



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

**AGENDA
ECONOMIC DEVELOPMENT TASK FORCE
WEDNESDAY, JANUARY 17, 2018 AT 5:30 P.M.
CITY COMMISSION CHAMBERS
2020 WILTON DRIVE, WILTON MANORS, FLORIDA 33305**

- I. Call to Order**
- II. Roll Call**
- III. Pledge of Allegiance**
- IV. Approval of Minutes**
November 15, 2017
- V. Public Comments**
Any member of the Public may speak on any issue for three (3) minutes.
- VI. Discussion of 2018 EDTF Goals**
- VII. Discussion of Residential Parking Permit**
- VIII. Staff Comments**
- XIV. Board Comments**
- X. Adjournment**

NEXT MEETING DATE – February 21, 2018 at 5:30 P.M.

****Joint meeting with the Wilton Drive Business Improvement District****

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).



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Economic Development Task Force (EDTF) November 15, 2017

Present

Nick Berry, Chair
Tony LoGrande, Vice Chair
Paul Hugo
Ilene Schnall
Joe Minotto

Also Present

Roberta Moore, Director of Community Development Services

Approval of Minutes

Board Member Schnall motioned to approve the October 18, 2017 meeting minutes. Vice Chair LoGrande seconded the motion. The vote was unanimous; the October 18, 2017 meeting minutes were approved.

Public Comment

CANA President Rolli, 2016 NE 6 Terrace, stated, as requested, he mentioned the three (3) vacancies at the latest CANA meeting.

Vice Mayor Flippen, 2020 Wilton Drive, stated the EDTF is scheduled for the next City Commission meeting.

Discussion of EDTF accomplishments to the City Commission and Future Goals for 2018

The accomplishments and goals were discussed concurrently.

Director Moore started the conversation stating the Wilton Drive Improvement District (WDID) is a great accomplishment for the EDTF, but there are other great accomplishments the board should focus on as well. Chair Berry stated that he will give the presentation to the City Commission. He would like to close the presentation with the WDID board due to this being the most important accomplishment. The EDTF agreed.

Vice Chair LoGrande spoke about the Tri-Rail presentation he provided to City Manager Leigh Ann Henderson. The EDTF recommended bringing this presentation to City Manager Henderson. This presentation prompted the city to apply for a grant. Wilton Manors was awarded a grant from the Treasure Coast Regional Planning Council to fund a charrette to create a master plan for the Tri-Rail station. Director Moore stated the grant amount is \$120,000. The EDTF feels this is both an accomplishment and a goal.

Director Moore stated the EDTF should speak about the wayfinding program and identify the different components. The components of the program are the city-wide banners, photo spot, and wayfinding signs. Director Moore stated the City Commission gave direction to Axia and that Axia reached out to the Florida Department of Transportation (FDOT). Axia received approval from FDOT and has gone out for proposals. Once the proposals are received, it will be brought before the City Commission for approval. The EDTF feels this is also both an accomplishment and a goal.

Board Member Minotto questioned if the EDTF was the body that requested the Economic Development Strategic Plan (EDSP). Chair Berry stated the EDTF did not; however, the EDTF gave a lot of input on the EDSP and is helping to implement the plan. Again, the EDTF feels this is both an accomplishment and a goal.

Vice Chair LoGrande questioned the status of the Business Enhancement Grant Program. Director Moore stated the City Commission funded the program again for this fiscal year. She stated last year there were six (6) grants, which left some funding. The implementation and continuation of this program is both an accomplishment and a goal.

Director Moore suggested bringing SCORE in for business workshops as a goal for the EDTF. She stated the knowledge offered at these workshops could be very beneficial to many small local businesses. The EDTF discussed this idea and agreed. This is a future goal for the EDTF.

Board Member Minotto suggested trying to find sponsorship for better Christmas lights along Wilton Drive as a goal for next year. Chair Berry stated that is a project better suited for the WDID because it focuses solely on Wilton Drive.

