

**CITY OF CORAL SPRINGS
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) MEETING
Tuesday, January 9, 2018**

Committee Chairperson Bruce Weinberg called the meeting to order at 6:06 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	Present
Karlene Facey, Committee Member	Present
Maxine Gutman, Committee Member	Present
Howard Melamed, Committee Member	Absent
Mark Mucci, Committee Member	Present
Rosa Payan, Committee Member	Present
Linda Siegel, Committee Member	Present
Wilson Aihara, Committee Member	Present
Dan Daley, Commission Liaison	Absent
Cindy Brief, Chamber Liaison	Present

Also in attendance were:

Ana Barbosa, Chief Economic Development Officer
Yuu Soubra, Economic Development Coordinator
Danielle Lima, CRA Administrator

Committee member Singer joined the meeting at 6:07 p.m. All persons in attendance rose for the recitation of the Pledge of Allegiance.

1. **Citizen's Comments** – there were no special comments.
2. **Special Announcements** – The 28th Annual MLK Business Luncheon is scheduled for January 12, 2018, at 11:30 a.m. at the Heron Bay Marriott Hotel.
3. **Approval of Meeting Minutes** – December 11, 2017, CRA/EDAC Joint Meeting.

ACTION: Committee member Gutman moved, seconded by Committee member Siegel, to accept the meeting minutes. The motion was approved unanimously (8-0).

4. **Economic Development Update:**

Mrs. Lima joined the meeting at 6:09 p.m. The new Municipal Complex building is coming along. The city staff is scheduled to start moving into the new building at the end of this month.

Ms. Barbosa then provided the proposed and current development updates (e.g., Cleveland Clinic, Broward Health, WaWa, Sonic, Exeter.) Costco recently received a conditional use and special exception approval by the City Commission, so this project is moving on to the next step. While Mrs. Lima was out on her maternity leave, Ms. Barbosa handled the CRA/downtown matters and met with several developers. One of the developers expressed an interest in constructing a mixed-used development (a mix of apartment, hotel, retail, and a grocer use) on the One Financial Plaza property (3300 University Drive). Incentives for this development will be discussed at the upcoming CRA meeting.

Ms. Barbosa also provided updates of the corporate park. For the past year, the City has been meeting with the Corporate Park Association on a quarterly basis to discuss making improvements to the park. The City is currently in the process of drafting a letter to remind the property and business owners about the ongoing site visits from the code compliance department. The purpose of this visit is not to cite them, but to assist them in addressing violations in a friendly and professional manner. Since the City does not own the Corporate Park (the park is privately owned), there is no financial funding available from the city for the Corporate Park; therefore, this is one way to assist them in maintaining the quality of the Corporate Park.

Ms. Barbosa announced that she will be attending the City's Strategic Planning Workshop this Thursday. Ms. Barbosa stated that 7 out of the 20 priority items listed in the Strategic Planning are related to the economic development. She will provide a report from the workshop at the next EDAC meeting. The Committee voiced their concerns about their Committee not getting any support from the City Commission. Although the EDO currently has enough budget just to get by this year's priority, the Committee expressed that more funding is needed to improve the citywide economic development.

2017 Business Recognition Program:

Mrs. Soubra stated that significantly more nomination entries were received this year than last year. The Committee reviewed the nomination packages and discussed the winner selection at length. At this time, Committee Chairperson Weinberg turned over the gavel to Committee Vice-Chairperson Singer. After a lengthy discussion, the final decision was reached. The 2017 Business Recognition Award recipients are as follows:

The winners:

- ABC Roofing
- Big Bear Brewery
- Parks TaeKwondo
- Original Frameless Shower Doors
- Wings Plus

The rookie award:

- The Bin Doctor

The runners-up:

- J&J Lawn Service
- Pasquale and Sons' Pizza Company

The reception and presentation of the plaque are tentatively scheduled for the City Commission meeting on February 21, 2018. In the next few months, the EDO staff will work on the video production highlighting each winner's accomplishments to be posted on social media and the EDO's website.

ACTION: Committee Chairperson Weinberg made a motion to move, seconded by Committee member Gutman, to accept a total of five winners, one rookie winner, and two runners-up. The motion was approved unanimously (8-0). The gavel was returned to Committee Chairperson Weinberg after the vote.

Corporate Park Business Trends (2015-2017):

Per the Committee request from the previous meeting, Mrs. Soubra conducted an analysis of the Corporate Park businesses trends (businesses that are in "active," "in-review," and "payment due" status) from 2015-2017. Based on the information provided by the Business Tax Office, a graph showing the trend was presented to the Committee. The result shows 262* businesses (in 2015), 425 businesses (in 2016), and 416 businesses (in 2017). With the new eTrackIt system that started in 2016, the City should be able to monitor these trends accurately for the upcoming years. *Note: 2015 has incomplete information (missing "in-review" or "payment due" information) due to a different permit software that was used prior to 2016.

Benchmark Study Report:

Per the Committee request from the previous meeting, Mrs. Soubra conducted a benchmark study to compare the Coral Springs EDO's operating budget (and # of staff) with other cities in Broward County. Eleven cities were contacted. The Town of Davie and Tamarac do not have an economic development

department. Coral Springs, Pompano Beach, and Ft. Lauderdale have an economic development department. Deerfield Beach, Pembroke Pines, Hollywood, Miramar, Sunrise, and Margate have an economic development department combined with another department, such as the Planning and Zoning, Community Development, CRA, and Communications & Marketing. A graph showing the comparisons was presented to the Committee. However, Mrs. Soubra stated that it was difficult to compare as each city's budget is structured differently, although the performance may function similarly.

Corporate Park Business Survey:

Ms. Barbosa handed out a draft copy of the Corporate Park Business Survey for the Committee's review. The Committee provided some feedback, such as to decrease the number of open-ended questions and to add more rating-scale questions. Since the average survey response rate is typically at 15%, the Committee suggested rewarding the companies with some incentives for completing this survey (e.g. raffle certificate to Big Bear). The survey result will be generated as part of the Business Intelligence data to analyze business information. The survey will be sent out in a couple of weeks using Survey Monkey.

Next Steps:

1. **Joint Meeting with the CRA and Chamber Board** - Mrs. Soubra will lead the Business Outreach a Retention initiative.
2. **Quarterly Strategic Planning Meeting** – Committee member Payan left at 7:50 p.m. to attend another function. The Committee decided the next meeting (February 6th) to be the quarterly Strategic Planning meeting.
3. **Outstanding items** – to develop specific resources for businesses, setup timeline or business survey, develop plans for FY 19 Business Plan initiative.

Business Recognition Program Award Reception and Ceremony are tentatively scheduled for February 21, 2018, City Commission meeting at 6:30 p.m.

5. Next Meetings:

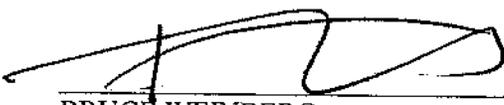
The next meeting (the Quarterly Strategic Planning) will be held on Tuesday, February 6, 2018, at 6:00 p.m. in the new Municipal Complex building.

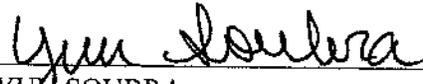
6. Adjournment:

There being no additional business, the meeting adjourned at 7:48 p.m.

ACTION: Committee Vice Chairperson Singer moved, seconded by Committee member Gutman, to adjourn the meeting at 7:48 p.m.

2/6/18
DATE APPROVED/ACCEPTED


BRUCE WEINBERG
Committee Chairperson
Economic Development Advisory Committee


YU SOUBRA
Economic Development Coordinator
City of Coral Springs