

**CITY OF CORAL SPRINGS
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) ZOOM MEETING
Tuesday, November 4, 2020 at 9:00 a.m.**

Committee Vice Chair Roy Gold called the Zoom meeting to order at 9:09 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	Present
Yuri Quispe, Committee Member	Present
Kendra Salerno, Committee Member	Present
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. **Approval of Meeting Minutes (October 13, 2020)**

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

3. **Local incentive update – Kristi Bartlett, Director of Economic Development**

Ms. Bartlett discussed the Pilot Incentive Program with the Committee. This proposed local incentive program provides the businesses with the opportunity to develop and redevelop their buildings in two ways: 1) permit an impact development fee assistance (50% matching grant up to \$50,000), and 2) building exterior rehabilitation improvements (50% matching grant up to \$50,000). At this time, Chairperson Sternbach and Deputy City Manager Heller joined the meeting at 9:15 a.m. The Committee discussed the details of the incentive program at length. Ms. Bartlett plans to present this item at the City Commission meeting in December and launch the program in January 2021. Mayor Brook joined the meeting at 9:21 a.m.

4. **Small Business Grant Program – Kristi Bartlett, Director of Economic Development**

Ms. Bartlett provided an update of the two grant programs administered by the Economic Development Office (EDO). The first program, the "Back to Business" grant (a \$250,000 federally funded grant), was conducted in the Summer and awarded \$1,000 to each business to assist with the purchase of the PPE supplies for re-opening of their businesses (total: 250 awardees). Currently, the City is working on the second program, the "COVID-19 Small Business" grant (a \$710,000 federally funded CARES Act grant) to award \$5,000 to each business to assist them with retaining jobs and paying off expenses related to the COVID-19 economic crash (goal: 142 awardees). All unspent monies will go back to Broward County after December 10th. After discussing the details, the EDAC members agreed to spread the word by sharing the one-pager document containing the information about the Small Business Grant (Ms. Bartlett will e-mail the document after the meeting).

5. **New Business Update – Kristi Bartlett, Director of Economic Development**

Ms. Bartlett stated that since January 2020, 545 new businesses have opened while 323 have closed, indicating that more businesses have opened than closed in the City regardless of the pandemic. The trend continues to grow as 94 more businesses opened in October 2020 alone. In January 2021, the City will lead a "Welcoming Committee" to reach out to the new businesses. The Welcoming Committee will consist of City leaders (department heads) and

EDAC members. Committee discussed that the Coral Springs Regional Chamber of Commerce can also offer their service.

6. Strategic Plan Overview

Ms. Bartlett informed that the current Strategic Plan was adopted in December 2019, which included the revamping of the current EDAC. The ED strategic action matrix was shared in the meeting. Mr. Sternbach suggested discussing the details of this Strategic Plan and its matrix (including our targets, marketing and higher education) at the next meeting to get everyone on the same page.

7. Committee Member Communications

Ms. Martinez stated that she will share the Broward College enrollment & shared space study with the group next time.

Mr. Kinsey asked for the new sign program information. Ms. Bartlett will send the information.

Mr. Gold stated the Sawgrass Expressway is the biggest asset for the City and suggested it to be part of the EDO marketing component. He also stated that building a restaurant next to the Everglades would be a great destination spot for the City.

Mr. Sternbach will draft letters congratulating to Joy Carter and Nancy Metayer on behalf of the EDAC.

Mr. Biggie left the meeting at 10:32 a.m. Ms. Salerno left the meeting at 10:30 a.m. Ms. Brief left the meeting at 10:31 a.m.

Mr. Quispe discussed that agriculture and engineering studies could be a good opportunity for the City.

8. Next Meetings:

The next meeting will on December 9, 2020 at 9:00 a.m. (Zoom)

9. Adjournment:

There being no additional business, the meeting adjourned at 10:44 a.m.

12.9.2020
DATE APPROVED/ACCEPTED

Gil Sternbach
Gil Sternbach (Feb 19, 2021 10:03 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 07:26:35 -0500

KRISTI BARTLETT
Director of Economic Development
City of Coral Springs

EDAC Meeting Minutes 11.4.2020

Final Audit Report

2021-02-19

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