Director Moore suggested the EDTF have the Andrews Avenue/Oakland Park Boulevard corridors as a goal. She stated city staff is hosting a workshop on the land use change on December 4, 2017 from 9 AM to 7 PM at Mickel Park. She requested the EDTF help get the word out about this workshop. Board Member Minotto and Board Member Schnall stated the improvements to Andrews Avenue are very important and the EDTF should have this as a goal. Director Moore stated once the land use change has gone through, the city will work on the zoning code, which will have different regulations for Andrews Avenue and Oakland Park Boulevard. The EDTF can discuss these different regulations, such as building heights and density. Board Member Hugo stated he would like the EDTF to attack larger projects like this.

Board Member Stone stated he has a few ideas for the EDTF. The first idea is a craft fair. He stated the previous craft fair brought a ton of business to the city's local businesses. Board Member Stone stated this might not be a good fit for this board, but it is great for economic development. His second idea is a restaurant week to take place directly after Taste of the Island. Board Member Stone stated he sent a proposal to Director Moore. Director Moore stated this requires a budget, which the EDTF cannot get until the next fiscal year. Vice Chair LoGrande stated he is in favor of this idea. He would like to work with Taste of the Island to help restaurants bounce back after the event. This event could be titled "Dine Out Wilton Manors." Board Member Hugo stated the EDTF does not need a budget. He stated the EDTF can find restaurants willing to participate with a fixed menu and restaurant tours. Director Moore questioned if the EDTF would like to have a joint meeting with the Wilton Manors Business Association, Taste of the Island representatives and Leisure Services. The EDTF stated they would. Board Member Stone's next suggestion is to have a foot traffic study done on Wilton Drive to show the landlords why businesses cannot survive with the high rents. The EDTF feels this is better suited for the WDID. Board Member Stone's final suggestion is to reach out to Florida Atlantic University's (FAU) architectural department to help create a future vision for Wilton Manors. He stated the Town of Lauderdale-By-The-Sea is currently working with FAU's architectural department to design their new city hall. Director

Moore stated she supports this idea; however, she feels the EDTF should hold off on this until the new zoning regulations are adopted in the Andrews Avenue and Oakland Park corridors. She stated the EDTF can then reach out with those guidelines to see if there is an architectural class in need of a class project. Chair Berry stated once the EDTF gets the project in motion, the EDTF can have FAU come in to do the presentation. If the EDTF approves of the presentation, then the EDTF can motion it to the City Commission.

Vice Mayor Flippen questioned if the EDTF has formally weighed in on the land use change for the Andrews Avenue/ Oakland Park Boulevard. He stated if the EDTF has not, he would strongly recommend weighing in on it. He also questioned if the banners are really economically beneficial. Vice Mayor Flippen stated the EDTF should use their authority within their limitations. He stated the EDTF should formally adopt positions on issues prior to the item being presented to the City Commission.

Chair Berry motioned to recommend continuing the feather flag program. Vice Chair LoGrande motioned to not continue the feather flag program. Board Member Stone seconded this motion. Vice Chair LoGrande stated Wilton Manors is in a different economy now and that these flags are no longer needed, especially with the wayfinding signs going in and the narrowing of Wilton Drive. He feels the city should start phasing them out. Chair Berry disagrees. He stated the retail stores cried because they suffered without the flags, which is why it went to the City Commission. He feels the feather flags help the businesses. Board Member Hugo agrees with Chair Berry. He stated the business owners need all the help they can get. Vice Chair LoGrande feels it is already an obstacle course on the sidewalks and fears it will get worse. Chair Berry recommended the EDTF approve it for one more year, especially with the narrowing of Wilton Drive. He stated the businesses should use these to get through the construction, and then the EDTF can reach out to the businesses to see why the owners feel the feather flags are beneficial. Vice Chair LoGrande withdrew his motion. Vice Chair LoGrande motioned to continue the program for two (2) more years to allow time for research. Board Member Schnall seconded the motion. The vote was unanimous; the EDTF recommends allowing the feather flag program to continue for two (2) years. Chair Berry requested Director Moore help put this into the presentation for the EDTF.

