

**CITY OF CORAL SPRINGS  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) MEETING  
Tuesday, June 6, 2017**

Committee Chair Bruce Weinberg called the meeting to order at 6:05 p.m. in the Human Resources 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	Absent
Howard Melamed, Committee Member	Late
Mark Mucci, Committee Member	Present
Rosa Payan, Committee Member	Present
Linda Siegel, Committee Member	Absent
Wilson Aihara, Committee Member	Present
Dan Daley, Commission Liaison	Absent
Cindy Brief, Chamber Liaison	Absent

Also in attendance were:

Jennifer Bramley, Deputy City Manager  
Yuu Soubra, Economic Development Coordinator

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** – May 2, 2017 Committee Meeting. Committee Member Singer joined the meeting at 6:08 p.m.

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

4. **New Business**

**Industry Presentation – Karlene Facey (Business Service Industry)**

Committee Member Facey presented slide shows of the business service industry by introducing her own company, the Clarocision Research & Marketing. She explained that small businesses (less than 500 employees) are the backbone of our economy. According to the U.S. Small Business Administration, the U.S. economy is made up of 99.7% small businesses. In Florida, the economy is made up of 98.9% small businesses; however, 96 % of startups fail within 10 years due to poor cash flow management. At 6:30 p.m., Committee Member Melamed joined the meeting. Committee Member Facey stated that entrepreneurs need to control their own destiny to follow the path to the American Dream. Now in its 10<sup>th</sup> year and serving more than 30 countries, the Clarocision Research & Marketing continues to develop stronger business networks. For example, her company hosts an annual networking event called the South Florida Business Boost Conference to provide a wide array of resources to the small business owners and entrepreneurs globally. On the business side, she finds it interesting that although the healthcare and pharmaceutical markets are popular in Florida, most of her clients prefer conducting research in larger and diversified cities outside of Florida, such as New York and Boston.

Committee Member Melamed will be the presenter for next month's industry presentation, covering the "Emerging Technology" industry.

**Review of the Economic Development Office's proposed FY18 Business Plan Initiatives:**

Deputy City Manager Bramley explained the City's budget process. The Committee then reviewed the proposed FY18 business plan initiatives. Based on Angelou Economic's recommendations, the Economic Development Office (EDO) is proposing several business plan initiatives to focus on promoting the Corporate Park of Coral Springs, which is the economic engine for the City. Although the City will continue to work with the Alliance, a heavy marketing campaign, more business recruitment (hiring a site selector), and attending additional key trade shows are needed to attract our target industries. The Corporate Park Association and City team will also continue with the existing Corporate Park Improvement Project by working collaboratively on discussing and finding solutions to Corporate Park's pressing issues. Additionally, hosting a K-12 Education Summit is being proposed to address school improvements in Coral Springs.

A lengthy discussion took place regarding the redesigning/revamping the EDO's website. Mrs. Soubra explained that the EDO's existing website was launched last year and although it has a site selector feature, the entire site appears generic to website users. She presented some of the best website practices from other economic development organizations (Charleston Regional Development Alliance, Go Topeka Economic Partnership, and Austin Chamber of Commerce). After comparing different websites, the Committee suggested some of the key elements that are important to the EDO's website: invest in Search Engine Optimization (SEO); a need for faster website speed (site selector page); add links to connect the developer with local real estate agents; rebranding; and include more accessible demographic and business data. Other ideas such as utilizing the WordPress, contacting local web developers for pricing, and benefits of digital marketing vs. hard copy advertising were also mentioned. Deputy City Manager Bramley recommended the Committee to regroup and discuss more at the next meeting.

**Discussion Items:**

Recently completed and underway construction projects, such as the Outback Steakhouse, the Northwest Corner of University and Wiles Road project (mattress store, pizzeria and Chipotle), Costco, and Lady & the Mug were mentioned. Deputy City Manager Bramley stated that the City recently met with the Exeter Group to discuss their proposal to build a 520,000 SF of office and warehouse buildings at the Hoerbigier site.

**Next Meeting:**

There will be no meeting in the month of July. The next meeting will be held on Tuesday, August 1, 2017 at 6 p.m.

**Adjournment:**

There being no additional business, the meeting adjourned at 7:51 p.m.

8/1/17  
DATE APPROVED/ACCEPTED

[Signature]  
BRUCE WEINBERG  
Committee Chairperson  
Economic Development Advisory Committee

[Signature]  
YUUSOUBRA  
Economic Development Coordinator  
City of Coral Springs