

CITY OF CORAL SPRINGS
JOINT MEETING: ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC),
COMMUNITY REDEVELOPMENT AGENCY (CRA) BOARD, AND CORAL SPRINGS
REGIONAL CHAMBER OF COMMERCE
Tuesday, May 2, 2017

Committee Chair Bruce Weinberg called the meeting to order at 6:05 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	Late
Karlene Facey, Committee Member	Present
Maxine Gutman, Committee Member	Present
Howard Melamed, Committee Member	Absent
Mark Mucci, Committee Member	Absent
Rosa Payan, Committee Member	Present
Linda Siegel, Committee Member	Present
Wilson Aihara, Committee Member	Present
Dan Daley, Commission Liaison	Late
Cindy Brief, Chamber Liaison	Present

Also in attendance were:

Lou Cimaglia, City Commissioner
 Anthony Pustizzi, Interim City Manager
 Jennifer Bramley, Deputy City Manager
 Susan Krisman, Director of Development Services
 James Hickey, Assistant Dir. of Development Services
 Julie Krolak, Chief Planner
 Yuu Soubra, Economic Development Coordinator
 CRA Board Members: John Walsh, Andy Kasten
 Chamber Members: John Biggie, Laurette Hoffman,
 Shirley Klein, Bonnie Metviner, Tony Milian, Jerry
 Schwartz, Barry Spiegel, and Mark Watson
 Citizen: Diana Noble

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

1. **Citizen's Comments** – There were no comments.
2. **Special Announcements** – In collaboration with the national small business week, Committee Member Facey announced the upcoming South Florida Business Boost Conference event scheduled for May 4th at the Coral Springs Museum of Arts.
3. **Approval of Meeting Minutes** – February 7, 2017 Committee Meeting

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

4. New Business

Economic Development Update:

Deputy City Manager Bramley presented slideshows to discuss four economic development updates: 1) Recently completed and underway construction projects; 2) Economic Development Office (EDO)'s public outreach status; 3) Broward Workshop update; and 4) EDO's strategic plans for FY18. At 6:12 p.m., Interim City Manager Pustizzi joined the meeting. At 6:15 p.m., Committee Member Singer joined the meeting. At 6:30 p.m., Vice Mayor Daley joined the meeting. After presenting recently completed and underway construction projects, Deputy City Manager Bramley encouraged everyone to pay a visit to each site, adding that some of these projects will generate revenue for Coral Springs next year.

Next, Mrs. Soubra reported that during the months of January through March the Economic Development Office (EDO) reached out to fifty-four new businesses in Coral Springs and twelve fastest-growing companies in America. A welcome letter was sent out to the new businesses and a package of Coral Springs marketing materials were sent out to the outside companies. A map of the available properties in the

Corporate Park was updated and handed out at the meeting. Mrs. Soubra announced that there are two exciting promotional opportunities coming up in June. The first opportunity is a half-page EDO advertisement with the Urban Land Institute (in their Urban Land's magazine). The second opportunity is a quarter-page advertisement with the American Airlines, featuring Coral Springs economic development in their "American Way" magazine.

Then, Deputy City Manager Bramley presented the Broward Workshop slideshow. Originally, this slideshow was presented in March by Dr. Parrish (the Chief Economist of the FL Chamber Foundation), and local economic condition was discussed at length. According to Dr. Parrish, "it is getting harder to create jobs in [Florida]... You don't have to kill Visit Florida. You don't have to kill Enterprise Florida. Just talking about killing those things is killing jobs". After the presentation, Committee, Board and Chamber members talked about various economic issues pertaining to Coral Springs such as the importance of creating more jobs, filling vacancies in the Corporate Park and how demographic changes recently impacted the City (e.g. poverty, housing market, population, unemployment and education). With regard to the Visit Florida and Enterprise Florida, Vice Mayor Daley stated that he would be very surprised if the Governor agrees to terminate the programs, but that he will find out more about it at the May 5th Legislative session.

Before moving on to the next topic, Vice Mayor Daley requested to speak for a few minutes to provide updates on the City Manager. Since the announcement of City Manager Dönmez retirement, a national search for the City manager position began in January. Vice Mayor Daley stated both stellar Deputy City Managers Bramely and Grant applied for the position and made it to the final four candidates. The general consensus of City Commission came down to focusing on much-needed improvements in Downtown, economic development, parks, and infrastructures; in the end, the Commission made a decision to extend an offer to Michael Goodrum (from Sugarland, Texas) to be the next City Manager. Mr. Goodrum will start on June 19th and everyone is looking forward to working with him to build the future of Coral Springs. In the meantime, Chief Police Pustizzi will be the Interim City Manager. Vice Mayor Daley left the meeting at 7:05 p.m.

Last, Deputy City Manager Bramley presented updates on economic development strategic plan and budget requests for FY18. There are several new business plan initiatives being proposed by EDO, such as redesigning the EDO website, Corporate Park tenant recruitment, marketing campaign, and K-12 education summit. This budget proposal was prepared by the consultant, Angelou Economics, based on the results of meetings held with the City's department heads earlier this year. These proposals are not set in stone and are pending City Commission's approval. In the meantime, please continue to contact Mrs. Soubra or Deputy City Manager Bramley with any business leads. While EDO will continue to work with the Broward Alliance, in the upcoming months the City will also be working independently and aggressively to recruit more businesses in Coral Springs.

Downtown Mixed-Use (DTMU) Zoning District

The Director of Development Services, Mrs. Krisman, briefly introduced the history of the CRA and the background of Downtown. The Downtown Mixed-Use (DTMU), rezoning of 138 acres and core properties, is being proposed to allow an urban design based on a vision to create a vibrant and sustainable downtown in which Coral Springs' residents, business, and visitors can live, work, shop, and entertain. The Assistant Director of Development Services, Mr. Hickey, further explained the existing regulatory structures in details and described how the proposed DTMU zoning district would provide developers a maximum use and flexibility of the development in each lot.

Mr. Biggie complemented and thanked the City staff and Deputy City Manager Bramley for working well with the developers over the years, which is one of the reasons why businesses stay in Coral Springs. Mrs. Krisman announced that TrackIt program will go live May 15th and explained that this program would allow customers a 24/7 quick access to permits, projects, licenses, codes, inspection and land information on the website.

Discussion Items:

Planning for the next Business Recognition Program was discussed next. A preview of the Business Recognition Program short film featuring last year's award winners were shown at the meeting. This film will be used to promote the upcoming Program. Committee Chair Weinberg asked each member to bring new ideas and suggestions pertaining to the Program (e.g. application, criteria, etc.) at the next meeting.

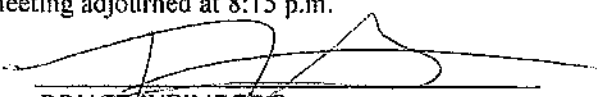
Next Meeting:

The next meeting will be held on Tuesday, June 6, 2017 at 6 p.m.

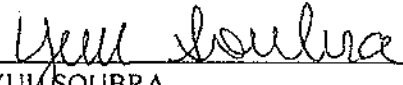
Adjournment:

There being no additional business, the meeting adjourned at 8:15 p.m.

6/6/17
DATE APPROVED/ACCEPTED



BRUCE WEINBERG
Committee Chairperson
Economic Development Advisory Committee



YUU SOUBRA
Economic Development Coordinator
City of Coral Springs