



ECONOMIC DEVELOPMENT ADVISORY BOARD

July 10, 2024, at 3:00 PM

www.fortlauderdale.gov/government/edab

Meeting Minutes

Board Members	Attendance	Present	Absent
Michael Stara, Chair	P	12	1
Enrique Bargioni, Vice Chair	P	1	0
Jay Adams	P	5	1
William Feinberg	P	12	1
Russ Klenet	P	5	2
Mark Giarratano	P	4	2
Nicolas Kollias	A	3	2
Marianna S. DeJager	P	4	0
Latasha Gorman	P	2	0

Staff

- Von Howard, Administrative Supervisor (Present)
- Melissa Mata, Management Fellow (Present)
- Daphnee Sainvil, Public Affairs Division Manager (Not Present)
- Ashley Dixon, Management Analyst (Present)
- Aricka Johnson, Structural Innovation Manager (Present)
- Marilyn Mammano, Chair of Infrastructure Task Force (Present)
- Sheryl Dickey, Consultant at Dickey’s Consultant (Present)

I. Call to Order & Determination of Quorum

Chair Micheal Stara called the meeting to order at 3:07PM. Roll was called, and it was noted that there was a quorum present.

Quorum was established at 3:12pm.

II. Motion to Approve Virtual Participation

It was announced Member Kollias may not be able to join the meeting. Chair Stara continued to carry the motion to approve virtual participation. Member Feinberg and Member DeJager moved the motion. Motion passed; Member Kollias was approved to attend virtually if in attendance.

III. Approval of Minutes

Chair Stara carried out a motion to approve the EDAB Minutes from the meeting that took place on Wednesday, May 8th. Motion moved by Member Feinberg and Member DeJager. Motion passed; EDAB Minutes were approved at 3:12pm.

IV. Presentation on Reimagining City Hall Report by the Infrastructure Task Force Advisory Committee and Office of Management & Budget

City Liaison, introduced the speakers, Aricka Johnson from the City of Fort Lauderdale, Marilyn

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Mammano, Chair from the Infrastructure Task Force, and Sheryl Dickey, Consultant from Dickey's Consultant. Speakers provided a report on the findings and efforts made towards the design of the new City Hall. The topic of "Reimagining City Hall" was introduced, emphasizing the need for broader outreach with the business community as recommended by the city commission.

The City Commission assigned the Infrastructure Task Force Advisory Board (ITFA) to be involved in receiving and analyzing public feedback based on spacing allocation, amenities, outdoor spaces, and consideration of surrounding architecture amongst others. The IFTA, acting at the request of the City Commission, will give options for the site selection process at the next meeting in August, focusing on a recognizable downtown area. Upon the request of the City Commission, the Economic Development Advisory Board (EDAB) is expected to get involved in the process moving forward to provide a broader outreach.

Chair Stara asked what the purpose was of being involved with the redesigning process. Speaker Marilyn responded that the collaboration and feedback received from the business community can assist in the recommendations made to the City Commission. Member Bill asked about preliminary plans, to which Speaker Marilyn replied that they are not doing plans yet but gathering information that could be relevant for the design process and site selection. The IFTA has received feedback from the public from various points of the city and conversations on designing the building have been about envisioning the future of work, which is mainly hybrid, thus reducing the need for 800 cubicles and parking for 800 people.

At 3:21 pm, Member Marc joined the meeting. Marilyn mentioned that she toured the city to view a geographic spread. Russ discussed the parking garage site that is next to the old City Hall, which spans 8.5 acres, with the city hall square occupying two acres, questioning the use of the remaining 6.5 acres. Marilyn emphasized that the garage should not be touched unless there is collective agreement.

Member Jay suggested 80,000 square feet building, considering it manageable to meet the needs of City employees and public. Chair Stara inquired about the possibility of leasing, to which Marilyn confirmed that leasing is on the table. Stara also asked about height limits (500 ft, 50 stories) and plans to avoid floods in downtown. Speaker Marilyn stated the IFTA was not focusing on downtown flooding, only in assisting the design process of the new city hall.

