

SUMMARY MINUTES

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING

June 2, 2021 – 5:30 P.M.

Flamingo Meeting Room

12855 NW 8 Street, Sunrise, FL 33325

A. WELCOME & CALL TO ORDER BY: STEVE HOFFMAN, CHAIR

B. ROLL CALL Sonia Sierra – Absent Not Excused
Roberta Block
Annie Cohen Coles – Absent Excused
Steve Hoffman
Shari Nourick
Natalya McFarlane
Dorothy Stollerman

Danielle Lima – Economic and Community
Enrichment Manager
Stephanie Joseph – Clerk Typist I

C. OPEN PUBLIC DISCUSSION

None.

D. APPROVAL OF MAY 5, 2021 SUMMARY MINUTES

Motion was made and carried to approve the May 5, 2021 summary minutes. Roberta Block made a motion & Natalya McFarlane seconded the nomination. There was no opposition from the board.

E. OLD BUSINESS

Danielle Lima updated the board with the City's 2020 Highlights:

Sunrise Cares Business Recovery Program – the City provided a grant that assisted 130 businesses; a total of \$1.3 million in grants to small businesses.

Census 70.5% response rate - higher than County, State, Nationwide, and previous year. Still awaiting official results.

FDOT transportation Grant – it is for an on-demand transportation service

for business and entertainment area. City will pay 50% and the State will pay 50% of the cost. The program should start in the beginning of 2022.

Healthcare Facility – negotiating to bring a hospital to the City of Sunrise.

Metropica – Gave update on Metropica and bringing in a big user.

Amazon: Gave update on Amazon. \$3.7 million facility in Sunrise. Will bring over a thousand jobs to the city.

F. NEW BUSINESS

Amazon: Danielle gave an update on Amazon. A representative from Amazon will be coming to speak to the board to bring an update on the Amazon project and speak about traffic from an Economic perspective on July 7, 2021.

Amazon will need to go through the City Commission for approval which they are aiming for a hearing in July. Amazon is asking for an exception regarding the height of the building.

Danielle explained that there was a drainage moratorium for the entire industrial park. Amazon is proposing to do improvements to correct the drainage problem (Pump station, acres of lake inside the site).

FDOT: Danielle explained that the project is moving along and the City is finalizing the RFP to select a company that will be providing the service. This project will be great for Economic Development as the City attracts new businesses.

Healthcare Facility: This project is still under negotiations. The City and potential buyer have both done appraisals. There was a large discrepancy in the appraisal which is causing a conflict on the amount to sell the land for. The potential buyer is working on revising their appraisal to reflect the new understanding. Once that is revised, they will go back to negotiating the price.

Metropica: A letter of intent has been sent to Metropica from a potential buyer (Big User) expressing their interest. There are still some negotiating points within the letter of intent.

G. STAFF UPDATE – DANIELLE LIMA

Economic Development Video – It's a 3-minute video with the goal of attracting more businesses to the City. A company has been hired to film the video in mid-June. The video will highlight what the City has to offer and

include interviews with CEO's and big company owners that have businesses in the City. The video will also be shared with the residents possible through the City's website and social media pages.

Greater Fort Lauderdale Alliance Magazine – Danielle attended the Greater Fort Lauderdale Alliance yearly luncheon event. The event highlighted economic achievements within the entire County. Danielle highlighted the achievements that Sunrise was mentioned.

1. Mednax: Located in Sunrise and is the 7th largest private employer in Broward County.
2. Federated National Holding Co.: Located in Sunrise and is the 12th largest employer in Broward County, ranked by revenue.
3. Sawgrass International Corporate Park: The largest Corporate Park in Broward County and the largest in South Florida.
4. Sunrise is home to 3 of the fastest growing companies in Broward County, including the number one fastest growing company in Broward.

Business Tax License pre and post COVID – Danielle provided an estimated number of businesses in Sunrise who have renewed and unrenewed business tax receipts. 3,523 businesses renewed their business tax receipt. 693 business tax receipts remain unrenewed. Unfortunately, the City does not collect or track reasons why businesses closed or has not renewed their business tax receipt.

Reasons may include:

- Business closed permanently due to impacts from Covid-19.
- Business closed for “financial” reasons.
- Business relocated to another city/state.
- Business states “business closed” with no other information.

H. BOARD MEMBERS DISCUSSION

Shari asked if Sunrise will be creating coworking spaces. Danielle advised the board that Sunrise is looking into a coworking incubator space for the East Sunrise location. The City is looking into buying a building that might potentially work as a coworker incubator space.

Steve asked if a people mover system will be in the works for Sunrise do help the upcoming traffic problem (Terminal around the BB&T Center). Danielle explained that the County is looking into using their penny tax for transportation improvements. Not much information has been provided yet. Danielle can try to get a more recent update.

Steve asked if there will be an arch placed in the Sunset Strip location. Danielle explained as part of the master plan for the entrance of Sunrise Blvd and Sunset Strip, Sunrise does want to make the entrance inviting (archway, improve landscaping). There is a lot of underground work that needs to be done before working on the easements. This project is moving at a slow pace.

Shari asked why the City did not allow businesses to utilize parking spaces for outdoor seating. Danielle informed the board that during the peak of COVID, the City did allow businesses to utilize outdoor seating, as long they filled out the proper paperwork with the Community Development department. Some businesses did not take advantage of the proposal.

I. ADJOURNMENT

Motion made by Roberta Block to adjourn. Second by Dorothy Stollerman at 6:20 PM.

The next meeting will be on July 7, 2021.

Transcribed by: Stephanie Joseph, Board Secretary/ *Stephanie Joseph*

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, he/she will need a record of the proceedings, and that, for such purpose, he 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 to be based. F.S.S. 286.0105.