



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 Schanll
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 then 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.