



Life's Just Better Here

Economic Development Task Force

August 21, 2019

5:30pm

Commission Chambers

- I. **CALL TO ORDER**
- II. **PLEDGE OF ALLEGIANCE**
- III. **COMMENTS FROM THE PUBLIC**
- IV. **APPROVAL OF MINUTES**
 - a. 2-20-19
 - b. 3-20-19
- V. **OLD BUSINESS**
 - a. Discussion of Accomplishments
- VI. **NEW BUSINESS**
 - a. Liaison Report
- VII. **ADJOURNMENT**

Pursuant to FS. 286.0105, if a person decides to appeal any decision made by the Board, Agency or Commission with respect to any matter considered at such meeting, or hearing, they will need a record of the proceedings and that for such purposes they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based.

Any person requiring Auxiliary Aids and Services for the Meeting may call the ADA Coordinator at 954-390-2122 at least two working days prior to the meeting. If you are Hearing or Speech impaired, please contact the Florida Relay Services by using the following phone numbers: 1-800-955-8770 (Voice) 1-800-955-8771 (tdd)



WILTON MANORS, *Island City*

2020 WILTON DRIVE, WILTON MANORS, FLORIDA 33305

COMMUNITY DEVELOPMENT SERVICES

(954) 390-2180 FAX: (954) 567-6069

Life's Just Better Here

Economic Development Task Force (EDTF)

February 20, 2019

Present

Nick Berry, Chair
Tony LoGrande, Vice Chair
Paul Hugo
Ed Lugo
Ilene Schnall
Ken Stone
Justin Proffitt

Not Present

Spencer J Jenkins
Roger Roa

Also Present

Roberta Moore, Community Development Services Director

Introduction of Justin Proffitt

Board Member Proffitt introduced himself to the board and gave a brief summary of his experience.

Approval of Minutes

Board Member Schnall motioned to approve the January 16, 2019 meeting minutes. Vice Chair LoGrande seconded the motion. The vote was unanimous; the January 16, 2019 meeting minutes were approved.

Public Comment

There was no public comment.

Calendar Dates

Director Moore stated she included the calendar dates for this year's EDTF meetings. She questioned if all the board members are ok with the meeting dates. She suggested looking into changing the April meeting since three (3) board members stated that they will have to call in. Director Moore stated she will evaluate schedules to see what dates are possible for April. The EDTF discussed canceling the April meeting. The EDTF agreed to wait until the March meeting to make this determination.

Discussion of the 2019 EDTF Goals and Objectives

Director Moore provided the annual report document for the EDTF's Goals and Objectives. Director Moore drafted the document this year, but the EDTF will need to draft it next year. She stated on the

second page, the EDTF will see the 2017-2018 Accomplishments and the 2018-2019 Goals and Objectives. Director Moore than asked the EDTF to discuss each Goal.

The first Goal and Objective discussed was the Tri-Rail Station. The Treasure Coast Regional Planning Council held a workshop in August of 2018. On February 26, 2019 they will do a presentation on the prospective Tri-Rail Station to both the public and the City Commission. Once this presentation is complete, the EDTF will have a better understanding of what they can do for the project. Director Moore stated she is requesting funds in this year's budget for this goal. Vice Chair LoGrande questioned how much money the EDTF has for this project and if it going to be enough to cover anything. Director Moore stated the EDTF can evaluate this after the presentation. She asked that the EDTF get the word out about the presentation and be in attendance to show support.

The next Goal and Objective discussed was the Andrews Avenue / Oakland Park Boulevard Land Use Plan Amendment. Director Moore stated the City Commission gave direction to eliminate some properties. There is an item on the next meeting agenda to extend the contract with the Mellgren Planning Group. This will give the Mellgren Planning Group sixty (60) days to finish and then the City Commission will have the first reading.

The next Goal and Objective discussed was the Wayfinding project. Director Moore stated Axia is on the last round of revisions for the draft bid documents. She stated she is hopeful these will be to the finance department in the next week or two. Chair Berry questioned how long the project will be out to bid. Director Moore stated it will be out to bid for probably thirty (30) days.

The next Goal and Objective discussed was the Economic Development Strategic Plan (EDSP). Director Moore stated the EDTF spoke about creating a program on sustainability of businesses on certain corridors. She reminded the EDTF the Wilton Drive Improvement District (WDID) is working on Wilton Drive. The EDTF discussed a bit of what the WDID is doing as far as sustainability of businesses to see what they can mirror for the other corridors of the city. Director Moore stated Board Member Stone is the board liaison for the Economic Development page on the city's website. Director Moore is currently waiting on the economic development consultant's information. The ultimate goal of this webpage is to help the business community understand the process of operating a business in the city. The EDTF discussed ideas for the website, as well as, how to get this information out. Chair Berry questioned about the welcome letter that is supposed to go out to all the new businesses. Director Moore stated that all the new businesses should be receiving the welcome letter. Board Member Lugo questioned what might be missing from this welcome letter. Director Moore stated when suggestions are made, they need to be clear and the EDTF needs to make the changes. Chair Berry questioned if the EDTF can obtain a copy of the final draft. Director Moore stated she will provide the final draft.

