



THE CITY OF MIRAMAR ECONOMIC DEVELOPMENT ADVISORY BOARD MINUTES

December 12, 2024

5:30 P.M.

A meeting of the City of Miramar Economic Development Advisory Board (EDAB) took place at 5:45 p.m. on Thursday, December 12, 2024, , at the City of Miramar Economic Development & Housing (EDH) Department, 2nd floor conference room W-202E, 2200 Civic Center Place, Miramar, Florida 33025.

I & II. CALL TO ORDER/ROLL CALL

The following members of the EDAB were present:

Trever Wade, Chairperson
Shawn Jones
Irina Pinos

The following members of the EDAB were present:

Margarita Morales, Vice Chairperson (Excused)
Peter Apol (Excused)
Anneline Brown (Excused)
Darryl Holsendorph

A quorum was not achieved.

Also present:

Richard Hughes, Assistant Dir., EDH Dept./Staff Liaison
Travis Johnson, City Staff
Marvin Martin, Miramar Resident

III. APPROVAL OF MINUTES:

1. Regular Board Meeting Minutes of August 8, 2024

Deferred to the next meeting.

2. Regular Board Meeting Minutes of September 19, 2024

Deferred to the next meeting.

IV. BOARD MEMBER ITEMS: NONE

V. NEW BUSINESS:

1. MBA 2024 Grant Applicants Pitch Competition (2 Candidates)

Mr. Hughes reminded the board, as a group, they scored at the pitch competition last month, and at that time staff thought they had all the candidates, but found that they missed one due to an issue with records, etc. In fairness, staff was giving the missed candidate a chance to do his pitch to the board at the present meeting, and board members were provided with score sheets. He introduced the pitch competition candidate, Marvin Martin, a Miramar resident.

Marvin Martin stated he was a proud Miramar citizen for the past 16 years, thanking the EDAB for giving him the chance to present his pitch for his business, Expert Healthcare Consultants. He was currently working as a senior director of clinical divisions at Solis Health Plans in Doral. He gave a PowerPoint presentation, reviewing his education and professional backgrounds, as well as his current consultancy work activities, and future plans:

- He had over 24 years' experience in the healthcare industry
- His education credentials included: an MBA from Nova Southeastern University (NSU) with a concentration in health service management; a bachelor's degree in business administration; a bachelor's degree in health service; a Lean Six Sigma Black Belt for some ten years, with a concentration in health service management; and a two-year course at Villanova University
- Work history: one year spearheading the Affordable Health Care (AHC) or Obamacare at Aetna Health Plan, from which Aetna later removed themselves, finding it too expensive to participate; he was promoted to clinical director of the clinical division at Aetna, a position he held for nine years, where they did pre and post-surgery insurance coverage; some years at Blue Cross/Blue Shield; two years at Memorial Hospital on the

managed care side as clinical director, working with insurance companies, which he left when the COVID-19 pandemic started, as there was insufficient protection for the staff; and four years at United Healthcare, during which time he did revenue cycle billing, and risk management

- At Solis, he was currently in charge of system designs, and clinical direction; he had a no-compete clause, so he could not sign a contract at present; come January 15, 2025, he would be free to do so, as his two-year contract with Solis would end
- He planned to sign a contract with the Turks & Caicos Islands government, and the Bahamian government; he was a Bahamian American, so he had some affiliation; one contract would be as board advisor, as well as to build some systems for the two entities
- There was a high demand for healthcare consultants, particularly due to COVID, with many doctors retiring early due to the pandemic, other healthcare professionals lost their lives, while others moved to different professions, etc.; in Doral, there was a school, and young people pursued an education in healthcare, such as nurses, etc.
- His was a Miramar, home-based, healthcare consultancy company providing services that prioritized affordable, accessible, quality solutions to organizations in the healthcare industry, and individuals
- He would work from home in general, but there would be opportunities to travel within the U.S., and abroad, as he currently had some contracts in Iowa, and Delaware, so he could better leverage himself
- The extensive length of his professional career meant he came in contact with many CEOs, and leaders in the healthcare industry, and insurance
- The services his company would provide would be provided mostly by himself, though he would be helped by professionals he worked with; these services included: healthcare staffing, developing, and training; organization; underperformance consultation, such as working with organizations to identify issues, then provide solutions to get them up and running; system implementation design/build using systems, such as Epic, a system used by many managed care facilities, as it allowed them to process insurance information, medical records, payments, and other demographic information; the same applied to Five9, a customer care system many organizations used; healthcare credentialling and staffing through which he helped organizations recruit doctors, healthcare professionals, and filled other staffing needs, vetting certifications and qualifications, etc.; organizational structure, and design programs to help healthcare organizations pass healthcare certifications at the state and federal levels; Medicare and Medicaid consulting, helping individuals file appeals in the 30-day period allowed if treatment(s), prescriptions, etc. were denied by an insurer

- His target market for his consultancy was wide, including: health insurance providers, such as Aetna, Cigna, and AHC, major hospitals, government institutions, educational institutions, urgent care facilities around the U.S., pharmaceutical companies, etc.
- Based on the contracts he signed, he sought to bring in at least \$15,000.00 a month; he was currently scaling these earnings, as he lacked the resources to help him; he had no wish to take on more work that he could handle, and risk damaging his reputation; if all went well, he might consider relocating to an office space
- The hope was the City of Miramar's EDH program could help him realize his dreams.

