



## **THE CITY OF MIRAMAR ECONOMIC DEVELOPMENT ADVISORY BOARD MINUTES**

**September 19, 2024**

**5:30 P.M.**

A meeting of the City of Miramar Economic Development Advisory Board (EDAB) took place at 5:41 p.m. on Thursday, September 19, 2024, at the City of Miramar Economic Development & Housing (EDH) Department, 2<sup>nd</sup> 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  
Margarita Morales, Vice Chairperson  
Anneline Carter (Late 6:20)  
Darryl Holsendolph (Late 5:57 p.m.)  
Shawn Jones  
Irina Pinos

The following members of the EDAB were present:

Peter Apol (Excused)

A quorum was achieved.

Also present:

Nicholas Torres, Whitehouse Group  
Richard Hughes, Assistant Dir., EDH Dept./Staff Liaison

### **III. APPROVAL OF MINUTES:**

**1. Regular Board Meeting Minutes of August 8, 2024**

Deferred to the next meeting.

**IV. BOARD MEMBER ITEMS:**

Vice Chairperson Morales mentioned at the last board meeting the board discussed forming a Miramar Chamber of Commerce, and she thought this matter needed further discussion. She asked if that could be placed on the next meeting's agenda for board discussion, as if the board supported the idea, they could begin working on a plan.

**V. NEW BUSINESS:**

**1. Hurricane Preparedness (City Emergency Management Staff)**

Josh Green with the city's Emergency Management Division referred to the backup he provided for his presentation on hurricane preparedness.

Vice Chairperson Morales asked if Mr. Green and his staff met with residents and businesses in the Miramar community; that is, who was staff's target audience.

Mr. Green replied that his staff worked mostly with first responders, and city departments; he did liaise with some homeowners' associations (HOA) on matters that included evacuation plans in the event of flooding, etc. His staff also worked to address the needs of the elderly and special needs populations in the event of an emergency due to a natural disaster. He continued his presentation, highlighting the following:

The business card distributed to the board members contained a QR code that, if scanned, provided information on emergency preparedness that could also be found on their website: [miramarfl.gov/emergencymanagement](http://miramarfl.gov/emergencymanagement) on the city's webpage.

**VI. OLD BUSINESS:**

**1. Economic Development Plan Update**

Mr. Nick Torres of Whitehouse Group gave a PowerPoint presentation and

handout to update the EDAB on the city's Economic Development Plan.

The draft goals, strategies, actions, and key performance indicators are the result of previous work on the community assessment, stakeholder input and analysis of community strengths, weaknesses, and opportunities.

Goals are stated in the affirmative rather than using consultant-oriented recommendations language to have city leadership take ownership of the plan. The idea is for anyone from outside the community reading the plan to understand what the city stands for and what it intends to do. For example, goal one is to be a preferred destination for business. Strategies include marketing available spaces and providing concierge-level service. Actions include developing targeted marketing messages for different size businesses and providing a dedicated economic development website.

Vice Chair Morales asked who would be responsible for the actions. Mr. Hughes answered that it would be the EDH department.

Mr. Holsendolph noted the goals are very aspirational. The city already has large companies and there needs to be more business-to-business activity. He wondered about who the city would be a preferred destination for, what targeted businesses. He questioned what percentage of tax dollars are being spent on local businesses and how can we get companies from outside to locate here so dollars are spent locally. Also, artificial intelligence is impacting how business is done.

Ms. Carter mentioned the website and asked if there is a way for companies to advertise on it so businesses can know who is already here. Mr. Hughes noted that this is related to marketing efforts and telling the city's story, which is that the city will do what's necessary to attract businesses of all levels.

Vice Chair Morales mentioned having a separate goal for businesses already here and what actions can we take to keep them here. Member Holsendolph agreed that retention is necessary and improving their level of engagement with the city.

