

**CITY OF CORAL SPRINGS
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) MEETING
Tuesday, February 6, 2018**

Committee Chairperson Bruce Weinberg called the meeting to order at 6:14 p.m. in the Sun Room of Coral Springs City Hall, located at 9500 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	Absent
Wilson Aihara, Committee Member	Present
Dan Daley, Commission Liaison (in Tallahassee)	On the Phone
Cindy Brief, Chamber Liaison	Present

Also in attendance were:

Vice Mayor, Louis Cimaglia

Ana Barbosa, Chief Economic Development Officer

Yuu Soubra, Economic Development Coordinator

Catherine Givens, Director of Budget & Strategy

Danielle Lima, CRA Administrator

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** – As the chair of the Broward Council of Chambers of Commerce, Ms. Brief stated that she will be in Tallahassee tomorrow attending the Broward Days Emergency Management Workshop as a panelist discussing economic development. Please let Ms. Brief know if anyone has any specific questions.
3. **Approval of Meeting Minutes** – January 9, 2018 meeting.

ACTION: Committee member Gutman moved, seconded by Committee member Aihara, to accept the meeting minutes. The motion was approved unanimously (7-0).

4. **G.O. Bond Presentation – C. Givens**
Catherine Givens, Director of Budget and Strategy, provided a 10-minute video presentation to educate about the G.O. Bond. The three bond questions on the March 13, 2018 Special Municipal Election ballot were explained during the presentation. Public Safety, Parks and Recreation, along with Streets and Drainage were broken down during the presentation and a one-page informational handout was provided. Additional information was available at www.CSInvestingInYou.org. Mrs. Lima joined the meeting at 6:47 p.m.
5. **Economic Development Activities Update – A. Barbosa**
Business Retention and Outreach – In the past few months, Ms. Barbosa reached out to the top ten businesses in Coral Springs (the majority of them located inside the Corporate Park) to understand their needs and challenges. The Economic Development Office (EDO) also provide helpful guidance to other businesses and entrepreneurs looking to expand their operation in Coral Springs. Business Intelligence toolkit is another source to support business development and other activities with relevant, insightful analysis. Although the City currently does not have enough information to analyze business data for Business Intelligence, some progress are being made through the new eTRAKiT program and onsite business visits. Committee member Singer also suggested that there are companies who keep track of Intel data that maybe helpful to the EDO.

Marketing Plan update – The EDO currently has a budget for site selection and marketing outreach. Ms. Barbosa met with a couple of marketing consultants to see if they can assist with marketing the City messages through the website, social media, and rebranding the Corporate Park. Ms. Barbosa is hoping to hire a full-time marketing person in the upcoming year.

Corporate Park Quarterly Meeting with the Association – In January 2018, a mass direct mail went out to the Corporate Park businesses. This Phase 2 letter notified business about the upcoming Code Compliance site visit (a joint efforts with the Association) to focus on improving Park’s landscaping, illegal parking, and canal maintenance issues. During Phase 1 (sent out last year), the visit focused on improving health/safety, building exterior maintenance, outside storage, and landscaping issues. Ms. Barbosa stated that the Corporate Park License Place Reader (LPR) project is now underway. She also requested the Association to discuss any business-related issues with the EDO first, before going to the City Commission meeting.

During Ms. Barbosa’s presentation, Commissioner Vignola briefly walked into the meeting to let everyone know that the new Downtown Interactive Icon was just installed at the front of the City hall building. He encouraged everyone to visit the icon and take photos under the arch after the meeting.

2017 Business Recognition Program – Last month, the Committee selected five (5) winners, one (1) rookie award winner, and two (2) honorable mentions as the 2017 award recipients. The reception and presentation of the plaques and certificates have been rescheduled to March 21, 2018 at 6:00 p.m. Chairman Weinberg will make a speech during the City Commission meeting on behalf of the Committee. A congratulation letter will be sent out to all the winners next week. At 7:31p.m., Commissioner Daley excused himself to leave the meeting.

State of the City/Ribbon Cutting – This event is scheduled for Saturday, February 17th at 3:30 p.m.

6. **EDAC Strategic Planning Update – A. Barbosa**

Corporate Park Business Survey - A draft of the survey (a nine-question short survey) was shared with the Committee. The purpose of this survey is to get a better perspective of the business demographics in the Corporate Park and will be used for Business Intelligence. Staff will utilize Survey Monkey to send the survey and will offer a \$100 gift card to Big Bear Brewing as a survey incentive to increase response rates.

List of resources – A one-page summary of EDO business services was handed out. Committee agreed that while this information is handy, an expanded description of business incentives should be added online. Chairman Weinberg stated that he likes what the EDO website is doing.

Strategic Planning Report Card – Update on the proposed Financial Plaza development (a mixed-use of a hotel, grocer, retail and residential project) was provided. If the closing happens at the end of March, the old building could be demolished within a year. More details will be discussed during the next CRA meeting on February 26th

FY18 Business Plan Initiatives –Committee members were asked to volunteer to work with one of the Business Plan Initiatives. Each member chose the following initiatives:

- K-12 Education Committee – Mr. Singer
- Business Recruitment Campaign – Ms. Gutman and Mr. Weinberg
- Building Our Future – Mr. Aihara
- Real Estate Summit – Mr. Mucci
- Website redesign- Ms. Facey

Ms. Payan is currently unavailable to volunteer due to the Festival for the Arts project. Mr. Melamed and Ms. Sigel were absent from the meeting.

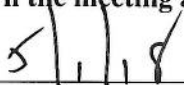
7. **Next Meetings:**

The next meeting will be held on Tuesday, March 6, 2018, at 6:00 p.m. in the Everglades Room.

8. **Adjournment:**

There being no additional business, the meeting adjourned at 8:09 p.m.

ACTION: Committee Vice-Chairperson Singer moved, seconded by Committee member Gutman, to adjourn the meeting at 8:09 p.m.



DATE APPROVED/ACCEPTED



BRUCE WEINBERG
Committee Chairperson
Economic Development Advisory Committee



YUU SOUBRA
Economic Development Coordinator
City of Coral Springs