



WILTON MANORS, *Island City*

2020 WILTON DRIVE, WILTON MANORS, FLORIDA 33305

COMMUNITY DEVELOPMENT SERVICES

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

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**AGENDA
ECONOMIC DEVELOPMENT TASK FORCE
WEDNESDAY, JULY 19, 2017 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**
May 17, 2017
June 21, 2017
- V. Public Comments**
Any member of the Public may speak on any issue for three (3) minutes.
- VI. Updates from Board Members**
 - a. Old Florida Seafood (Chair Berry)**
 - b. Art Walk (Vice Chair LoGrande)**
 - c. Dine Out Wilton Manors (Chair Berry)**
- VII. Discussion of City of Wilton Manors 2016-2021 Economic Development Strategic Plan**
- VIII. Board Comments**
- XIV. Adjournment**

NEXT MEETING DATE – August 16, 2017

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)
Meeting Minutes May 17, 2017**

Present

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

Not Present

Kimber White
Steven Zollo

Approval of Minutes

Board Member Schnall motioned to approve the March 15, 2017 minutes. Vice Chair LoGrande seconded the motion. The vote was unanimous; the minutes from the March 15, 2017 meeting were approved. Board Member Minotto motioned to approve the April 19, 2017 minutes. Board Member Schnall seconded the motion. Chair Berry requested a change be made to the section about Sunday Funday. He stated this event would not shut down Wilton Drive. He requested the minutes be changed to "event held on the Drive." The EDTF agreed to this change. The vote to approve was unanimous; the minutes from the April 19, 2017 were approved.

Public Comment

There was no public comment.

Updates from Board Members

Vice Chair LoGrande informed the Economic Development Task Force (EDTF) that the South Florida Symphony Orchestra just signed a three (3) year lease in one of his spaces. The South Florida Symphony Orchestra will be using the Wilton Manors location as their headquarters.

Call to Artist - Photo Spot

Director Moore informed the EDTF that only three (3) members of the Selection Committee showed up to the most recent meeting. She stated that Board Member White, the EDTF's representative, has not shown up for the last two (2) meetings. As a result of this, the Selection Committee decided to move the Call to Artist to the Wayfinding Program. Chair Berry questioned if the EDTF can bring this project back to the EDTF. Director Moore stated this is not possible because it was presented to the City Commission and the Selection Committee was formed. It then became the Selection Committee's decision to move the Call to Artist to the Wayfinding Program. After some discussion, the EDTF decided to try and keep the board's projects with the board in the future. Chair Berry questioned if the funds for the Call to Artist, \$500, could be moved. Director Moore stated the City has a contract with the Wayfinding Consultant and the money will likely go there.

Wayfinding Program

Director Moore stated the Assessment Report from Axia is under review. She sent a copy to Vice Chair LoGrande, the EDTF's liaison for the project, for his input. Director Moore stated Axia is ready to move forward with this project. Chair Berry questioned if Axia will give a presentation to the EDTF. Director Moore stated she believes it is in the contract, but if not, she and Vice Chair LoGrande will be asking for input from the EDTF. Vice Chair LoGrande suggested adding a city map and historical facts into the Wayfinding Program. He stated the historical facts could be placed all around the city. The EDTF supports this idea. Director Moore stated the branding of the city ties in with the signs. Chair Berry questioned when the first presentation will take place. Director Moore stated she is unsure, but thinks it will be within a few months. Chair Berry questioned how the money allocated for this program is being used this fiscal year. Director Moore stated the money for this fiscal year is covering the contract. She then broke down the funds requested for the next five (5) years since this is a Capital Improvement Plan (CIP). Director Moore requested \$30,000 for 2018, \$30,000 for 2019, \$20,000 for 2020, \$20,000 for 2021, and \$10,000 for 2022.

Citywide Banners

Director Moore stated the EDTF will be moving forward with Signarama Deerfield for this project. Board Member Stone requested the banners be installed before the Stonewall Pride Event. Director Moore stated she will see what she can do. Chair Berry questioned the amount of funds requested for the citywide banners for next year. Director Moore stated she did not have the exact figure, but she will let the EDTF know. There was some discussion on what the next banners would be and if the EDTF would like to talk about these future banners now or wait until the funds are granted for the next fiscal year. The EDTF held a vote; five (5) board members voted to table the discussion and one (1) board member voted to move forward and discuss the future banners. The EDTF tabled this discussion until funds are granted.

Budget Requests

Director Moore reviewed the budget requests submitted for the EDTF. She stated for next year \$30,000 was requested for Wayfinding and \$50,000 was requested for the next five (5) years for the Tri-Rail Coastal. As stated earlier, the Citywide Banner amount will be provided at a later date. Director Moore stated she has allocated part of the Community Development Services Department's budget for the implementation of the Economic Development Strategic Plan (EDSP). She has requested about \$200,000 for the EDSP. Director Moore stated the budget process has just begun. She stated some components of the EDSP will be implemented through the EDTF, as well as, the Planning and Zoning Board.