Mr. Torres noted that an advantage of having broad, aspirational goals is we can call out specific strategies for business retention such as enabling capacity building for small businesses. In their work on the plan, the consultant has noticed that quality of life has been the biggest selling point and that people want to come here which translates from the standpoint of both businesses and residents.

Ms. Carter thought that the goal for the chamber of commerce was to bring together businesses of all sizes.

There was general agreement to include something concerning existing businesses so that the plan references business attraction, retention, and collaboration.

Mr. Torres noted that proposed goal two is to diversify the city's economy through attracting additional target and emerging industries. Artificial intelligence (AI) companies are an example of an emerging industry. Mr. Holsendolph noted that alternative power sources for AI is another emerging industry. The plan recognizes expanding opportunities for women-owned and minority business as another activity.

Proposed goal three recognizes the role of innovation and technology as part of the city's infrastructure and the Smart City initiative.

Proposed goal four states that the city will be a quality place to live for people at different life stages. Mr. Hughes noted that the intent is to serve the needs of residents in different ways, including housing choices, means of moving about the community and employment opportunities. Mr. Holsendolph noted that a key to this is the many cultural activities available to the different demographics in the city. He also thinks the workforce-employer connections can be made stronger. Ms. Carter thinks a strength is the parks but that information on programs is not easily known.

Proposed goal five is directed to supporting the talent base for the city's businesses. Mr. Torres noted this involves partnerships among employers and schools. Mr. Holsendolph noted that this has been an initiative of the chamber to collaborate between the businesses and the schools so workforce gaps can be addressed. Mr. Hughes stated the city is not in the business of providing education or training resources; instead, the city is in the role of facilitator.

For goal six, Mr. Torres noted that the city would be taking a more active position on revitalizing the historic area through offering its vision for key locations and possibly acquiring properties to participate in new projects. Mr. Jones mentioned he has noticed some changes in the historic area with new projects in existing neighborhoods.

## **2. Commercial tenant guide to doing business outreach**

Vice Chairperson Morales asked if persons applying for a new business tax license, or renewing it get the letter.

Mr. Hughes clarified the letter would be given to prospective, and new tenants via the landlord. It was possible to disseminate the letter to those doing a renewal.

Vice Chairperson Morales believed the more information given out the better, suggesting the letter be sent to anyone with a business tax license in the city, asking if the letter would be distributed electronically only.

Mr. Hughes pointed out, as there would be numerous recipients, sending it electronically was the most cost-effective way, and the best way to get the information out quickly. Landlords would be asked for their assistance sharing the letter of information, as part of the city's proactive support of the local business community.

Mr. Holsendolph thought the letter should contain county contact information for small businesses to apply for certification.

Mr. Hughes stated the city's business tax office staff should already be handing out the EDH's "Guide to doing business in Miramar" information.

Vice Chairperson Morales thought staff should do handouts, emails, etc., whatever medium worked to get the information out to the business community. She wished to see the department contact information in the letter, including the QR code to the city's website.

## **VII. ANNOUNCEMENTS & INFORMATION:**

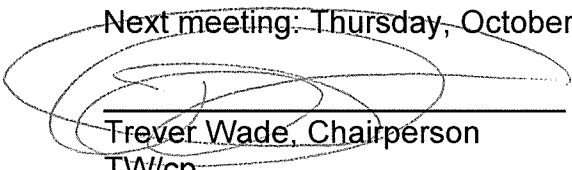
1. 2024 South Florida Innovation Day: September 18, 2024, 10:00 a.m. to 6:00 p.m. at Allan B. Levan/NSU Broward Center for Innovation; 3100 Ray Ferrero Junior Boulevard 5<sup>th</sup> Floor, Davie

2101 Palm Avenue, Suite 105  
August 20<sup>th</sup> @ 5:00 p.m.

## **VIII. ADJOURNMENT:**

The meeting was adjourned at 7:24 p.m.

Next meeting: Thursday, October 10, 2024 @ 5:30 p.m.



Trever Wade, Chairperson  
TW/cp