The next Goal and Objective discussed was the Dine Out Wilton Manors event. Board Member Stone provided all the information required for this event; however, there is a lack of funding this fiscal year. Director Moore stated the EDTF needs to discuss having businesses willing to participate. She provided a list of businesses identified as restaurants. Vice Chair LoGrande stated he feels in order for this event to be successful, there needs to be a certain level of restaurant and he does not feel that Wilton Manors has enough of these establishments. Due to this, the event might actually make the city look bad and feels the EDTF should wait until there are enough restaurants of that caliber. The EDTF decided to table this item.

The next Goal and Objective discussed was the craft and art show event. The EDTF discussed the possibility of just changing this to support the Art Walk. Ultimately, the EDTF decided to remove this from the Goals and Objectives.

The final Goal and Objective discussed was the change in density and height throughout the city. Director Moore stated staff is currently working on a number of different projects regarding this Goal and Objective. Staff is working on the code rewrite, hotel feasibility study, the Andrews Ave / Oakland Park Boulevard Land Use Plan Amendment, urban design analysis of the Comprehensive Plan and the Unified Land Development Regulations. She stated the recommendations are to eventually get to the point of higher density. She stated staff is finishing the final few chapters of the Code of Ordinances then moving to the Unified Land Development Regulations. Director Moore then stated she is anticipating holding a workshop on the Code of Ordinances prior to presenting it to the City Commission. Board Member Proffitt thinks the issue of density and height might be a bit premature for this board. He feels that the EDTF needs to focus on urban design and educating the public. The EDTF discussed this more in depth and decided the education of the public should be the focus of this board.

Staff Comments

Director Moore stated on February 26, 2019 at 6:15 P.M. Treasure Coast Regional Planning Council will have the Tri-Rail Coastal presentation. This will be followed at 7 P.M. by the City Commission meeting. She encouraged all the board members to attend and help spread the word.

Board Member Schnall motioned to adjourn. Board Member Hugo seconded the motion. The vote was unanimous; the meeting adjourned at 7:04 P.M.



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COMMUNITY DEVELOPMENT SERVICES

(954) 390-2180 FAX: (954) 567-6069

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Economic Development Task Force (EDTF)

March 20, 2019

Present

Nick Berry, Chair
Tony LoGrande, Vice Chair
Paul Hugo
Ed Lugo
Justin Proffitt
Roger Roa (late arrival)
Ilene Schnall
Ken Stone

Not Present

Spencer J Jenkins

Also Present

Justin Flippen, Mayor
Paul Rolli, Commissioner
Roberta Moore, Community Development Services Director

Approval of Minutes

There were no minutes to approve.

Public Comment

There was no public comment.

Discussion of the Fiscal Year 2019/2020

Director Moore stated she included a copy of the EDTF's Goal and Objectives. She provided this to start the conversation for budget requests. Chair Berry stated both the Wayfinding Program and "Dine Out Wilton" are now out of the EDTF's hands; therefore no funding is required. Board Member Proffitt questioned what the board has requested funding for in the previous years. Director Moore gave a quick background of the projects the EDTF requested funding for.

The EDTF had a discussion regarding the Business Enhancement Grant Program. Board Member Proffitt motioned to request \$30,000 for the 2019/2020 budget for the city wide grant with a maximum payout of \$3,000 per applicant. Vice Chair LoGrande seconded the motion. The vote was unanimous; the motion for funding passed.

The EDTF discussed requesting funding for marketing the city. Director Moore stated the marketing component of the Economic Development Strategic Plan is being addressed by another department. This

is not a focus of the EDTF. She will see if Assistant City Manager Landi has anything to provide about what the city's plan is for marketing to the board members that are curious.

The EDTF discussed holding a roundtable event to educate the public on increasing density and height throughout the corridors. The EDTF suggested using the Wilton Manors Business Association and the Neighborhood Associations to help spread the word. Director Moore questioned what exactly the funding for the roundtable event would be for. The EDTF stated the funding would go towards:

- Direct mailing to all residents and businesses in the city advertising the event.
- Food for all attendees for the event. This is more than just light refreshments and snacks.
- Hiring a consultant, preferably from the Treasure Coast Regional Planning Council, to come and provide an educational presentation.

The EDTF proposed the idea of creating boards of residents in each neighborhood to create their vision for their area. Vice Chair LoGrande nominated Justin Proffitt to be the EDTF member in charge of coming up with the explanation for the budget request and ultimately in charge of planning the roundtable event. Board Member Hugo seconded the motion. The vote was unanimous; Board Member Proffitt will be the EDTF member handling the roundtable event.

