

**CITY OF CORAL SPRINGS
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Tuesday, September 6, 2016**

Chairman Bruce Weinberg called the meeting to order at 6:08 p.m. in the West Wing Conference Room of Coral Springs City Hall, 9551 West Sample Road.

Bruce Weinberg, Chair	Present
Michael Singer, Vice Chair	Present
Karlene Facey, Member	Present
Maxine Gutman, Member	Present
Howard Melamed, Member	Absent
Mark Mucci, Member	Absent
Rose Payan, Member	Present
Linda Siegel, Member	Present
Dan Daley, Commission Liaison	Present (Phone)
Cindy Brief, Chamber Liaison	Present

Also in attendance were:
 Erdal Dönmez, City Manager
 Jennifer Bramley, Deputy City Manager
 Ana Barbosa, Chief Economic Development Officer
 Yuu Soubra, Economic Development Coordinator
 Danielle Cohen Lima, CRA Coordinator
 Citizen: Cliff Eserman

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

1. **Citizen's Comments** – There were no comments.
2. **Special Announcements** – There were no special announcements.
3. **Approval of Meeting Minutes** – August 2, 2016 Committee Meeting

ACTION: Committee member Gutman moved, seconded by Committee member Payan, to accept the meeting minutes. The motion was approved unanimously (6-0).

4. Old Business

Business Recognition Nominations:

Ms. Barbosa requested to extend the deadline of the Business Recognition Program for another month because only three nominations were received. Ms. Brief offered to send out an e-blast to the Chambers' group and also to have the nomination forms available at their September 20, 2016 Chamber's breakfast event. The Committee agreed to extend the deadline of the Business Recognition Program for another month. Additionally, each member is to nominate at least one business by next Committee meeting.

Surtax Presentation:

Deputy City Manager Bramley presented slide shows of "A Penny at Work" to explain the Surtax. Ms. Bramley stated that (as a city staff) she is here to educate, not to advocate the Committee members. Ms. Bramley discussed that 1% surtax is to fund transportation and infrastructure improvements for 30 years and is on the November 8, 2016 ballot. Both improvements for Broward countywide transportation (1/2 penny) and Coral Springs' local government infrastructure (1/2 penny) must pass with over 50 percent approval or both will fail. The Surtax is being proposed because existing fund sources are decreasing (insufficient revenue from property taxes) and the ad valorem revenues sources do not cover the expenditures. With the Surtax, 33% of sales tax revenue is to be paid by tourists (currently not being collected), it creates a reliable revenue stream and avoids need to borrow for capital expenditures. Ms.

Bramley further elaborated the City's infrastructure proposed projects (park & public facilities, public safety and city streets projects) and Broward county transportation proposed projects (mast arm, intersection, sidewalk, bike lanes, etc.) that could be covered by the Surtax. The Surtax will be supervised by an appointed Oversight Board (9 members, approved by an Interlocal Agreement). For more information, Ms. Bramley encouraged to visit the website <http://www.apennyatwork.com> and to contact her directly with any questions.

5. New Business

Economic Development Office (EDO) Website:

The EDO website (<http://CoralSpringsEDO.com>) is now live and the Committee was able to view the website from the screen. Property search is a great tool for owners to relocate their businesses to Coral Springs and Ms. Barbosa is going to rely heavily on realtors to update the database. Overall, Committee was very happy with the presentation of the website that contains many city photos and images. Mr. Weinberg asked if it could be more mobile friendly and to link the EDO website from City's website (City staff will work on this). Ms. Barbosa asked the Committee for their picture (either a group photo or individual photo) to be uploaded on the website under the EDAC page.

Economic Development Advisory Committee (EDAC) presentation on his/her Targeted Industry Area:

As discussed at the last meeting, Ms. Barbosa would like each Committee member to provide a presentation to conduct industry trend-analysis and enhancement in his or her expertise area. The Committee agreed to do a presentation each month; Ms. Siegel volunteered to do a presentation next month.

Municipal Complex Financial Plan Update:

City Manager Erdal Dönmez discussed financial plan updates for the Municipal Complex. Based on the \$38 million project (which was 22% higher than original estimated cost of \$32 million two years ago), Mr. Dönmez is pleased to announce that the City received 2.73% interest for a 17 year fixed-rate.

6. Adjournment

Due to observance of Rosh Hashanah and Yom Kippur in October, the Committee discussed modifying the next meeting date. The next EDAC meeting is proposed for Thursday, October 13, 2016. There being no additional business, the meeting adjourned at 7:29 p.m.

11/1/2016
DATE APPROVED/ACCEPTED

Mrs M - Fox
BRUCE WEINBERG
COMMITTEE CHAIRPERSON
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Yuu Soubra
YUU SOUBRA
ECONOMIC DEVELOPMENT COORDINATOR
CITY OF CORAL SPRINGS