

**CITY OF CORAL SPRINGS  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) ZOOM MEETING  
Wednesday, January 13, 2021 at 9:00 a.m.**

Committee Chair Gil Sternbach called the Zoom meeting to order at 9:03 a.m.

Gil Sternbach, Committee Chair	Present
Roy Gold, Vice Committee Chair	Present
John Biggie, Committee Member	Present
Michelle Brown, Committee Member	Present
Matt Kinsey, Committee Member	Present
Ellice Almas Martinez, Committee Member	Absent
Yuri Quispe, Committee Member	Present
Kendra Salerno, Committee Member	Absent
Jared Smith, Committee Member	Present
Mayor Scott Brook, Commission Liaison	Present
Cindy Brief, Chamber Liaison	Present

Also in attendance were:

Melissa Heller, Deputy City Manager  
Kristi Bartlett, Director of Economic Development  
Yuu Soubra, Economic Development Coordinator  
Diana Scarpetta, Economic Development Coordinator

All person in attendance recited the Pledge of Allegiance.

1. **Citizen's Comments** – There were no citizen's comments.
2. **Pledge of Allegiance** – The EDAC members recited the Pledge of Allegiance.
3. **Approval of Meeting Minutes (December 9, 2020)**  
**ACTION:** Committee member Smith moved, seconded by committee member Biggie, to accept the meeting minutes. The motion was approved unanimously (6-0).
4. **Mayor's Update – Mayor Scott Brook**  
Mayor Brook reported that the City (in partnership with the Department of Health) began operating a COVID-19 vaccine site at the Coral Square Mall for those 65 and older. This is by online appointment only. He also stated that he would like to push forward with the "Buy Coral Springs" campaign soon. Any ideas and suggestions are welcome. Please feel free to reach out to him at any time with any questions. Committee member Gold joined the meeting at 9:11 a.m. Mr. Gold asked if the EDAC and City Commission could have a joint meeting at one point. Deputy City Manager Heller will verify it with the City Manager.
5. **Ideas for discussion: Michelle Brown**  
Committee member Brown owns several small businesses in the community and shared some of her ideas with the Committee. The following topics were discussed:
  - Marketing ideas - What communication systems have worked with the Coral Springs residents?
    - Need for a stronger communication system – monthly e-newsletter via the website, social media, and email
    - Highlight plazas, new businesses, nonprofit organizations, or a business owner every month. There are many wonderful businesses in the City, but many in the community are not aware of their existence
    - Create a "Marketing Contest" – generate ideas from the small business owners with prize money incentives
    - Provide a flexible zoning regulation (e.g. flexible warehouse in the industrial park)
    - Promote a "Business Scavenger Hunt" (feature signature items)
    - Capitalize more on the Savor the Springs program (like the Miami Spice)
    - **Invest in local Mobile App – cost can range from \$10,000 - \$350,000**
      - Integrate "Buy Coral Springs" platform into the Mobile App and the EDO website
      - City-wide merchant and professional business community
      - Learn from the best practices (e.g. Promenade in Coconut Creek)
      - Research which municipality is already using the mobile app

- “My City Mobile App” (<https://mycitymobileapp.com/>) - Mobile apps/maps for cities, counties, and local government. Mr. Sternbach will do more research on user-friendly apps and will share his findings with the Committee
- Merchant Association + Mobile App – The Walk of Coral Springs website: <http://www.thewalkofcoralsprings.com/>
- Ms. Bartlett will ask if the City’s Communication & Marketing team can assist
- Round table with the business owners, SCORE, EDAC, and the Chamber
- Round table with landlords - engage with landlords, management companies and leasing agents
  - Discuss properties with leases that are ending in 6 months or 12 months
  - Find alternative methods to CoStar/LoopNet (their price is increasing) to engage landlords and businesses in our community
- Signage - discuss signage revision, digital directory and any signage issues with landlords and businesses
- Work with the Chamber to strengthen business engagement. Ms. Brief is willing to partner with the EDO to promote the businesses that are non-members
  - SWFL Inc. is a free-membership chamber of commerce in the Southwest Florida region. Ms. Brief will speak with Tiffany Esposito (President & CEO), to find learn more about the model.

Mr. Sternbach stated that the Committee will revisit this topic soon and discuss cost and guidelines. EDO also has some funding in the marketing budget and could utilize its money for marketing strategies.

#### 6. **New Business Update**

Ms. Bartlett reported that the city still has more businesses opening than closing despite the coronavirus pandemic.

Next, Ms. Bartlett reported that the Business Excellence Award (BEA) application opened last week and will close on February 26th. EDO staff will meet with every applicant to hear their stories. EDAC members are welcome to attend the meeting as well. The Committee discussed providing honorable mention to those businesses that stepped up during the COVID-19 pandemic. Mr. Sternbach suggested to conduct a “Business Owner Roundtable” with those businesses and conduct a focus group to discuss how they coped with COVID-19 and share their challenges and ideas (like the GrowFL’s CEO Roundtable)

The first reading of the Economic Development Pilot Incentive Program was presented at the City Commission on 1/6/20. The second reading of the ordinance is scheduled for 1/20/21 City Commission meeting for approval.

Finally, Ms. Bartlett reported that the demolition for the Cornerstone demolition starts on January 18, 2021. The demolition will be complete at the end of April/beginning of May.

#### 7. **Committee Member Communications**

Ms. Brief announced that the Broward College Entrepreneurship (BCEX), in conjunction with Fiserv, will be holding an Incubator Program virtually event tonight at 6:30 p.m. Also, in February, the Chambers will be hosting its first Diversity, Equity and Inclusion summit moderated by Vice Mayor Simmons.

Mr. Sternbach stated that he sent a letter to the Commission to endorse the ED Pilot Incentive Program and was pleased to hear that the first reading passed unanimously.

#### 8. **Next Meetings:**

The next meeting will be on February 17, 2021 at 9:00 a.m. (Zoom)

#### 9. **Adjournment:**

There being no additional business, the meeting adjourned at 10:27 a.m.

2.17.2021  
DATE APPROVED/ACCEPTED

*Gil Sternbach*  
Gil Sternbach (Feb 19, 2021 10:00 EST)

GIL STERNBACH  
Committee Chairperson  
Economic Development Advisory Committee

**Kristi Bartlett**

Digitally signed by Kristi Bartlett  
DN: cn=Kristi Bartlett, o=City of Coral Springs,  
ou=Economic Development Office,  
email=kbartlett@coralsprings.org, c=US  
Date: 2021.02.19 07:29:45 -0500

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**KRISTI BARTLETT**  
Director of Economic Development  
City of Coral Springs

# EDAC Meeting Minutes 1.13.2021

Final Audit Report

2021-02-19

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