



Life's Just Better Here

**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.