By 3:58 pm, Marilyn discussed the forward-moving strategy, stating that the committee will be involved until the commission decides otherwise. Chair Stara asked what feedback is expected from the business community, particularly regarding space for small businesses. There was a discussion made on building an incubator for small business to attend for resources. Members decided it was best to remain the design of the new city hall with the principles already provided by public and employee feedback. Member Bill emphasized the importance of location,



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suggesting the existing city hall as a suitable space. Member Russ raised concerns about the economic impact of city hall on the downtown corridor – pointing out the need for an exit strategy for the new building, which could be leased for revenue purposes. Russ inquired about the proximity of city hall to transportation hubs, and Bill confirmed that the city hall property is owned free and clear. Demolition is in phase 2, focusing on interior dismantling. Chair Stara asked Aricka about the old city hall space, which includes 62,000 sq ft with 19,000 being utilized in the new building, totaling 81,000 sq ft.

Marilyn mentioned the need to discuss with the commission how EDAB can assist. Member Bill suggested making a recommendation with the gathered information. During the open floor for questions and comments, Member Enrique supported Member Russ's model and emphasized simplicity in the new city hall, avoiding multiple resource centers and ensuring parking and land are available. Member Bill made a motion for the board to create a proposal for the commission on moving forward, focusing on site selection principles. Member Russ suggested an amendment to involve the committee and the IFTA in discussions with developers to ensure their understanding of the city hall's requirements.

The recommendation discussion continued to maintain the current location, focusing on space planning and programming, with a preference for government purposes and employee benefits. Members agreed about the necessity for more conference rooms and flexible community meeting spaces. Member Russ inquired about the possibility of designing a large ballroom with separation walls and the future work environment for city staff. Member Russ also asked about the space design category for hurricane disasters, noting that higher categories are more expensive.

Draft discussion to send communication to the commission:

The members discussed sending a Communication to the City Commission regarding the new reimagined City Hall. They discussed a collaboration between the EDAB and IFTA when meeting with developers regarding the new reimagined City Hall. The EDAB members proposed the development of a programming plan incorporating the following: use of the building focused on public and governmental purposes, employee benefits as outlined in the ITFA recommendations, and flexible community meeting amenities designed for a futuristic workspace. Additionally, the Board suggests building the new City Hall at the current location to maximize continuity and effectiveness within this plan.

EDAB members will clarify and finalize the drafted communication to the City Commission at the next meeting on August 14th.



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V. Areas of Concentration

Chair Stara continued to the next item regarding areas of concentration. The meeting included area of concentration updates at 4:29 pm, where Stara mentioned that the city benefited financially from Pride Month.

Member Russ reported that the county hired Jacobs Consultant for \$34K, addressing the BDO report and elevated the price with a 40% contingency. No other member had updates on their chosen areas. Meeting continued to the next agenda item.

VI. 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.

VII. Division Reports

The meeting continued to the last item on the Agenda, Division Reports. City Liaison Melissa Mata reminded the Board next meeting would be held on August 14 at 3:00 PM with the agenda item of discussing the recommendation to the City Commission of the new reimagined city hall.

Liaison Von continued by introducing Ashley Dixon, as the Management Analyst for Public Affairs, announcing the Small Business Townhall happening on Monday, July 22nd. City Staff, Ashley, began to explain the event and asked the board to help spread the word. The liaison continued to announce the Broward County Pilot Grant Program that is currently accepting applications for business owners who are seeking funding to cover business expenses. The Division report proceeded to the third item on the agenda, the new small business development program, StartUp FTL. Liaison Melissa explained the purpose behind the program and whom the program is targeted for. Liaison Melissa thanked the Board for their participation and collaboration in today's presentation. No other updates were provided.

VIII. Meeting adjourned at 4:45 PM.

The next EDAB meeting will be August 14, 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.