Vice Chair LoGrande motioned for the EDTF to support an increase in sustainable density, smart urban design regulations, and an increase in height citywide. Board Member Schnall seconded the motion. The vote was unanimous to support the motion.

Board Member Proffitt motioned for the EDTF to support the Treasure Coast Regional Planning Council's Station Area Master Plan. Board Member Lugo seconded the motion. The vote was unanimous to support the motion.

Vice Chair LoGrande motioned to make the remaining metered parking free from the hours of 9:00 a.m. to 6:00 p.m. during the rest of the narrowing of Wilton Drive. The EDTF has a discussion and ultimately decided not to support this motion.

Staff Comment

There were no staff comments.

Board Comments

Board Member Schnall questioned if the EDTF wanted to keep the April meeting date because three (3) of the board members would have to call in. The EDTF discussed this and ultimately decided to keep the April meeting date. Board Member Stone questioned if there is a conference line the EDTF can use for next month's meetings to accommodate multiple call ins. Director Moore stated she will look into it.

Board Member Hugo motioned to adjourn. Board Member Schnall seconded the motion. The vote was unanimous; the meeting adjourned at 7:19 P.M.



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Wilton Manors
Economic Development Task Force
Accomplishments 2014-2019

August 2019

Mission

The Mission of the Economic Development Task Force is to provide marketing strategies for the City of Wilton Manors; identify parcels or tracts of land for future redevelopment; and recommend programs, incentives and ordinances to encourage economic development in the City of Wilton Manors.

Current Members

Nicholas Berry, Chair

Tony LoGrande, Vice Chair

Paul Hugo

Ed Lugo

Justin Proffitt

Ilene Schnell

Ken Stone

Past Members

Leor Barak

Robert Boo

Teresa Fitzsimmons

Peter Flint

J. Spencer Jenkins

Jason Johnson

Carl Marzola

Joseph Minotto

Joseph Pallant

Roger Roa

Stewart Robin

Dean Trantalis

Grady Kimber White

Stephen Zollo

Accomplishments

- Executed the Tri-Rail Coastal Link presentation which led to the City of Wilton Manors receiving a \$120,000 grant from Treasure Coast Regional Planning Council for master site planning for a potential train station
- Kicked off the efforts to create a wayfinding program which will result in the citywide branding of a signage system to include gateway, landmark, parking and other directional signs which will encourage ease of access and more visitors to the Island City.
- Initiated the efforts that led to a city wide banner program and the photo spot in Jaycee Park.
- Provided the initial input that led to the creation of an Economic Development Strategic Plan for the City, and continued to offer staff feedback at the elementary stages of implementation of the Plan.
- Created the impetus that led to the Business Enhancement Incentive Grant Program.
- Provided staff with ideas and feedback for the proposed changes in the land use designation process for the redevelopment of Andrews Avenue / Oakland Park Boulevard Corridor Study
- Initiated the concept of a business improvement district for the Arts and Entertainment District.



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**NOTICE OF MEETING
ECONOMIC DEVELOPMENT TASK FORCE
WEDNESDAY, AUGUST 21, 2019
5:30 P.M. – COMMISSION CHAMBERS**

NOTICE IS HEREBY GIVEN THAT THE ECONOMIC DEVELOPMENT TASK FORCE COMMITTEE HAS SCHEDULED A MEETING FOR WEDNESDAY, AUGUST 21, 2019 AT 5:30 P.M. IN THE CITY HALL COMMISSION CHAMBERS, 2020 WILTON DRIVE, WILTON MANORS, FLORIDA.

All interested persons are invited to appear and be heard, subject to proper rules of conduct. Persons who cannot appear and be heard are encouraged to submit their written comments. Written comments filed with the Community Development Services Director will be entered into the record. Any person who decides to appeal any decision with respect to any item will need a record of the proceedings for such purpose, and such person may need to ensure that a verbatim record of the proceedings being appealed is made, which includes the testimony and evidence upon which, such, appeal is to be based. All affected persons will be allowed to present evidence at the hearing and bring forth witnesses provided he/she notify the City Clerk's office and file the required forms. Hearings may be continued from time to time as necessary. Two or more City Commission members may be present at the meeting.

All materials may be reviewed at the City of Wilton Manors Community Development Services Department at 2020 Wilton Drive, Wilton Manors, Florida 33305, between the hours of 7:00 a.m. and 6:00 p.m., Monday through Thursday, excluding legal holidays. Persons with disabilities requiring accommodations in order to participate should contact the City Clerk at 954-390-2123 at least 24 hours prior to the meeting. If you are hearing or speech impaired, please contact the Florida Relay Service by using the following phone numbers: 1-800-955-8770 (voice) or 1-800-955-8771 (TDD).

CC: MAYOR/COMMISSION
ALL DEPARTMENTS

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Dated and Posted: 8/14/19