Chair Berry questioned what projects the EDTF would like to move forward with. Vice Chair LoGrande stated he spoke with Jeff Sterling of Wilton Manors Entertainment Group about the Art Walk. Mr. Sterling stated the Art Walk would cost \$8,500 a year to run. Wilton Manors Entertainment Group would need the money upfront in order to organize the event. Chair Berry questioned if the budget items have been closed for the next fiscal year and if the EDTF budgeted for the Art Walk. Director Moore confirmed that the budget items have been closed and the EDTF did not budget for the Art Walk. Chair Berry suggested inviting Jeff Sterling to the next EDTF meeting and present the option of having local businesses sponsor the event for a nominal fee, such as \$50. Vice Chair LoGrande suggested having Mr. Sterling implement a different model, such as charging the artist upfront for the event. Board Member Schnall questioned if the BID can budget for the event. Vice Chair LoGrande stated that the event goes onto Dixie Highway, as well as, Wilton Drive. He stated Old Florida Seafood's plaza may end up being a viable space. The EDTF also discussed hosting the event in different parts of the city each time. Board Member Stone questioned if the EDTF can consider adding street performers during the event. The city could require a permit, which would generate revenue and the performances could create some additional excitement for the event. In the end, Vice Chair LoGrande will talk to Jeff Sterling about coming to the next EDTF meeting to discuss this event.

Chair Berry requested recommendations from Director Moore about what projects to do that would involve the entire city. He questioned if the EDTF should ask the City Commission for direction. Board Member Schnall expressed concern because no other corridor is setup like Wilton Drive since that is the Arts and Entertainment District. Chair Berry suggested requesting big changes to the city, such as larger sidewalks. Vice Chair LoGrande stated that a strong city core, such as Wilton Drive is a good thing.

Board Member Stone suggested implementing a “Dine Out Wilton Manors” program. This program would be based on the “Dine Out Fort Lauderdale” program in Fort Lauderdale. The local restaurants would run specials for a set amount of time, such as a set price for set menu items. Board Member Stone stated that this program would not cost the EDTF too much money and it could really generate revenue for local businesses. The only upfront money required is for advertising and the EDTF can charge every restaurant a nominal fee to participate. Vice Chair LoGrande suggested kicking the event off at the “Taste of the Island” event held annually. He suggested having this program during the off season and having “Taste of the Island” on a weeknight. Vice Chair LoGrande feels this might encourage professionals to try new restaurants for lunch in the days following event. Director Moore questioned which board member wants to be the liaison for this project. Board Member Hugo nominated Chair Berry. Chair Berry accepted and will be the liaison for the project.

The EDTF discussed the “Sunday Funday” event. After some discussion, mainly on the amplified music, the EDTF decided to drop this project. The EDTF feels that this item is not a good fit for this board.

Director Moore stated the City is moving forward with the EDSP. She requested all board members review the EDSP before the next meeting so the board can have a discussion. Director Moore questioned how the board members would like to receive the EDSP, e-mail or hard copy? The EDTF decided to receive both an e-mail and a hard copy.

Board Member Stone brought up the construction planned for Wilton Drive. He feels the EDTF needs to come up with a plan for local businesses during this construction. He believes some businesses may sink due to limited access. Chair Berry questioned if there should be a liaison from the EDTF to attend the Florida Department of Transportation’s meetings regarding the construction. Vice Chair LoGrande stated the Wilton Drive Business Improvement District should be responsible for this item. He is on that board as well and will give the EDTF updates.

Board Comments

Chair Berry requested the attendance of board members should be looked at to see if the board members are in compliance with the new standards. If the members are not in compliance then remove them from the board and fill the vacancies. Director Moore stated there are currently one (1) vacancy and only one (1) applicant. She stated the City Clerk is trying to get more applicants to the vacancy. Director Moore stated she will have a conversation with the City Clerk to see if there are any members that are not in compliance with the standards.

Vice Chair LoGrande motioned to adjourn the meeting. Board Member Schnall seconded the motion. The vote was unanimous. The EDTF adjourned at 6:39 P.M.



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Life's Just Better Here

Economic Development Task Force (EDTF)

June 21, 2017

Present

Nick Berry, Chair
Tony LoGrande, Vice Chair
Joe Minotto
Ken Stone

Not Present

Paul Hugo
Ilene Schnall

Approval of Minutes

There were no minutes to approve.

Public Comment

Sal Torre, 309 NW 20th Street, Wilton Manors, and President of Westside Association of Wilton Manors (WAWM), informed the Economic Development Task Force (EDTF) that the WAWM submitted a petition to the United States Postal Service (USPS) to change the zip code of the west side area from 33311 to 33305. USPS stated the petition should come from the municipality. He stated the city has begun working on this process with USPS. Mr. Torre stated this relates to the EDTF because the unified zip code will potentially attract developers because it will provide much better demographic statistics for the area.

