

**CITY OF CORAL SPRINGS
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) MEETING
Tuesday, August 1, 2017**

Committee Chair Bruce Weinberg called the meeting to order at 6:03 p.m. in the West Wing Conference Room of Coral Springs City Hall, located at 9551 West Sample Road, Coral Springs, Florida.

Bruce Weinberg, Committee Chair	Present
Michael Singer, Vice Committee Chair	Absent
Karlene Facey, Committee Member	Present
Maxine Gutman, Committee Member	Present
Howard Melamed, Committee Member	Present
Mark Mucci, Committee Member	Late
Rosa Payan, Committee Member	Absent
Linda Siegel, Committee Member	Absent
Wilson Aihara, Committee Member	Present
Dan Daley, Commission Liaison	Late
Cindy Brief, Chamber Liaison	Absent

Also in attendance were:

Jennifer Bramley, Deputy City Manager
Yuu Soubra, Economic Development Coordinator
Danielle Lima, CRA Coordinator
Laura Weinberg – Citizen/ Guest

All persons in attendance rose for the recitation of the Pledge of Allegiance.

1. **Citizen's Comments** – There were no comments.
2. **Special Announcements** – Chairman Weinberg invited everyone to join the 22nd South Florida Tattoo Expo taking place at the Marriott Coral Springs Hotel on August 11, 2017, benefiting the Joe DiMaggio Children's Hospital. Vice Mayor Daley joined the meeting at 6:05 p.m. and Mrs. Lima joined the meeting at 6:07 p.m.
3. **Approval of Meeting Minutes** – June 6, 2017 Committee Meeting.

ACTION: Committee Member Gutman moved, seconded by Committee Member Melamed, to accept the meeting minutes. The motion was approved unanimously (5-0).

4. **New Business**

Update from the Vice Mayor:

Vice Mayor Daley explained that the city staff is working hard on the City budget process. The public hearings are being scheduled for September 13, 2017 and September 17, 2017. Next, the Vice Mayor Daley discussed the possible relocation of Coral Springs Charter School to the Betti Stradling Park site. He asked the Committee to join the neighborhood meeting scheduled for Thursday, August 3, 2017 at 6 p.m. Last, Vice Mayor Daley provided the following development updates: Publix land at the corner of Sample Rd./University Dr. is for sale; the Financial Plaza was purchased a few weeks ago; the existing City Hall property will be up for sale by November 2017; the Village Square property is being proposed for redevelopment; Wawa is coming at the corner of Sample Rd./Rock Island Rd.; and Costco is being proposed at the corner of Wiles Rd./Coral Ridge Dr. Committee Member Mucci joined the meeting at 6:20 p.m. Vice Mayor Daley left the meeting at 6:22 p.m.

Economic Development Office (EDO)'s Update:

Mrs. Soubra presented slide shows of the Economic Development Office updates. First, the map of the proposed and current commercial developments in the City was presented. Next, updates of the Corporate Park were provided. She presented the July vacancy map and discussed economic development grant opportunities to improve the infrastructure in the park. Then, Mrs. Soubra also stated that EDO submitted an one-page advertising for the Sourbook (sponsored by the Alliance). Last, Mrs. Soubra mentioned that she will be attending the 2017 ICSC Florida Conference & Deal Making in Orlando, Florida on August 27 – August 29, 2017 as an exhibitor (a City booth has been registered).

FY 2018 Business Plan (BP) Proposed Initiatives:

Deputy City Manager Bramley communicated with the Committee that some of the business plan initiatives were amended based on their recommendations from last month. The importance of revamping the EDO website was discussed and Mrs. Soubra reported that EDO cancelled the agreement with the existing website vendor. Instead, EDO has decided to focus staff time, energy and money on mission-critical tasks such as investing in professional GIS software and transitioning to a WordPress site (for a better control of the contents). Investing in Search Engine Optimization (SEO), and producing "success stories & testimonial" contents will become critical in the upcoming months.

In order to engage the group, the Committee was asked to review each proposed business plan initiative and to select one or two initiatives that they would like to work with the EDO. At the next meeting, each Committee member will be assigned an initiative(s) to assist the EDO.

2017 Business Recognition Program:

Mrs. Soubra played the 2016 Business Recognition Award video for the Committee. This video, published on July 18, 2017, was posted on social media such as the Facebook, LinkedIn, and City's website to promote. Great responses were received via Facebook. As of August 1, 2017, 11,699 people were reached with more than 4.3K people viewing the video within two weeks. The next step is to discuss the criteria for nomination and application processes for the 2017 Business Recognition Program. The Committee decided to discuss these processes at the next meeting. The proposed timeline is in the following ways: 1) Launch the application in September; 2) Review and select award winner(s) in November; and 3) Present award(s) at the City Commission meeting in December. Chairperson Weinberg requested each committee member to bring a perspective nominee idea to help with the criteria and discuss at the next meeting.

Seeking Applicants for the Economic Development Advisory Committee:


Mrs. Soubra mentioned that five committee member seats are expiring in September. The openings seats are for the following disciplines: Category 1 (small business owner less than 20 employees); Category 2 (large business owner with more than 21 employees); Category 3 (commercial real estate broker); Category 4 (life science/pharmaceutical); and Category 6 (business service). Anyone interested in applying or reapplying, should visit the City's website (www.coralssprings.org) or call the City Clerk's Office at 954-344-1065 by the end of August.

Adjournment:

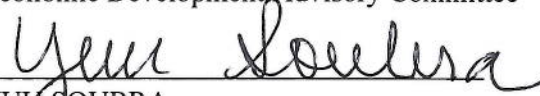
Chairman Weinberg stated that he had to leave the meeting early due to a prior appointment; therefore, a motion to adjourn a meeting was called. Following the adjournment of the meeting, the rest of the committee members decided to stay for the Committee Member Melamed's presentation covering the "Emerging Technology" industry. There will be no presentation next month because budget will be the main topic of the meeting. There being no additional business, Committee Member Gutman moved, seconded by Committee Member Melamed, to adjourn the meeting at 7:05 p.m.

9/5/17

DATE APPROVED/ACCEPTED



BRUCE WEINBERG
Committee Chairperson
Economic Development Advisory Committee



YUU SOUBRA
Economic Development Coordinator
City of Coral Springs