

**CITY OF CORAL SPRINGS
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) ZOOM MEETING
Tuesday, December 9, 2020 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	Late
Michelle Brown, Committee Member	Late
Matt Kinsey, Committee Member	Present
Ellice Almas Martinez, Committee Member	Present
Yuri Quispe, Committee Member	Absent
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
Nancy Metayer, Commissioner

All person in attendance recited the Pledge of Allegiance.

1. **Citizen's Comments** – There were no citizen's comments.
2. **Approval of Meeting Minutes (November 4, 2020)**
ACTION: Committee member Kinsey moved, seconded by committee member Smith, to accept the meeting minutes. The motion was approved unanimously (6-0).
3. **Mayor's Update – Mayor Scott Brook**
Mayor Brook reported that the City Commission meetings are back to the evening hours effective next meeting. He also stated that the Cornerstone project is moving along and that businesses in the city continue to pick up (more businesses have been opening than closing).
4. **Strategic Plan Review**
Ms. Bartlett reviewed the Strategic Plan Matrix with the group and discussed each element at length. The matrix is set into four (4) different categories: Business Climate, Municipal Function & Leadership, Physical Environment & Placemaking; and Marketing & Communications. Committee member Biggie joined the meeting at 9:10 a.m.
5. **Ideas for discussion: Michelle Brown**
Committee member Brown joined the meeting at 10:00 a.m. by phone. Committee agreed to postpone Ms. Brown's agenda item to the next meeting per her request.
6. **New Business Update**
Ms. Bartlett reported that 55 new businesses opened while 16 businesses closed in October 2020.
7. **2021 Business Excellence Awards**
The 2021 Business Excellence Award will launch on January 6, 2021. Just like the previous year, the 2021 awards program offers six (6) nomination categories focused on the following areas: (1) Large Company (50+ employees); (2) Small Company (49 or less employees); (3) Company to Watch; (4) Legacy Award; (5) Heart of the Community; and (6) Commissioner Award. Last year, we received 90 applications and staff visited over 60 businesses. The application deadline is February 26, 2021, and the award presentation is scheduled for May 5th City Commission.
8. **Committee Member Communications**
Ms. Bartlett reported that the COVID-19 Small Business Grant is now closed. To date, the City awarded a total of 58 grants (totaling \$295,000) - pending one more grant this week.

Committee member Martinez stated that Broward College is currently offering a certification program (at no cost to the business owners). Ms. Martinez will send the materials to Ms. Bartlett so that she can share the information with the Committee.

Ms. Brief said targeting Corporate Park industries is a great idea. She mentioned that there are some duplication efforts between the City’s EDO and the Chamber’s office. Ms. Heller stated that the City can have an off-line discussion regarding partnership opportunities with the Chamber and how to accomplish the efforts together (i.e. roles, responsibilities, internships, business excellence awards, business visitations, etc.).

Mr. Sternbach stated that the strategic plan should be revisited on a quarterly basis. He suggested that the contact information for the Chamber and the EDO should be on the city’s Business Tax application. Ms. Bartlett stated that a revised welcoming letter will be sent out to the new businesses starting in the new year.

Mr. Smith commented that the revitalization of Coral Springs is happening (e.g. Cornerstone, Village Square, Trader Joe’s, Costco, etc.). To capitalize on attracting more businesses to Coral Springs, he recommended to compile an inventory of businesses (such as retail, education, healthcare), go after the missing entities, and focus on the residential component (to attract the young workforce). Ms. Bartlett will send out the Economic Base analysis studied by Camoin.

Mr. Smith also reported that last week the State of Florida approved Broward Health Coral Springs for the interventional cardiac procedures (also known as the Percutaneous Coronary Intervention or PCI). This is the next level of routine diagnostic care so patients can now receive cardiac care right here in Coral Springs. This also means an economic impact for the City, providing potential opportunities for more physician offices, job creations, and medical diagnostic services.

Mr. Kinsey warned that ransomware attacks are on the rise and ransom payment requests increased from \$25,000 to \$250,000. He asked everyone to take extra caution to protect themselves and their data.

At 10:12 a.m. Commissioner Metayer joined the meeting to thank the committee members for their work.

9. **Next Meetings:**

The next meeting will be on January 13, 2021 at 9:00 a.m. (Zoom)

10. **Adjournment:**

There being no additional business, the meeting adjourned at 10:13 a.m.

1.13.2021
DATE APPROVED/ACCEPTED

Gil Sternbach
Gil Sternbach (Feb 19, 2021 10:01 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 07:28:11 -0500

KRISTI BARTLETT
Director of Economic Development
City of Coral Springs






EDAC Meeting Minutes 12.9.2020

Final Audit Report

2021-02-19

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