Claudia Castillo, 2215 Wilton Drive, Wilton Manors, shared her experience with the Art Walk over the years. She stated the event is what led Vice Chair LoGrande to encourage her to open her own art gallery in one of his buildings. Ms. Castillo implored the city help fund the Art Walk.

Jacqueline Lorber, 2201 Wilton Drive, Wilton Manors, and President/CEO of the South Florida Symphony Orchestra, stated she would like to partner with other galleries to make the Art Walk event happen on a regular basis. Ms. Lorber also volunteered to work with Vice Chair LoGrande and other committee members to create a theme night event, similar to the Art Walk with local businesses.

George Medeiros, Vice President of Operations for Wilton Manors Entertainment Group, stated the Wilton Manors Entertainment Group took over the Wilton Manors Arts and Entertainment Expo. He stated the last three (3) events have been very successful. Vice Chair LoGrande proposed having this event every month. Mr. Medeiros stated the Wilton Manors Entertainment Group would be willing to host the event every month if the city would help finance it. Chair Berry requested a year budget from the Wilton Manors Entertainment Group. He would like to see the breakdown of the costs and from there the EDTF can decide what to bring to the City Commission. He stated the EDTF can possibly partner with the Wilton Drive Improvement District (WDID) for funding. Chair Berry also suggested the possibility of having a combination of funding from the city, EDTF, WDID, and private businesses. Mr. Medeiros stated the Wilton Manors Entertainment Group is hoping to obtain funding from Broward

County. Wilton Manors did not have the information required to receive grant money before, so the Wilton Manors Entertainment Group collected the information at the Stonewall Pride Event this year. Ms. Lorber stated she has worked with the Cultural Department at Broward County before and is willing to help the Wilton Manors Entertainment Group. She also stated the application process for 2018 is closed. Chair Berry suggested bringing in Todd DeJesus, Wilton Manors' Capital Projects and Grants Manager, to help put the grant information together. Chair Berry also stated that if private businesses were charged a fee of \$50 per month, it would only take 14 businesses to cover the entire event's budget. After the discussion, Chair Berry feels this will be easy to fund at the board level.

Board Updates

Vice Chair LoGrande stated he has a few board updates. His first topic of discussion is figuring out a way to increase building heights. He would like to see the city allow buildings to be built up to ten (10) stories high, with strict parameters. He feels this would draw developers to Wilton Manors and would like to see this as an agenda item for the EDTF. Director Moore stated this causes issues with the overall density. She stated there is an Urban Center Zoning and in order to use it for residential, flex units would have to be utilized. Director Moore stated that flex units come from Broward County and Wilton Manors only has a pool of flex units left. Director Moore stated we can look at it, but it might not be possible due to flex units. Chair Berry questioned if the city can request more flex units. Director Moore stated not necessarily and explained the process of changing density. Vice Chair LoGrande stated that the higher buildings don't have to be residential buildings.

Vice Chair LoGrande stated that many big box stores are going digital and closing physical stores, which is really great for small local businesses. He stated that many small businesses on Wilton Drive are seeing an increase in revenue.

Vice Chair LoGrande stated that he attended the most recent WAWM meeting. He is in full support of the unified zip code for Wilton Manors. He also stated that the businesses on Andrews Avenue do not reflect the city. Vice Chair LoGrande suggested possibly working with a property owner to create an example for Andrews Avenue. He suggested approaching the owners of Palm Gardens to see if they would be willing to discuss and work with the EDTF about what can be done with the commercial parcel. Vice Chair LoGrande stated there is potential to start with this and in turn inspire other business owners in the area. Director Moore stated the new Palm Gardens property owners have been very engaging with the city. She stated she would reach out to the new owners to see if they want to come to the EDTF or talk one on one with her. Director Moore stated she is unsure how far along the owners' plans are for the commercial parcel. Chair Berry stated this is a discussion that the EDTF needs to have when more members are present before reaching out to the owners. He requested to have this on next month's agenda. He stated he would like to take on more projects on the west side.

Board Member Stone questioned if the EDTF would like to speak about the Old Florida Seafood Plaza. Director Moore stated local business taxes will be able to be issued now that the property owners are making the necessary improvements to the landscaping and parking lot.

Discussion of City of Wilton Manors 2016-2021 Economic Development Strategic Plan

This agenda item was tabled until the next meeting due to not having a quorum. Director Moore stated she will deliver a hard copy of the Economic Development Strategic Plan to Board Member Stone before the next meeting.

Board Comments

There were no board comments.

Vice Chair LoGrande motioned to adjourn. Board Member Minotto seconded the motion. The vote was unanimous. The EDTF adjourned at 6:17 P.M.