Ms. Pinos expressed surprise that Mr. Martin was doing such a large amount of work by himself.

Mr. Martin affirmed he signed work contracts, such as Cigna, and Broward Health, and he first worked with top tier individuals, then had a manager who reported to him; though the manager did not have the same skill sets as he, he was able to mentor him; the manager would be working with him on the contracts he signed in February 2025. As the work grew, he would hire individuals to work with him on a part-time basis.

Ms. Pinos questioned how many people Mr. Martin planned to employ.

Mr. Martin replied, after February, about four persons.

Chairperson Wade asked if the persons Mr. Martin would hire would be sourced primarily from Miramar, or from anywhere.

Mr. Martin responded that he would focus on hiring from within Miramar, as the person he worked with at present was a Miramar resident, and he knew other persons he could hire were also Miramar residents.

Chairperson Wade wished to know how Mr. Martin planned to utilize the \$10,000.00 the grant program provided.

Mr. Martin stated most of the funds would go to legal fees, though some would be used for marketing, and equipment. He had to ensure his contracts were solid, as he had no wish for there to be any loopholes in his contracts. He anticipated having to invest some of his own funds as well;

Mr. Jones inquired, outside of his years of experience, what did Mr. Martin think would make his business stand out as a startup to attract opportunities to acquire

other contracts; it appeared Mr. Martin had done a good job in this area already.

Mr. Martin felt what was most unique about the consultant services he offered was affordable pricing, and access to his expertise that came from his extensive work experience, as he understood the healthcare field from a wide variety of approaches. He was willing to travel to clients around the U.S., and the Caribbean, as he had few, if any restrictions.

Mr. Jones questioned Mr. Martin's motivation taking the leap of faith to embark upon his own business.

Mr. Martin said he was a dream chaser. At the time he lost his parents some 20 years ago, he was inspired to enter the healthcare industry while studying as a finance major to become a certified public accountant (CPA). Whenever he visited the hospital, he noticed patients were treated as a number rather than as individuals. He was devastated by the passing of his parents, so he decided to turn that experience into something positive, and switched his major to the healthcare industry; he received his MBA within a year and a half. He saw the purpose of his work as making the world a healthier place, and after devoting 18 years of his life to raising his daughter, not taking certain positions that would interfere with his parenting, it was now his time to pursue his career goals, as he now had the time to do so with his daughter going off to college. He wished to be financially free to enjoy life as he chose, travel, and watch his daughter grow.

Mr. Hughes collected the scoring sheets from the board members present; upon the scores being tabulated, he congratulated Mr. Martin for achieving a score of 92. He informed Mr. Martin that city staff would contact him in the next week after his grant application was processed.

VI. OLD BUSINESS:

1. Draft Economic Development Plan

Mr. Hughes sought feedback on the draft of the Economic Development Plan he emailed the board prior to the present meeting; he supplied hard copies for board members to follow along his review of the draft. He highlighted the following:

- Page 17: a strategy was added for the retention and expansion of businesses currently located in Miramar; this was not a new goal, as it fit under the goal for making Miramar a preferred destination
- Key performance indicators were revised to tie them to a numeric value, inserting the value into each strategy, in order to track progress; these values could be adjusted over time

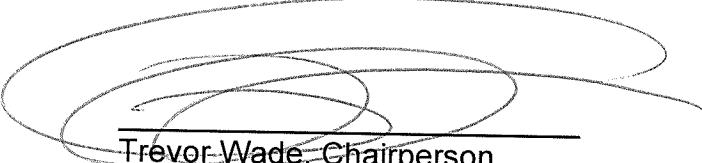
- Page 17: added key issues advanced by each goal
- Pictures were added to give the plan more eye appeal
- Messaging/theme of the draft attempted to identify Miramar as a cohesive city, with residents and businesses moving forward together
- The aim was to have a short plan that was not too voluminous, which he believed staff accomplished
- The consultant was asked to produce a one-page summary, front and back that the City Commission, and administration could refer to without going through the whole plan, and distribute to people
- A dashboard was being created, and posted on the website, and monitored by EDH staff, so they could illustrate the plan's progress, etc.
- Board members could review the draft for final discussion at the next meeting, so it could be sent to city administration for input/feedback, after which it would be tweaked, and sent to the City Commission.

VII. ANNOUNCEMENTS & INFORMATION: NONE

VIII. ADJOURNMENT:

The meeting was adjourned at 6:27 p.m.

Next meeting: Thursday, January 9, 2025 @ 5:30 p.m.



Trevor Wade, Chairperson
TW/cp