

**JOINT MEETING OF THE CITY OF CORAL SPRINGS
COMMUNITY REDEVELOPMENT AGENCY BOARD OF DIRECTORS and
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Monday, December 11, 2017**

Board Chair John Walsh called the meeting to order at 6:30 p.m. The meeting was held in the West Wing Conference Room, City Hall, 9551 West Sample Road, Coral Springs, Florida. City Clerk Debra Thomas called the roll of Board Members.

John Walsh, Chair	Present
Elissa Harvey, Vice Chair	Present
Lorna Brown-Burton	Present
Andrew Kasten	Present
David Harper	Present
Alfan Koch	Present
William Vasquez	Present

Also in attendance for (CRA):
Vanessa Steinerts, CRA Counsel
Frank Babinec, Interim Deputy City Manager
Susan Hess Krisman, Director, Development Services
Debra Thomas, City Clerk
Vice Mayor Lou Cimaglia

Bruce Weinberg	Present
Michael Singer	Present
Linda Siegel	Present
Rosa Payan	Present
Mark Mucci	Present
Howard Melamed	Absent
Maxine Gutman	Present
Karlene Facey	Absent
Wilson Aihara	Present

Also in attendance for (EDAC):
Ana Barbosa, Chief Economic Development Officer
Yuu Soubra, Economic Development Office Coordinator
Cindy Brief, President/CEO, C.S. Regional Chamber of Commerce

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

1. **Citizens' Comments** – There were no comments.
2. **Approval of Meeting Summary (CRA)** – November 13, 2017.

ACTION: Board Member Kasten moved, seconded by Vice Chair Harvey, to accept the meeting minutes. The motion was approved unanimously (7-0).

3. Municipal Complex Update –

Director of Development Services Susan Hess Krisman provided a brief update on the Municipal Complex.

4. CRA Overview –

Board Chair John Walsh led a presentation providing an overview of the Coral Springs Community Redevelopment Agency (CRA). The slide presentation is attached and made part of the permanent record. The topics included:

- How CRAs are created in Florida
- An Overview of Coral Springs' CRA
- Completed Projects: Public and Private
- Current Projects
- Future Projects

5. CRA Update: Crowdfunding status update

Crowdly had not met the milestone to receive the second reimbursement (raising \$25,000). Vice Chair Elissa Harvey spoke as liaison to Crowdly. The steering committee holds phone conference calls and no face-to-face meetings. She has not seen a plan to understand Crowdly's approach to reaching out to companies for fundraising. Vice Chair Harvey would like a face-to-face meeting with Ebony and someone from the City to help her understand what the approach is. Chair Walsh did not feel it would hurt to have some communication and would like to identify roadblocks. Cindy Brief tried to meet with Ebony because she heard that the sponsorship numbers were too high.

CRA Attorney Steinerts advised the Board on the contract. If Crowdly was unable to meet \$25,000 milestone, a provision allows the parties to renegotiate the event perhaps on a smaller scale. But there is another clause with 30 days' notice from either party.

There was general discussion by the Board and Interim Deputy City Manager Frank Babinec regarding the best action to take. Ms. Barbosa would coordinate a meeting with Crowdly and the item would appear on the agenda in January 2018.

ACTION: Board Member Kasten moved, seconded by Board Member Vasquez, directing staff to coordinate a meeting with Crowdly. The motion was approved unanimously (7-0).

5. Approval of Meeting Minutes (EDAC) – Tuesday, October 17, 2017.

ACTION: Committee Member Gutman moved, seconded by Committee Member Singer to accept the meeting minutes. The motion was approved unanimously.

6. Approval of Strategic Plan, Calendar Year 2018 – Sunday, November 12, 2017.

ACTION: Committee Member Gutman moved, seconded by Committee Member Payan to accept the Strategic Plan. The motion was approved unanimously.

7. New Business

Economic Development Update:

Ms. Barbosa went through a brief slide presentation (see handout) and explained what the goals were for 2018 as discussed at the November 12, 2017 Strategic Planning Session such as growing the economic base, understanding the needs of the business community, business retention and connecting citizens with businesses. She spoke of the Economic Development Department's mission and what is needed to fulfill it and making sure there is follow up and quarterly reports by meeting for two-hour mini sessions. They will also perform a Benchmark study with other cities to make sure the department is on target and comparable.

Joint Business Retention Outreach:

Ms. Barbosa's goal is to target the top 10 businesses and the top five business industries to ultimately create a Business Intelligence Plan and understand the needs of the community in regards to the City's businesses.

In response to a question on email databases for businesses, Interim Deputy City Manager Frank Babinec noted that during fire inspections they will be collecting the email address of the property owner and each business inside one property. Cindy Brief stated the Chamber had

about 5,000 names. Since the Economic Development Department is relatively new, they are working on setting up all the initiatives regarding collection of information.

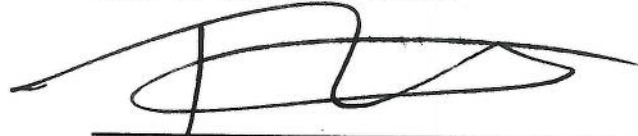
8. Next Meeting: The Economic Development Advisory Committee's next meeting will be Tuesday, January 9, 2018.

9. Adjournment: There being no additional business, the meeting adjourned at 7:30 p.m. The next CRA Board Meeting will be Monday, January 22, 2018.

January 9, 2018
DATE APPROVED/ACCEPTED

JOHN M. WALSH, J.D.
BOARD CHAIRPERSON
CRA BOARD OF DIRECTORS

DEBRA THOMAS, CMC
CITY CLERK
CITY OF CORAL SPRINGS



BRUCE WEINBERG, CMC
COMMITTEE CHAIRPERSON
ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE

Yuu Soubra
YUUSOUBRA
ECONOMIC DEVELOPMENT COORDINATOR
CITY OF CORAL SPRINGS