

**SUMMARY MINUTES**

**ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING**

**October 4<sup>th</sup>, 2023 – 5:30 P.M.**

**Everglades Conference Room (New City Hall)**

**10770 West Oakland Park Boulevard, Sunrise, FL 33351**

**A. WELCOME & CALL TO ORDER BY: MARIA RENEE DAVILA**

**B. ROLL CALL** Annie Cohen Coles  
Roberta Block  
Natalya McFarlane  
Maria Renee Davila  
Reginald White  
Dionne Smith – **Absent Excused**

Danielle Lima – Economic Development Director

Stephanie Joseph – Administrative Assistant I

Reilly Bridgers – City Manager’s Office Intern

**C. OPEN PUBLIC DISCUSSION**

Nicole Pazos spoke to the Board regarding an accident that involved her and her family. Nicole is bringing awareness to the light on Josh Lee.

**D. APPROVAL OF SEPTEMBER 6, 2023 SUMMARY MINUTES**

Motion was made and carried to approve the September 6, 2023 summary minutes. Annie Cohen Coles made a motion and Natalya McFarlane seconded. There was no opposition from the board.

**E. OLD BUSINESS**

a. Freebee Presentation

Danielle provided an update regarding the Freebee vehicles. The City of Sunrise has the fastest growth in the state of Florida in terms of ridership.

Program Goals: Introduce a turnkey on-demand transportation solution for residents, guests, and workers in the Sunrise Business and Entertainment District. Facilitate easy connectivity to work, shopping, restaurants, events, and nightlife within the Sunrise Business and Entertainment District. Reduce single occupancy vehicles, alleviate congestion, and decrease time spent searching for parking.

Ridership: In its inaugural year, the Freebee Sunrise microtransit system achieved remarkable success by serving over 45,000 passengers. This exceptional growth rate of over 274% in ridership solidifies its status as the fastest expanding service across the entire State of Florida.

Consumer experience: Freebee offers an exceptional customer experience, marked by convenience, engagement, and community connection. Customers relish the seamless ease of use, which makes moving around town not just simple but also enjoyable. The drivers serve as invaluable guides, sharing insights about the community, local businesses, and attractions, transforming an ordinary ride into a journey of discovery.

Economic Impact: The Freebee App goes the extra mile to connect with local businesses to explain how their business benefits from this amazing service. Freebee reduces traffic congestion! Time spent in traffic or hunting for parking is time that can be better spent enjoying what the amazing local business community has to offer. People love convenience! Convenience makes it easy to go shopping, touring, or out for a night on the town. Inconvenience keeps people home.

Environmental Impact: We're proud to lead the charge in sustainable transportation with our 100% electric car fleet, making a significant contribution to environmental protection. Our use of electric vehicles (EVs) enables us to reduce the greenhouse gas emissions usually associated with conventional vehicles, creating cleaner air and a healthier environment.

Shop Sunrise update – Danielle explained that the gift cards are open and eligible for residents who submit receipts from two or more businesses listed on the Shop Sunrise program. Residents are able to receive \$50 or \$100 gift cards.

Natalya inquired about the old skating rink location. Danielle the location is going through the approval process for residential apartments.

Danielle explained that the single-family homes on Sunset Strip were approved by the Commission. The site plan approval will be going to the Commission as the next step.

Danielle explained that the Brewery is moving along and currently awaiting permits for the build-out.

## **F. NEW BUSINESS**

Annie inquired about the sculptures on Flamingo Liner Park. The sculptures were submitted for permitting and the first round of comments are being addressed. Once the permits are received fabrication will begin. The

sculpture will take 6 months to build.

## H. ADJOURNMENT

Motion made by **Roberta Block** to adjourn. Second by **Annie Cohen Coles** at **6:11 P.M.**

The next meeting will be on October 4<sup>th</sup>, 2023.

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.