice Chair	P	12	0
Jay Adams	P	11	2
William Feinberg	P	12	0
Russ Klenet	P	8	2
Mark Giarratano	A	5	1
Nicolas Kollias	A	2	1
Marianna S. DeJager	P	2	0
Latasha Gorman	A	0	1

#### **Staff**

Von Howard, Administrative Supervisor (Present)

Melissa Mata, Management Fellow (Present)

Daphnee Sainvil, Public Affairs Division Manager (Not Present)

Todd Holt, Vice President, Business Development, Greater Fort Lauderdale Alliance(Present)

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

Chair Micheal Stara called the meeting to order at 3:04PM. Roll was called, and it was noted that there was a quorum present.

Quorum was established at 3:06pm.

#### **II. Approval of Minutes**

Chair Stara carried a motion to approve the EDAB Minutes from the meeting that took place on Wednesday, March 13<sup>th</sup>. Motion passed; EDAB Minutes were approved at 3:08pm.

#### **III. Speaker, Todd Holt, Vice President of Business Development, Greater Fort Lauderdale Alliance**

Chair Stara introduced Todd Holt the Vice President of Business Development from the Greater Fort Lauderdale Alliance.

Todd Holt from Greater Alliance began the meeting with a presentation focusing on economic development in Broward County, Florida, and highlighting the importance of setting clear goals for business development, tourism and targeted market industries. Mr. Holt introduced the new Broward County Strategic Job Creation Incentive Program (SJCI) successfully established by the Alliance. Mr. Holt mentioned the County is able to act as the state to administer this initiative with an aim to support target industries capable of creating a minimum of 10 jobs within the initial year. A key aspect of the program's design is funded 70% by Broward County and the



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remaining 30% coming from municipalities. This strategic allocation aims to stimulate local employment growth while fostering broader economic development. The presentation continued on economic incentives and job growth, with speakers outlining the Greater Alliance's strategic program and highlighting the county's quality of life and education for its current and future residents. The discussion then shifted to marketing Fort Lauderdale as a business destination, emphasizing the creation of maps to showcase the region's business landscape and addressing challenges such as housing diversity. Participants also explored challenges and opportunities in Fort Lauderdale's real estate market, emphasizing the community's priorities and the significance of perception in attracting businesses. Efforts to promote Fort Lauderdale as a business hub were then discussed, focusing on differentiation from neighboring regions and success stories in strategic campaigns and infrastructure renovation. The presentation concluded with discussions on economic development and technology growth, including lease negotiations during the pandemic and challenges with permitting and safety in Fort Lauderdale.

#### IV. Old Business

##### **Draft Recommendation on Permitting on Historic Districts**

The meeting continued with discussions on historic preservation challenges and modifications in Fort Lauderdale. Member Adams reviewed the document explaining the modifications made for each code presented. Members agreed to have Member Jay draft a recommendation for the Board to propose a motion to the Commission. The item will remain in the agenda as Old Business for the meeting on May 8<sup>th</sup>.

#### V. New Business

##### **Video Presentation from Member Klenet**

Member Klenet presented an item outside the agenda as part of the economic development discussion. The item consisted of a 5-minute video pertaining to a conceptual visualization for potential future development around the Downtown area of the City of Fort Lauderdale. The video is to show how the design will increase pedestrian activity and safety when walking by Broward Boulevard.

##### **City of Fort Lauderdale Property and Parks Maps**

Members were shown the parks and GIS map of City properties on the big monitor. Members found the maps useful and had no additional requests.

#### VI. Areas of Concentration

Chair Stara continued to the next item regarding areas of concentration. Member Feinberg mentioned there were many restaurants closing around the city. Member Feinberg did not have a list of specified restaurants. Comments were made around people ordering online for their food



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in comparison to receiving a hospitality experience at the restaurant. No other members had updates on their chosen areas. Meeting continued to the next agenda item.

#### **VII. Member Discussion**

Chair Stara opened discussion for members to discuss any additional items not on the agenda. None of the members had anything to report.

#### **VIII. Division Reports**

The meeting continued to the last item on the Agenda, Division Reports. City Liaison Melissa reminded the Board they had agreed on the March 13 meeting to have a staff member from Transportation and Mobility to speak on pedestrian safety and increasing pedestrian activity in the Downtown area. Members agreed. No other updates were provided.

#### **IX. Meeting adjourned at 4:33 PM.**

**The next EDAB meeting will be May 8th, 2024 at DSD Building**

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