Vice Chair LoGrande would like the EDTF to look into increasing building heights. He stated many developers look at properties and stop interest because of height restrictions. He feels Wilton Manors needs to fortify. He suggested doing an intelligent analyzation of what locations would be appropriate to increase the building heights. Chair Berry question if the EDTF would like to add this as a goal for next year. The EDTF stated the board would like to make this a goal for next year. Director Moore stated this cannot be a goal yet. The EDTF can choose to support the land use change for the Andrews Avenue/Oakland Park Boulevard, but nothing specific yet. Vice Mayor Flippen stated the City Commission is looking for support of the concept of Andrews Avenue/Oakland Park Boulevard Land Use Change. Board Member Minotto motioned to support the Andrews Avenue/Oakland Park Land Use Change to a Transit Orientated Corridor. Vice Chair LoGrande seconded the motion. The vote was unanimous; the EDTF motioned to support the Andrews Avenue/Oakland Park Boulevard Land Use Change.

Chair Berry reviewed the goals for the EDTF. The goals are as follows:

- Tri-Rail Train Station;
- Wayfinding;
- Business Workshops with SCORE;
- Craft/Art Fairs;
- Dine Out Wilton Manors (Working with WMBA);
- Architectural Engagement for the Future Vision (Working with FAU);
- Increase in density and building heights;

- Implementation of the EDSP; and
- Andrews Avenue/ Oakland Park Boulevard Land Use Change;

Board Member Schnall motioned to approve the 2018 goals. Board Member Minotto seconded the motion. The vote was unanimous; the 2018 goals were approved.

Chair Berry reviewed the accomplishments for the EDTF. The accomplishments are as follows:

- Tri-Rail Presentation which resulted in grant money;
- Wayfinding Program
 - City Wide Banners
 - Photo Spot;
- Implementation of the EDSP;
- Continuance of the Business Enhancement Grant Program;
- Continuance of the Feather Flag Program for two (2) years;
- Andrews Avenue/Oakland Park Boulevard Land Use Change Phase one(1) and Phase two (2); and
- Creation of the WDID

Chair Berry requested the EDTF come out and show support at the City Commission meeting. He stated anyone can speak. Board Member Schnall motioned to approve the 2018 EDTF accomplishments as read by Nick Berry supplemented by Director Moore as EDTF accomplishments. Board Member Hugo seconded the motion. The vote was unanimous; the EDTF accomplishments were approved.

2018 Calendar

Board Member Schnall motioned for the meeting dates to be held in pursuant to the calendar dates presented by Director Moore. Vice Chair LoGrande seconded the motion. The vote was unanimous; the 2018 meeting dates were approved.

Cancel December 2017 Meeting

Director Moore stated the December meeting is on the first day of Chanukah. The EDTF never finalized the date. Board Member Schnall motioned to cancel the December EDTF meeting. Board Member Hugo seconded the motion. The vote was unanimous; the December EDTF meeting was cancelled.

Staff Comments

Director Moore reminded the EDTF of the December 4, 2017 workshop for the land use change. She stated the WDID requested to have a joint meeting on February 21, 2018. The EDTF agreed to this joint meeting. Director Moore stated on November 28, 2017 the City Commission is voting on the EDTF. She stated she would really like to have the EDTF board members in attendance.

Board Member Schnall motioned to adjourn. Board Member Minotto seconded the motion. The vote was unanimous. The EDTF adjourned at 7:00 P.M.



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Economic Development Task Force (EDTF) 2018 Goals

The EDTF has established the following goals for 2018:

- Tri-Rail Coastal Link
- Wayfinding Program
- Implementation of the EDSP
- Working with SCORE to provide trainings and workshops to the business community
- Andrews Avenue / Oakland Park Boulevard Corridor Study
- Dine out Wilton Manors in conjunction with Wilton Manors Business Association
- Craft / Art shows
- Increase the density and height in the major corridors of the City
- Architectural engagement with students from Florida Atlantic University
- Traffic / foot study for commercial corridors